We've taken a post-graduate in POWER!

Not satisfied with our B.T.A. (better than average) power, WOR long ago took its 50,000 watts and directed, multiplied and concentrated them. Today, to its B.T.A., WOR can add T.B.A. (the best available.)

For, by means of a directional antenna and unique over-water approach, WOR's power-full 50,000 watts are concentrated on population centers—cities where people listen, not dead-space.

WOR skillfully tucks its power away from the ocean on the East and the thinly populated portions of those states on the West. WOR has specifically designed its power to reach the greatest group of markets in America with the most power.

Such an advantage is a major reason why more national advertisers are using WOR in more ways—at less cost—more often.

that power-full station— WOR
Land sakes! Everywhere you look there's another one. Barn Dances on radio, on stage, as private attractions, or in the movies.

It's gratifying to WLS that something we started (so innocently) back in 1924 should have grown like that. On nearly every radio station, in pictures, and on many stage attractions there's a Barn Dance unit—most of them good. And they should be good! Nearly every one of them has one or more persons who either started at WLS... or at some time worked on WLS.

Naturally, when we hear of the “wonders it produces”... in mail results... in box office gross... we just recall the “old original” continues to go right along. At the Eighth Street Theater in Chicago it’s still a five-hour show every Saturday night. It’s “pulled them in” there for 422 consecutive weeks with over $65,000 paid attendance. It’s still, after fourteen years, furnishing S. R. O. entertainment units for theaters, fairs and like events... and there's nearly always someone out in Hollywood making a picture. (Uncle Ezra's there now.)

It looks as though the Barn Dance might be here to stay. And so... “imitation being flattery”... we bow.

P.S. Shucks, we even imitate it ourselves. The Prairie Farmer-WLS Home Talent Organization has been conducting local home talent shows (patterned after the WLS Barn Dance) in Mid-West towns for five years now. So far we've had better than 2,000 such "Home Talent Barn Dance Shows" in 1,200 different towns with over 2,000,000 attendance and about 200,000 individuals taking part in the casts.
great New England "Money Marker" at no extra cost

job on the network which now offers you extra coverage in this

— and you don't need a million bucks to do a national advertising

Here's still another big bonus

for Blue Network Advertisers
PLUS New Englanders, who prosper from this extra —
the one way to reach these added millions —
spread-freely play day.
Is new, telling will mean selling... during summer
sold on vacation or, if your product or service
if they were your customers at home, keep them
numerable places.
summer) which they spend for countless needs in
by bringing $500,000.00 (probably much more. THIS
They come — more than 3,000,000 strong
America — accept this New England invitation.
vacations of all ages — from all over

C'MON IN!
BLUE NETWORK advertisers are grinning more broadly than ever these days. For another luscious Blue bonus has been given to them. This time, it’s extra coverage in the rich Metropolitan Boston area—*at no extra cost*!

To cover New England’s richest market as it has never been covered before by radio, WBZ moves its transmitter location to Hull, on Boston Harbor. There the most modern 50,000-watt transmitting facilities were built. And with them, dominant coverage has been emphatically obtained!

This is another of the many extra coverage bonuses that the Blue Network has been pyramid-ing for advertisers in the past eleven months. And this is one reason why the Blue has become America’s outstanding advertising buy.

Other reasons why 70% of the Blue’s 1938 advertisers renewed for 1939-40—and brought 17 new Blue boosters with them:

1. **Lowest national cost**—
   the result of the famous Blue Network Discount Plan.

2. **“Money Market” Coverage**—
   concentrated in the places where 72% of America’s effective buying power is located.

At all-time low cost you can take new profits out of your business by discovering that sales begin where the Blue begins—for only $5,000* a week, nighttime half hour, coast to coast. National Broadcasting Company, A Radio Corporation of America Service.

*Time only

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**WBZ war council** agog over the blitzkrieg of orders that advertisers have fired at them. At Mr. Callahan’s left in the front row, Frank R. Bowes, sales manager. On Mr. Callahan’s right, Dwight A. Myer, plant manager. Looking on, sales promotion manager, Harry D. Goodwin, and program director, John F. McNamara. Said Mr. Bowes: *“We could stay on the air twenty-four hours a day and still do a land office business the way the orders are piling in from advertisers!”* To which Mr. Callahan replied: *“That just proves advertisers know a good buy when they see one. We now dominate the Metropolitan Boston market of 2,500,000 listeners!” You can reach ’em on the Blue — at all-time low cost!*

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**Frank Bowes visits John C. Dowd**, president of one of Boston’s leading agencies. Said Mr. Dowd: “The increased coverage of WBZ is great news, Frank. The station has always done a grand job for our clients—and will do even better now!” *Which pretty much sums up what Blue Network advertisers are saying. There are profits for you in this network—at a national cost no other medium can match!*
Figuratively Speaking

WRVA GIVES YOU COVERAGE WHERE IT COUNTS MOST

Sales figures won't interest you if your secretary has a better one, but look at the extra thousands of listeners you get this summer with Virginia's only 50,000 watt radio station — WRVA.

For example, 40,000 vacationists a day visit Virginia Beach alone—a total of 3,760,000 vacationists from June to September. These vacationists are another WRVA plus! WRVA also serves the rich Norfolk and Richmond markets with the Columbia and Mutual programs.

C. T. LUCY, General Manager

WRVA 50,000 WATTS

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" NORFOLK
INDISPENSABLE

... in a rich listening area with which its call letters have become synonymous..

WHAS

SELLING A $2,214,269,000 MARKET 50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.
Now... Facsimile

FINCH FIRSTS:
- Automatic synchronizing method which permits home facsimile recording in all AC or DC power areas; also from batteries.
- System placed in actual operation by majority of large U. S. facsimile broadcasting stations, and by foreign broadcasters and foreign telegraphic administrations.
- Automatic, fully visible, continuous-feed home recorder.
- Instantaneous recording on dry paper requiring no processing.
- High-speed, high-definition broadcasting facsimile equipment at low price.

The new Finch scanner, operating at high speed on FM, transmits pictures with great fidelity—at same time over same wave-length as sound programs—with no interference. Photo shows part of new Finch factory.
The momentous FCC decision of May 20th puts facsimile on a commercial basis via FM. This means the sponsored transmission of sound and facsimile programs simultaneously over one wave-band.

The two types of programs (for ear and eye) may be combined, so that while the radio audience listen they also see—a permanent printed program, with maps, drawings, photographs, labels, commercials, reply coupons, etc. The speaker may easily illustrate his points with pictures simultaneously transmitted and lastingly retained.

Or the two programs may be entirely unrelated—as when the aural program is music for one sponsor, while the facsimile is illustrated news for another sponsor.

Finch Telecommunications, Inc. — which has always been “First in Facsimile”—announces the long awaited high-speed, high-definition Scanner F-112, which constitutes the complete equipment required for facsimile broadcasting.

Especially with FM the definition achieved by this scanner is amazing.

The speed also exceeds all previous performances for home facsimile, running 1.3 inches per minute—which for the 2-column (4 in. wide) recorder equals 5.2 sq. in. per min. and for the 4-column (8½ in. wide) recorder equals 11.05 sq. in. per min.

Every station can easily afford this latest development in facsimile transmission. The cost is trivial as compared with aural equipment.


Finch Telecommunications, Inc., is a well financed independent company. It is devoted exclusively to the development and manufacture of Facsimile equipment, under the direction of W. G. H. Finch, originator of the principal patents relating to modern facsimile. For years 22 stations have been broadcasting facsimile experimentally with Finch equipment. All broadcasters planning to enter this lucrative new field are invited to investigate FINCH FIRST.
but the evidence is all here!

1  WDRC IS THE ONLY BASIC CBS STATION IN CONNECTICUT
   In this rich market, where the buying index is 34% above the U. S. Average (Sales Management figures), WDRC is the only basic station of the Columbia Broadcasting System.

2  ALL YOUR CUSTOMERS AND PROSPECTS LISTEN TO WDRC
   WDRC has the programs and the audience—top-flight CBS shows, supplemented by popular local programs and complete news coverage.

3  IT COSTS LESS TO SELL YOUR PRODUCT ON WDRC
   In addition to coverage and programs, WDRC gives you the most attractive rates in this market—whether you’re buying time or spot announcements.

WDRC
HARTFORD
CONNECTICUT’S PIONEER BROADCASTER
The latest program honors captured by NBC are those below. They are additional evidence of the superiority of NBC programs both in the educational and entertainment fields. And they are important because they prove that NBC is serving American radio audiences well.

NBC regards radio first as a public service. Its first efforts are always in the interest of public service. And the program popularity firsts NBC wins are always added incentive to make the next program even finer than the one before!

Eleventh Institute for Education by Radio
Votes NBC 9 out of 15 Awards

Judging Committee at the Eleventh Institute for Education by Radio, recently held at Ohio State University, voted NBC 9 out of 15 awards for network educational programs, including 7 out of 10 in the field of adult education. NBC programs received 5 first awards and 4 honorable mentions.

FIRST AWARDS

MEET MR. WEEKS program "What Makes An American?"
UNIVERSITY ROUND TABLE discussion of "Propaganda."
AMERICA CALLING, a program originated at NBC Associated Station KSTP, St. Paul, Minn.
CAVALCADE OF AMERICA program "Abraham Lincoln" (duPont).
STUDENT OPINION broadcast by the Student Council of the Chicago Public Schools, which originated at WMAQ, Chicago.

HONORABLE MENTION

Ted Malone's PILGRIMAGE OF POETRY broadcast of "Francis Scott Key."
THE STORY BEHIND THE HEADLINES program "Immovable Feast of Thanksgiving."
ARCH OBOLE'S PLAYS broadcast "Johnny Got His Gun."
AMERICA'S TOWN MEETING OF THE AIR program "What Are the Real Issues in the European War?"

RADIO GUIDE POLL

MOVIE AND RADIO GUIDE "STAR OF STARS" POLL VOTES NBC 17 OUT OF 23 FIRST PLACES—American radio audiences cast 83,000,000 votes in the nationwide program popularity contest conducted by Movie & Radio Guide. NBC stars and programs won 17 out of 23 first places. In 20 of the 23 divisions NBC programs and personalities polled a majority vote over every other network.

FORUM CLUB OF YOUTHBUILDERS

NBC PROGRAM WINS FIRST AWARD OF FORUM CLUB OF YOUTHBUILDERS, INC.—The award made for the "radio program having done most to help children of New York City" was won by "Cavalcade of America," an NBC program sponsored by E. I. duPont DeNemours & Co. In presenting the award, a high school student said: "We have chosen this program because it shows how American democracy grew up by telling us true stories about real Americans."

NATIONAL FEDERATION OF PRESS WOMEN

NATIONAL FEDERATION OF PRESS WOMEN GIVES NBC PROGRAMS TOP HONORS—First honors in the biographical classification were awarded to the Women's Activities Division of NBC for the program, "Gallant American Women." Honors were awarded "for producing a radio program of intrinsic excellence and real public service which has won widespread appreciation among persons of intelligence and influence."

WOMEN’S PRESS CLUB

NBC PROGRAMS WIN "BEST SKETCH" AWARD OF WOMEN’S PRESS CLUB OF NEW YORK CITY—Because of closeness of vote, certificate for "The Best Dramatic Sketch on the Air" was awarded to "One Man's Family" sponsored by Standard Brands, Inc., and the "Gallant American Women." PHIL BETA

NBC WINS FIRST ANNUAL PHI BETA AWARD FOR TWO MUSICAL PRESENTATIONS—Phi Beta—the National Professional Women's Fraternity of Speech and Music—presented its first annual award to NBC for presentation of NBC Symphony Orchestra Concerts and Saturday Matinees of the Metropolitan Opera.

WOMEN'S NATIONAL RADIO COMMITTEE

NBC WINS FIRST AND SECOND AWARDS OF WOMEN'S NATIONAL RADIO COMMITTEE—The first award prize went to "America's Town Meeting of the Air." Second award to the "University of Chicago Round Table". These are both NBC programs. Women's National Radio Committee made a grand total of 44 awards, of which NBC won 27.
ONE of every seven of the nation's dinner pails are carried in the "Golden Horseshoe." TWO of the nation's leading radio stations blanket this prosperous wage earner market.

Feet beat a steady rhythm through factory gates . . . time clocks ring the tune that means full pay envelopes . . . dinner pails are on the march within the "Golden Horseshoe," that money-making, money-spending area covered by WJR Detroit and WGAR Cleveland.

Count our dinner pails, and you'll find here more than one and one quarter million wage earners at work. That's more than fifteen per cent of the nation's total. They will draw down approximately one and three quarter billion dollars this year, or more than seventeen per cent of the wage earner income of the country!

Count dinner pails when you're planning that next campaign. And, to reach those who carry them in the great industrial empire of the Midwest . . . count on the Great Stations of the Great Lakes.

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland
Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives
Defense Plans Retain Commercial Radio

False Rumors of Federal Scuttling of Industry Blasted;
Broadcasts Viewed as Means of Developing Morale

By SOL TAISHOFF

FAR FROM being threatened with preemption, silencing or other dire presidential or governmental acts which would spell total collapse (as reported in irresponsible quarters), commercial broadcasting already has been bracketed as a bulwark in home defense plans of the Administration, even in the event of American involvement in the war.

On highest and unimpeachable authority it can be stated that the preparedness plans portend a minimum of upsetting of the status quo in broadcast operations. Beyond that, the newly-invoked policy of national preparedness, growing out of the total European war, has as its keystone cooperation with the industry which is expected to rebound advantageously to radio and slacken what had appeared to be a regulatory onslaught against the medium.

With labor destined to be placed under wraps and with all governmental agencies presently under instructions to avoid business upheavals, it is logically expected there will be de-emphasis of regulation trends which might hamstring broadcasting operations. The chief beneficiaries of this new course, no other than the broadcasting industry, will probably be the major networks, which were slated for rough handling by the FCC as an outgrowth of the so-called network-monopoly inquiry. The Commission’s report now is in its final stages of preparation and probably will be made public within a fortnight.

Sheer Fantasy

Scuttling the alarmist reports published elsewhere that Uncle Sam would take over commercial broadcasting should a war crisis develop, FCC Chairman James Lawrence Fly told Broadcasting May 26 that such speculations were utterly without foundation. He declared that the analysis published in the May 15 Broadcasting [page 17] stating there would be no tightening of radio control, was accurate in all essential details. He reiterated previous comments that cooperation with the industry constitutes the fundamental approach during these critical times.

“We will continue to keep in touch with the whole problem,” Mr. Fly declared, “and naturally that is with the view toward promoting not only the national defense needs of the country but toward preserving the status quo so far as possible and making sure that the Government contemplates taking over of broadcast operations generally can only be labored.”

In informed quarters it is stated that radio would be perhaps the last medium to be diverted from normal commercial operation because of cause of possible undermining of public morale. A vast majority of the populace, including the Government officials themselves, are relying upon radio for first-hand war news. To impede that service would do more toward demoralizing confidence than perhaps any other Governmental act, save direct commandeering of newspapers. Lessons of the last war and the unlimited cooperation of the radio industry during that period all tend toward the view that cooperation with both radio and newspapers, rather than direct Governmental intervention, will constitute the procedure should conditions become critical.

The Military Agree

High commands of both the Army and Navy are known to favor a “business as usual” approach for radio all down the line. They recognize the impact of radio on public opinion, having seen it demonstrated with such telling effect as an aid to the President’s gigantic national defense program. While general staff heads of the military services might have been wary of radio at the outset of the European conflict, they now appreciate the tremendous value of informed public opinion possible through free radio and press. If censorship occurs as a corollary of actual involvement, the effect will be to set up civilian control.

All this does not mean that all communications will remain free from National Security restrictions. In ferreting out “fifth column” activities, now placed in the hands of the Department of Justice, it is entirely possible that some restraints will be placed on foreign language programs. International broadcast stations likewise might be affected to avoid unneutral acts threatened espionage. Moreover, in the extreme situation where actual involvement of the United States might be precipitated, there is the possibility that a number of coastal broadcast stations may be silenced, particularly on the lower frequencies, to open those facilities for coastal and harbor work.

Networks Retained

It can be stated without equivocation that there will be both national and local broadcasting and that network service not only will be continued but encouraged. That much is provided in tentative executive orders drafted last fall, when the European situation became acute. In ensuing weeks, it is more than likely that proposed new orders will be drafted but sentiment, even among the most staunch militarists, appears to be toward full cooperation with broadcasting and communications interests rather than anything in the nature of emergency “nationalization.”

It is known that in point-to-point communications, the War and Navy Departments have launched a program under which key official personnel has been stationed in key communications companies. This is for the purpose of acquiring knowledge and training about such operations, and it is emphatically stated that the object is not that of mobilizing industry under full Government direction.

In the case of broadcasting, there has been talk of assigning observers to stations for the same purpose. There is no foretelling what the development might be along this line in the event of our involvement though there has been some talk about placing of military censors in key stations. Conceivably this could be effected by commissioning existing executive personnel in the intelligence or communications branches of the military services. Even this, however, can only be regarded as sheer speculation.

Official quarters also brand as exaggerated the emphasis placed on testimony of Maj. Gen. H. H. Arnold, chief of the Army Air Corps, before...
a Senate Appropriations Committee, that in time of war all stations in the United States would have to shut down because they could be used as targets for enemy bombers. Published reports interpreted this as meaning the silencing of all broadcast stations, permanently. Actually, it was pointed out that General Arnold’s observation was applicable only to an immediate emergency of enemy bomber invasion and that it would affect not only broadcasting stations but all stations using low or intermediate frequencies, including Government operations themselves.

The Homing Angle

Informed technical opinion was that signals in such circumstances, might be closed down upon a warning signal of an approaching enemy air armada, but only temporarily—a matter of hours. Moreover, it was said that while signals of clear-channel outlets, broadcast or otherwise, might be shut off immediately on long-wave haul anywhere from 1,000 to 8,000 miles, radio direction finders are utterly useless on duplicated channels. It would be a simple thing, it was pointed out, to duplicate all clear channels for the temporary period involved, as a means of frustrating the use of such signals for “homing” purposes. One highly-qualified radio aeronautics expert observed that the radio direction finder would “goes crazy” when a second signal, however distant, is superimposed on an otherwise clear channel.

High-frequency FM operations, coming into their own, would prove useless for homing purposes, since the intention is to duplicate all channels and such frequencies have limited range characteristics and no secondary signal.

Effect on Monopoly Report

Proposes the network-monopoly report, which has been viewed in many industry quarters with fear and trembling because of the evidences of monopoly and other general features expressive of the state of current affairs. The Commission’s report, it is believed, will be welcomed with high Administration officials—probably the President himself. Because of the limitations of the Communications Act of 1934, it may be supposed that the report will be made to the President with the recommendation that its provisions be adopted in whole or in part. This will be a major step in the establishment of an independent broadcasting authority. The President, with the advice and consent of the Senate, can accept or reject the report, but he cannot amend it.

The broadcasting industry with unreasonable unionization demands. The President rather pointedly told labor it could not create disturbances through strikes, in these days.

‘Fifth Column’ Control

The “fifth column” threat also is only remotely associated with commercial broadcasting but nevertheless may necessitate a tightening up of personnel control, voluntarily imposed by the industry. The May 17 statement of Chairman Martin Dies of the House Committee investigating Un-American activities, striking at subversive “fifth column” activities, hits on the radio personnel border line. Among others, he named the American Communications Assn., a CIA union, as under supposed Communist leadership. Chairman Dies quoted the testimony of Fred Howe, former secretary of a marine radio operators’ local of ACA, regarding the alleged presence of 180 Communist radio operators aboard American merchant ships. Possible employment of Communists in communications and broadcasting stations is a matter of deep concern to military authorities, particularly those in the Navy.

All radio stations on the national defense horizon are more than favorable to maintenance of the entire commercial broadcasting structure with least possible Government interference because of its status as a nerve-center operation.

Ten-B-Low Discs

TEN-B-LOW CO., Columbus (ice cream mix), new to radio, has entered a substitute of six transcribed announcements weekly, 55 times, in five markets. Women’s participation periods and chain breaks are being used. Stations selected are WBBZ-WBZA, Boston; WTIC, Hartford; WORC, Newark; WJAR, Providence; WBNS, Columbus. More stations will be added as soon as distributors and tape facilities are available. Reineck-Ellis-Younggreen & Finn, Chicago, handles the account.

St. Louis Spot Drive

SPOT announcements on at least a dozen stations will be used as part of the 1940 Visit St. Louis Campaign, designed to bring visitors to that city during the summer months, which will again be handled by Kelly, Schuhman & Zahrndt Inc., St. Louis agency. Besides radio, special copy will be used in 67 metropolitan and 168 small-town newspapers, and some 250,000 illustrated booklets will be distributed.

Gov. Case Impoving

GRADUALLY recuperating from a combination of ailments which have kept him confined to his home since last February, Commissioner Norman S. Case of the FCC plans to leave for his summer home on Narragansett Bay, near Providence, early in June. Still suffering from phlebitis but fully recovered from pneumonia and pleurisy, Gov. Case probably will spend several weeks in Rhode Island and contemplate future plans for the remainder of his term. His son, Norman Jr., graduates from Brown University in June and he plans to attend the commencement.

and because it is felt any undue interference might seriously undermine or crush public morale. This is felt to be the case, despite a definite strengthening of the national defense defense horizon are more than favorable to maintenance of the entire commercial broadcasting structure with least possible Government interference because of its status as a nerve-center operation.

FM to Establish

New York Office;

Dorrance Named

Far-Reaching Benefits Seen

In New Art by Shepard

[More FM news on pages 18-19]

SURREED to new action by the FCC order authorizing full commercial FM, the board of directors of FM Broadcasters Inc. at a meeting in New York May 27 announced establishment of a New York office and appointed Dick Dorrance, formerly of the WOR press department, as its director.

The FMBI board, headed by John Shepard 3d, president of the Yankee Network, which created an office in mid-town Manhattan as soon as space can be procured. The full board met with Philip G. Lounke, former managing director of NAB and chief counsel for FM Broadcasters, to discuss future plans in accordance with the FCC ruling. President Shepard expressed gratification over the FCC ruling.

Has Handled Promotion

Mr. Dorrance, for 2½ years with the WOR press department, represented the group’s commercial department of promotion for FM Broadcasters. He is a native New Yorker and graduated at St. Lawrence University.

He came to radio by way of journalism, having been State editor of the Rutland (Vt.) Herald and on the staff of the Boston Herald and the AP in New England.

Dorrance has acted as part-time promotion director of FM Broadcasters for several months and is author of the FM booklet, “Broadcasters and the New Art,” issued by FMBI, of which some 30,000 copies have already been distributed. In addition to his writing talent, Dorrance brings to his new job a more than average familiarity with technical aspects of radio, having once held a broadcast operator’s license and still being an enthusiastic radio amateur. He has designed and built his own 1,000-watt radiophone transmitter.

Shepard is Gratified

Mr. Shepard, first of the broadcasters to invest large sums in FM experimentation and development, following the board meeting made this statement regarding FM:

“The FCC’s enthusiastic ‘green light’ to FM is indeed gratifying. Some fundamental and far-reaching benefits will be brought about, but I am, in my opinion, lost in the face of the immediate benefits of FM. These immediate benefits of station clearance, reduced interference, improved station quality reception and increased employment, important as they are, are actually only parts which fit into the picture.

While it is difficult for us in America to see the extent of the superiority of our existing system over that of other countries, FM will undoubtedly further the advance of radio news system as a weapon of broadcasting to a still higher level. The fact that FM opens the way to more broadcasting facilities, which crowds out any necessity (either existent or imaginary) for censorship by regulations.

This is in exact line with the mind of the Congress when it prohibited

(Continued on page 91)
FCC Authorizes Additional Grants Of Local Outlets
Continues Issuing Permits, Mostly Without Hearings

CONTINUING the policy of authorizing new stations where need is shown and where interference will not result, the FCC during recent weeks has issued construction permits for more and more local outlets. Up to May 15, the Commission had authorized 17 new station applications during 1940, not counting one of the two in Salisbury, Md., which voluntarily surrendered its construction permit in the New Jersey area, among the grants since May 15 are several to newspaper publishers. New station authorizations since May 15 were as follows:

Grand Rapids Outlet
Leonard A. Versluis, onetime partner with Harold Gross in the ownership of WJIM, Lansing, Mich., May 28 was granted 250 watts on 1310 kc. for a new station in Grand Rapids, which may become a regional outlet — WOOD-WASH. Mr. Versluis sold his interest in WJIM to Gordon Vergez, Saginaw.

Valley Broadcasting Co., Steubenville, O., on May 28 was authorized to construct a new 250-watt outlet on 1310 kc. in the Steubenville community. Its stockholders are Mr. Versluis, Michael Maler, furniture dealer, 22.2%; Louis Berkman, hardware, and steel broker and milk and mine supplies, 22.2%; Jack M. Berkman, manager of the local business, 22.2%; Arthur Teitlebaum, ladies wear, 22.2%; Alex Teitlebaum, same business, 11.1%.

Gainesville Broadcasters, a partnership, on May 28 was granted 250 watts on 1210 kc. in Gainesville, Fla. The partners are Henry Estes, manufacturer; Austin Dean, editor of the Gainesville Eagle, a weekly; L. H. Christian, hardware merchant.

Middle Georgia Broadcasting Co., Macon, Ga., on May 28 was authorized to construct 250 watts on 1420 kc. in that community. The company's officers and stockholders are: E. D. Black, Central Cotton Oil Co., secretary-treasurer, 25%; E. G. McKenzie, Central Cotton Oil Co., secretary-treasurer, 25%; E. M. Lowe, Lennen Realty Co., president, 25%; and Mrs. Martha P. Lowe, 25%. Call letters will be WMBL.

Two Newspaper Grants

Birney Imes, publisher of the Columbus (Miss.) Commercial Dispatch was granted 250 watts on 1370 kc. on May 1. Call letters will be WCBJ.

Valley Broadcasting Co., West Plains, Mo., on May 28 was granted 250 watts on 1310 kc. It is a partnership consisting of five persons, all primarily interested in the theater and hotel business in Georgia and Alabama communities. They are L. J. Duncan, Leila A. Duncan, E. M. Allen, Josephine A. Duncan and Aubrey Gay.

McDowell Service Co., Welch, W. Va., on May 28 was granted 250 watts on 1310 kc. Its officers are J. W. Blackley, insurance and real estate businessman, president, 40%; L. E. Rogers, theatre owner, vice-president, 25%; J. R. Wernes, insurance, secretary-treasurer, 25%; John Rogers, Keystone, W. Va., 6% 25%.

Tri-County Broadcasting Co., DuBois, Pa., on May 16 was granted 250 watts on 1280 kc. Its president is H. T. Gray, publisher of the DuBois Courier and Express. All shareholders, each owning 50 shares, are connected with that newspaper. In addition to H. T. Gray, they are J. S. Gray, W. B. Moss and L. F. Mohney.

Lakeland Broadcasting Co., Willmar, Minn., secured a construction permit for 100 watts on 1310 kc. Its officers and stockholders are: H. W. Linder, investments, president, 76%; M. R. Johnson, dairy business, vice-president, 10%; V. W. Lundquist, attorney, secretary, 4%; L. F. Johnson, dairy business, treasurer, 10%.

Some Ordered to Hearing

Most of the foregoing grants were made without preliminary hearings. Designated for hearing were the following applications for new stations: George F. Meyer, seeking 100 watts on 1600 kc. in Medford, Wis.; Capital Broadcasting Co., one of whose principals is Edwin Spence, former NAB secretary, seeking 100 watts on 1310 kc. in Washington, D. C.; General Broadcasting Inc., seeking 500 watts night and 1,000 watts day on 1050 kc. in Steubenville, Ohio; Hoar Broadcasting Inc., seeking 500 watts on 1310 kc. in Steubenville, Ohio; Harriett S. Kromer, and Edgar E. Kromer, partners, seeking 250 watts daytime on 1150 kc. in Jack- sonville, Ill.; Helen L. A. Tall, and Walter Bellati, seeking the same facilities.

PAWTUCKET GIVEN REGIONAL OUTLET

RHODE ISLAND, with only three broadcasting stations, all located in Providence, will have a fourth full-time regional outlet shortly under a proposed grant announced May 28 by the FCC. In proposed findings of fact and conclusions, which require later ratification but are virtually the equivalent of a final decision, the Commission approved the application of Pawtucket Broadcasting Co., for a new station in Pawtucket to operate with 1,000 watts on 1390 kc. The company's stockholders are Frank F. Poultney, auto dealer, and Howard W. Thorney, now chief engineer of WPRO, Providence. Pawtucket was formerly operated by Paul Oury, one-time manager of WPRO, but he withdrew from the company.

PROGRAM IDEAS and network policy were among topics discussed by this group of executives at a recent "get-acquainted" luncheon at the Hotel Biltmore, Denver. There are (1) lounge-car network, NBC Hollywood production manager; Arthur L. Lynn, Lennen & Mitchell, New York, executive on the P. Lorillard Co. (Old Golds) account; William N. Robson and Richard H. Digs, newly-appointed West Coast radio director and story editor, respectively, of Lennen & Mitchell. In his new capacity, Robson in late June takes over production of the NBC Woodbury Hollywood Playhouse series, sponsored by Andrew Jergens Co. (soaps), and will also supervise production of the NBC Don Ameche Show, sponsored by P. Lorillard Co., New York, on behalf of Old Gold cigarettes.

Double Calls Out

ELIMINATION of the few remaining double call letter designations—plentiful in radio's early days—is a new policy of the FCC. It announced May 28 that, to prevent confusion and in the interest of simplification, it had assigned WIOD-WMBF, Miami, and WSYR-WSYU, Syracuse, to dispense with half of their respective combinations, allowing them to make a choice. Double call letters have resulted from past station consolidations. The only other double combination on the board is WNYC-WBCB, New York. Such stations as WOOD-WASH, Grand Rapids; WFAA-BBMA, Dallas; WLS-LR-Parrish Fort, which use the same transmitter, but hold separate licenses for half-time are not affected.

Receiver Sales in 1939
Placed at 10½ Million; Record 1940 Foreseen

COMPILED of official manufacturers' figures on radio sets sold during 1939, just completed by O. A. Willard, editor of Radio & Television Today and former Federal radio commissioner, discloses that 10,000,000 receivers were sold last year. This considerably exceeds previous conservative preliminary estimates of 9,000,000 first reported at the end of the year. More than 1,000,000 of these were sets were portable; nearly 1,500,000 were auto radios, and 5,000,000 were table models.

Mr. Caldwell reports that radio set sales for 1940 are running per-Perhaps 40% ahead of 1939, so that sales for this year may reach 12,000,000 to 13,000,000. This ratio of increase is shown by U. S. excise taxes collected on sets, which for the first quarter of 1940 are 31.8% ahead of the same period in 1939.

"All this means," said Mr. Caldwell, "that the FCC and the manufacturers must be on the alert to see that the public's demand for 'radio listening posts' in the United States may reach nearly 50,000,000, including extra sets, portables, auto radios etc."

Springfield, O., Station Is Tentatively Granted; Other Actions by FCC

PROPOSED findings of fact and conclusions authorizing the granting of a new 1000-watt station on 1310 kc. in Springfield, O., were made public May 16 by the FCC, which awaited final approval before becoming effective. The grant would be made to the Radio Voice of Springfield Co., Inc., whose stockholders are listed as Abe Gardner, D. D. Foster, Percy Rosenfield, E. C. Denton, Dr. John R. B. Jones, L. M. Blakefiner and Ann G. Buchfinner and John Good. According to a report from WING, Springfield, O., the general counsel of the Crosley Corp. and Democratic national committeeman, who seconded the station application, acquired an option on WING [BROADCASTING, May 16] is expected to be sold to the new Springfield station's ownership, along with Ronald Woodyard, WING manager.

In addition to the proposed findings, also awaiting final action, the Commission favored denial of the application of WJRD, Tuscaloosa, Ala., for a new 100-watt daytime outlet. The application, submitted by the firm of Nichols, C. L. Pickler and E. M. Thompson for a new 100-watt daytime outlet in Tuscaloosa, and the bond of $5,000, filed by WJRD, for $5,000, are required to be filed on or before June 15. Proposed findings of last March 13 were adopted as final findings of fact and conclusions.

FCC BOOSTS POWER OF SEVEN STATIONS

IN ANOTHER broadcast decision field day, the FCC May 28 granted WKAT, Miami Beach, a 1,000-watt signal effective as of June 1, in lieu of the present local facility, and authorized power increases for another dozen stations. The grants were made to A. Frank Katzenline, former Miami Beach mayor, WKAT was shifted from 1560 to 1280 kc. for a 1,000-watt increase.

KSLM, Salem, Ore., was granted an increase in night power from 1,000 watts on 1360 kc. to 1,200 watts effective July 1. WICA, Ashatabula, O., was authorized to increase from 500 to 1,000 watts on 1510 kc.

WGW, Scranton, Pa., was granted construction permit to make changes in the station's power and to increase its night power from 100 to 250 watts and to extend its commencement and completion dates.

Granted power increases to 250 watts were WLAP, Lexington, Ky., and WSFT, Madison, Wis. All of these grants include provisions for earlier power changes, see story on page 84.}

BROADCASTING • Broadcast Advertising

June 1, 1940 • Page 15
IT WAS easy to muster a crew to cover the Silver Skis, annual championships held recently at Mt. Rainier National Park, and just about every member of the staff of KIRO, Seattle, wanted to go. Drawing the assignment to handle the shortwave relays were (1 to 1) Peter Mertens, announcer; James Hatfield, chief announcer; Tommy Thomas, program director; Carrol Foster, announcer; Maury Rider, chief announcer, all toped up for wintersports weather.

MOTION by ASCAP to quash a grand jury subpoena for confidential files and records, looking toward possible criminal prosecution for purported violation of the anti-trust laws, was denied May 29 by Federal Judge Henry W. Goddard in New York City following oral arguments.

After a 1/4-hour argument by counsel for ASCAP and the Department of Justice, during which several of the 25 separate pages of the government subpoena were dismissed or modified, the court instructed ASCAP to produce the remaining voluminous data demanded. Louis D. Frohlich, ASCAP chief counsel, agreed to supply the data, including confidential minutes of ASCAP Board meetings, financial reports, membership lists and application lists, all within 30 days.

Sees a 'Consent Decree'

The court's ruling came only after heated argument by Mr. Frohlich and strong defense of the Government's position by Victor Waters, special assistant to the Attorney General in Washington, exclusively assigned to the ASCAP music situation several months ago. Mr. Frohlich charged the Department's purpose was to use the criminal procedure to force ASCAP into a "consent decree" on the civil anti-trust suit, which has been pending since 1934, seeking to dissolve ASCAP as a monopoly in re-straint of trade. Mr. Waters refuted any such intent.

At another point, Mr. Frohlich accused Andrew W. Bennett, former special assistant to the Attorney General in charge of the ASCAP suit when originally filed, of having used material procured confidentially with Mr. Bennett in recent State litigation as a private practitioner. Mr. Bennett is special copyright counsel of the NAB and counsel for National Independent Broadcasters Inc. and has participated in most of the half-dozen State suits involving validity of State anti-monopoly laws, primarily directed against ASCAP.

Among other charges levelled by Mr. Frohlich was that the subpoena action was a plot by NAB and the broadcasting industry to force ASCAP into submission, particularly in the light of current negotiations for renewal of existing ASCAP performing rights contracts which expire at the end of the year. He objected strenuously to delivery of "confidential" material sought in the subpoena, and Judge Goddard admonished Government counsel that such data must be kept confidential. Mr. Waters declared the sole intent of the Government was to seek information which it deemed essential.

Each of the 25 pages in the subpoena was argued, with a ruling by the court on each point. When the Government asked for the names and addresses of the ASCAP licensees, Mr. Frohlich said there were some 30,000, including tavern owners, dance hall operators and the like, adding that it would take months to collect the material from branch offices. He agreed to furnish a list of radio licensees.

List of Suits Eliminated

Eliminated was a request by the Government for a list of all litigation in which ASCAP had been involved. Mr. Frohlich said there had been individual infringement suits in perhaps every State and every court in the country.

Following swearing out of the subpoena last month, ASCAP on May 10 filed a motion to quash, largely on the ground that the data sought were to be comprehensive and would undue hardship. At a hearing held May 22, Judge Goddard postponed argument until May 29 on the motion to quash. The Department seeks a grand jury indictment of ASCAP [Broadcasting May 15].

IRNA to Retain Special Counsel
Dempsey Being Considered in Station-Break Controversy

RETENTION of special counsel for Independent Broadcaster Network affiliates, to negotiate with the major networks in curbing purported increased encroachment of network advertisers on station privileges was authorized by the board of directors of IRNA at a special meeting in May.

It is understood that William J. Dempsey, recently resigned general counsel of Station BROADCASTING, was approached in connection with the new assignment. Mr. Dempsey was consulted after the IRNA board held at that time decided not to leave the Government service [Broadcasting Sept. 1, 1939]. In light of his return to private practice, however, the matter would be broached again, with the possibility of calling a membership meeting of IRNA later in Chicago or probably to be held in connection with the National Association convention in San Francisco, Aug. 4-7.

Following the all-day session of the Committee, Chairman John E. Rosenbaum announced that it had voted "to strengthen activities of IRNA by retaining special counsel...to advise and assist in the formulation of standards of practice for network advertisers..." as a vote against curbing increased encroachment on station privileges by network advertisers.

By unanimous vote of the IRNA board gave its unqualified support to Broadcast Music Inc., as industry's best network affiliate. The board endorsed the present operations of BMI and expressed confidence in its future. The board voted by a large majority a proposal to eliminate from its bylaws the requirement that membership in the NAB is a prerequisite to IRNA membership.

Station Breaks

Controversy over station-break procedure for network for networks [Broadcasting May 15] was fully debated. Also discussed was a suggestion that affiliates alter published rate cards and quotations to make it clear that stations do not sell full 15-minute periods only 10- or 11-minute segments, states 40 seconds, with the remaining 20 seconds regarded as mandatory station time.

The executive committee was empowered to draw up a broad statement of general policy on network affiliations for submission to the next IRNA meeting. Other questions regarding internal activities of affiliates were also referred to the executive committee to be placed on the agenda.

Previous week's meeting were Samuel R. Rosenbaum, WFLD, chairman; Mark Ethridge, WIIAS; Ed- win Bennett, WABC; George Norton, WAVV; Paul W. Morency, WTMJ; John Shepard 3d, Yankee Network; L. W. Myrick, H. K. Carpenter, WHK- WCE; Walter J. Damm, WTMJ; Edgar L. Bill, WMDB; Gene O'Fallon, KFEL, Denver; Charles W. Kennedy, WCHS; C. W. Myers, KOIN.

BULOVA WATCH Co., New York, in late May raised its list of stations carrying its advertisements from 176 to 179, an all-time record, when it added four outlets. The Blows Co., New York, is agency.
Television Back on Experimental Shelf

FCC Ruling Demands an Industry Agreement on Standards

SENTENCED to a new siege of experimental existence until "engineering opinion" can agree on transmission standards, television has been through no more severe trial by the FCC than after it appeared to have reached the brink of full commercial operation.

Constituting another in the series of jolts handed RCA, champion of unrestricted television service, the FCC by unanimous vote May 27 relegated the whole video medium to experimental status. In its proclamation it indicated as to when it might lift the ban. In a report released May 28, it scrapped rules adopted last February, which would have permitted "limited commercial operation" for a particular station class, allowing recapture of programming costs. In the process, the FCC took a few pokes at RCA for its purported efforts to "stamped" video development.

Called Experimental

While the Commission said it will continue to survey television, throwing out the hint of full rather than limited commercial operation when engineers arrive at a regulatory conclusion on a common system, the May 28 report nevertheless labels television as "experimental". In some quarters, it was to be expected that the FCC might be regarded as "face-saving" in the light of the staggering impact of editorial and oratory censure of the FCC's stand on merchandising and exploitation of television receivers, particularly by RCA.

The report, 29 pages long, was based on the rehearing of the television issue April 8-13, precipitated after the March 22-23, 1940, regulatory tantrum because of RCA's merchandising of television sets in the New York area, which it held would tend to freeze the market.

In the carefully written report was the suggestion that the FCC would work with the industry in ironing out differences on standards. In this connection it was thought an engineering conference might soon be called with this objective.

The Commission announced its intention of embarking on a policy of licensing new experimental stations in different areas but said it would proceed "premier competition", with a "strict limitation on the number of stations authorized to operate" and a "remote free competition", with a "strict competition on the number of stations authorized to operate". This latter observation was believed aimed at RCA, which has a station in New York and seeks outlets in Washington, Philadelphia and Chicago.

This fact was central to the arguments of "competing manufacturers" and the "free market" of competition, but that there be a genuine and healthy competition within an unfettered industry. The American system of broadcasting has been established by the Congress on a competitive basis. Television will be an important part of that system. However, television is at the crossroad of monopoly or a healthy progressive competition. There can be no doubt as to the direction in which the Commission should, within its powers, attempt to guide it.

The Fluid State of the System

The fluid state of the television art and the desirability and need for further technical research before transmission standards are prescribed by the Commission is uncontestable. The record shows, however, that RCA, which have found commercial television broadcasting without the complete cooperation of the manufacturing industry, is irreconcilable with the objectives of further technical research and experimentation.

The points of the different companies on this whole problem cannot be viewed with total disregard of the patent interests of competing manufacturers which find expression in a desire to lock the scientific levels of the art down to a single uniform system based in whole or in part upon such patents. The functions of this Commission, however, is to the unprecedented event as a means of monopolizing this important industry either through this or other devices.

Competitive Angle

It is essential to the program of transmission that there be not a mere semblance of competition, but that there be a genuine and healthy competition within an unfettered industry. The American system of broadcasting has been established by the Congress on a competitive basis. Television will be an important part of that system. However, television is at the crossroad of monopoly or a healthy progressive competition. There can be no doubt as to the direction in which the Commission should, within its powers, attempt to guide it. The fluid state of the television art and the desirability and need for further technical research before transmission standards are prescribed by the Commission is uncontestable.

RCA's own engineering expert, however, testified that his preference was for a system using 507 lines and 30 frames rather than the existing RCA standard, of 41 lines and 30 frames. In fact, the basic problem of what channel width or band of frequencies television might be regarded as a question not yet closed.

Contrary to the experience of other industries which have found that technical improvements were stimulated by large public use, in the television field a major portion of the work of research and successful promotional activities at this time can act only as an anchor on experimental efforts to go forward. Premature crystallization of standards, will, as has thus been pointedly illustrated to the Commission, remove the incentive for technical improvements and higher levels of efficiency. If technical research having this goal is retarded or halted, the Commission's duty to fix transmission standards with due regard for considerations of public interest will have been, for all practical purposes, nullified.

Revenue Allowed

It is, therefore, the conclusion of the Commission that in order to assure to the public a television system which is the product of comparative research and a known system of transmission, the FCC will not now be set. It has further been decided that there should be no commercial broadcasting with its deterring effects upon experimentation until such time as the probabilities of basic research have been fairly explored.

The Commission agrees with the industry that the earlier plan for arriving at commercial operations in an intermediate and half step of partial commercialization to be taken next September cannot be relied upon to serve a useful purpose. The provisions in the rules for Class II stations will be eliminated. As soon as the engineering opinion of the industry is prepared it will approve any one of the competing systems of broadcasting as the standard system the Commission will authorize and the authorization of full commercialization. That a single uniform system of television broadcasting is essential—to form its basic standards—must be and is clear. The public should not be infected with a hodgepodge of different television broadcasting and receiving systems.

It may be that industry will talk that RCA might be disposed to drop its radio experimentation because of the $2,000,000 investment the Commission has received at the hands of the FCC. With a $10,000,000 investment in television broadcasting and a budget appropriated for the current year to bring visual radio into practical public operation, RCA's policies in the future will perhaps be greater than that of all the rest of the industry combined.

To Release Rules Soon

In making public its report, the FCC said it would shortly release revised rules permitting RCA to carry over with little effect its conclusions. It added that it will promptly license applicants to provide further experimentation with the different systems on a comparative basis. Presumably, the FCC hopes with it in the Commission that in order to assure to the public a television system which is the product of comparative research and a known system of transmission, the FCC will not now be set. It has further been decided that there should be no commercial broadcasting with its deterring effects upon experimentation until such time as the probabilities of basic research have been fairly explored.

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One Thousand New FM Stations Foreseen

Active Operation In Band Likely Within Year

A new commercial broadcast structure, having the physical capability of serving many more stations than exist today in the standard broadcast band, was created May 20 by the FCC in an unprecedented action, taking off allocations in the ultra-high frequencies for FM broadcasting.

The basic suggestions of Maj. Edwin H. Armstrong, developer of FM wide-swing transmission, as opposed to the narrow-band recommendations of RCA, were adopted practically in toto by the Commission, along with most of the allocation recommendations made by FM Broadcasters Inc. The course approved by the Commission hobbles the immediate development of commercial television, as espoused principally by RCA, for television channel No. 1 was diverted for FM. A swap of frequencies with Government services, which becomes fully operative January 1, traded off an allocation of the same number of bands (seven channels of 6,000 kc. each) for television below 108 mc., but necessitated the further realignment to accommodate FM in the range below 50 mc.

Action Next Year

The FCC action, which followed protracted and often bitterly argued legislative hearings in Congress, April and April on both FM and television, gives to FM a status that, by early next year, should see most of the major markets in the country, and many of the minor ones, equipped to transmit so-called “stat- ic-free” transmission. The Commission itself hailed FM as “one of the most significant” contributions to radio in recent years.

In the industry there were mixed reactions. Proponents of FM, principally FM Broadcasters Inc., headed by John Shepard 3d, Yan- kee Network, and others took heart at the birth of a new and improved broadcasting structure which in from seven to 10 years will displace present-day broadcasting, except for clear channel service, by reason of popular acceptance. While there were no public expressions, many broadcasters privately evinced fear of the effects of unbridled competition of FM and of the allocations policies which remain to be set by the FCC. It was feared, however, that a substantial majority of standard broadcast station owners, particularly those in the primary and secondary markets, would promptly seek FM licenses.

Development of FM on an evolutionary basis, according to standard broadcasting, is the prediction of the FCC, which again follows closely the weight of the testimony of FM proponents, before the Commission (April 1). The Commission frankly states that FM probably will never displace the high-power clear-channel station designed to give rural and remote service, since FM stations of the ultra-highs have no secondary coverage.

Assigned to commercial FM is the band 45,000-50,000 kc., providing 56 channels of the characteristics of FM and the ultra-highs, it is possible to assign stations on the same channel with far less geographic separation than in the standard 550-1600 kc. range. Consequently, it is considered preferable to establish the engineering standards to be established by the FCC within the next few weeks, it will be possible to license at least one 1,000 watt classes in the new FM range with 200 kc. channel widths and, probably, as the technique advances, substantially to surpass that number.

Existing engineering standards go by the boards entirely where FM is concerned, since power and frequency are not the primary considerations. Power plus antenna height plus antenna efficiency provide the combined factors in determining FM coverage.

New Filings Required

In adopting the new FM allocations, the FCC simultaneously stopped dead in its tracks the onrush of applications for licenses in the new ethereal domain. It announced that all pending applications, totaling nearly 150, are being disposed of on the ground that they can be readily pursued to the new requirements, as soon as rules and regulations and accompanying engineering standards are promulgated. This latter action is not expected for at least a fortnight. While the engineering standards are expected to be relatively simple, a vast amount of preliminary work must be done. New FM stations also will be required to file the new FCC station application form (301), which taps intimate details of all stations already in the private lives of applicants [BROADCASTING, May 1].

Similarly, the FCC announced the refusal to grant radio facsimile stations, including both FM and AM, will be terminated by Jan. 1, also without prejudice, for the filing of new applications for either experimental or regular FM stations. The Commission said it had adopted the 200 kc. wide-swing band, as opposed to the narrow band advocated by RCA, because it appears better adapted for the services which it is intended to multiplex facsimile and binural service on the same channel. It said that if later developments demonstrate the feasibility of the band width, this can be done without affecting adversely FM receivers already in the hand of the public.

Emphasis was placed on facsimile development, despite the fact that the service has made little public progress during the last six years, after it had been exploited widely by manufacturers. It is known that the White House has evinced deep interest in facsimile development, as a means of providing a "radio newspaper". The Administration, and more particularly Press Secretary Stephen Early, is said to see in facsimile a potential means of offsetting the preponderance of newspaper opposition to the New Deal and as a consequence has been interested in encouraging maximum development of the "radio newspaper", since the broadcasting industry as a whole has refrained from using its microphones for the projection of personal viewpoints.

Working out of the new allocations was attributed largely to FCC Chief Engineer Ewell K. Jett, with the Interdepartment Radio Advisory Committee (IRAC), composed of representatives of 13 Federal agencies, which advises the President on allocation of frequencies to Government operation. Lieut. Jett is chairman of the committee. The FCC paid high tribute to him for the accomplishment whereby it, by Jan. 1 agrees to relinquish the bands 60-66 mc. and 118-119 mc. for private services while the bands 41-49 and 144-148 mc. are turned over by the FCC to IRAC for Government services. The exchange means that the 60-66 mc. range will be taken from experimental channel No. 2, which the Commission holds to be a desirable band for visual television, non-Federal services get out of the swap a total of 7,000 kc. whereas the Government acquires a total of 9,000 kc.

While at first glance this may appear to be favorable to the government, it should be kept in mind that in the hands of private offerees for commercial service there are 160 usable channels, whereas in the nine megacycles relinquished to the government only 97 channels are involved.

Allocation Problem

FCC Chairman James Lawrence Jett said it was a "beautiful job" in arranging allocations conferences to get substantial concession for FM, particularly in respects of assignment.

The FCC in its formal opinion expressed its appreciation to IRAC and to Lieut. Jett "for the splendid assistance rendered in helping to solve this difficult problem."

Nominally, the FM allocations will become operative as soon as the rules and regulations and engineering standards are issued—possibly by mid-June. Actually, however, aside from those stations already licensed, it is thought a complete allocations structure cannot be set up until much more evolves out of the year at which time the Government vacates its channels and television channel No. 1, ranging from 44-50 mc., is expected to be used. In instances where interference will not be caused with existing Government or television operations, it is presumed the FCC will be disposed to license stations in advance of the Jan. 1 final deadline.

FM acquires the clean sweep from 42-50 mc., which provides 40 channels of 200 kc. each. The band 42-43 mc. however, is set aside for non-commercial educational and broadcast stations, and is contiguous to the new commercial band.

It is expected the forthcoming rules will make provision for alternate and adjacent channels in the same area, rather than actual adjacent channels. Thus, it would be theoretically possible to accommodate all the outstanding area as many as 18 stations (every other channel to be occupied). In an area like New York, however, it is required that already contiguous cities, like Newark, Jersey City and even Philadelphia, might have to be taken into account, thereby greatly reducing the quota of stations.

The allocations policy definitely will be that of assigning "horizon-
Prospective Coverage of FM Stations

COMPOSITE preliminary engineering opinion on coverage of FM stations of varying powers indicates a radius ranging from 19 miles for a 100-watt station to 72 miles for a 50,000-watt station under what might be regarded as average conditions. The following tabulation indicates this in a general statistical opinion, with the antennas specified calculated to provide some gain:

<table>
<thead>
<tr>
<th>Power (Watts)</th>
<th>Antenna Height (Feet)</th>
<th>Radius (Miles)</th>
<th>Area (Square miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>100</td>
<td>5</td>
<td>625</td>
</tr>
<tr>
<td>250</td>
<td>250</td>
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<td>500</td>
<td>500</td>
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</tr>
<tr>
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<td>1000</td>
<td>50</td>
<td>250,000</td>
</tr>
<tr>
<td>5000</td>
<td>5000</td>
<td>100</td>
<td>20,000,000</td>
</tr>
</tbody>
</table>

FREQUENCY modulation is highly de-
pendent on high fidelity. The range of a radio broadcast is limited by the power of the station, the efficiency of the antenna, and the topography of the area.

How They Differ

Briefly the basic differences between amplitude and frequency modulation are as follows:

Amplitude modulation: The amplitude of the wave is the same throughout any given wave. Any distortion or interference in the wave will cause a corresponding distortion or interference in the program.

Frequency modulation: The frequency of the wave is the same throughout any given wave. Any distortion or interference in the wave will cause a corresponding distortion or interference in the program.

For texts of FCC report on FM television allocations, orders adopted covering commercial FM and other FM proposals see pages 76, 84, 85, 86 and 90.

Text of FCC Report

Authorizing Commercial FM

For texts of FCC report on FM television allocations, orders adopted covering commercial FM and other FM proposals see pages 76, 84, 85, 86 and 90.

BROADCASTING  •  Broadcast Advertising

June 1, 1940  •  Page 19
**Monopoly Group Again Postpones Proposed Report**

Delay Deliberate, Says Tobey, In Speech Before Senate

RACING against time, the FCC Network Monopoly Committee met May 27 in an effort to make the finishing touches on its long-awaited report, but referred it to the staff for another in a long series of revisions. The committee wants to transmit the report to the full Commission in time for release prior to adjournment of Congress, now expected in mid-June.

Committee members, it is understood, found they could not reconcile the conclusions with the testimony adduced at the hearings held a year-and-a-half ago, probing all phases of network control, management and contractual relations as well as subsidiary phases of commercial broadcast operation. The committee is made up of Thad H. Brown, acting chairman, Paul A. Walker and F. I. Thompson.

**Frequent Revisions**

Members of the committee apparently were spurred into renewed action by charges of Senator Tobey (R-N.H.) alleging the report was being deliberately held up. Demanding action, he asked on the floor of the Senate: "Are there no guts in these committees?"

In informed quarters, it was believed the substance of the report would be a digest of the voluminous testimony taken during the six months of hearings, along with suggested recommendations to Congress for changes in the law, to make possible reforms in regulatory practice. The report, however, is said to have undergone a number of revisions.

**Tobey’s Denunciation**

The continued non-appearance of the network-monopoly report gained Congressional attention once more on May 27, when Sen. Tobey (R-N.H.) read into the Congressional Record his inquiry addressed to individual members of the FCC [BROADCASTING, May 15] and replies received from three of the seven Commissioners. Commissioners Case, Craven and Payne—one of whom were members of the so-called Network-Monopoly Committee. He termed failure of the FCC to produce the report an instance of impairment of efficiency and service to the American public.

Commenting to BROADCASTING, May 28, Sen. Tobey declared: “I have not yet received a letter from other members of the Commission, including the chairman. Perhaps next time I pass by his office I would receive a reply very shortly.” So far this has not been the case. No assurance as that given to Congress by various members of the FCC over the past 19 months, in which Congress was advised repeatedly that the report would be ready in 60 days.

The replies of Commissioners Case and Craven presented no specific information on prospects of action on the report, both indicating general interest in the matter but pointing out they were not members of the committee. However, Commissioner Payne declared in his May 8 reply: "Over a month ago I brought the matter up at meeting of the full Commission. I stated then, while I was not a member of the subcommittee on the radio-monopoly hearing, that I felt the report had been so long delayed that all the members of the Commission would very properly be charged with neglect if the subcommittee were to continue to withhold the report. Two of the members of the subcommittee, Commissioners Thompson and Walker, assured me that they had been trying to have the report forwarded to the full Commission. The third member of the subcommittee, Commissioner Brown, who is also chairman of the subcommittee. Personally, I am glad that you have taken the action that you have, and (Continued on page 32)"

**Principals in Westinghouse Promotions**

**New High Command of Westinghouse Radio Stations Inc.**

Will formally take over full management of Westinghouse stations on July 1, when current program management contracts with NBC terminate. Promotions and new appointments, both by NBC and Westinghouse, were effected May 20 to complete the reorganization. At top is Walter C. Evans, vice-president of Westinghouse Radio Stations Inc. and manager of its radio department. At left center is Sherman D. Gregory, for the last two years general manager of KDKA, named manager of NBC’s owned and operated stations with headquarters in New York, working under NBC Vice-President William S. Hedges; at right center, John A. Holman, shifted from WBZ-WBZA to KDKA as general manager. Bottom row (1 to 7): Vincent F. Callahan, promoted from assistant general manager to general manager of WBZ, Boston, and WBZA, Springfield; Lee B. Welles, former manager of NBC-owned and operated stations, named Mr. Evans as manager of Westinghouse stations, with headquarters in Philadelphia; Griffith B. Thompson, sales manager of KYW, Philadelphia, named general sales manager of Westinghouse stations in addition to present duties, with headquarters in Philadelphia. Leslie Joy continues as general manager of KYW and W. C. Swartley as manager of WOWO-WGL, Fort Wayne, also Westinghouse-owned. J. B. Rock, for several years chief assistant to Mr. Evans, continues in that capacity. Like Mr. Evans, he will divide his time between Westinghouse manufacturing activities in Baltimore and broadcasting activities in Philadelphia. Mr. Rock, an engineer, has been intimately associated with Westinghouse broadcast activities for the last three years.

**Naming of Brown Thought Imminent**

REAPPOINTMENT of Thad H. Brown for a seven-year term as a member of the FCC prior to expiration of his present term June 30 is confidently expected in high Administration circles.

Brown, Col. Brown is the only remaining member of the former Federal Radio Commission now sitting on the FCC. He was named a member of the Radio Commission on Jan. 21, 1932, after having served as general counsel of the FCC since 1929. He was carried over as a member of the FCC upon its reorganization on July 1, 1934, and has been for a six-year term.

Several months ago Col. Brown had indicated from the FCC to reenter private life practice in Ohio and Washington. It is understood, however, that he has decided to forego such plans.

His nomination by President Roosevelt is expected in Administration prior to adjournment of Congress, likely to come in mid-June. If Congress adjourns prior to the appointment, the appointment would be for the duration of the Congressional recess with confirmation at the next session.

**WPAY Case Seen Test Of Newspaper Ownership**

SEEN as a test of the newspaper ownership issue is the hearing ordered June 6 before the full FCC on the proposal of the Brush-Moore Newspapers Inc., publishers of the Portsmouth Times and other Ohio dailies, to acquire 50% of the stock of WPAY and make the station a sole owner. The newspaper company already owns 50% and seeks to purchase the remainder from Chester A. Thompson, Cleveland financier, for $200,000.

The issue grows out of the fact that the newspaper and radio station are the only ones in the community. Ownership of the radio station would give the newspaper company control of both. When permission to purchase the station was denied, the newspaper company appealed to the FCC, and recently, it was denied. The Commission, it is reported, aims to vote against the transfer with Commissioners Fly, Walker, Thompson and Payne opposed to Commissioners Brown and Craven.

More than a dozen new station group owners have come into existence in which the only station in the community went in whole or part to the only newspaper company, have been made by the FCC since Jan. 1, 1930, and the list of newspaper-owned stations compiled for the Broadcast Research Bureau is said to reflect this situation prevailing in several score cases among the 275 stations identified with newspaper ownership.

**AP Working on Radio**

MANAGEMENT of the Associated Press in New York, just two years ago, was determined on the AP radio policy to permit free use of AP news on the air, but there are no results to announce as yet. James J. McManus, Cambridge, assistant general manager. Many members have asked for a change, and the AP is said to be investigating the situation.
Summer Travel in Michigan is the second industry of the State. Regardless of where the visitors come from or where they stay in Michigan, Detroit is usually included as part of the summer trip. This Bonus Summer Market—and Detroit's terrific normal buying power, plus the preference for WXYZ of listeners with purchasing power—give you the biggest radio dollar value of the day.

**WXYZ**

**KEY STATION OF MICHIGAN RADIO NETWORK**

5000 WATTS DAYTIME...1000 WATTS NIGHTTIME

Basic Detroit Outlet for NBC Blue Network

National Sales Representative — PAUL H. RAYMER CO.

BROADCASTING • Broadcast Advertising

June 1, 1940 • Page 21


Radio Service Awards Begun By Georgia University System

‘Pulitzer Prizes’ Are to Be Offered Each Class of Station and One National Network a Year

PUBLIC service awards for radio, a reflection of the Pulitzer prizes in journalism and the arts, have been created by the University System of Georgia, to begin next year. They are to be carried on in the memory of the late George Foster Peabody, eminent Southern philanthropist, and will be administered by the Henry W. Grady School of Journalism of the University of Georgia.

The awards will be for the most distinguished and meritorious service rendered by each of three American stations in the clear, regional and local groups, and to one national network. Competition for the awards will be limited to work done during the calendar year, with the 1941 initial awards to be based on public service programs during the current year.

A Goal Attained

Long the goal of Lambdin Kay, pioneer broadcaster and now public service director of WSB, Atlanta, the awards were developed in collaboration with relations department of Mrs. George Hodgson, of Georgia, to begin 1941, based on public service programs of 1940.

School of Journalism, the University of Georgia, Athens, Georgia. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration of one of these awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a further record of the station’s particular contribution to public service offered for consideration in this connection.

Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31, preceding. The first award will be made in 1941, based on public service programs of 1940. The closing date for entries will be Jan. 15.

Armour’s ‘Treet’ List

ARMOUR & Co., Chicago (Treet), the week of May 27 started a 13-week campaign of three-weekly quarter-hour transcribed programs, Four Treet, featuring Charles Sears, tenor, and Harry Kogen’s orchestra. Stations are WADC WGST, WACB TGC WBC, WERE WGE WBT WLS WCKY WGA WFFA KLZ WHO WWJ WHTK WMBR WDAF KARK KFI WHAS WMC WIOD WISN KSTP WWL WESF WTAR WKY KOIL KYW WCAC KGOM WJAR WMBG KSD WOAI KPO KOMO KFPP YRC, Lord & Thomas, Chicago, handles the account.

NEOPHYES in the Massachusetts South Shore A League are these baseballers wearing for the first time the red, white and blue uniforms of Yankee Network. The network’s No. 1 fan and president, John Shepard, Jr., as they lined up at their first home game at Squatnum, Mass., in mid-May. The erstwhile Squatnum Racketeers last year won the championship of the South Shore B League and this season graduated into the tougher A League under Yankee colors. The club has played 436 games, winning 89, losing 201 and tying only 61 -an .853 average. It was President Shepard who arranged for play-by-play broadcasts of Boston Red Sox and Braves home games in 1922 shortly after establishing WNAC —-and handled play-by-play descriptions.

Open House’ Clicks

SO SUCCESSFUL was the "open house for newcomers to the Texas Panhandle" held May 23 by KGNC, Amarillo, Tex., that the station plans to hold a similar open house for newcomers each month. Invitations to the function were extended via KGNC broadcasts and through AMARILLO GLOBE-NEWS, and response was so great that an originally scheduled quarter-hour commemorative program was expanded on the spot to 25 minutes.

Summer Sunkist Drive

Placed on 38 Stations

CALIFORNIA Fruit Growers Exchange, Los Angeles, consistent user of broadcast advertising through Baker, Thomas, that city, on June 3 starts a spot announcement campaign for both Northern and Southern California, utilizing a total of 38 stations in 34 markets for 10 weeks. An average of two spot announcements daily will be used five times weekly on each station during the campaign. The stations WWCW, WABC, KFST, WADC, WBFRB EBRC WCAX WCO BWT WCKY WBNS WOD WIB KTRH WHAM VMAZ WTVN WSM WBS, WMBR WTAR WCSS, WSR, WJAR WMBG WDBJ and WBOI, handled the account.

WGBI WKKW WJSV WPFT KFBT KTSM.

The weekly quarter-hour program, Hadda, Hoppner’s Holly- wood, sponsored by the Exchange on 28 CBS stations, Monday, Wednesday and Friday 6-15-30 (EDST), for Sunkist oranges and lemons, will continue through the summer in a spot pattern which is being concentrated in areas where the network program is not heard.

‘Radio Day’ at Fair Is Set for August

New York, San Francisco to Merge Fete for Free Air

POSTPONEMENT of “Broadcasting Day” from July 4 to early August, so that both the New York and San Francisco shows can collaborate in the event, was agreed to May 24 by principals representing radio to the Fair organizations. Originally, a celebration was planned at the New York World’s Fair on July 4 at which a plaque symbolic of radio was to have been dedicated.

Under the newly revised plans, the event will be observed either Aug. 3 or Aug. 7 in two separate celebrations, New York, Aug. 3, and San Francisco, Aug. 7. Separate plaques will be unveiled. Moreover, it is understood that President Roosevelt would not be able to participate in July 4 ceremony where as there is likelihood he will take an active part in the August event by remote control in the joint event.

Convention Tie

The new date, whether Aug. 3 or Aug. 7, will tie into the annual convention of the National Association of Broadcasters, San Francisco, scheduled for Aug. 4. The Aug. 3 date would be the Saturday preceding opening of the convention, so it would fall on the occasion of the annual industry banquet.

A change has evolved for the original celebration [Broadcasting May 15] are being used as the base for the revised date. The original is the first anniversary of the Jules Elting’s radio was to have taken in recognition of broadcasting as an American institution on equal footing with newspapers and legislation of the first amendment to the same constitutional right to freedom. A gigantic combined network program, tying in independent station programs, will be contemplated for the presentation of the “Free Radio” plaques. With both of the Presidential nominating conventions concluded, the plans may include invitation to the Republican and Democratic nominees to participate.

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BROADCASTING • Broadcast Advertising
The Boss was in a spot—right behind the Eight Ball about radio.

One territory needed extra zip to back up a sampling campaign. Another was so tight in competition's hands that even blasting wouldn't help. A third called for special treatment because a new product was being tested.

The boys said we needed to call our shots instead of banging at the whole table.

"Here's that Time magazine ad by the Petry Company," said the Boss's secretary, "You asked me to keep it on file."

"Smart girl!" chortles the Boss. "Here it is, Jim, just as you described what we should do! Behind the Eight Ball, am I? Well, watch me call my shots with SPOT RADIO from this minute on!"

"If we could only pick the right stations individually," says the Sales Manager; "change our appeals to suit each territory, choose the best possible kind of broadcast for each section and put it there when people are listening."

Why SPOT RADIO so precisely fits so many situations

It lets the national advertiser choose markets and buy radio stations intentionally—because SPOT RADIO means that you pick them separately, as many as you like—wherever you please.

You can suit the program of each station to your need and your budget—any type of show, any length, live or transcribed—at the best available time for each market—anywhere.

EDWARD PETRY & COMPANY INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK - CHICAGO - SAN FRANCISCO - DETROIT - ST. LOUIS - LOS ANGELES
AFRA Offers Code to Disc Companies

Sharp Restrictions on Use of Recordings Are Proposed

AMERICAN Federation of Radio Artists on May 28 mailed to transcription producers copies of its new "Code of Fair Practice for Transcriptions of Recordings of Radio Broadcasting Purposes", together with a letter inviting them to call at union headquarters "with the view of concluding this agreement."

The 18-page mimeographed agreement lists the minimum terms and conditions under which artists, singers, announcers and sound effects men may be employed for the making of transcribed programs—terms and conditions which transcription producers or their employees have heretofore worked out over a period of about nine months.

"Transcriptionists would not discuss the code publicly but indicated that a statement will be issued when their negotiating committee meets June 4.

Types of Discs

In the main, the new code is a duplicate of the old code of fair practice for network commercial programs which went into effect in February, 1939. Artists employed on Class A programs and built transcriptions, used by one for a specified product, or open for sale to any buyer, may be paid a minimum wage as for the same services in network commercials. In addition to the 15-minute, 30-minute and 60-minute portions, the new code also provides for programs of five minutes or less, which are not covered in the network code.

The new code also provides that transcriptions by recordings do not always parallel the network works, so the new code provides for Class B transcriptions, built transcriptions which may be used on any number of stations not over 1,000 watts in power, for which artists may be paid a wage lower than those for Class A discs.

However, "if an open end transcription is used by one for any other product of 10,000 watts or over, such transcription or recording automatically reclassified as Class A ....... In such case the artist shall receive as additional compensation not less than the difference between the Class B and Class A rates and the minimum fee for Class A transcriptions. If an open end transcription is used by individual stations or agencies of 10,000 watts or over, such transcription shall be automatically reclassified as Class A and the minimum fee for Class A transcriptions.

Class B, says AFRA, was set up to protect the small manufac-
turer who sells his recordings chiefly to low-powered stations for resale to local advertisers. The restrictions are designed to prevent national advertisers from taking advantage of these lower rates for programs of wide distribution. It is obvious, however, that if a difference in use means a difference in cost, the minimum fees of Class A companies will have to keep far more elaborate records.

The code is as true for Class A as for Class B transcriptions, for the Code states that artists on Class A programs shall be paid "an additional amount to the fee for the original recording (a) for the use of such recording by each subsequent purchaser to whom such recording may be sold, leased or otherwise made available for broadcast purposes, and (b) for each alteration or deletion of the commercial message."

Companies providing transcribed library services may be forced to change not merely their system of pricing, but the entire system of sales policies. Library service recordings made by singers, says the code, "shall in no case be used for any purpose or made available for other than the exact date of recording and in no event as a part of commercial broadcasts," although a six-month renewal may be made, provided a small addition to the equal talent fee. A new clause provided for the making of transcriptions with an arrangement called "a union," she was arrested as a suspected spy. Then she went to Belgium and Germany, and was en route to Budapest and Prague when the Munich crisis occurred. The authorities sent her back to Paris and she was finally able to find a job in France.

The EXCEPTION rather than the rule is the woman newscaster in American radio, and Betty Louis Bemis is one of those exceptions who qualifies by reason of extraordinary capability and experience. On June 3 she joins WLW, Cincinnati, to handle a daily news program, having resigned from KLZ, Denver. Daughter of the publisher of the Littleton (Colo.) Independent, who is also manager of the Colorado Press Assn., Miss Bemis is a U of Colorado pre-medical student who went to the U of Paris on an exchange scholarship and was soon engaged in news reporting. In Africa during the summer vacation, she had been arrested as a suspected spy. Then she went to Belgium and Germany, and was en route to Budapest and Prague when the Munich crisis occurred. The authorities sent her back to Paris and she was finally able to find a job in France.

Arbitration Plan

If a recording of less than 15 minutes is used in connection with a live commercial broadcast, the fee applicable for that program shall be paid, the code states. This provision was made, says AFRA, to prevent a $2 transcribed commercial from replacing the $21 live announcer on a network commercial program. The code also contains clauses prohibiting "dubbing" of programs, requiring each recording to bear an AFRA label, setting up safeguards against violation, providing for arbitration under the rules of the American Arbitration Assn., of controversies over interpretation of the code, and the like.

The code also contains a clause reading as follows: "The signatory agrees, and every broadcasting station agrees for himself and his property rights in his recorded interpretation, subject only to the signatory rights of AFRA, to use such recording as provided in this code, upon the payment of the fees required.

Minimum Fees under AFRA's Proposed Transcription Code:

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May 25, 1940

Mr. George P. Hollingbery
The George P. Hollingbery Company
307 North Michigan Avenue
Chicago, Illinois

Dear George:

It is customary in the broadcasting business that fall spot schedules be arranged in late July and August, and under ordinary conditions this has worked out quite satisfactorily.

But conditions in the Detroit market so far this year are much better than ordinary. Dynamic Detroit is steadily forging ahead. Automobile production and sales are near the all-time peak. Employment, bank clearings, power production, and other accepted business indices show substantial increases over 1939.

WWJ time sales, as you know, are reflecting this increased industrial activity with the greatest volume of summer business in station history. Furthermore, indications are that by fall Detroit's tempo will, if anything, be accelerated.

Therefore, I suggest that you immediately acquaint all prospective clients with facts concerning the Detroit market and the importance of reserving time on WWJ - AT ONCE!

Cordially,

Harry Bannister
Sales Manager
RADIO STATION WWJ
Censorship Methods of Foreign Nations

In American Pickups Cited by Jordan

DESPITE the severe censorship imposed by the warring nations of Europe upon broadcasts to America, the governments of those countries give American broadcasters considerable latitude in their handling of war news. The home governments, however, are bound to effect a certain amount of control over broadcasts from abroad, and return them to the newsrooms of America.

Normal Schedules

At the newsrooms of the networks, however, the broadcast schedule of extraordinary activity is visible. There are more people on duty than usual at night, and the staff is concentrating on the job of bringing to the American public a clear, concise and above all correct picture of all that is happening. Most radio more truly strived to fulfill its public service function.

Berlin Procedure

In Berlin, he reported, three copies of the broadcast script must be submitted for approval—one to the propaganda office, one to the foreign office and one to the military censor. Without the three OK's on the master script, the American radio correspondent is not allowed to go on the air. This three-way censorship frequently delays the broadcast, Dr. Jordan explained, as well as against him, as some of his observations will help him overcome the other censors.

The day of the invasion of Norway, for example, he submitted a brief outline of the situation and mentioned the Swedish iron ore as the real reason for the Nazi drive to the north. The propaganda censor objected to this statement, but the censor in charge of the military censor Dr. Jordan was able to keep the statement in his broadcast.

Occasionally the heart is censored out of a story, he said, in which case the radio correspondent simply cancels his broadcast.

MAX JORDAN, NBC Central European representative, posed on the dock rail at LaGuardia Airport May 21, just before boarding a Clipper to return to his duties abroad, Jordan, who scored brilliantly in his coverage of the Munich-Austrian crises and the present war, had been in New York handling special news of interest to NBC officials.

But this is a rare occurrence. As long as he respects the taboo on troop movements and weather, and as long as he remains a neutral reporter and does not become a critic of the authorities of the country from which he is broadcasting, the American radio correspondent will generally find himself given the fullest cooperation in getting his messages on the air.

If he wants to do a three-minute or five-minute report as part of a European roundup to be heard in America in the late evening, it is necessary that the technical staff and other broadcasting officials and employees will be kept on duty until three or four in the morning to make that possible, Dr. Jordan reported, and they will do it without question and without complaint. In this country, he said, although that act would bring down heavy punishment on a German citizen.

Moscow, he stated, presents no problem for the foreign broadcaster as the Soviet will not allow any foreigner to broadcast from there, so no one tries.

MBS has also added a third daily period of AP news bulletins, which are now broadcast at 11 a.m. and 6 p.m. and 10:15 p.m.

H. V. Kaletnborn, NBC's news analyst, has added an afternoon spot, 1:30-1:45, to his regular schedule, bringing his total to 11 broadcast slots on NBC-Red, including his sustaining broadcasts and those sponsored by the Pure Oil Co. This new schedule, the most strenuous he has ever attempted, has resulted in the cancellation of Kaletnborn's out-of-town lecture engagements for the summer.

John Gunther now gives his expert interpretation of the news each evening at 10. John B. Kennedy has been added to NBC's staff of commentators.

Augmenting its European pickups at 8 a.m. and 7:16 p.m., NBC has added mid-morning broadcasts featuring William Hillman, chief of Collier's foreign bureau. The former ambassador is frequently joined by correspondents in other European capitals. Following the trans-Atlantic reports, Maj. Gen. Emile de Chambrun, long a war correspondent, reviews the day's military maneuvers for NBC listeners. Gen. Louis B. Johnson, who served this country during the war in Spain and was formerly chief of infantry.

William Shirer, head of the CBS Berlin staff, provided one of the major highlights of radio's war coverage with his broadcasts from Cologne and Aachen during those three days at the front with the German Army. The night of May 21, Shirer and his correspondents were nearly bombed, when British planes attempting to destroy a nearby military objective dropped as many as 400 bombs on a hotel in Aachen where the correspondents were staying.

Shirer, who is fighting at the River Scheldt in Flanders, but his strongest impression was the lack of Allied bombing of German-held territory. "During my whole three days at the front," he said on May 23, "I did not see an Allied plane during the daytime." Though Allied troops have come over night, he added, there was no evidence of any widespread damage in the country he passed through. His observations were widely quoted in the American press.

Mann Back at Front

Arthur Mann, MBS correspondent in France with the British Expeditionary Force before being assigned to the British Government on May 21, apparently with other correspondents, but has since returned to the front. In the past the news descriptions are recorded at the front and shipped to London, whence they are transmitted to MBS, where they are monitored. Each Thursday at 9:15 p.m. Mutual is continuing its rebroadcasts of news in English from the various foreign cities as a regular daily event, broadcasting an average of four or five such pickups a day.

Just a few days after the war, reported by CBS, is the care of wives of its foreign staff who want to bring news of Christmas to America before they are caught in actual warfare. Negotiations have been going on to get passage on either of the Clipper's for Mrs. Shirer and her little girl and for Mrs. Eric Sevareid, whose husband has been covering the French and British forces. The Clipper's mother as her twins, born only a few weeks ago. Capture of Boulogne put an end to early plans to have them embark there, but they now plan to go. Sevareid hopes to leave on the Italian liner Rex, when and if it sails, is still a problem. Negotiating to come over on the next Clipper. Janet Murrow, wife of Ed Murrow, CBS European chief stationed in London, refuses to leave.

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BROADCASTING • Broadcast Advertising
The slogan made famous by Les Jarvies in the middlewest for the past 10 years.

*Maybe it's the old-fashioned Dinner Bell that calls them... but it's DINNER BELL TIME on KFBI that sells them!

When Les Jarvies, MC (and we don't mean Member of Congress) rings the old dinner bell promptly at noon, people LISTEN! And, the people who listen to DINNER BELL TIME on KFBI are the Kansas and Oklahoma people who can and will buy your product...if you tell them about it.

DINNER BELL TIME is a fast moving, live talent variety show with a staff of over twenty entertainers. There's MUSIC from the Pioneers (male quartet), the Plainsmen (staff orchestra), Frank Chiddix at the console of the Hammond Organ and the Novachord, and a veritable parade of specialty acts. There are GAGS galore, WEATHER REPORTS, and CORRECT TIME EVERY FIVE MINUTES.

DINNER BELL TIME is a full hour of real entertainment from twelve to one every day except Sunday with 200 word participating sales talks available (one each day) for $175.00 per month.

If you want to increase the sales of your product in Kansas and Oklahoma, if you are looking for new dealers for your product or if you want to sell by mail for small cost...

In short, IF YOU WANT TO SELL KANSAS AND OKLAHOMA...

HERE'S YOUR PROGRAM! It's DINNER BELL TIME on KFBI, WICHITA!

* The slogan made famous by Les Jarvies in the middlewest for the past 10 years.

KFBI is "sweeping the country" in Kansas and Oklahoma. Here's why:
1. POWER... 5000 Watts on 1050 Ke.
2. LOCATION... In Wichita, Kansas; the heart of the best metropolized market, the heart of the rich Kansas and Oklahoma farm region.
3. EQ (Enthusiasm Quotient)... the determination to make his advertising pay!

KFBI is STAFFED FOR SELLING!
High Court Rules On Net Affiliates

Action Deemed to Hold They Are Not Agents of Nets

VACATING the action of the Supreme Court of Washington State, the U. S. Supreme Court May 27 remanded a case involving the status of network affiliates as authorized agents of the networks themselves. The ruling was interpreting the highest tribunal holds that affiliates are not authorized agents by virtue of the affiliation relationship.

The court simply held that the "cause has become moot and judgment entered," and ordered the United States to vacate the decision of the Supreme Court of Washington State vacated and directed the parties to the Supreme Court of Washington to present appropriate without costs to either party in this court."

The Waldo Hospital Assn., in Seattle, had brought suit against KIRO, Seattle outlet of CBS, and the alleged network owner of alleged slander growing out of a program originated by KMOX, CBS-owned station in St. Louis, citing a purported fictitious hospital called "Waldo Sanatarium" in a program sponsored by Purina Mills. Under the network and the affiliate and the State Supreme Court sustained the contention of the Waldo Hospital.

CBS, in spite of the adjudication, soon after the case was heard on the jurisdictional ground alone, contending that it "could not be sued in interstate commerce." It claimed that the contention that affiliates serve as agents of the network, and the Supreme Court action was held by CBS counsel as a "complete victory".

Second Station Granted Atlantic City by FCC

ATLANTIC CITY was assured a second local station May 24 when the FCC adopted as final its proposed findings of fact [Broadcasting, April 1] ordering the granting of the application of Neptune Broadcasting Co. for a new station to be on 1000 watts and 260 miles in Atlantic City. In its proposed findings the FCC had rejected the objections of the recently authorized WJAB, owned by the Atlantic City Press-Union, which was based largely on economic grounds, and had also rejected objections of other stations based on alleged interference.

The order gives the resort city two local owned stations, WPR and WPQ, former city-owned station, which had been sold to Arde Bulova and merged with his WVO, New York, which continues to have 1200 kc. WVO now operates fulltime with 5000 watts on 1100 kc. The Neptune company consists of 11 stockholders, each owning 10 shares and all identified with local business. President is P. Mortimer Lewis, treasurer, John V. Pickering, manager, secretary, and general manager is Richard Endicott, manager of the Atlantic City Steel Pier.

FLY SEES RADIO AS WAR WEAPON

Terms It An Early Step in Process of Subjugation

SEIZURE of the radio has been an early step in the process of subjugation abroad, FCC Chairman Newton D. Baker said June 26 in supporting broadcasting by the American plan.

Principal speaker at the dedication of the radio studios at the University of North Carolina at Chapel Hill, Mr. Fly declared that "radio must have its place in the intellectually well-informed public opinion are basic in our way of living and in our exposure to them."

In sharp contrast, under other systems "mental and spiritual subjugation" have preceded the subjugation of peoples and the eventual alignment with machines which rule by force," he said.

The address was carried over MBS from WRL, Raleigh, and also by CBS stations WBIG, Greensboro, and WBT, Charlotte.

Public Trust

He observed that rule by force has not been accomplished internally where there existed a free educational system, but "the public relations work" makes for means for the reception of information. Radio is not an instrumentality for foisting upon the public the "artificial or religious or political philosophy of any individual or group of individuals, Fly said. The use of the air "as a public domain," he declared, a radio frequency is not subject to the occupancy of the air waves is charged with public trust.

Mr. Fly praised for "great work" of broadcasters in the presentation of war news and commentaries. Pointing out that the reporting has been balanced, Mr. Fly said that editorial attitudes are seldom displayed by broadcasters. These services have been directed toward the goal of a well-informed public—the best informed public in the world."

Appreciation

Mr. Fly said that he observed the reception and experimental stations advancing "and in a few years this combination of sight and sound may be expected in your homes."

Half of Sets to Be FM
By 1945, Says Caldwell

THE VIEW that within five years more than 50% of the receiving sets in the United States will be capable of tuning to FM is reported as a radio industry estimate by the dealer trade journal, Radio Facts, issued by Electronics Inc., New York, on June 24. Mr. Caldwell, former Federal radio commissioner. This publication forecasts, 1,000,000 FM receiver sales yearly within five years.

The retail price of receivers, it was stated, could be limited to $150 or $200, with mass production lowering costs of production to close to the price of today's high-quality AM. The manufacture of equipment is not a serious obstacle and most of this equipment is now geared themselves primarily to produce combination FM and AM sets, where the output is FM and AM and AM far since most FM programs will probably emanate from existing broadcasting companies. Stock FM stations are far and away in the lead among the applicants seeking FM transmitters.

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BANNERS of identification for the new five-station Kansas State Network, which started operation March 16 when it tied into MBS, recently were given their first public showing by this pulschrudiment quartz from Lawrence to Topeka. By Ziezulewicz, Veta Anderson, Virginia Woodard and Rose Wolfe, representing KTSW, Emporia; KVGB, Great Bend; WHB; KSAL, Salina; KFBI, Wichita.

NEWSPRINT...
"With the Novachord, I find more latitude of interpretation... a much wider range of operation which is invaluable in bringing out the subtle differences in melodies both classical and popular. Its versatile voice is like an artist’s palette... lavish with color and shadings... all contributing to a finished product filled with depth and tone. Thus, with the Novachord, each melody interpreted lives in the surroundings in which it was born... be it a lush tropical tempo... or the stately grace of the minuet.

"Yours with appreciation,"

Dave Bacal

Your radio programs can make immediate... appealing... profitable use of the Hammond Novachord NOW. For this newest and most versatile of musical instruments can give your programs music that is actually new. It can give your musical talent a vast, new range of expression that is simple and easy to use effectively. And it can give you positive proof that: The Novachord in Radio pays its way!

Naturally, you’ll have to see... hear... play the Hammond Novachord to realize fully how it can be so valuable in radio. Your own experience, however, will tell you that you can make immediate profitable use of this amazingly versatile instrument... that’s so amazingly simple to play!

The Novachord looks like a piano, and it’s played like a piano... on a conventional keyboard. Then, as you turn the Tone Selectors, you bring in beautiful, new, clear musical effects... akin to the tones of violin, clarinet, string quartette, flute—and actually dozens of others.

See... hear... play the Hammond Novachord at your nearest Hammond dealer’s. Or write for Novachord Achievements in Radio. Address: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

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

You play the Novachord’s conventional keyboard as you would a piano. You produce beautiful, piano-like tones. Then, turning the Tone Selectors, you bring in musical effects of muted trumpet, guitar, bass horn, ’cello and dozens of others!

See... Hear... Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND
Novachord

at the Hammond Organ Studies, in the HAMMOND BLDG., 50 W. 57th St., New York
Adam Hats to Use NBC's Shortwave
Waldorf-Astoria Hotel Also Buys International Hookup

THIRD series of commercial shortwave broadcasts to Latin America was contracted May 24 by Adam Hats, New York, which will shortwave all outstanding prize fights staged by Mike Jacobs and Madison Square Garden this year over the combined beams of NBC's two Latin American stations, WROA and WNB.

The Adam Hats broadcasts will be announced in Spanish by Buck Canel and Alfredo Barrett, of NBC. First fight will be shortwaved June 6 when Valentino Campos of Argentina and Buddy Baer meet in Madison Square Garden at 10:45 p.m., Tuesdays, with a Spanish announcer. The Waldorf is the first hotel to originate on NBC and is doing so to attract Latin American tourists in this country, it is understood. Prominent Latin Americans who are present during the broadcast, for instance, will be introduced or named on the shortwave.
The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

In Chicago it's on.... WMAQ

50,000 WATTS—670 KC. CHICAGO KEY STATION OF NBC RED NETWORK
Hal Burnett Is Appointed To Direct New WGTC; Other Personnel Named

Hal BURNETT, formerly with CBS in Chicago, has resigned from the radio staff of Neisser-Meyerhoff, Chicago agency, to become supervising manager of WGTC, new local in Green- ville. Burnett, formerly director of engineering at WGN, is scheduled to begin operation early next month with 250 watts on 1500 kc.

Other staff appointments include W. Kirkpatrick, in charge of sales activities; Jack Holbrook, formerly of WGY, Minneapolis, WHJ, Hammond, Ind., and KYSM, Man- kato, Minn., program director; W. E. Eberhart, formerly of KFVD, Fort Dodge, Iowa, and Ray Curtis, engineer. WGTC has installed RCA transmitting, studio, recording and monitoring equipment. Full leasing- wise UP network has not been contracted.

Mr. Burnett joined CBS in 1938 in charge of the Chicago bureau of its news service. During six years with the network he served as director of its Century of Progress, as secretary to J. Leslie Atlass, CBS vice-president, and as assistant news director and special events director of WBBM and CBS in Chicago. He left CBS last September to join Neisser-Meyerhoff in Milwaukee as merchandising and promotion manager. After three months he joined Neisser-Meyerhoff as advance talent scout on the W. Wrigley Jr. Spreading New England's Fame series over the Yankee Network.

TELEGEMIC trio are these three winners in the “Miss RCA Television” contest, chosen by NBC television viewers in the New York area over the networks. The three left are (1 to r) Patricia Fitzgerald, of Philadelphia. The third winner, Starr Martin, of Winston-Salem, N. C., is shown at right aboard the President Roosevelt looking at a video receiver, shortly after she learned by television, the news of her victory.

VIDEO SEEN 230 MILES AT SEA

Clear, Steady Images Picked up During Test Voyage; Misses Television Selected

NBC television engineers returning from a demonstration of television in Bermuda, on the liner President Roosevelt May 15 were as amazed as the other passengers when clear and steady television pictures were picked up more than 230 miles at sea on the program being telecast from NBC’s television station in New York, W2XBS. It is believed by NBC engineers that the fact that a new record for clear and steady television pictures was set on this experiment might establish definitely that distant reception at sea would be of constantly good quality.

The images seen were slightly “grainy” in texture, it was reported, probably due to the fact that electrical impulses reaching the ship were weak. Although the vessel was far below the horizon as seen on the transmitting antenna atop the Empire State Building, a wave refracted in the atmosphere might easily reach the ship’s antenna, the engineers believe.

The reception record was the highlight of a television voyage in Bermuda, on the liner President Roosevelt May 15. The voyage, of course, was not made to demonstrate the feasibility of long distance television, but to find whether the RCA television equipment would work at all, as the island is serviced only by television. A number of RCA directors, engineers and technicians were aboard the ship.

Monopoly Report

(Continued from page 80)

at the next meeting of the Commission I shall formally move that the report be submitted to the Commission and submitted to Congress as you request.

Sees ‘Deliberate Delay’

After reading the Payne letter, Sen. Tobey remarked that “this morning (May 18) Commissioner Payne’s assistant [Abraham Miller] came to my office and advised me that he had been advised by counsel for the Commission that the report would go from the sub- committee to the whole committee in a few days. I put an asterisk after that statement, however—a mental asterisk—and if you will look at the bottom of the page, you will find the words ‘important, if true.’

‘Men who have closely followed the activities of the FCC have advised that orders have been given against the publication of the report and that this is in marked contrast to the way other similar matters have been handled at the Commission. Sen. Tobey continued. “The subcommittees which conducted the superpower and television studies were permitted to make known their findings at the time they published their reports. It has been said that the President has given assurance that he will not allow the report to be made public without his approval. It is pointed out that much of the data compiled in the report will be out of date by the time it is released. Eighteen months after the hearings began, of course they will be out of date.

“T am advised by several sources that it is the intention of the subcommittee to render its report without any recommendations what- ever. What courage, what great wisdom of a great bureau of this Government to put out a report without recommenda- tions. Is this the way to treat the public? What is the use of these committees? I demand action and recommendation. That is what we are here for. “Here we have a situation where the Congress, two years ago, was urged on by investigations on the ground it would be a duplica- tion of the activities of the FCC. We have two or twice since that time, members of the Commission have assured Congressors that this would be ready within 60 days. The whole thing has been a mockery. A sim- ple Teleprompter is placed out to each member of the Commission two weeks ago as to what each member of the Commission get the report presented to the Congress at once. A majority of the members of the Commission did not choose to an- swer or acknowledge this statement. This unusual delay, in light of the assurances of the Commissioners, indicates to me that the report is being deliberately held up.”

WPID, PETERSBURG TO START JUNE 5

WITH EXECUTIVE personnel appointments completed, the new WPID, Petersburg, Va., plans to begin operations June 5, it was announced yesterday by Lee Chas- wick, station manager.

E. Richard, of the sales staff of WTAB, Washington, station, has joined WPID as sales manager. Harry Roberts will assist in sales and station manager B. C. Burch, who has returned with the radio department of Young & Rubicam for six months, will be retained. Miss Nellam and Leslie Byrl Ryder, formerly of WJSV, Washington, and KQY, Richmond, becomes production manager.

Announcers are Howard Ham- mer, for afternoon, Ray L. Rala, Long Island, and Edward Burch, well-known Virginia sports announcer. The op- erations chief is W. W. Boedermann, of WJIC, formerly with WTAB, and includes Howard Powell and R. C. Martin.

WPID is RCA equipped, and operates with 250 watts on 1210 kc. It is owned by the same company that operates WCAC, and the station is licensed to the Petersburg Newspa- per Corp., publishers of the eve- ning and Sunday Progress-Index. Transradio news has been contracted.

EXPERIMENT of the New York Times Press, Public Address News Service, question, and newswipe summaries of WINS, New York, on its loud-speaker system throughout the Fair grounds, was dropped last week. Fair officials decided that most fairgoers were trying to forget the war.

Boon to Patients

RADIO was termed "one of the most important factors in rehabilitation of the chronic patient' in the five-year re- port of Montefiore Hospital in New York. To the Montefiore pa- tient, whose average stay at the hospital six months, radio provides a "feeling of unity and purpose with the outside world", the report stated. Most popular is believed programs, according to a poll of the shut-in patients, are Information, Pictures, America’s Town Meeting of the Air, Lux Radio Theatre and Good News.

WPID, PETERSBURG TO START JUNE 5

WITH EXECUTIVE personnel appointments completed, the new WPID, Petersburg, Va., plans to begin operations June 5, it was announced yesterday by Lee Chas- wick, station manager.
There's a new star in the Lone Star State

On the air June 1

Krod
El Paso, Texas

⭐ Only CBS outlet serving the "Real Southwest"
⭐ 5th largest market in the nation's biggest state
⭐ Complete Merchandising and Promotion Department
⭐ Finest new studio building in the Southwest
⭐ RCA deluxe equipment throughout—Truscon Radiator
17 acre ground system

Dorrance Roderick
President

Merle H. Tucker
General Manager

Represented by Howard H. Wilson Company
I ndustry-wide observance of Father’s Day this year by the National Broadcasting Company has made the occasion the most publicized event ever for radio. The events being planned by stations throughout the country are being prepared to observe the day, which is early in June, has prompted a large number of novel merchandising and promotion projects. In the early stages of planning, the exact number of cooperating stations has not been compiled by the NAB, representatives stated. Arthur Stringer, NAB headquarter staff in Washington, indicate almost universal observance of the occasion by the week, either in May or June [BROADCASTING, May 15].

**Merchandising & Promotion**

**More Fêtes—Gregory’s Oil—Proud of Awards**

**Plug for Plug—Gift From Jimmy**

**Recap Prizes**

LAWBRON CHEMICAL Co., Los Angeles (Di-Mon-Glo wax), on May 28 started a three-weekly quarter-hour mid-afternoon woman’s program, “Chef Milani’s Recipe Kitchen Party,” on KFI, that city. Contract is for 13 weeks, during which time the program features Chef Milani in menu information and recipes, with Jack Burnett, pianist-singer, as Sunny Jim, the Handy Man of the Kitchen. Firm is also sponsoring the same program three mornings weekly on KPDB, Hollywood. To merchandise the series a total of $50 weekly is being awarded on each station for best recipes submitted by listeners. First three prizes are $10, $5, and $3, with dollar bills awarded to 50 senders of other recipes. Besides displays in grocery and drug stores, other dealer tie-in promotions for the program include counter cards, window and clothes-line banners, and newspaper space. Darwin H. Clark Ad. Agency, Los Angeles, has the account.

**Recipe Prizes**

TO STIMULATE interest in the five-week participating Home-makers Hour show, NBC, Chicago, during the summer months, Harriet Hester, conductor of the program, is offering weekly prizes for favorite recipes sent by listeners. No limit has been set on the number of prizes given each week. Those standing the actual baking or cooking test by Miss Hester are rewarded. Different recipes are called for each week.

WCCO-Tourist Stunt

MINNESOTA State Tourist Bureau is sending out specially printed copies of the news schedule of WCCO, Minneapolis, to more than 2,000 Minnesota agents for the convenience of resort owners and their guests. Printed on birch-like paper in rustic type, they are posted on bulletin boards of lodges and in guest cabins.

**Free Radios**

FIVE Farnsworth midget receivers are given away daily by WFIL, Philadelphia, in its redesigned WFIL Radio Art promotion. Designed to build listening audience, listeners are invited via spot announcements five times daily to tune to the appropriate stations on the station’s programs during the preceding two hours. Best letters accompanying contest answers, telling briefly how WFIL program was liked best and why, win radios. The new form for the promotion was put into operation May 27 after its original Pot o’ Gold$ format had been questioned by the FCC on lottery grounds.

**Upward Go the Prizes**

LISTENER response on the Illinois Meat Co. (Redi-Meat) show, Play Broadcast, heard over WGN, Chicago, Mondays at 1:30 p.m., has been so gratifying that sponsor is offering first prize from $75 to $150 with second and third prizes increased accordingly. In addition, 250 others of $1 are offered. Contests are entered on and mailed to dealers the names of prominent people from hints given on the show. These hints are sometimes dramatic hints depicting events in the lives of the characters or they may be given by voice imitations.

**NBC’s Awards**

NBC has issued two promotion pieces telling about NBC programs or personalities winning mention in recent polls. One is a four-page brochure with a cover simulating that of Movie & Radio Guide magazine. Second folder lists the nine out of 15 awards given NBC at the 11th Institute for Education by Radio [BROADCASTING, May 15], with an insert describing awards granted NBC by women’s organizations.

**Time for Space**

WPEN, Philadelphia, has concluded arrangements for a second time-for-space sweep with a local foreign-language newspaper, the Jewish Morning Journal. The newspaper will use seven spot announcements weekly, paying off in agate line items, combined with a hands-on approach beginning of the year with the Jewish Daily Forward. While prizing one station has some sort of a space swap with the English-language dailies, WPEN is the first to extend to deals to the foreign-language field.

**Once a Year**

An “anniversary request” plan began last year ago by WTMJ, Milwaukee, with the idea that the ‘Morning participating show has started to bear fruit. In May, 1939, WTMJ began keeping a record of anniversaries of persons sending in requests for musical numbers on the program. As anniversaries roll around this year the station mails a congratulatory card carrying a sketch of the old “Top of the Morning” and the signature of Bill Evans, m.c. of the program.

**Sales Continuity**

LATEST promotion piece of WSN, Nashville, is the scheme for a saturat ed broadcast in which a WSN announcer in a two-way exchange with the advertisers’ queries to finally present the station’s sales story. The continuity for “Adventurer’s Dream Comes True” is mimeographed on regular script sheets, with the advertiser’s name and cues typed in red ink.

**Sheil Sales Meeting**

SHELL OIL Co., San Francisco (gas and oil) over purchased a quarter-hour on 32 Don Lee-Mutual Pacific Coast stations to conduct a contest. The broadcast originated at KFRC, San Francisco 6:30-6:45 a.m. Local stations were given a guide issued twice weekly, a map with the city’s in which they are located.

**Summer Chart**

E. P. H. JAMES, NBC advertising manager, has prepared a chart dividing the United States into five “summertime” zones for use by radio and advertising executives during the bewildered period of Daylight Savings Time. All NBC stations are indicated on the map with the city in which they are located.

**Frisco Tips**

KARM, Fresno, Cal., recently effected a tip-off to the “Scoro Guide” a shopping guide issued twice weekly with 38,000 circulation. Manager Jerry King called attention to outstanding features on KARM and gossip of Bob Miller, the program manager.

**BROCHURES**

KGGM, Albuquerque, N. M.—Plie-size sales prospectus on market data, copies, salesmen, test commercials, individually addressed to the trade.

WJSV, Washington—16-page folder on “Facts for the Blind”, containing various questions with the correct answer always [WJSV, printed in red ink].
The Voice of **PUBLIC SERVANTS** in Denver

Colorado's public interest, convenience and necessity are served when the number 1 public figures meet the number 1 microphone of the area. For fast, authentic news from the political front, KLZ stands unchallenged as the top-ranking station in the Denver-Rocky Mountain area. It has brought such names as Roosevelt, Dewey, McNutt, Gannett, Landon and Perkins before its microphones for discussions of national issues. It has long been the choice of the prominent Colorado officials as the one station for effectively talking to the mass of the state's population. It has, through its own statewide network of specially developed information pipelines, scored beat after beat over every other news source on local and state elections.

COLORADO'S APPRECIATION OF KLZ is vividly expressed by the state's Governor Ralph L. Carr, who recently wrote the Columbia Broadcasting System: "KLZ is one of the finest agencies for the promulgation of good in this part of the world. The Rocky Mountain area is proud of your Denver outlet."

**KLZ** Denver

*CBS Affiliate—560 Kilocycles*

**AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.**
What else would

Spot radio’s greatest success story
you expect?

WHAT else would you expect? People get program ideas... lots of them, all of the time. Some lack merit but many are developed into the sort of programs that send CAB reports skyward. And, since this is a big country—since most of our population live outside New York and Chicago and Hollywood—there's one logical place for people to take their program ideas. To the nearest radio station that is owned or operated by a network. There they receive expert advice, competent criticism and, if their ideas are good, a show so well directed and produced that, from that point on, it's an easy road to the network.

That's what happens all of the time. A young lawyer down South thought he had something to offer the radio audience. He went to the network-owned station in his town—Columbia's WBT. They had faith in him, put him on the air. Thence he progressed from a discussion of the Constitution to news reporting and, finally, to news analysis. His Crossley rating persuaded a cigarette manufacturer to sponsor him. Three programs a week. In eight weeks, they stepped it up to six a week. A few weeks later they reported, "He's pulled our sales picture out of shape—with the way he's jumped sales in his territory.” And signed a six a week, 52 week contract.

A young newspaper man had a program idea. He talked it over with his home-town station—Columbia's WJSV in Washington. And out of it grew "Professor Quiz", one of the great network successes of our time!

An agricultural journalist and the KMOX program department developed an idea for making radio one of the most valuable "farm journals" in existence. Out of it grew the "Country Journal", so successful on KMOX that it has since become a favored CBS network feature all over the country.
The "clearing house" for the ideas, the plans, the successful experiences of Columbia-operated stations is Radio Sales, a major division of CBS... a division that concerns itself solely with "spot radio". Radio Sales represents the eight Columbia-operated stations around the country plus one affiliate (WAPI) and three regional networks...Columbia California, Columbia New England and Columbia Pacific.

With Radio Sales offices located conveniently across the continent—with Radio Sales stations located in the major markets of America—the service of Radio Sales is available to every advertiser and every agency—in the development of any plans for "spot radio" anywhere.

Radio Sales' business is radio. Successful radio is their sole concern. The vast experience of Radio Sales—and of these important integral units that it represents—is one of the most important sources in radio for the development of sound plans and successful ideas...frequently, ideas that already have been proved in use.

For example:

Case "A" from KMOX, St. Louis

You can't find a more highly competitive product in the entire St. Louis market than the one sold by this client. He bought a live variety program, built and recommended by KMOX. A show which today features a parade of top-ranking stars of stage and radio. Phenomenal sales increases have followed in a steady upswing since the first broadcast, twenty months ago. Although a somewhat seasonal product, each month has shown a big gain over the same month of the preceding year. 289 programs ago, the product was sixth in its class in St. Louis sales. Today finds it lifted to a lofty position, threatening the lead of the strongly entrenched best and second selling competitors. And the client advises that the major share of credit for results obtained is due to KMOX...the powerful voice for 2,500,000 radio listeners in the rich Missouri Valley.
Furniture

The Coast's largest furniture store, in Los Angeles, a consistent user of other media, sought the advice of KNX, Los Angeles, for a program that would build prestige and stimulate sales. The Program Department of Columbia's Workshop in the West — key point for CBS West Coast originations — devised a program that was woven into the texture of the client's business. It was a simple, three-times-a-week daytime feature called "Backgrounds for Living", a discussion of home planning and home beauty. The "test program" started in August, 1939, has never since been off the air. March, 1940, ended with a 100% increase over the year before in the number of prospect cards turned in to the store. The client reports added business of $16,000 a month due solely to the program. A survey among the store's cash customers disclosed that 58% of them listen to this KNX origination. When a station is the favorite voice of three and one half million people as is KNX, such program planning becomes especially significant.

Drug Stores

A major retail chain, which never before used radio, sought the advice of WABC, New York, on how radio could stimulate sales and build traffic. Out of a study of the store's problems, a WABC originated program was suggested. Three times a week, in the very early morning, this advertiser went on the air. The very first broadcast — which concentrated on fountain items and luncheon specials — showed results. Every item mentioned increased in sales from three to ten times! As the client expanded his product appeal, store-wide sales soared. And his 13-week trial has extended 64 consecutive weeks! Survey after survey has proved that WABC is the best known and best liked station in its 15,000,000 population service area. Intelligent programming has done its part.
Case “D” from 
WAPI, Birmingham

ONE of the leading model kitchens in radio is operated by WAPI, Birmingham. It is a unique program idea with so many angles and so many “plusses” that this original program idea has made Birmingham grocery sales sky-rocket whenever a sponsor utilized WAPI Model Electric Kitchen facilities. Testimonials and sales records from various food manufacturers are voluminous. Most interesting was the report of a local coffee roaster who, despite the gigantic competition of national and local brands, reports, “After consulting your Program Department and going on the Electric Kitchen as you suggested, our coffee sales are greater this year than in any previous year in our history.” Birmingham is a rich, concentrated industrial market. WAPI, with one of the most active Program Departments in the South, makes the most of its opportunities.

Case “E” from 
WBBM, Chicago

In 1933, it was difficult to give pianos away, no less sell them. A hopeful manufacturer approached WBBM for advice. Columbia’s key station in Chicago thought the problem out. They devised a unique program that would provide mass entertainment and still sample the pianos which this manufacturer offered for sale. The thirteen-week test has stretched to seven solid years. The program idea was utilized not only in Chicago, but in other cities around the country where the client had retail stores. In Chicago alone, even though the store is way outside the shopping district, their Christmas, 1938 sales were greater than those of all Loop music and department stores combined. The client today spends 90% of his appropriation on radio. Telling a good story well is a specialty of this Columbia key station... serving ten million people in five Mid-western States.
Drugs

TOUGH problem, but not too tough for Columbia's station in the deep South—WBT, Charlotte. A big drug manufacturer wanted sales, wanted lots of them, and wanted proof of it. He laid the problem in WBT's lap. A program attuned to the market was devised by WBT. It is now in its fifth year and the mail rolls in without a stop but with proof of purchase. Ten thousand letters a month. And a special offer in February, 1938 brought 26,028, each with proof of purchase. Another demonstration of the unswerving loyalty of Carolinans—three million of them—to the entertainment and service that WBT alone affords! Another proof of WBT's ability to conceive, plan and produce programs so closely attuned to Carolinans' interest that results always exceed expectations!

Coffee

THE biggest program organization in the Northwest—one of the biggest in America—is the WCCO Artists Bureau in Minneapolis. A wholesale grocer asked the station for an idea to sell its line of groceries, particularly to sell its coffee. The Artists Bureau and the Program Department got together, proposed a ten-minute program on Saturday mornings. After only seven weeks, the advertiser's agency sent a questionnaire to key grocers in the Twin Cities and the Northwest. They asked what the trend of the client's coffee sales had been. And after only seven Saturdays on WCCO, 4 out of every 5 dealers reported "sales are up." Another illustration of how sixteen years of effective programming has won a special place for WCCO in the hearts of almost four million Northwesterners, not alone in the urban Twin Cities but in the rural Northwest, as well.
Case “H” from WEEI, Boston

An important men's shoe chain decided to test radio and see whether it could promote sales in their four Boston stores. A 13-week contract was given WEEI for a special program devised by the station at 5:30 to 5:45 every week night. The program was called “Man About Town”, a street quiz, going from one store location to another. 13 weeks ended. The client renewed for 20 weeks more. The program's influence was felt throughout New England to such an extent that the client reported “business is better in New England than in any other part of the country.” Programming of, by and for New England is what has made “Columbia's Friendly Voice in Boston” the favored voice of five million New Englanders—in Boston and twenty-seven rich “outside” counties as well.

Case “I” from WJSV, Washington

All through 1938 this client—an important cracker baker—used magazines and newspapers and billboards but no radio. In March 1939 they asked Radio Sales to plan a Washington program that would sell crackers. Radio Sales checked WJSV's Program Department. Between them an unusual news show was developed. At the end of 1939, the sponsor reported an increase in Washington area sales over the year before of over ten million crackers! Columbia's Station for the Nation's Capital has been the source of many big program ideas that are now favorite network features. And there are many more intentionally local programs which are so entirely designed for the rich Washington market that they have succeeded in keeping WJSV the favorite of listeners, dealers and advertisers alike.
Food Chain

Everybody eats. And everybody buys food. That's what makes the retail grocery business so very competitive. Building store traffic in grocery chains is the toughest and most important activity in the business. A major grocery chain put the problem up to the Columbia New England Network. A program was developed. It went on the air 15 minutes, once a week, tested on only three stations of the network. Following the very first broadcast, over 40,000 people visited the New England stores of this chain as a direct and provable result of a single radio broadcast! And this from only one broadcast on only three stations! The power to reach people . . . the programs to interest them . . . the prestige to sell them.

Paint

Paint sales are hard to make. Competition is severe, dealers are few for a quality product. But people build houses and paint houses on the Pacific Coast, as they do elsewhere. A prominent manufacturer wanted a larger share of the market. He asked the Columbia Pacific Network . . . CBS in the West . . . how he could get it. A new idea in a quiz program was devised, "The Answer Auction", a half-hour, once a week, evening program. Questions must be sent in through a dealer. And even though the number of dealers is comparatively small and their identification difficult, more than 500 questions a week are received! The dealer lists are growing and the old dealers are enthused.
So it is all over the country. And, like a vast horn of plenty—funneling its wealth—the ideas, the experiences, the plans that have been so enormously successful out in the field are transmitted by Columbia’s operated stations to one central source—Columbia’s Radio Sales. And they’re made even more valuable in Radio Sales offices by the daily contact of Radio Sales’ men with all advertisers and all agencies... a composite experience virtually without equal in radio!

Columbia’s Radio Sales knows markets. And marketing. And how to make the most of both. A Radio Sales client presented this problem: he is in a field where sales of leading brands of his product hit the astronomical figure of 2 billion units per year for each of the leading brands. It’s a product that’s bought and consumed daily. And ten competitors fight for the market. Advertising expenditures, among the leaders, average $8,000,000 per year. How could he “crack” this market—with much less money to spend? A plan was devised, using a different program in each Radio Sales market—a program planned to fit the needs and catch the interest of each locality. A year has passed. The client’s total advertising investment has been less than one million dollars—50% of it for radio—most of the 50% in the few cities in which Columbia operates stations. And despite the “impossible obstacles”, despite the advertiser’s refusal to sell in some of the nation’s biggest markets... despite their comparatively minute advertising budget, their sales forged ahead until, according to Barron’s published estimate, based on 1939 revenue collections, they are in fifth place nationally... and in many Radio Sales cities they are first!

What can Radio Sales do for you? The answer is—what can radio do for you? Because Radio Sales knows radio and how to make it work. Regardless of how limited are your radio plans... no matter what markets constitute your sales problems, ask Radio Sales for their suggestions about how radio can be harnessed to your sales machine.

RADIO SALES
A division of the Columbia Broadcasting System

Offices in New York, Chicago, Detroit, St. Louis, Charlotte, N.C., Los Angeles, San Francisco. Representing: WABC, New York; WBBM, Chicago; WEEI, Boston; WCCO, Minneapolis-St. Paul; KNX, Los Angeles; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte; WAPI, Birmingham; the Columbia California Network; the Columbia New England Network; the Columbia Pacific Network.
KSD Will Continue Facsimile: Sees Hope in Better Equipment

Improved Apparatus Said to Overcome Objections; Main Goals of Experiments Were Attained

Two of the leading facsimile experimenters have been the McClatchy stations in California, affiliated with the McClatchy newspapers, and KSD, affiliated with the St. Louis Post-Dispatch. After many months of operation, they have reached impressive conclusions. The McClatchy stations have dropped facsimile after making air [BROADCASTING, May 1], as announced by Guy C. Hamilton, vice-president and general manager of broadcasting for newspapers. KSD, according to Robert L. Coe, technical director, has been experimenting for year and a half and is pleased with the results, especially in view of the prospects of obtaining equipment. In this article Mr. Coe explains why KSD is continuing its facsimile experiments.

By ROBERT L. COE
Technical Director, KSD, St. Louis

AFTER more than a year-and-a-half of facsimile experimentation, KSD, and the McClatchy newspapers, Post-Dispatch, which inaugurated the world's first daily radio newspaper in 1935, is convinced that their original decision to go ahead with this new medium has been entirely justified. In view of the many improvements which the manufacturers of facsimile equipment have been able to accomplish, partially as a result of the information collected through experiments such as those conducted by the Post-Di- patch, the day when facsimile will be made available to the general public seems near at hand.

Certainly, we have no intention of writing "30" to our present daily facsimile experiments, for the cause the outlook for eventually placing facsimile on a practical basis appears much more feasible now than it did when we first started to go ahead with this medium. But, second, because we do not flatter ourselves that we have learned everything there is to know about facsimile as an experimental technique. With our present equipment, which is now admittedly more or less obsolete.

Two Objectives

The Post-Dispatch facsimile experiments were begun in the latter part of 1938. On Dec. 7 of that year a regular daily schedule of facsimile transmission was begun.

The world's first daily radio newspaper received considerable publicity throughout the world. The experiments were conducted with two main objectives in mind: Namely, to determine whether or not the equipment then available was suitable for use on a general facsimile basis, and if not, what improvements would have to be made; and, to attempt to learn something as to the public's reaction to broadcasting, whether any desire could be created for this type of service, and what would be the general requirements for such a service.

A year ago, in reporting upon our experiments and observations to date, we expressed the hope that the equipment we had at that time was not entirely satisfactory and that improvements would have to be made before there would be any justification for attempting to introduce facsimile broadcasting. We stated that it would have to be speeded up, that the present system was not capable of reproducing news and pictures in the home fast enough to provide a service which was not already available except, perhaps, in the case of isolated rural areas. We also suggested that the page size was not entirely satisfactory and should be larger.

All in One

In one of our reports mentioned was the fact of the McClatchy stations being incorporated in the regular home receiver so that in one unit could be combined all the advantages of modern radio receivers, both long and short wave, plus the facsimile printing equipment. It was felt that this unit should be capable of being controlled entirely from the transmitter, to eliminate the necessity of transmitting the facsimile printout and pictures at some predetermined time. With such a system the receivers in the home could be turned on at any time, in the opinion of the transmitting station, justified a transmission.

All of the facsimile equipment used by the Post-Dispatch was developed and manufactured by RCA and was so designed and produced very closely with this organization, keeping them advised as to the results we obtained in St. Louis and also passing along our thoughts and suggestions for needed improvements. Recently, RCA has designed and fabricated a new system of facsimile transmission and reception which, if it lives up to all the claims of the manufacturer, will provide all of the improvements which we have suggested above.

Bigger and Faster

First, and perhaps most important, a facsimile receiver has been combined with a standard home receiver in a single cabinet and the entire unit will probably sell for not much more than the cost of a better grade of home receiver on the market today. The new receiver is much faster, more than twice as fast, in fact, and in addition, the page size has been increased.

The new facsimile receiver will be automatic in operation and will not require the use of any sort of time clock, so that whenever the transmitting station desires to transmit a bulletin or a picture the receiver will automatically be turned on by the transmission of a given signal.

JUST 26, Helen Hiett, journalist, reporter and lecturer, waves goodbye to her friends at LaGuardia Airport before boarding the Clipper en route to assume her new duties as an NBC war correspondent. She will headquarters in Paris and work with Paul Archinard, NBC's representative in that city. A graduate of the University of Chicago, Miss Hiett worked from 1934 to 1937 with the American League of Nations at Geneva. She studied the Spanish and Latin-American languages and is proficient in Spanish. In May she covered the Ethiopian and Spanish wars and the Munich crisis for various newspapers.

The new receiver will be much more flexible than the earlier model with which we have been experimenting in that the user will be able to tune the set to reproduce the facsimile transmissions from any broadcast station within range, with those on high-frequency band such as our WXYZ, and from the standard broadcast stations which transmit facsimile signals during the early morning hours. Conceivably this system will make possible, if the user so desires, the tuning in of news bulletins from New York, San Francisco or any other community having a broadcasting station of sufficient power and equipment for facsimile transmission. Thus, a new form of DX hunting will probably develop.

Belongs on High Frequencies

One thing our experiments have proved—at least as far as we are concerned—is that the principal field for the development of a facsimile service to the public will probably be in the high frequencies where 24-hour-per-day operation is possible. Such operation is, in our opinion, essential if facsimile is to offer a service to the public not now available through any other medium. True, because of the limited range of the higher frequencies the rural areas will have to depend for their facsimile service on the broadcasting stations during the early morning hours. But in the metropolitan areas, where a facsimile service will have to make its initial bow anyway, nothing short of an unlimited time schedule seems feasible.

The handicaps incident to restricting facsimile transmission to regular broadcast channels after midnight no doubt explain the disinclination of the facsimile experimenters who were very enthusiastic when this new device was announced but who now express the thought that perhaps there is no future for facsimile after all. Our experience has certainly borne out this original thought that the operator of a facsimile station must be in a position to flash news bulletins to the reader in the hour or two before he goes to bed, the day or night they may occur. The fact that with the new equipment soon to be available we will be able to do this and at a speed sufficient to satisfy the most critical, all at a cost to the user not greater than that which he would pay for a radio anyway, in our opinion assures the future of facsimile.

Facsimile, we believe, will develop a new field for news. Delivering news to the home almost at the instant it happens and in a permanent and useful form so that it is not necessary to listen in continuously in order to avoid missing some news development. Further, it avoids the possibility of misunderstandings or misconceptions always present in the case of orally transmitted newscasts. The reproduction of pictures and fine drawings via facsimile is excellent and should provide every opportunity for illustration and explanation.

Confident of Future

With the newly-perfected equipment and based on the experience with the earlier experimental models we feel rather confident that little trouble will be experienced in the future as maintenance of the recorder in the home is concerned; and as far as the service to the receivers is concerned, this should be reduced materially as the demand increases. In fact, some enterprises will probably supply the paper free of charge, of course, an advertising message on the back of it.

We see no reason why facsimile cannot be expected to develop eventually into quite a revenue producer. Now that the speed has been increased so as to allow sufficient time to insert advertising in between the broadcast stations, as the Commission approves commercial operation we can expect the inauguration of commercial facsimile broadcasting.

Considering these possibilities, it would seem that broadcasters and newspapers alike are missing a bet if they overlook facsimile, for it is a new industry in the making that will provide the public with something unobtainable under any other conditions. Whether this will want if properly educated, which, best of all, does not require any large investment on the part of the broadcasters as it does play television. In fact, a facsimile service can be inaugurated without any great cost. What is the use of the present flood of news in sound broadcasting, frequency modulation or television, to say nothing of the absurdly simple methods that can be employed in preparing copy, etc.

Boston Tea Test

BOSTON Tea Co., New York, throughout April and May has been testing spot announcements several times a day on radio stations WZBO, Hartford; WKWO, Harrisburg; and WHTT, Hartford. More stations may be employed, but the test is accepted by Wesley Associates, New York, the agency.

BROADCASTING • Broadcast Advertising

June 1, 1940 • Page 45
Consumer Trends
Basis for Debate
At AAAA Meeting
Radio Charged With Helping Anti-Advertising Movement

RADIO executives were given special attention in their part in unwittily promoting the consumer movement by Colston E. Warne, president of the Consumers Union, during his keynote address at the Winter Convention. "To What Extent Should Advertising Be Controlled? And Why?" was the title of the 17th session of the 23d annual convention of the American Assn. of Advertising Agencies, at the Waldorf-Astoria, New York.

Mr. Warne, who with Donald E. Montgomery, chairman of the Agricultural Adjustment Administration, spoke for the "Critics" in a Town Hall Meeting type of debate, began by placing the advertising fraternity the responsibility for the birth and growth of the American consumer movement:

"We of the consumer movement," he continued, "owe a special debt of gratitude. First, let us give a medal for distinction to the National Association of Broadcasters new executive group. Their new invasion of the home with resonant baritone voices blending real and musical programmes has done more to accelerate consumer revolt than the handiwork of their more numerous and less effectual radio competitors. Through long years, efforts of consumers, of government, of the industry itself have to some extent checked undue exuberance in print.

Voice Appeal

"Now the seductive power of the dramatized human voice peddles, in successive minutes, romance-yielding allurements, powder-yielding gasolines, and quick-acting headache powders. The magic of this form of mass communication of the commerce of the world has not been good. Much of the procedure has caused a substantial and significant number of listeners to call down the plague on the house of advertising. Don't think for a moment that the consumer movement is today, or ever, a counterpart of that from Moscow. You built it, and consumers are in the future going to have to many means to say as to advertising practices."

Answering the arguments of Messrs. Warne and Montgomery for further control of advertising by both consumer and government as well as by the industry itself, Stanley Hill, chairman and editor, and Fulton Oursler, editor of Liberty Magazine, acted as "Defenders" of advertising from regulation without from. Decriing the overzealous regulatory activities of consumer advocates, Mr. Oursler gave special mention to the FCC.

"A crowning example of a certain kind of idiocy that now prevails, and has been for a few days ago," he stated. "I refer to the recent attempt to interfere with the commercial broadcasts by the FCC. It held up the free distribution and advertising of television broadcasts. That is in our history, a government bureaucracy sought to protect the American investment in the field of research, experimentation and human advancement. And all this in the name of saving the consumer from buying a commodity which in itself may not have much to say as to perfection."

Midgley Wins Promotion

C. E. Midgley, Jr., in charge of radio time-buying for BBDO, New York, has been appointed business manager of the agency's radio department, according to Arthur Pryor Jr., vice president in charge of radio, a graduate of the Wharton School of the University of Pennsylvania. Midgley spent a year in editorial work before joining BBDO in 1928. The year following he entered the agency's radio department, where he later became time-buyer handling both network and spot campaigns. In addition to his new duties, which will entail the supervision of all contracts for both time and talent of the agency's clients, Midgley will also continue to supervise the work of the staff he has heretofore actively headed.

Officers and Board

At the annual election May 16, Atherton W. Hobler, president, Benton & Bowles, New York, was elected chairman of the board of the AAAA for the coming year. John Benson was reelected president for a four-year term. Other officers, all elected for one year, are: Vice-president, Guy C. Smith, executive vice-president, Brooke, M. E. Gelding, secretary, Atlantic-Kynett Co., Philadelphia; Central, Arthur E. Tatham, vice-president, Young & Rubicam, Chicago; Pacific, W. M. Heacock, president, Pacific National Ad. Ageny, Seattle; F. R. Gamble continues as executive secretary.

On May 16 the convention witnessed a demonstration of free modulation, arranged by PM Broadcasters Inc. In cooperation with Stromberg-Carlson, who installed a combination FM and standard broadcast receiver in the convention rooms. The regular demonstration of musical selections and sound effects used by FM proponents to show the ability of this method of radio transmission to reproduce faithfully at the receiver whatever sound goes into the microphone was topped on this occasion by a severe list of technical shows, which broke reception via normal broadcasting band with violent static crashes, but left unimpaired the FM reception.

Recruiting Continuities
Offered Stations by Army

BROADCAST stations, along with newspapers and magazines, are being solicited by the Army through recruiting districts, to cooperate in the nationwide movement to increase Army enlistments, it was learned at the War Department May 21. Stations are being asked to use announcements employing this language: "We favor adequate preparedness for national security. The registration of eligible young men." The Department is in the process of executing a series of long and high series, which are being asked to carry display space, including picture posters, to encourage enlistments.

While question has been raised in some quarters regarding the advisability of using competitive advertising in connection with announcements, since they might be regarded as supporting a "controversy" in which the Army view appears to be that they do not fall within the controversial category, constituting what amounts to national policy.
Capital Radio Reporters First Year

Washington News Corp Enjoying a Rapid Growth

The author of this article was for 10 years a prominent Washington newspaper correspondent and is a member of the famed Gridiron Club. His last newspaper assignment, before becoming Washington correspondent for CBS, was the chief editorship of the 'New York Herald-Tribune' Washington bureau. On May 20 he was elected to the presidency of the Radio Correspondents Assn., succeeding Fulton Lewis Jr., MBS commentator, founder and first president of the association.

By ALBERT WARNER

In mid-May the radio correspondents of Washington finished their first year of complete recognition on an equal footing with the reporters of the press in the nation's capital. Several of these correspondents in the Congressional Galleries, our own correspondents' rooms in the Capitol, and the press galleries at the executive conferences, were acknowledged, last June, for the first time, an important part of the Washington newspaper corps. And this summer for the first time there will be reporterial seats assigned to radio newsmen at the national conventions.

This acceptance of the Washington radio correspondent may be explained perhaps in the fact that the May 20 meeting, this year, of the Radio Correspondents Assn. in Washington was attended by 40 members.

At the Source

Forty radio correspondents in Washington! Two years ago you didn't even hear of radio news staffs. The growth is, I think, due not only to the correspondents whose work has been in the forefront of public attention because of the fact that they actually go on the air. It is due also to newspapering and editing staffs and to the emergence of a new type of radio correspondent who covers Washington news for a single station or regional network, and whose news is brought to the radio audience indirectly, by filing wire reports to the station he represents. I think this is an extremely interesting development in radio's coverage of news, acknowledging something I have always felt: That radio has depended a little too much on the services of press tickers. To interpret news without having a first-hand contact with the source of that news and those who make it is a difficult job indeed. It is particularly true in Washington where a correspondent's work is given directly by radio.

Coming so new to radio, it's natural to find the similarities and differences between press and radio coverage of Washington's news.

When the Radio Correspondents Assn. held its first annual banquet in Washington May 23, Albert L. Warner (center), assumed the presidency. Here Fulton Lewis Jr., (second from left), MBS commentator, founder and first president, congratulates Warner, CBS capital commentator. At left is William R. McAndrews, NBC, new vice-president. At right are Fred Morrison, Transradio Press, secretary, and Stephen McCormack, MBS, treasurer. Officers were installed at a dinner May 23.

I suppose what struck me in making the change from newspaper to radio was radio's personal touch—that direct communication between the reporter and the listener, the tone of voice, the inflection, the personality which a radio correspondent inevitably inflicts upon the listener. A talk is apparently a much more personal thing to the listener than a newspaper article is to the man who reads it.

Now a Personality

My name was on the front page of a New York newspaper with bylines over Washington articles for a good many years during a period in which there was absorbing interest in Washington activities. Except for a very occasional letter from an acquaintance, and once in a long while from an outsider, I never heard from anyone except other newsmen. I suspect that newsmen are the only people who bother to look at bylines over news articles in the papers.

On the other hand, I was immediately struck by the number of people who are interested in the radio speaker as a personality. My fan mail is not so voluminous that I have difficulty in answering it, but the fact that any complete strangers take the trouble to write notes indicates what a difference there is between the way people listen to radio news and the way they read a newspaper.

One of my first postals was received from a gentleman in New Jersey who said something to this effect: "You are just a loud-mouthed anti-New Dealer spouting chamber of commerce stuff. I and all my friends are going to turn off the radio when you come on."

Three weeks later I was amazed to receive another postal from the same gentleman saying: "I was mistaken. I think you are being fair. Good luck!"

Then there are people who are touched off into flowery letters or into criticism by a word picture or a phrase. Not so long ago I went to a press conference conducted by the economic negotiators for Britain and France—economists who were trying to straighten out irritations in the diplomatic relations between the Allies and the United States. One of the Britshers seemed to me a typical Englishman, and I happened to mention on the air that he wore baggy trousers. A postcard the next day informed me that I insulted the English, and that my adjective had proved me a German propagandist of the worst stripe. I replied that my trousers were frequently baggy.

Radio reports are brought out to a considerable extent subjective because of the effect of the broadcaster's personality on the listener. But the necessity for objective reporting is equally obvious. If you write for a particular newspaper, you are often writing for a particular class of readers. Some of the material emphasized in the New York Evening Post, a liberal paper, is often quite different from material emphasized in the conservative New York Sun. On the radio, you have no particular group of listeners; in fact, you have the most cosmopolitan audience that you could probably find anywhere. You could not satisfy those listeners for very long if you were not reasonable, fair, and objective. You could not serve the public interest if you did not have these qualities.

A Growing Corps

Combining the color of events, the interpretation of them, and the personal touch with objectivity and impartiality is the task of the radio correspondent. It is not an easy one.

In Washington is growing a corps of experienced reporters, now devoting themselves to radio, who know their job and keep at it. Then is the basis for any good reporting—radio or newspaper.

In Fulton Lewis, in Earl Godwin, in H. R. Bakhage, and I hope in myself, we have old-fashioned reporters who ought to know what is going on and why. In the days before the war broke out and onward as foreign affairs toppled everything in the news, I have practiced calling on at least four or five different officials in the State Department every day, including an assistant secretary of state or two. It was in that press conference with Secretary Hull. Add to that a visit to Congress and to the War Department and contact with the White House.

If then I could not give an ample, accurate, and fair presentation of the attitude, opinions, and predictions of official Washington, it would be hopeless.

Washington's radio correspondents celebrate, in the first anniversary of their recognition as an institution, that I shudder to think of the similarities and differences between press and radio coverage of Washington's news.

First Annual Banquet Held by Radio Reporters

FIRST ANNUAL dinner of the Radio Correspondents Assn., held May 23 in the Mayflower Hotel, Washington, was such a great success that the party is destined to take its place on par with the annual dinner of the White House Correspondents Assn. Postmaster General Farley led the list of guests from official life, which included Senator Warren Borah, of Idaho; Mrs. John Danaher, of Connecticut; William D. Hassett, White House secretary; Gen. George C. Marshall, chief of staff, U. S. Army; Rep. John J. Dempsey, of New Mexico; Rep. Sol Bloom, of New York; Rep. George William Goode, of Pennsylvania. Senator Barbour and Rep. Dempsey were largely instrumental in helping Mr. Lewis Jr. secure changes in rules last year setting up Congressional radio galleries on a par with the press. Besides members of the association, the guests included Niles Trammell, executive vice-president, NBC; and Edward M. McGrady, RCA vice-presidents; Frank M. Russell, Washington vice-president of MBS; Robert Mullen, Washington vice-president; W. C. Bate, of the board of MBS; Theodore Streibert, vice-president, MBS; Harry B. Bullock, vice-president, CBS; William B. Dolph, manager, WOL; Herbert L. Petkey, manager, WOR; Robert W. Godwin and George Durno, former presidents, White House Correspondents Assn.; Morris Freedman, Women's National Press Club; Kenneth H. Berkeley, Fred Shaw and Carleton Hurley, of the First Church, radio director, Republican National Committee; G. W. Johnstone, radio director, Democratic National Committee; Louis Ruppell, publicity director, CBS; A. D. Willard Jr., manager, WJSV; Ray Tucker, newspaper columnist; Victor Sholtis, special assistant to the Secretary of Commerce; Michael J. McDermott, president of the Division of Current Information, Dept. of State; D. Harold McGrath, superintendent, House Radio Gallery; Robert M. Menaugh, superintendent, House Radio Gallery.

The corps of Washington radio correspondents, members of the Radio Correspondents Assn., was included with members of the press corps on the guest list for the White House "press" reception the evening of May 23.

June 1, 1940 • Page 47
FREQUENCY STABILITY: Western Electric now makes another great contribution to the radio art — synchronized frequency modulation. This new system of carrier wave frequency stabilization is unique — gives the 503A-1 (1KW) Transmitter a stability of better than .0025%.

FREQUENCY RESPONSE: Flat within ± 1 db from 30 to 15,000 cycles per second.

NOISE LEVEL: Phase noise carried by transmitted wave is 70 db down unweighted from ± 100 KC swing.

DISTORTION: Typical measurements of r.m.s. audio frequency harmonic distortion with a distortionless F M audio monitor in the frequency range of 30 to 15,000 c.p.s. show less than 2% at a modulation corresponding to ± 100 KC swing. Distortion measurements include all audio frequency harmonics up to 30,000 c.p.s.

COMPACT UNIT: All apparatus is contained in a single, beautifully styled cabinet measuring only 44" wide x 39" deep x 78" high. In construction and arrangement, it is similar to the now famous 443A-1, which set a new high in accessibility and simplicity of control.

POWER OUTPUT: The 503A-1 is designed to serve perfectly for powers of 1 KW or less, or as an exciter for amplifiers for higher power. Its superior characteristics will carry through when you step-up — that's mighty important to remember!

FOR FULL TECHNICAL DETAILS, write to Graybar.

DELIVERY: Orders now being accepted for Fall delivery.

Ask your Engineer!
Spartanburg Sale Approved by FCC
New WORD Acquires WSPA; Walter Brown Is Manager

VIRGIL EVANS, owner of WSPA, Spartanburg, S. C., retires from the broadcasting business and that station, a 1,000-watt daytime outlet on 920 kc, will be jointly operated with the projected new WORD, fulltime local on 1370 kc, as a result of an agreement executed May 21 for the sale of WSPA to Spartanburg Advertising Co. The transfer of WSPA ownership, involving a purchase price of $500, 300, also ends the long litigation between WSPA and the proposed new WORD [Broadcasting, May 1].

Under the new setup, Spartanburg for the first time will have a fulltime as well as a day service. It is planned by the new owners to take formal possession of WSPA June 1, with Walter Brown, prominent Washington newspaper correspondent, as manager. Mr. Brown is one of the stockholders in Spartanburg Advertising Co., which holds the construction permit for WORD. The latter station, however, will not be ready for operation shortly after July 1. It will for the time being use the same studio as WSPA and will operate from the same antenna.

Stock Ownership
Spartanburg Advertising Co. is headed by A. B. Taylor, president, and Taylor-Colobbett Co. as operating-treasuring concern, which holds 137 of the 400 shares of stock issued. Mr. Brown is vice-president and general manager, with offices here. C. O. Heiron, former local newspaper publisher, is secretary, with 25 shares. The other stockholder is Donald Russell, local attorney, with 138 shares.

Mr. Evans, a member of the State Legislature, has stated that he intends to devote his efforts primarily to his recently established weekly, the Spartanburg News. Mr. Brown, until the national political convention in June and July, will divide his time between Spartanburg and Spartanburg. A native Georgian whose father was prominent in the State, Mr. Brown is at present Washington correspondent for a group of Southern newspapers, including the Raleigh (N. C.) News & Observer, Greenville (S. C.) News and Florence-Winston-Salem (N. C.) Journal and Citizen and Asheville (N. C.) Citizen and Times.

Fels Using 17
FELS & Co., Philadelphia, which May 1 started a 17-hour daily musical program is using a 12-hour musical clock, morning and interview type programs for Fels Napha soap featuring local salesmen in 15 cities as follows: KFRC, San Francisco; KOIN, Portland, Ore.; KFI, Los Angeles; KAAL, Minneapolis; WGN, Chicago; WIL, St. Louis; W CPO, Cincinnati; KQW, Pittsburgh; WOR, New York; WAGR, Cleveland; WQXR, New York; and five Yankee Network stations. Agency is Young & Rubicam, New York. The Fels company, placing direct orders, also uses a three-hour quarter-hour, Golden Bars of Melody, on WFIL, Philadelphia.

MEMBERSHIP DRIVE IS BEGUN BY NAB
PREPARATORY to the annual convention to be held at San Francisco, Aug. 4-7, the NAB May 27 launched an intensive membership campaign, with E. C. Foster, recently-appointed assistant to the president. The drive is to reach all non-member stations. The effort was launched with the dispatching of a personal letter from each of the 17 NAB district directors to each non-member in his district.

Preparatory to the drive, 43 broadcasters in as many States were named by district directors to serve as State or area membership chairs. The campaign will include a series of mailings to every non-member, the last to go out July 15. The mailing pieces will stress the importance of membership and the responsibility of every broadcaster to participate in its federalist activity, according to Mr. Arney.

NAB Districts to Hold Elections of Directors
SEVEN NAB districts will hold elections from May 1 to June 22 to elect new directors preparatory to the NAB convention Aug. 4-7 in San Francisco. James Lawrence Fly of the FCC, plans to address the District 4 meeting May 1 at the Sedgwick Hotel, Greensboro, N. C. Other meetings will be addressed by NAB department heads and by Carl Hav- erling, station relations director of Broadcast Music Inc.

Originally eight district meetings had been planned, since half of the district directors are elected annually, but the committee on district elections, under the chairmanship of John E. Fetzer, District 8 director, including Indiana and Michigan, dropped their plans after the recently revised NAB constitution was ruled a special meeting. Other district meetings scheduled are District 10 at Hyannis, Mass., June 1; District 11 at Wichita, June 9; District 14 at Salt Lake City, June 12; District 15 at San Francisco, June 17; District 6 at Memphis, June 20; District 2 at Rochester, N. Y., June 22.

NAB Code Praised
THE NAB Code was heralded as "a notable step in recognition of their responsibility toward the radio audience and the ever increasing standards of culture, while safeguarding freedom of speech and of the press in a constitutional way," in an address delivered May 16 at the annual convention of the New Jersey Federation of Women's Clubs, at Atlantic City. The resolution added: "We acknowledge our individual responsibility in supporting programs of high quality and in sustaining those which are unprofitable, believing such recognition is a new duty of citizenship which will provide the cherished interests of radio and preserve the foundations of our democracy."

Drops 'Gangbusters'
COLGATE - PALOMIVE-PEET Co., Jersey City, which has sponsored Gangbusters on CBS for the past 4½ years, is discontinuing after the June 15 broadcast. The program is currently on 56 CBS stations, Saturdays, 8-9:30 p.m. for Cee dentrice, and formerly was heard for Colgate shaving cream. No substitute program or further plans have been announced, according to Benton & Bowles, New York, the agency.

BEAVERS and Burnsides were obli- gatory when Omaha celebrated Golden Spike Days in May, with Gracie Allen's "Surprise Party" convention headlining the event. All three Omaha stations participated in the occasion. The line-up at top, all of WOW, includes (1 to r) Bill Wiseman, publicity; Fred- die Ebener, musical director; John Gillin Jr., manager; Harry Burke, program manager, and Foster May, special events director. B e l o w KOL's Manager Don Searle and George Burns, Gracie's partner and manager of her campaign for the Presidency.

OMAHA'S GOLDEN SPIKE FEST
Colorful Events Mark Second Annual Celebration, Gracie Allen Convention Staged

GOING the limit in promotion and coverage, all three Omaha stations—WOW, KOWH and KOL—turned the bulk of their time, talent and facilities over to Omaha's second annual Golden Spike Days celebration May 13-18. Radio's place in the event was established more firmly than ever through participation of Burns & Allen and their company in the Surprise Party Convention booming "Gracie Allen for President." In addition to intensive local angle coverage, the event was highlighted by origination of the regular Burns & Allen CBS broadcast for Hinds Honey & Almond Cream from the convention hall.

KOL carried a total of 59 special events broadcasts during the six-day celebration, all sponsored by the Omaha National Bank. KOL, as the Omaha CBS outlet, took an active part in preliminary arrangements for Burns & Allen participation, with General Manager Don Searle as radio chairman of the Golden Spike Committee. KOL broadcasts started from Salt Lake City, following the "Presidential Special" on through Denver and Grand Island to Omaha. In addition to general coverage of Golden Spike events, KOL originated the CBS Burns & Allen broadcast May 15 and carried the complete Surprise Party Convention May 17. Cliff Johnson, KOL programming director, was prominent in planning and producing the convention.

WOW also furnished extensive coverage of Golden Spike events, using five uniformed special events crews and five special events cars furnished by automobile sponsors—sprayed with white wash paint and identified with call letters. WOW's principal broadcast was a panorama of the special train's progress across Nebraska, with special events crews meeting the train at various points, conducting Gracie Allen's transcribing interviews and then playing them for broadcast via WOW studio. WOW's coverage and descrip- tion was provided largely by Foster May, special events chief, Harry Burke, Lyle DeMoss, Bill Wiseman, Gracie Allen's son, and Russ Baker.

The Golden Spike celebration, particularly the Burns & Allen participation, drew heavy local newspaper publicity also. The Omaha World-Herald, in addition to a special Golden Spike Days session on May 14, carried front page news and feature stories of the doings of the radio troupe from the time of its departure from the West Coast, through the Surprise Party Convention, and until the celebration concluded.

Lever Summer Shift
LEVER BROS. Co., Cambridge, Mass., on June 18 is understood to be replacing the Big Town program with the program's old conventions, Tuesdays, 8:30-9:30 p.m., with Uncle Jim's Question Bee, half-hour quiz program sponsored on WOR by Blue by G. Washington Coffee Refining Co. The summer change appears to have been announced by Ruthrauff & Ryan, New York, agency in charge of the Rinso account.

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To Orna Phillips

... on her 10th Anniversary in Radio

It has been a great privilege to work with you through most of these years. As a writer and artist... as a business associate... and as a real friend... you're tops!

Guiding Light
Woman in White
Road of Life
Right to Happiness
Springtime & Harvest
Today's Children

[Signature]

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**Program Surveys Discussed by ANA**

Methods of determining program popularity were discussed by A. Wells Wilbor of General Mills and A. W. Lehman, manager of the Cooperative Analysis of Broadcasting, during the media control session of the 1940 spring meeting of the Assn. of National Advertisers at the Statler Hotel in New York City, N.Y., May 13-15.

Mr. Wilbor, a member of the government committee that enabled the CAB to attack the problem from the philosophical side, distinguishing between mass communication, which is based on physical factors, and the circulation of a program, which involves less tangible elements.

Mr. Lehman described the four major methods of audience measurement—survey, coincidental, meter, and the recall method used by the CAB, explaining the relative advantages and disadvantages of each type of survey.

At one session A. A. Schechter, NBC director of news and special events, held a convention on how radio covers the European war, circumscribing the hazards of censorship and of the five-hour or six-hour time difference between European capitals and New York to bring to American listeners news of current events which is otherwise interesting. Max Wylie, director of the CBS script division, and Earl W. Harkins, president, described a transcription of the Columbia Workshop production, "Curly," to illustrate the uses of radio production technique, and also demonstrated the latest innovations in sound effects.

In a discussion of the consumer movement, J. P. Miller, of Pet Milk Sales Corp., described the activities of some of the consumer groups "the facts about our business that they are demanding of us," and told of the company's radio program of general and household news on CBS as a aid in the achievement of this goal.

**Radio Industry Praises For Assisting Red Cross**

From the opening gun of the $10,000,000 American Red Cross radio fund raising drive, networks and individual stations, sponsors and radio stars have "railroaded magnificently" in aiding the Red Cross. As of May 24 by G. Stewart Brown, Red Cross national director of public information, and Charles Dillon, radio director of the organization.

Pointing to the special full-hour broadcast aid to the community radio networks on May 26 as an example of how radio has risen to the emergency, Mr. Brown said that more than 75 national sponsors scheduled some 130 spots for the drive. A radio show for the proposed station that 500 individual stations are carrying 12 one-minute recorded Red Cross announcements as well as giving time to local chapter for spot interviews and talks.

The May 26 show presented 20 top network stars of the world, along with Mrs. Eleanor Roosevelt, Red Cross Chairman William Allen White, and A. Wells Wilbor, executive director of the American National Red Cross.

All talent and musician unions cooperated, with Ben Larson handling production of the show.

**Plan to Abandon Daylight Time Shifts Said to Have Approval of Advertisers**

Two funnels and teaspoon handles make up this "loving cup" to be awarded by John E. Surrick, sales manager of WPIL, Philadelphia, to the sales staff member leading the department during the May 20-June 15 period. Along with the trophy, the award includes an all-expense-prepaid premium good for a weekend in Atlantic City. Eyeng the cup are (1 to r) Benjamin A. MacDonald, Max E. Solomon, Mr. Surrick, Hal Simon.

**BROADCASTING**

**Broadcasting Advertising**

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**Only One Outlet For Salisbury, Md.**

Peninsula Company Alone as Delmarva Asks Cancellation

LITTLE Salisbury, Md., community of 12,000 on the Eastern Shore of Maryland, is to have only one broadcasting station instead of two, despite the action of the FCC last month.

The Peninsula company asked the FCC for a cancellation of its CP. This was approved May 21, thus leaving Peninsula alone in the field. It is understood the Peninsula company now will place in the studio and transmitter equipment of the old WSAL, but there is some talk that the station, to be known as WSOQ, may not be put into operation until next autumn.

There are 29 residents of the Eastern Shore, headed by John W. Dowling, of Salisbury, a Maryland State Banker, who holds the largest single block of stock, 550 shares or 11.11%. He is president; William F. Allen, Salisbury banker and nurseryman, vice-president; Albert W. Ward, Balti-
more, secretary; and Clarence A. Tallman, state tax commissioner, trustee; John T. Holt, Salisbury oil distributor, treasurer. Peninsula president, however, is Clarence W. Miles, Baltimore attorney, a director who owns 1,500 shares. William Heuerman's former partner Seymour O'Brien, Hooper S. Miles, Maryland State Treasurer, is also a director and owns 100 shares, and Virginia P. Miles owns 200 shares.

The O'Brien firm is prominent in the city, identified with the ownership of WCIW, Baltimore.

The Delmarva company was organized largely by Mr. Heuerman's former partners Jr., formerly employed by WSAL, who is the son of Naylor Rogers, onetime manager of KNX, Hollywood. Young Rogers was equal partner in the now-discarded venture with Paul E. Watson, local banker and head of the local Coca-Cola Bottling Co.

Because of changes in advertising policy, Ethyl Gasoline Corp., on June 4 will discontinue the CBS program "Ethyl Gasoline Presents "The Country and Andre Kostelanetz' Orchestra," currently heard over WCNX, Detroit.

Although the show has had high program ratings and has been successful, the company has been losing its audience and holds the time for little reason given for the change. BBDO, New York, is the agency.

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**Two Funnels and Teaspoon Handles Make Up This "Loving Cup"**

Two funnels and teaspoon handles make up this "loving cup" to be awarded by John E. Surrick, sales manager of WPIL, Philadelphia, to the sales staff member leading the department during the May 20-June 15 period. Along with the trophy, the award includes an all-expense-prepaid premium good for a weekend in Atlantic City. Eyeng the cup are (1 to r) Benjamin A. MacDonald, Max E. Solomon, Mr. Surrick, Hal Simon.

**Plan to Abandon Daylight Time Shifts Said to Have Approval of Advertisers**

Abandonment of the spring/autumn schedule shifts caused by adoption of daylight time, and vice versa, apparently was approved by most advertisers at the May 13-15 closed meeting of the Association of National Advertisers.

Which was brought up in early May by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City Coffee firm, who circulated a letter [BROADCASTING, May 13] among ANA members and then brought up the matter at the ANA meeting. Ben Ludy, manager of WIBW, Topeka, circulated copies of Mr. Heuerman's letter among time buyers and others.

Reactions from many sources have been obtained by Mr. Heuerman, who based his stand on the claim that daylight time confusion causes loss of audience. Among comments received:

S. C. Gale, director of advertising, General Mills, Minneapolis: "In reply to your letter of the 6th, for many years the writer argued with almost everyone he met who was interested in radio to the effect that all radio schedules should remain on standard time throughout the year.

George A. Morrell, John Morrell & Co., Ottumwa, Ia. "In our own case, we have purposefully planned our network advertising so as to stop for the summer just prior to the inception of daylight saving, because we might logically stop soon thereafter anyway, and don't like to run into the confusion that exists for a period of a few weeks. For the same reason, we are inclined to start our fall network program after daylight saving time is discontinued."
He's thinking of shuffling feet, of blows that fall
with trip-hammer speed, of the bell. He's thinking
of busy seconds, of brilliant arc lights, of crowds,
of clamor. He's thinking championship fight!

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 pros-
spects. It's the fast, sure, economical way to sell
your story. BROADCASTING will work for you!
**WBBM-KFAB PLAN SET FOR HEARING**

A PARLAY of station shifts whereby WBBM, Chicago, would operate fulltime on its 770 kc. channel without the necessity of synchronizing daytime with KFAB, Lincoln, was designated for hearing by the FCC May 15, after pending for about a year.

Under the CBS-proposed plan, WBT, Charlotte, which owns along with WBBM, would install a directional antenna on its present 1680 kc. clear channel, for simultaneous operation with KFAB. KFAB would retire from 770 kc. Also designated for hearing was WJAG, Norfolk, Neb., on its application to shift from 1060 to 770 kc. with operation changed from limit 700 to daytime. The application of WMBA, Chicago, for modification of license to shift from 1080 kc., sharing with WCBD, Chicago, likewise was designated for hearing as amended, contingent upon the WBT and KFAB changes. WCBD has pending an application to shift frequency from 1060 to 830 kc., the latter being the channel on which KOA, Denver, is the dominant station.

The hearing is another in the series involving breaking down of clear channel. Others pending include the application of WHDH, Boston, for fulltime on KOA's 830 kc. channel and of WNYC, New York municipally-owned station, to operate fulltime on the 810 kc. channel assigned to WCCO, Minneapolis.

**Two Wisconsin Students Win WLW Scholarships**

TWO seniors in the Wisconsin U college of agriculture—Archie E. Stockwell and Robert W. Monk—on May 26 were announced as winners of the radio scholarships awarded annually by WLW, Cincinnati. The announcement was made by George W. Biggar, WLW program director, after the winners were selected by a committee consisting of John C. Baker, radio extension specialist of the U. S. Department of Agriculture, C. Gregory, associate publisher of Wallace's Farmer and Iowa Homestead, and Arthur Radley, assistant educational director of WLW.

With competition open to seniors of land grant agricultural colleges throughout the country, colleges and universities in 22 States were represented by entrants. Immediately after graduation Messrs. Stockwell and Monk will come to Cincinnati for a six-month practical training course in developing farm radio programs, announcing, continuity writing, production and special events. The training, for which they will be paid, is under direction of Ed Mason, farm program director of WLW.

**Wheaties Serial**

GENERAL MILLS, Minneapolis, on June 3 will sponsor the serial program *By Kathleen Norris* on NBC-red in the interest of Wheaties. The program was tested last summer on KYW, Philadelphia, and on Oct. 9 was placed on CBS for Bisquick. The first book by the noted author to be dramatized will be "Mystery House." Agency is Knox-Reeves, Minneapolis.

**HANDSOME Jane Lee, office manager of WEEI, Boston, whose resemblance to the Duchess of Windsor has been subject of comment by local columnists, makes a hobby of collecting perfume bottles. She has hundreds of them, but her most prized possession is an ancient jade bottle, which still retains a scent purported to have been used by Cleopatra. She is shown here holding the much-admired bottle, which she says has been stolen four times but always returned.**

**Long’s Campaign**

DEWEY LONG, general manager of WSAI, Cincinnati, on May 22 was elected to the board of governors of the Cincinnati Advertising Club for a two-year term. His election climaxd a red hot comedy campaign engineered by Dick Ruppert, WSAI promotion director, who acted as Long's campaign manager.

The Ruppert approach encompassed a series of campaign letters sent to members of the organization, highlighted by a transcribed burlesque variety program written by Latham Owens simulating an actual WSAI broadcast, which was played at the election meeting.

**Atlantic City Spots**

STEEL PIER, Atlantic City, has retained Jack Yarmov & Co., New York public relations firm, to handle its advertising from June 1 through Labor Day, with radio figuring largely in the plans. As last year, about six stations in New York, New Jersey and Pennsylvania will be used to carry programs featuring music by the bands playing at the Pier. Commercial programs also will originate from the Pier whenever the broadcast dates coincide with the engagements at the Pier of the bands featured on the programs.

**WTBO SETTLES SUIT**

SUIT OF H. B. McNaughton, former manager of WTBO, Cumberland, Md., seeking $2,000 from the station on the basis of an alleged employment contract, has been settled by owners of the station for $300, according to Frank V. Becker, general manager. Mr. McNaughton had alleged that his contract covered four months salary and 10% of the station's net profits due him following termination of services as the station head.

THE mimeographed bulletin, As ABC of the FCC, has been printed in rest-pocket booklet form by the Government Printing Office. The FCC is mailing the booklet free upon request.
The Alfred P. Sloan Foundation to Chicago U for continuation of experiments in educational broadcasting and dissemination of economic information was announced May 17 by President Robert M. Hutchins. The Foundation’s grant to the university in 1938 amounted to $35,300, in 1939 was increased to $39,690, and in 1940 to $41,310.

First step by the institution since receiving the new grant was to start publication of verbatim transcripts of its Round Table broadcasts. Nearly 500,000 copies of the spontaneous discussions have been requested by listeners either through single copy orders or by subscription. The Round Table is heard over NBC-Red stations weekly.

In the near future a station relations department will be established, according to Sherman H. Dryer, radio director, who will have as its aim a closer working arrangement with all stations releasing educational broadcasts. In addition, broadcast patterns, hitherto untied, will be used as experiments.

Willa Gray Martin, author of the syndicated column “Southern Accents in New York” currently in 30 Southern newspapers, is arranging for a radio version of the column, which will probably be transmitted for local use in southern cities. Miss Martin has recently done several guest appearances on NBO’s Let’s Talk It Over series.

**Serial Record**

WFIL, Philadelphia, saluted Jimmy Scribben as all-event radio champion in mid-May after he had established several records in the WFIL studios by ad libbing 25 quarter-hour episodes of his one-man Johnson Family serial in 6-1/2 hours. The episodes were transcribed for use during Scribben’s five-week vacation. Vital statistics on the unprecedented performance include: 22 individual characters and sound effects handled by Scribben alone; all 25 episodes were ad libbed, Scribben walking into WFIL with only a bare story idea in mind and pausing between episodes only long enough to clear his throat; the whole job was done in 6-1/2 hours divided over on two days—9 episodes in 2 hours, 10 minutes May 13 and the remaining 16 episodes in 4 hours, 20 minutes the next day.

**HOME TALENT TEST Who Declares Its Community Service a Success**

Mr. MacMurray, Community Service feature is headed by Arthur MacMurray, assisted by Miss Pat Griffith. This is how it operates:

In 22 rural communities and small towns during the last year, talent of all types has been called in from surrounding territory for open auditions. Two or three-night stands are played by this talent in each community, the shows being sponsored by local organizations such as churches, 4-H Clubs, school groups, teachers associations, etc. WHO furnishes the professional director who auditions the talent and stages the shows.

All proceeds go to the local sponsoring organization. WHO does not even ask for a guaranteed fee, nor does it share the profits in any way. Net profits after the extremely low production costs go to the sponsoring organization. WHO wins goodwill, and occasionally discovers talent.

Local newspapers invariably are generous with publicity, and WHO gets its share. During the last year, WHO Community Service directors have auditioned approximately 9,000 persons for these home talent shows, about half qualifying to appear. The audiences in these little towns, including several in border Wisconsin and Minnesota regions, have exceeded more than 31,000— and more than $4,000 has been turned over to the sponsoring organizations.

**City of Camden Seeking A Buyer for Its WCAM**

**New York’s best known and best liked radio station. Proved by five basic studies—four different research techniques—over seven years.**

For more information about WABC, one of the sixteen CBS 50,000 watt stations. Inquiry of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

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a fact—you can walk into any World gram Service station listed on this e and hear smart, up-to-the-minute ld programs in wide variety. What a vice to an advertising man in search a radio program or a radio idea!

HIS gives you an inkling of the scope of World’s activities in the io field. No phase of an advertiser’s problem is strange to World. Long own as “Transcription Headquar-,” World has served advertising men every step of the way, from idea to broadcast.

What are you looking for? A ready-made program to be broadcast on one station? We’ve built it and you can hear it today at any World station. . . . Do you want a tailor-made program? We’ll build it to your order or supply the idea just as we have for dozens of the largest and smallest advertisers. . . . Do you want a test campaign to prove a theory or bolster a market? We have auditions of a number of excellent ideas recorded and ready for your ear.

For remember — this is “Transcription Headquarters” and that means “Idea Headquarters” as well.

No need to cite our successful clients ... they read like a “Who’s Who of business.” No need to explain quality . . . World enjoys the preference of leading radio stations 9-to-1. But we do need to get over to you as an advertising man what you are missing in valuable crea-tive help if you are not already using World facilities. Let us serve you.

ASTING SYSTEM

BRANCHES AT SAN FRANCISCO AND WASHINGTON
Federal authorities and draft an integrated plan which would fit into the defense pattern. Broadcasting, as an industry, is prepared technically; it simply needs to fit its operations into the general national scheme. Enrollment of qualified broadcasters in the military reserves also seems desirable.

One other thought occurs. "Fifth column" treachery abroad has stumped what is left of the neutral world. There have been more than mere indications of such activity, Fascist and Communist, in this country. The technique of the modern invader, we have learned in this brutal era of mechanized and parachute-trop warfare, is first to grab all lines of communications, particularly all broadcasting outlets. The captured transmitters then blare forth the conqueror's propaganda. Radio is the nerve-center in modern warfare.

Charges by the Dies Committee that the American Communications Assn., CIO union, is alleged to have some 150 Communist radio operators on American ships, poses another problem for broadcasters. Are there also subversive elements in our industry? We believe not, but in these tense days every employer would do well to reassure himself by rechecking the antecedents, affiliations and outlooks of all key or responsible employees.

If war comes here, present plans contemplate civil control of broadcasting as we report elsewhere in this issue. The first few days or weeks will necessarily dictate the future. Radio has but to orient itself to the new tempo to assure minimum disturbance.

FM Challenge
AGAIN radio history is in the making. Commercial FM has been created by FCC edict as a new dimension in broadcasting. Caught in the riptide of conflict between FM and television, as to which should have the right of way, the FCC has given first nod to expansion of an existing service rather than to the development of the new art of sight combined with sound. The FCC feels it has accommodated both developments in its revised allocations.

Proponents of television do not share this view. They feel that, by assigning tried and tested Television Channel No. 1 to FM, the FCC again has obstructed the advancement of their art. But they aren't very vocal about it. We have even heard it stated that the effect may be to force television into mothballs, particularly in these uncertain days. The more pessimistic regard the video medium as jinxed.

Only time can yield the answer. Proponents of FM see in it a boon to public and industry. Some opponents feel broadcasters are committing hari-kari, by introducing a type of competition that will lower the industry level. Both positions are extreme and overlook the responsibilty for FM development now rests with those broadcasters who have so ardently and confidently espoused the new art. It is logical to assume that when the shakedown period is over, all but a few FM licensees will be standard broadcasters of today. This is indicated in the pending FM applications, now dismissed without prejudice, that be reintroduced with forthcoming new rules. Of the nearly 150 applicants only a handful were non-broadcasters.

The real test of FM will be public acceptance. Will the public buy high-fidelity for the sake of better reception alone? That is doubtful. But if FM provides the proverbial better mousetrap, with programs equalizing or eclipsing present high standards, plus the static-free inducement, it should attract plenty of combination receiver purchasers. Henceforth it's a merchandising-programming job. And FM is certainly worth the gambler's chance for every present-day broadcast licensee.

Bingo Basis?
DANGER still lurks in prize contest programs, despite the refusal of the Department of Justice in seven cases [BROADCASTING, May 15] to prosecute under the anti-lottery laws. Broadcasters should not lull themselves into a feeling of absolute security simply because the Government hasn't yet seen fit to take action.

In our last issue we reported exclusively that the Attorney General's office had returned to the FCC five additional cases referred for prosecution. In these cases the Attorney General has taken action in the celebrated Pot o' Gold case in which the Department took a similar view. The most that can be said at this writing is that the Attorney General's staff, as counsel for the Government, concluded it could not convince a jury of 12 good men and true that such programs, with the particular facts involved, constituted violations of the law.

This does not mean that the Department is convinced that such programs are not actual technical violations or that they are not at least borderline. It may well be that the Department is awaiting a case in which the facts are such that it feels it can win. As far as we are aware, the FCC has not decided to desist from referring additional cases to the Attorney General.

Our point now is precisely what it was before the FCC referred the first of the prize contests to the Department—that for the most part they do not constitute good radio. In a program of programs, if two or three may not be seriously objectionable if kept within bounds. But to let them run rampant over networks and stations will tend to cheapen the medium. Radio does not have to work on a bingo basis, artificially to attract audience. It does not have to emulate the double-feature technique of the movies, or resort to Bank Nights.

Ultimately, it is our guess, there will be an actual adjudication of controversies under the lottery laws. And it's a sure bet that the Government will pick a case with which it can win hands down. Rather than await that event, broadcasters should scrutinize closely all such program propositions. When in doubt about their propriety, our suggestion is: "Don't it."
ATHERTON WELLS HOBLER

"AN ADVERTISING man's advertising man" is the way they describe Atherton Wells Hobler, president of Benton & Bowles. Testifying to the accuracy of that description, his fellow advertising agency executives a few days ago elected him to the post of chairman of the board of the American Assn. of Advertising Agencies for the coming year.

While primarily concerned with the broad advertising plans and policies of his agency's clients, Mr. Hobler at the same time has a thorough understanding of the detailed operations necessary to carry these plans through to completion, knowledge gained through nearly 30 years in the advertising profession. When radio first appeared on the advertising horizon, for example, he was among the first to appreciate its potentials for reaching the mass market, and today Benton & Bowles has 14 network campaigns and several spot campaigns on the air, creating and producing a total of 53 programs each week.

Mr. Hobler was born in Chicago, on Sept. 2, 1890, and moved four years later to Batavia. He grew up in this small community on the outskirts of Chicago's suburban area, attending the Batavia schools and later the University of Illinois. From the age of 11 until his senior year in college, he spent his summers at various jobs in the plant of the Appleton Mfg. Co., maker of silo fillers, corn shellers and similar agricultural equipment.

Immediately following his graduation in 1911, young Hobler started his advertising career in the employ of the Gardner Adv. Co. of St. Louis, but a year later he returned to Batavia and to the Appleton Co. For the ensuing five years he progressed from the audience tab, to assistant manager and credit manager to assistant sales manager and then to sales and advertising manager. From this experience he gained a first-hand knowledge of merchandising and sales as well as of advertising that has proved of great value in his later years in agency work.

In 1917 he rejoined the Gardner agency as contact man on the Ralston breakfast food and Purina Feeds accounts. But America's entry into the first World War soon removed Hobler from the field of advertising to the field artillery and he spent the year of 1918 in the radio training school, Camp Zachary Taylor, Louisville. Following the armistice he again entered the radio field and was soon made a vice-president. He stayed there for more than six years until he was called to active service and was made as vice-president and partner of Erwin, Wasey & Co., where he immediately began his association with the advertising of Post Toasties and Post Bran Flakes.

In 1932, Mr. Hobler left Erwin, Wasey to become a partner in Benton & Bowles, whose business has been built around a nucleus of General Foods advertising. In 1934 he became president of the agency. Illustrative of Mr. Hobler's consistent policy of attempting to keep at least one jump ahead of the rest of the advertising industry was his early interest in radio at a time when the medium was generally held to be a short-lived novelty. Later, as this new medium for advertising began to grow up, he was jointly responsible for the creation of the Maxwell House Show Boat, radio's first big "idea" show. The Camel program starring Morton Downey and Tony Wons—remember Tony's whispered "Are you listenin'-"—was another early program to bear the Hobler imprint, as were the Palmolive Beauty Box series and Town Hall Tonight.

To become even more familiar with radio techniques than his many activities as agency president would normally permit, in the summer of 1934 Mr. Hobler took a "vacation" from his usual routine and became an ex-officio member of the general service staff of the station KDKA, directing the production of Show Boat, Palmolive Beauty Box Theatre, and the Fred Allen program (which became known as Town Hall Tonight late in the summer) and generally getting into all the varied activities of the radio staff. Although Hobler refuses to take any credit, it is a fact that the three shows he directed rose to first, myron fox, sales and program director of KDKA, Salt Lake City, in mid-May was promoted to the rank of corporal in the Army. In January he joined the firm at headquarters of the Third Military Area in Salt Lake City, Capt. Fox on May 15 took front place in the first novice five-gaited class at the Annual Horse Show there with his horse old gelding, Chico Prince. It was his first show appearance. He also took second place in the open-gaited class on Lady Angelo.

LAURENS HAMMOND, president of Hammond Instrument Co., Chicago, on May 15 was awarded the John Price Wetherill medal by the Franklin Institute, Philadelphia, "in consideration of the inventive skill displayed in the development of the Hammond organ".

WILLIAM S. POTE, commercial manager of WMEX, Boston, has been honored in various industry publications of the Ancient and Honorable Artillery Company, SALON military organization founded in England. In his new post Mr. Pote will play an important role in the special projects that the President of the Brie Advertising Club, marking the American advertising agency's 50th anniversary celebration.

Franklin Dunham, NBC director of public relations and religious programs, on May 24 gave the feature address on "Radio in the Life of People" at the 50th anniversary celebration of Minory Hall, Scranton, Pa.

HORACE STOVIN, supervising station relations for Canadian Broadcasting Co., Toronto, vice-president and general manager of KPO-KGO, San Francisco, in late May. He is on temporary assignment and contact tour of the United States.

F. KING MITCHELL, KMO, Tacoma, account executive, and Nous M. Hayes of Longview, Wash., were to be married June 1.

Jack Hess, sales promotion director of KXIO, San Francisco, is soon to marry Miss Frances O'Keefe, of Badger, Wis.

J. R. McINLIEY, salesman of WBLK, Clarksburg, W. Va., resigned recently to join the sales staff of WPFB in Charleston, while Merendino has joined WBLK as commercial representative, and Arnold Silvert has joined the WBLK announcing staff.

CHARLES MICHELS, manager of the Shakespearean Library, New York, on May 26 married Vivian Worth.

Cecil L. ohneich, assistant to James S. Shouse, general manager of WLW, Cincinnati, on June 1 is to deliver an address on "Need for Freshthinking in Advertising" at the annual luncheon of the Society of New York Advertising Clubs.

Fred Allen, sales manager of KLZ, Denver, has been reelected secretary of the Denver Assn. of Manufacturers.

Burton Lambert, MBS salesman in New York, is the father of a girl born May 13.

Alexander W. Dannenbaum, sales manager of WPEN, Philadelphia, on May 22 was married to a Havana girl.

Arthur Simon, general manager of WPEN, Philadelphia, has been named general manager of WOC, Davenport, Ia.
BEHIND THE MIKE

ARTHUR WHITESIDE, manager of the Newark station, WOR, has been appointed assistant production manager of the station, replacing Frank Kershner, who has been transferred to the announcing staff at his own request. Tom Davis, one of the announcing staff of WOR, succeeds Whiteside, and George Hopp, formerly of WCAU, Philadelphia, and WFRU, New York, joins the station's announcing staff.

JOE TOBIN, formerly of WOR, Newark, and John Williams, of WFEA, Manchester, N.H., are joining the announcing staff of WESX, Salem, Mass., Tobin, formerly Harry Higgins, former chief announcer, who left WESK to become program director of the new WOCL at Barre, Mass.

BOB CARTER, conductor of the morning Rine & Whane program on WMAA, New York, has collected philatelic items and a biography as well as original poetry and prose for a book. "Liberation," which is scheduled to be published by 10 Orly Transma Co., New York, $13.

RICHARD PACK, formerly director of publicity of WNYC, New York muscle-bitten station, has been named press department of WOR, Newark. He succeeds Dick Dorrance, who has resigned to join the New York office as director of promotion for FNW.

PAUL VINCENT, formerly on the announcing staff, has been named production manager of WMBG, Richmond, Va., succeeding Ray Meyers. Felix Bowell has filled the vacancy on the announcing staff.

GEORGE ZAGOR of the NBC Hollywood setup department, has been promoted to announcer. He married Thomas Marie, Henderson at Musquata, Ida., May 4.

GERRY LANSING, announcer of the new WTRY, Troy, N.Y., recently married Annabelle Petitjean. Cecil T. Walker, formerly of WOKO, Albany, and WTRY, has joined the WTRY announcing staff.

ROBERT NIVELLE, foreign news editor of PM, forthcoming New York newspaper, on May 28, has joined the PM announcing staff.

MARGARET SANGSTER, script writer, has signed an exclusive day-time script contract with Benton & Bowles, New York, and is currently writing the Ellen Randolph serial.

HARRY ROBERTS, manager of the Frooker & Gamble Co., producer of Susponente progarm on CBS, is writing a serial for the Mutual network.

J. W. LYNCH, formerly a WINS, conductor of the Norfolk Symphony Orchestra, May 6 in June to marry Charlotte, Leonard Orchestra, in June to marry Charlotte Leitch, of the Norfolk Ledger-Dipatch.

TED MYERS, KFAC, Los Angeles, news commentator, has resigned to join KFI, KEOA, that city, as announcer. Hal Scher, recent addition to the KFAC announcing staff, has resigned to join the San Francisco Golden Gate Exposition, San Frances-

CO. His KFAC successor is Don Ots, just married and resigned station after a two-month absence.

JOHN GORDON, formerly radio public relations director for WOR, has resigned to join the Rothrauff & Ryan, New York, and Edwin Levin of the advertising and publicity department of the Katz circuit of motion picture theatres in Chicago, has joined the staff of Tom Fidale, New York, public relations.

TONY KAY, formerly news editor of WMCA, New York, has joined the news department of WNEW, New York.

ASHMAD SCOTT, Hollywood writer-producer of the CBS Blondie program, sponsored by R. J. Reynolds Tobacco Co. (Camel) and Myrtle Turner, actress featured in the series, was married May 20 at Eusenada, Mex.

THOMAS PELUSO, Hollywood musical director of the weekly NBC Symphony Orchestra, has joined the Los Angeles Oli Co., has been signed as musical director of Technicolor, producer of subject films for the coal mining picture of Thornton Wilder's "Pulitzer" prize-winning play, "Our Town," from the stage of the Loew's State Theatre in Boston Mr. Reilly inter-viewed the entire cast and crew of the picture, and presented six Gover-
nors of New England States.

A. DAVIS, announcer of KGVO, Missoula, Mont., is now se-
cerned to receive his law degree from Montana State University, U. H., and not yet announced whether he will remain in radio or practice law.

ALAN HALE, sports and newscaster of WHN, New York, has been appointed assistant manager and formerly with the CBS Chicago staff, and Mrs. Hale on May 17 became the proud parent of a fifth girl, their first child. She has been named Valerie.

GROSS FEAR

GROWING possibility that a radio man may be the next Governor of Iowa is indicated by the report on file at the head of the State Republican organization that the radio voice of H. E. Gross, former head of the news bureau of WHO, Des Moines, may attract sufficient votes to pro-

vide enough strength to win the Republican nomination for Gov-
er in the Iowa primaries to succeed the late John Fredendall (expire-

ing, April 15). The Republican organization, supporting incumbent Governor George A. Wilson, has pointed to the possibility of Gross’s radio campaign to attract the vote of thousands of Iowans who normally do not bother to participate in primary elec-
tions. Announcing his candidacy via radio early in April, Mr. Gross told listeners 10,000 new listeners have tuned into the station in a week’s time.

LARRY THOMAS, formerly announce-
er of WIBG, Glenside, Pa., has joined the news staff of WADAS, Philadelphia. The station’s news bureau, of the WADAS produc-
tion staff, will devote full time to the station’s news bureau.

HENRY O. WHITEHEAD, program director of WOKO, Albany, and WSGN, Norfolk, Va., director and conductor of the Norfolk Symphony Society, June is to marry Charters E. Orchesa, in June is to marry Char-

ton Leitch, of the Norfolk Ledger-Dipatch.

BILL MORYN and Ed Beloin, Hol-

lywood writers on the NBC Jack Benny Show, sponsored by General Foods, have joined Paramount Studios to prepare the screen play, "Love Thy Neighbor," based on the Jack Benny radio series.

BENNY BROWN, formerly with the West Coast of CBS, has joined the engineering staff of the New York Broadcasting System. Moving to Cali-

fornia, she joined KKNX as secre-

tary to the program director, soon advancing to her present post.

NORMAN JAY, formerly publisher of Radio Press, Philadelphia fan maga-

zine, after stepping in on short notice as a pinch-hitter for Alan Scott on the Yellow Cab Co. broadcasts on WCAU, Philadelphia, has been permanently assigned to the spot. The cab company is on Leon Levy, and his brother Isaac D. Levy, chief owners of both companies.

MARTY COPPEL, formerly of WMEX, Boston, has joined the sports department of WOR, Newark.

LORNE GREENE, chief news an-

nouncer of the Canadian Broadcasting Corp., has just completed his second assignment in Ottawa as narrator for the government's wartime film board with work on the film "Atlantic Pa-

triot".

JAY SIMMS, formerly of KFWM, Hollywood, and WBWB, Chicago, has joined the WOR, Newark, announcing staff, with the West Coast of CBS, joining the "Legends of radio" and "Cannon." He also has joined the WOR traffic department.

RUPERT DIXON, Penn State Col-

lege football football coach, has been named assistant staff of KDKA, Pittsburgh.

JULIUS POSTAL, author of two Let's For Podcast series, has been appointed in charge of the visor of the script department of the Radio Evacuation, New York produce-

ning organization.

WILLIAM C. TAYLOR, announcer of WPX, Portmouth, N.J., has been named a member of the radio staff of the San Francisco Chronicle.

LESTER McFARLAND, of a new staff on the program, is the father of a girl.

DOTHES

EDITH TEDOSCE

EVERY 30 seconds Edith Todesce, production manager of KNX, Hollywood, as well as CBS Pacific network, answers by phone sales the news operations staff, catering to clients, looking after transcontinental and re-gional news, as well as mother confessor to the staff and smooths over troubles when they arise. After her course at Simmons College she became a CPA but soon deserted data for radio, entering the commercial de-

partment of New England Broad-

casting System. Moving to Cali-

fornia, she joined KKNX as secre-

tary to the program director, soon advancing to her present post.

BROADCASTING • June 1, 1940
BOB EDMONDS has joined the announcing staff of WJBC, Springfield, Ill., where he will do the play-by-play of the local Three-Eyes League baseball games sponsored by Falstaff Beer. Noble Noah, WBOB announcer, is the father of a girl born May 14.

ED BYRON, producer of Procter & Gamble Co.'s "What's My Name?" on NBC-Red, on May 17 married Maxine Jennings, RKO star.

DICK JOHNSON, program director of KTUQ, Tucson, has been transferred to the production staff of KOY, Phoenix.

JOEL SCHWARZ, formerly with the convention bureau of the New Orleans Assn. of Commerce and before that with the New York City convention bureau, has joined WWL, New Orleans, as studio informant.

BOB EDMONDS has returned to the Canadian Broadcasting Corp. announc- ing staff, Toronto, after a visit in Chicago.

JOHN NORTHIGAVE, formerly of CJKL, Kirkland Lake, and CHML, Hamilton, Ont., has joined CKTB, St. Catharines, Ont., as announcer and continuity writer.

HAL PARKES, announcer of KLO, Ogden, Utah, has been named special events director of the station.

GENE MYOUNG and Rod Shepherd recently were added to the announcing staff of KARM, Fresno, Cal.

BOB SMITH, new to radio, has joined the announcing staff of WCLO, Janesville, Wis.

DON TOLLIVER, announcer, Randall Decker, continuity writer, and Gene Hogan and Mary McKeen, news reporters, have joined WTMV, East St. Louis, Ill.

DAN PAUL, formerly of KMBC and WDAF, Kansas City, has joined the announcing staff of KFJZ, Fort Worth.

JAMES HERRICK, actor-director, has been named production head of Radio Productions & Recordings Inc., Denver. The firm has been appointed radio advertising agency for Flaks Inc., Denver candy firm.

DON MARTIN, son of the managing editor of the Denver Post, has joined the news staff of KOA, Denver.

KEN WEBER recently joined the announcing staff of WLSU, Erie, Pa.

CHUCK ACREE, of the staff of WLS, Chicago, has left on an extended trip through Central America. Pokey Martin, formerly of WLS, accompanied him.

MARGARET MCDERMOTT, formerly of Reincke-Ellis-Younggreen & Finn, Chicago, has joined the Los Angeles staff of MacManus, John & Adams.

EDWARD WALSH, John Carroll U. graduate, has joined the merchandising department of WHK-WCLE, Cleveland. Lucille Skill, sustaining traffic manager of WHK-WCLE, has announced that she is to marry Bill Touzeau July 12.

GUY HULON SAVAGE, announcer of WGN, Chicago, is the father of a boy born May 3.

John Lynn McManus

JOHN LYNN McMANUS, 38, radio scriptwriter handling the Rudy Vallee program, died in Hollywood May 25 of a heart attack. He entered radio work in 1930, after having served in newspaper and newsreel work in New York, and wrote program material for Floyd Gibbons, W. C. Fields and Bob Burns.

KEN CARPENTER, NBC Hollywood announcer on the weekly Kraft Music Hall, sponsored by Kraft Cheese Co., has been signed by Paramount Studios for a part in the film, "Rhythm on the River", featuring Bing Crosby.

The Champion

STRETCH MILLER, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of WCBS, Springfield, Ill., where he will do the play-by-play of the local Three-Eyes League baseball games sponsored by Falstaff Beer. Noble Noah, WBOB announcer, is the father of a girl born May 14.

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KEN CARPENTER, NBC Hollywood announcer on the weekly Kraft Music Hall, sponsored by Kraft Cheese Co., has been signed by Paramount Studios for a part in the film, "Rhythm on the River", featuring Bing Crosby.

FIRST in daytime rural population, 3,126,320—SIXTH in total population, 3,837,323—among all Columbia Stations.

FIRST in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

FIRST in cash farm income—among all Columbia Stations. $747,180,000 in 1938.

FIRST in value of farms—among all Columbia Stations. $4,257,599,000.

FIRST in Showmanship among all Farm Service Stations— Variety Award.

FIRST in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a FIRST choice on your station list. It will produce First Prize results for you.


RADIO STATION WNAX 570 ON THE DIAL

BROADCASTING • Broadcast Advertising June 1, 1940 • Page 61
DEALERS AND RADIO ADVERTISING

By SAMUEL J. HENRY JR. 
Bureau of Radio Advertising, NAB

DEALER opinion on the subject of advertising, like public opinion on political questions, often works slowly and in devious ways. But in this enlightened age of research, its demands cannot be denied for long. Today, with the consumer movement and all its implications and pressure, the dealer and his affairs are in the public picture, the man who markets the product demands, and receives a voice in the affairs of big business that he never before enjoyed, especially in matters of public relations and advertising.

Tradition calls for the typical dealer to disapprove of all advertising, or at least the manufacturer's particular methods to brand it as a waste for which he eventually must pay. "Sure, it's all very nice—it pleases those swivel chair admirals at the home office. But what good does it do me?"

Ten years ago, the answer to that rhetorical question was "none at all!" (so far as Mr. Dealer could see). Just another expense cutting into his profits. It means higher wholesale prices; if he raised the price to the consumer, volume fell off. If he didn't, his margin of profit was reduced. And there was nothing he could do about it. But

suit: Million dollar campaigns sold some goods, but antagonized too many dealers. Not a very profitable procedure.

A Business Blessing

Radio has helped considerably to change that unhappy picture. It has brightened the dealer's attitude toward all advertising. Rather than a waste, he now sees it as a real blessing to his business, because he has been able to observe exactly how radio works for him. The man-on-the-streets line of consumer sales knows that radio brings in cash customers, with resultant profits to him.

How does he know? And how can we prove it? How can an increasing dealer sentiment for radio be used to open up new sources of revenue for radio stations? First, the answer to question No. 1: How does the dealer know radio sells goods?

Dealers live with radio. In that they're different from millions of other people. Radio is as much a part of their lives as it is of their customers. But—dealers also listen to radio programs advertising the very products they sell for their livelihood. Radio not only sells goods. Radio sells both buyer and seller—customer and distributor. Dealers are daily sold and re-sold on radio-ads, and on radio's ability to increase goods and building profits.

Need of Knowledge

Why, then, the lag between what many dealers know to be their most profitable medium, and what the manufacturer does with his advertising dollars? Why the familiar difficulty of convincing home office advertising managers that radio should be included in every budget—that dealer demand should not go unanswered? The fact that radio is a comparatively new medium presents two obstacles to be overcome before dealer opinion can be fully reflected in national advertising and dealer-cooperative campaigns.

1. Expert knowledge of radio is still limited to a small number of advertisers. The others need help and advice in the proper use of the medium; they need more information on successful programs and methods. It's a major educational job that radio faces in developing new business.

2. Habits are hard to break. Generally speaking, the larger the company, the more conservative, the slower to change. "What was good 20 years ago is still good enough for me." They stick to the older, more familiar (and easier) media, and not until the competition begins to outsell them with radio do they see the light.

So the history of all advertising, but in radio the factors of preferred time and consistent build-up place a heavy premium on "getting that fustes with the mostest men", if sales battles are to be won. It is not too late yet to get a good seat on the broadcasting bandwagon, and many alert manufacturers are climbing aboard every day.

But how can we convince some of the more recalcitrant that retailers want and need radio. Modern research methods provide probably the best answer.

Radio's ability to sell goods has been demonstrated by the recent CBS promotion piece, "Rip Off the Mask." This is no ordinary success story of advertising, but undeniable proof that radio—and radio alone—made a difference of 80% in actual sales. The sponsor's sales in two markets of similar size, where all selling factors with the exception of radio advertising were the same, were checked and double-checked by Crossley Inc. The market covered by radio showed almost twice the volume of sales of the non-radio market covered.

Another method is to poll a representative cross-section of retailers in a particular area, and then bring the results to the attention of those responsible for allocating advertising funds. Here are the results of two recent surveys conducted by unbiased research organizations among grocers and food chains in two widely separated markets. In New York and the Metropolitan area, 115 grocers were asked: What type of advertising do you believe most effective for well-established product? Answers were as follows: 77% said radio, 5% said newspapers, 3% recommended other media.

What type of advertising would you recommend for a new food product? Answers were as follows: 85% said radio, 14% said newspapers, 1% recommended other media.

What type of advertising do you recommend for your present brands? 60% preferred radio, 30% preferred newspapers, 10% recommended other media.

In Los Angeles, 225 grocers were asked: What type of advertising medium would you recommend for increasing the sale of a food manufacturer's use to do the best
job of moving goods off your shelves?" They answered as follows: 72.7% chose radio, 18.3% newspapers, 8.9% billboards.

28 wholesale grocers, asked the same question, brought the following results: 64% for radio, 24% for newspapers, 12% for magazines, 9% billboards.

In New York, two additional questions were asked of the grocers: "What form of advertising has been particularly effective in building customer demand?", and "What form of advertising do customers mention most?"

To both questions, radio landed a whopping 80% of the votes.

The researchers also checked sets in food stores. In New York, 95% of all retail grocers interviewed had a radio in their store; 88% without the same 75% preference. However: in Los Angeles, 68.3% of the stores had radios (and in Los Angeles over 90% were in use at advertised hours); 89% of all of which is further evidence that dealers live with radio.

Note the consistency of the replies. Atlantic Seaboard, Pacific Coast, independents, super-markets, wholesalers, retailers—all chose radio, by 65% to 85%. But for those exacting souls who would like further proof, here are the percentages of grocers as determined by three previous surveys. See how radio's margin has grown steadily through the years:

In 1933 a survey by Psychological Corp. for NBC showed 6.4% of grocers choosing radio; in 1934, 8.2% (both surveys for NBC; gasoline dealers and drugstores included who gave radio a similar preference, ranging from 6.9 to 7.9%).

In 1938 a survey for WBBM, Chicago, showed 66.6% of grocers choosing radio.

In 1948 a survey by Croswley Inc. for KNX, Hollywood, showed 72.5% of grocers choosing radio.

A survey by Grocery Laborator for WOR, Newark, showed 77% choosing radio for an established product, 86% for a new product.

It's hard to see how advertising managers can ignore such facts as these, or fail to act on them; and the truth is, that on the whole, they don't ignore them. Let's see how closely actual dollar volume of advertising has followed this steadily increasing sentiment for radio.

Food advertising on networks increased steadily from $19,408,705 in 1939 to $22,952,230 in 1939, according to Publishers' Information Bureau. Spot and local food advertising increased steadily; according to NAB reports. Only available newspaper figures show $23,414,357 in food advertising in 1938 for newspapers. Magazine food advertising rose only slightly, from $21,767,714 in 1933 to $22,067,400 in 1938, according to PIB.

Comparing these figures, even the skeptics will be willing to admit that a good way to forecast advertising media trends is to make a dealer survey. The history of food advertising, at least, proves that what his majesty, the customer wants in the way of advertising, the manufacturer sooner or later supplies.

Retailers in other fields are beginning to make known their demands, and very soon their influence will show itself in the allocation of national and cooperative advertising funds. The hand that rings the cash register also holds a potent hand in the affairs of modern business, and broadcasters will do well to educate and cultivate their good friend, the dealer.

The Thomas’ Spots

The Thomas’ Chicago (scall specialists), has started a daily one-minute announcement campaign on WHN, New York; KSD, Minneapolis; KYA, San Francisco; WEMP, Milwaukee; WCAR, Pontiac, Mich.; KKDK, Davenport, Iowa; WCBD, Chicago; CKAC, Montreal; WHBI, Newark; WIP, Philadelphia; WSAY, Rochester; WOL, Seattle. Contracts are for 26 weeks. Additional stations will be added in the future. Frank R. Steel & Assoc., Chicago, handles the account.

**FOR stawlwortg organization service C. C. Johnson Jr. (left), president of the Advertising Club of Fort Worth, early in May presented this place to Sam H. Bennett, former manager of KTAT (now merged in KFJZ, Fort Worth) and managing director of the Lone Star Chain, who on May 15 became director of sales of KMBC, Kansas City. The plaque, presented at a club luncheon, commends Bennett’s service as a member of the organization since 1937 and as secretary-treasurer of the 10th District, Advertising Federation of America, during the last year.**

Terrier’s ‘30’

The 10-year-old Scotch terrier of Hal M. Black, a KFW listener in Wichita, Kan., has gone on daylight-saving time. Mr. and Mrs. Black listen nightly to Graeme Fletcher, KFW newscaster. For some time it has been the habit of the Blacks to take a short walk after the broadcast every night. The dog always goes along. It got so that whenever Fletcher started “and now it’s ‘30’ and good night” the dog would leap up and head for the door. When Daylight Saving Time started April 28, Fletcher’s broadcast was switched from 10 to 9 p.m. And sure enough, the first night Fletcher broadcast at 9 p.m., the dog waited for the “30” and then jumped up and made for the door. “I guess the dog recognizes Graeme’s voice,” commented Mr. Black, “for it’s always up at the sound of ‘30’ and ready to go for the walk.”

**THE SHREVEPORT TIMES STATION**

**50,000 Watts CBS**

**REPRESENTED BY THE BRANHAM CO.**

* KWKH serves the rich tri-state area composed of North Louisiana, East Texas and South Arkansas. More people live within 150 miles of Shreveport in this rich area than live in the entire state of Louisiana.

**WHW at Convention**

USING special lines from Philadelphia, WLW and WSAI, Cincinnati, will carry a regular schedule of independent broadcasts beginning June 24, in addition to NBC pick-ups, from the Republican National Convention, according to an announcement by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. The four-man WLW staff at the Convention will be headed by Peter Grant and Fred Thomas. With lines to both the Municipal Auditorium and the Benjamin Franklin Hotel, the two-daily WLW-WSAI broadcasts will consist of news and highlights of the GOP convention, and will continue for the length of the Convention. In addition, interviews will be transcribed each afternoon and sent to the station to be re-broadcast next day on the noon-time Everybody’s Farm Hour.

All MBS broadcasts from the national political conventions at Philadelphia and Chicago will be broadcast by WJZ, Newark, WJS, a New York, FM station of WOR, Newark. Schedule will include a number of broadcasts which will not be carried on WOR.

**SOLUTION for a SUCCESSFUL Radio Sales Campaign**

**SHREVEPORT and the Rich Tri-State Trading Area**

**THE SHREVEPORT TIMES STATION**

**50,000 Watts CBS**

**REPRESENTED BY THE BRANHAM CO.**

* KWKH serves the rich tri-state area composed of North Louisiana, East Texas and South Arkansas. More people live within 150 miles of Shreveport in this rich area than live in the entire state of Louisiana.

**BROADCASTING • Broadcast Advertising**

June 1, 1940 • Page 63
WFOY ACQUISITION
APPROVED BY FCC
THE OWNERS of WMBR, Jackson-
ville, Fla., on May 21 obtained
FCC approval to acquire WFOY,
St. Augustine, which they plan to
link to WMBR by land line for
co-operative operation. The plan
embraces the commercial lease of
the Charles commission heard on WAPI, Do-
Birmingham; 18% by Frank M. King, who also owns 18% of
WMBR. Young Marshall is the
head of K. G. Marshall, president of
WBRC, Birmingham, and owner of
various properties in that city, who
makes his home in Miami Beach.

Seeks Local on Marion, O.
ROBERT T. MASON, of Fremont, O.,
formerly an executive of the Cross
Publishing Co., heads Marion Broad-
casting Co., applicant to the FCC
for a new 250-watt station on 1550 kc.
Marion, O. He is the younger brother
of Frank E. Mason, NBC vice-presi-
dent, who with his wife are residing
in the station, and holds 35% of the
stock; Frank Mason, 32.5%; Mrs. Frank Mason, 32.5%.

AN ORIGINATION OF WOWO,
Fort Wayne, the first annual
Achievement Awards Banquet was
held recently at which 16 Indiana
residents received certificates,
awarded for individual excellence
in their respective fields. Under
Secretary of Agriculture Claude
Wickard (left) presented the
awards. In his is W. C. Swarts-
ley, manager of WOWO-WGL. The
program is the brainchild of Eldon
Campbell, special events chief of
WOWO, to recognize outstanding
performances in all lines of en-
deavor. Purdue U. collaborates in
the program.

FOLLOWING the May 28 broadcast of The Aldrich Family on NBC-Blue,
General Foods Corp. is giving
the comedy serial for Jell-O a four-weeks
holiday until June 2 when it returns
as a summer replacement for the Jack
Benny program on NBC-Red. Sun-
days, 7-7:30 p.m. Agency is Young &
Rubicam, New York.

First in the League
South Atlantic League
Won Lost P.C.
Columbia 17 10 680
Savannah 18 9 680
Augusta 12 13 393
Gainesville 12 13 393
Jacksonville 12 13 393
* League Standing
as of May 18, 1940.

With (a) 692,585 people residing within its one-half
millivolt daytime contour, spending (b) $94,126,624
annually in retail sales, and—moreover—with ONLY
ONE NETWORK AFFILIATED STATION (WIS) in that
area...WIS is in FIRST PLACE in the plans of every
NATIONAL ADVERTISER interested in the Great Southeast.

(a) 1930 U. S. Census
(b) 1935 U. S. Dept. of Commerce

West Interests Seeking
Houston, Dallas Stations
IN ADDITION to applying for the
facilities of KTBC, Austin, Tex.
[Broadcasting, May 17], a com-
pany that been given the go-
ahead to the city of Dallas,
with Mr. West is president, has
tested for 250 watts night and 1,000 day
on 610 kc. in Houston, and 5,000
watts fulltime on 1550 kc. in Dallas.
Mr. West is 33.4% stockholder in
the company; his son, J. Marion
West, Jr., is president, 37.8%;
another son, Wesley W. West, of
Houston, 32.6%; with others
associated with the West Interests
holding qualifying shares. Mr.
West is not only one of the wealth-
est men in Texas but is reported to
be associated with Jesse Jones,
head of the Reconstruction Finan-
cement Corp., various enterprises,
including Texas newspapers.

Quaker Oil Series
QUAKER PETROLEUM Co., of
Omaha, a five-week series, will
be heard in the city of St. Louis
as variety-hourly at noon on WNA
Yankton; KOWH, Omaha, and
KMA, Shenandoah. The pro-
gram is sponsored by Quaker Oil
Co. with the help of Gerald Howard as m.c. Allen &
Reynolds Agency, Omaha, is agen-
cy. The series was auditioned before
Quaker salesmen at a recent sales
meeting in Omaha.

The Other Fellow’s VIEWPOINT

Did Everybody Win?

EDITOR BROADCASTING:
You’ve struck me always as fair
and decent in your dealing with
everyone in the industry—so
without bitterness I address you as
a friend.
Your May 15 issue is at hand,
along with the editorial “Every-
body Wins,” and the attendant
stories of “clearing up” the St.
Louis situation. The heading should
have been: “The Networks Win Again!”
May, I trouble you with these
details.

1. On Nov. 3, 1939, I wrote NBC
asking their permission for daytime
operation on 830 kc., because of
their dominance with NBC’s KOA at
Denver on that frequency.

2. On Nov. 24, 1939, I received a
letter from NBC, a snip paragraph
of which I quote:

“Your plan is accepted provided
the station is designed and kon-
structed throughout for
23-50 kc.

3. A few days before I received
this letter, WCBD, on Nov. 22, 1939,
applied for daytime operation on
830 kc. because of the impending plac-
ing of KPAB with 50 kw. on our
1080 kc. frequency—a move to be
made in order to get 770 kc. for
clear network operation for WBBM,
easily accomplished because the same
network (CBS) is dominant on 1080
kc. through their WBT.

Now follow through to this point,
which brings us up to the present:
KSD wanted fulltime operation.
Its network owns KOA, the domi-
nant station on 830 kc. Hence to
get rid of KFUO, the Lutheran
station at St. Louis which with
KSD shared a small part of its time,
the “give and take” was held
without our knowledge with this
result:

1. Application of KFUO for
830 kc. was dated April 27, 1940,
and was filed with the Commission
on April 28. The public notice
with reference to this was released
on Monday, May 6, and the
Commission granted the application
on Tuesday, May 7. The new
station will be located at
830 kc. Hence to get

2. We received no inkling what-
soever of this until the grant was
made. No consideration whatsoever
was taken of our long-standing,
prior application as far as I can
learn. By private agreement we
were, in effect, denied our right to
be heard at the time and have
been forced to surmount
an almost impossible obstacle.

That’s the action that you have
applauded so vigorously! I am con-
vincing that you were not in posses-
sion of all the facts. The very
important point that should not be
concluded until the interests of all
are heard or considered. This
matter was of supreme importance
because of the unbelievable
scarcity of possible frequencies in
the Midwest. Regardless of our
own interest (and goodness knows
I am not representing that we had
any prior claim to any frequency)
these private sways by the net-
works have been and will be the
most hurtful influence in the indus-
teria. It had to be stopped.

The license of an independent oper-
ator is to be considered worth a
knife’s damn.

It’s nothing to think about if you
really want “free, competitive
broadcasting,” as you so well
state in your platform of broad-
casting.

GENE T. DYER, President
WCBD Inc., Chicago
May 20, 1940.
Efficacy of Radio Instruction Shown
Junior High Pupils Indicate Preference for Air Lessons
WHEN junior high school pupils in Bronxville, N. Y., were asked how they preferred to get their lessons, 45% answered that they found it easier to learn by radio than from the books. Another 39% declared that it made no difference while only 20% preferred books to the loudspeaker. The data were collected for the Evaluation of School Broadcasts at Ohio State U., Columbus.

These are some of the reasons given by seventh and eighth grade boys and girls for their preference for radio over books: "Radio programs are much more fun," one pupil wrote. Said another: "Books are too boring and the radio programs are something new, different and attractive—also more amusing and easier to understand."

The Important Facts
A third student thought that "you can listen more easily than you can read" and another wrote: "You don't have to think. It comes to you. You don't have to find it."

Many pupils felt that when lessons were presented by radio, better explanations were given than in books. As one put it: "The radio program tells the important facts right then and there, while the book talks on about things that aren't very important."

The same students were asked to determine whether they were listening to live broadcasts coming from a studio or transcriptions of the programs. About one-third of the pupils said they could tell a difference between live and recorded programs when heard over the school public address system.

However, tests showed that the two methods of auditory communication were equally effective. There was no significant difference either as to acquisition of information or attitudes of the pupils between groups which listened to live programs and those who heard transcriptions of the same broadcasts.

Programs used in the study were music and science series of the CBS American School of the Air.

Boston Program Awards
AWARDS of merit to four Boston radio stations for outstanding programs were presented recently at the annual May Breakfast of the New England Women's Press Assn., held at the Parker House, Boston, as announced by Mrs. Dorothy Blumenthal, chairman of the National Federation of Press Women. Winners were WEBS, for Citizen, Know Your State, conducted by Rylina F. Bushnell of the Massachusetts State Federation of Women's Clubs; WNAC, for Walter Kilde's program of Musical Varieties; WAAB, for News of the Women's Clubs of New England, conducted by Estelle G. Pitken of the Radio Orchestra Hall, classical music program conducted by Morton Blender.

AT THE REQUEST of Edward M. Kirby, director of programs of the NAB, the tale of King Arthur and His Knights was dramatized May 24 during Dorothy Groce's yesterday's Children program on WNBC-Blue. At the conclusion of the program Mr. Kirby was interviewed as to the reasons for his choice.

No Gain Rider
WWL, New Orleans, recently carried a featherweight championship boxing match direct from ringside at Municipal Auditorium. Henry Dupee, handling the blow-by-blow story, was all set but could not locate his engineer. Desperately he flipped all the switches at hand, miraculously contacted the WWL control room, and was instructed via earphones how to put the program on the air. Fifteen minutes later the engineer showed up. He explained he had decided to watch the semifinals and then ride the gains on the main bout. However, the main bout had gone on before the semi-final and the unsuspecting engineer had enjoyed the main bout from the arena instead of riding the gains on it.

New W. Va. Station
OWNED and operated by Clarence Frey, publisher of the Logan Banner, and Robert O. Greer, official of the Merrill Coal Mines, the new WLOG, Logan, W. Va., went on the air May 26, using WE transmitter and speech input equipment and a 150-foot Blaw-Knox radiator. It operates with 100 watts daytime on 1200 kc., and was authorized Jan. 26 by the FCC for construction. Staff includes John R. Atkinson, former advertising manager of the Logan Banner, commercial manager; Eddie Vann, formerly of WCOA, assistant program director and continuity editor; H. B. Bopp, formerly of WFBG, Altovna, chief engineer; John Blackwood, formerly of KMB, Kansas City, engineer.

WFIR is the call letters assigned by the FCC for the new local station in Wisconsin Rapids, Wis., which the FCO recently (BROADCASTING, May 15) authorized William F. Huffman, publisher of the Wisconsin Rapids Tribune, to construct.

Violent Storm Damages Two Stations in Toronto
A VIOLENT wind and rain storm hitting Southern Ontario Sunday afternoon May 19 blew down one of the 300-foot towers of CF BR, Toronto, at the Aurora transmitter, 20 miles north of Toronto. CF BR was off the air nearly five hours, from 5:40 p.m. to 10:20 p.m., while engineers rigged up a temporary tower for the loose end of the T antenna. The west tower was a crippled heap of steel. No decision has been made whether a replacement tower or a new single radiator will be installed. Damage is estimated at $10,000. In the same storm the tin roof was blown off the transmitter building of CKCL, in the business area of Toronto, but CKCL was able to continue without interruption.

DON LEE Broadcasting System has instructed its newscasters to Anglicize pronunciations of foreign names so listeners following war news with maps can understand them better.
Forum Programs Preferred by Woman WNRC Finds in Making Annual Awards


Without Bass

PRODUCTION department of WCCO, Minneapolis, received this letter from a listener the other day: "Enclosed please find a copy of a new song I have just written. As you will notice, the copy has only the lyrics and notes in the treble clef, but certainly it is as good as yours has the facilities for supplying the notes for the bass clef, as I cannot write these. Hoping your song will be a success, I remain..." A radio listeners becoming BMI-conscious!

SMILE of victory lights the countenance of Mary Pohiman, drum major of the Napoleon (O.) High School marching band, as she holds the trophy presented in annual competition by WSPD, Toledo. Early in May the Napoleon band won the trophy for the second consecutive year, competing against 10 other Northwestern Ohio school bands in Toledo U stadium. One more win will give the band permanent possession of the award.

Merck Placements

MERCK & Co., Rahway, N. J. (Bi-chloride) on May 1 started a campaign of six announcements weekly on KYW, Philadelphia, and WXYZ, Detroit. Agency is Chas. W. Hoyt Co., New York.

NBC Symphony (NBC); New Philharmonic Symphonies (CBS); Metropolitan Opera (NBC); Wallensteins’ Symphonies (MBS).

Light Music: Firestone Symphony (NBC); City Service Hour (NBC).

Children’s Entertainment Programs: Let’s Pretend (CBS); Irene Wicker’s Stories (CBS).

Children’s Educational Programs: School of the Air (CBS); Music Appreciation Hour (NBC); Cavalcade of America (NBC).

Best Single Program of the Year: Broadcaster, King George, Prime Minister Chamberlain and President Roosevelt on Sept. 3, 1939, announcing the outbreak of the war (all networks); San Francisco-Oakland Bay Bridge (all networks); Inter-Continental broadcast with King XIV of the Netherlands and President Roosevelt on March 18, 1949 (all networks).

FORUM discussions comprise the most popular type of program with women listeners, according to the 1940 survey of the Women’s National Radio Committeee, results of which were announced by Mrs. Yolanda Mc-Ivon, founder and chairman of the Committee, at its sixteenth anniversary dinner, held May 16, at the Hotel Astor, New York.

America’s Town Meeting of the Air, NBC sustaining program which had twice previously won WNRC awards, was chosen the leading program of this type.

Chosen for the “best single broad- cast of the year” was the group of broadcasts on Sept. 3, 1939, which told the world that England and France were at war with Nazi Germany. Mrs. Mc-Ivon commented that the European crisis had apparently been largely responsible for the increased interest in the more serious broadcasts, which were the educational forum, with its stress on the ideals of democracy, ahead of quiz programs and other shows and ranking comedians despite the widespread popularity of these classes of programs.

Daytime Trends

A preliminary report on the Committee’s survey of daytime programs was read by Mrs. Samuel Kubie, chairman of the survey group, who said that the study had “developed into a much bigger project with far more implications than was anticipated” and since replies were still coming in, the complete report has been delayed.

“However,” she continued, “certain definite trends are unmistakable: First, there is the general feeling that the market is glutted with serial dramatic programs which follow a similar pattern, the themes and situations being repetitive. Second, while this statement will doubtless bring the retort from sponsors that people do listen to their programs, as the entries in the contests and other mail indicates, there are a large proportion of questionnaires that many listeners tune in some programs to get the time, to be set for news summaries, to follow some program which they are anxious to get the household hints, or to get the prize offers.

The preliminary report is hoped to ascertain the qualities best liked in the daytime radio broadcasts, which programs of the 50 or more are most popular, and why listeners follow certain serial programs. We hope this survey when completed may achieve the result, at least, of a more varied fare in the daytime hours.

The lengthy program accompanying the dinner included an informal interview of John Kieran, Inforner News Service, by Captain, Deane of WOR; a Town Meeting type discussion on the topic “Can America Survive as a Democracy?” with Hon. Frances Perkins, Secretary of Labor; Mrs. Preston Davies, Republican leader, and Prof. Harold Ainsley, speakers; and George V. Denny Jr., moderator on the Town Meeting broadcasts, acting in that capacity; and a panel discussion on “Propaganda and Radio,” conducted by Dr. Lyman Bryson who heads the People’s Platform forums on CBS, and with Maj. Leonard Nason, MBS commentator; Caesar Searchinger, NBC commentator, and Leon Carlton, radio editor, New York Evening Post, as participants.

In a surprise tribute to Dr. Walter Damrosch and his wife, who were celebrating their 50th wedding anniversary, the chorus sang the familiar wedding marches and Mrs. Mc-Ivon praised the famed conductor as “the George Washington of radio music.” Niles Trammell, NBC executive vice-president, outlined Dr. Damrosch’s pioneering career in radio education, stating that he has been “a source of education and inspiration to us in radio as well as to millions of school children.”

H. V. Kaltenborn, NBC news analyst, complimented the WNRC for being “the first organization to recognize how the radio audience influences the nature of radio programs” and suggested that in addition to awarding honors to the best programs of the WNRC, it might also award “wooden medals” to the worst programs.

Program Awards

Full list of the WNRC 1940 awards follows:

Adult Programs: Armed Forces Forum: America’s Town Meeting of the Air (NBC); University of Kansas Town Meeting (CBS); People’s Platform (CBS); American Forum of the RKO Radio Motion Picture Network (NBC); NBC Forum (NBC). These five programs were chosen “for the best serving democratic ideals.”

Other Educational Programs: National Elementary Home Hour (NBC); Americans at Work (CBS); on Your Job (NBC). Religious Programs: National Vespers (NBC); Church of the Air (CBS); Catholic Hour (NBC); Homily of All Churches (NBC); Religion in the News (NBC). Programs Serving Inter-Faith Relations: Church-Air (CBS); National Catholic Radio Hour (NBC); Religion in the News (NBC).

News Commentators: H. V. Kaltenborn (CBS-NBC); Lowell Thomas (NBC); Raymond Gram Swing (CBS); Eleanor Davis (CBS). News Programs: News From Europe (NBC); The World Today (CBS); News From Across the Globe (MBS); AP and UP were especially commended for unbiased presentation of news.

Dramatic Programs: Lexington High School (CBS); Columbia Workshop (CBS); Galveston Platform (CBS); Melvyn Douglas (NBC).

Evening Dramatic Serials: One Man’s Family (NBC); Aldrich Family (NBC).

Daytime Programs: Gallant American Women (NBC).

Variety Programs: Edgar Bergen and Charlie McCarthy (NBC); Good News of 1939 (NBC).

Quiz Programs: Information Please (NBC); Professor Quiz (CBS).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS); Metropolitan Opera Auditions (NBC); Sustaining: Programming Committee of the Women’s National Radio Committee.

Newspaper Advertising: BROADCASTING - Broadcast Advertising

Page 86 - June 1, 1940
AFA-NAB to Discuss Unit Measurement Plan

PLANNING an elaborate entertainment program for "Broadcast-er's Night" at the 36th annual Ad-\ntertising Federation of America convention, to be held in Chicago June 23-27, the program committee, composed of representatives of NAB members stations in Chicago held its first meeting May 21. In addition to the broadcast displays to originate from the convention [Broadcasting, May 15], all Chicago member stations and net-
works are planning to contribute talent and special features to high-
light the special event June 25.

Radio departments, under aus-
pices of the NAB sales managers' committee, are to be held the morning
of June 24 and 25 with one ses-
sion open to AFA members. The proposed agenda includes discus-
sion of the Unit Plan for mea-
bruring radio advertising volume, deal-
er-cooperative advertising, and oth-
er-activities in Radio Advertising. The program com-
mittee, appointed by William R. Cline, commercial manager of WLS and
chairman of the NAB sales man-
gers' division, includes Jules Her-
beaux, NBC, chairman; Stuart Dau-
son, CBS, Harold Safford, WLS; Brad-
ley R. Eidmann, WAAF, and a WGN re-
presentative to be named. The program com-
mittee includes Orrin Weaver, CBS, chair-
aman; E. C. Carlson, NBC, Arthur F. Harre, WAAF, and Don Kelley, WLS, along with a WGN representative.

Just prior to the AFA meeting, the National Retail Dry Goods As-
n will hold a "Radio for Re-
tailers" panel discussion, during the organization's semi-annual con-
vention in Chicago, June 17-20. At the meeting, now set for June 20, representatives of radio and retail-
ing industries will discuss depart-
ment store radio advertising, as being arranged in cooperation with the NAB Bureau of Radio Adver-
tising. Theme of the radio forum will be "More broadcaster-retailer cooperation for better radio results", according to the NAB.

NBC Programs Honored By Professional Women

NBC was named the 1939-40 winner
of the national award of Phi Beta, national professional women's fraternity of speech and music for its presentation last year of the NBC Symphony Orchestra pro-
grams and the Metropolitan Opera broadcasts. The award was pre-
sented by Carleton Smith, music editor of Esquire and advisor to the award committee, to Alma Kitchell, who accepted for NBC during the May 24 broadcast of her Brief Case program on NBC-Blue.

The music and dramatic art sec-
tion of Phi Beta, on May 10 award-
ed a bronze plaque to the Standard Symphony Hour and the Standard School Broadcast, both sponsored by Standard Oil Co. of California on NBC west coast stations, "in grati-
tude to the company for its out-
standing public service in bringing the radio audience programs of the highest artistic merit."

MRS. J. J. QUILLIAM, mother of H. L. (Dub) Quillian, manager of KIRO, Seattle, died in that city May 14.

THE HIGHER BRACKETS LISTEN
Missouri U Survey Shows Upper Income Groups

Use Radios More Than Lower Classes

PERSONS in higher income fami-
lies ranging from $2,000 to $10,
000 annually are relatively more avid radio listeners than lower in-
families, it was indicated in a preliminary survey of a "three-di-
ensional study of primary adver-
tising media" conducted early in April by the Missouri U School of
Journalism in Columbia, Mo. (Broadcasting, May 1).

The "product improvement" study, covering radio listening hab-
bits along with newspaper and mag-
azine readership in Columbia, a city of about 20,000, is expected to produce other revealing data on effective coverage and the degree of
readership and listening, according to Prof. Donald H. Jones, director of the survey.

Among four income groups-A, $4,800 to $10,000 and up; B, $2,000
$4,800; C, $1,200 to $2,000; D, $1,200 and less, including relief
families—preliminary compilations indicated that Group A listening, while running fourth in the morn-
ing, led all other classes in the afternoon and evening. Group B lis-
tening, fourth in the afternoon, was first and second, respectively, in the morning and evening. Group C was second in the morning and af-
noon and fourth in the evening, while Group D held third place consistently through all three periods.

The morning listening survey showed 67% of Group B members contacted their radios oper-
ing, 53.6% of Group C; 47% of Group D; 43.1% of Group A. The afternoon listening study showed
39.1% of Group A members listen-
ing; 36.3% of Group C; 29.5% of Group D; 25.3% of Group B. Group A maintained a good lead in the

 evening also, with 50%; followed by Group B, with 52.5%; Group D
with 51.4%; Group C, with 49.8%.

It was emphasized that these fig-
ures are relative, and actual gross
listening must be computed with the varying number of families in each group in mind, a part of the study
not yet completed. Percentage of
total population comprising each
of the four groups has been esti-
mated as: A, 9.8%; B, 35%; C, 41.3%; D, 19.8%.

Lumping all groups together, it
was indicated that 54.6% of con-
tacted persons or families listened
to their radios at some time during
the morning; 23.3% during the afternoon, and 51.5% in the even-
ing. Women predominated in
morning and afternoon listening, while evening listening indicated a
general favoring male listen-

THE Professor Faxon Figgins pro-
gram, sponsored by Atlas Life Insur-
ance Co., is originated by WXY and
K X VO of Tulsa, rather than originated by KVVO, as in the May 15 Broadcasting, Page 83.
BIRTH OF THE QUIZ PROGRAM
Edward Murphey, of KWKH, Claims He Pioneered
Idea With a 1927 Program in Hollywood

WOB, WCAO sign ACA agreements
Competitors covering announcers at WOB, New York, and all staff employees of WCAO, Baltimore, have been signed with American Communications Assn., CIO union. Both contracts were negotiated by Sidney Adler, the union's broad- cast director. Each WOB contract was signed by Hyla Kiczales, station manager. Lewis Melbourne, president of WCAO, signed for his station. Both contracts call for wage increases, seniority rights, 40-hour week, and a half for overtime, holidays, and sick leave with pay.

WOB contract runs only until October of this year, when the ACA contract covering WOB's technical employees also expires. After that date, both contracts will be renewed together. It is a closed shop contract guaranteeing immediate raises of $2.50 to all announcers and sound experts, with weekly wages ranging from $200 to $250. WOB were formerly affiliated with American Guild of Radio Announcers and Producers, independent union.

WCAO contract is a two-year agreement and covers technicians, announcers, and employees, a news commentator and telephone operators.

NBC Chicago Pact
A THREE-YEAR contract establishing a union shop for NBC-Chicago was signed May 16 by Sidney N. Strotz, NBC vice-president and Central Division manager, and Raymond Jones, executive secretary of AFRA Chicago division. Retroactive to April 1, it specifies minimum salary of $220 for two years or more service. Previously the basic pay was $150 per week.

KVOS Renewal
RENEWAL of the license of KVOS, Bellingham, Wash. local, and denial of the competitive application of Bellingham Broadcasting Co. on grounds of purported lack of financial qualification, was ordered by the FCC May 16 in proposed findings. The proposed decision was based on a hearing held in Bellingham last August in one of the most bitterly fought local station cases on Commission record. Principal owner of KVOS is Rogen Jones. In authorizing renewal of the station's license, the FCC imposed a fine of $500 for operations over 250 watts full time, the FCC said that former questionable practices on the station had been discontinued.

WLTH Citation Dropped
A "SHOW CAUSE" order issued against WLTH, Brooklyn, last July was rescinded by the FCC because it appeared that interference conditions existing at the time have been eliminated. The station was cited for possible revocation because of purported interference with Government station operations.

Reading Time
$20.00

It will take you a minute to read this message about Richmond. It can save you $20.00. For a minute on WMBG—the Red Network Station—costs only $15.00—night-time rate. A minute on the other leading Richmond station—night-time rate—costs $35.00—saving: $20.00.

Radio Listening Groups Are Rapidly Increasing, Educators Are Informed

FORMATION of radio listening groups all over the country as a means of adult education was the subject of a radio session May 23 during the 15th annual meeting of the American Asn. for Adult Education at the Hotel Astor, New York. Leonard Power, coordinator of research of the Federal Radio Education Committee, presided.

Stating that listening groups of all types were increasing in number every year, Frank F. Hill of the PREC described the groups in detail from facts compiled by questionnaire as to where they met, what programs they gathered together to hear, and how radio stimulated educational discussions. W. Preston Jr., assistant to the NBC vice-president in charge of programs, told how NBC urged stations to organize such groups and then studied reports on its programs for guidance in handling future broadcasts.

Sterling Fisher, CBS director of education, reported on the units listening to and evaluating the CBS American School of the Air in terms of its educational value, and stated that 112 CBS affiliates have either full or part-time educational directors to cooperate with local listening groups.

KLO Branch Office

PAUL R. HEITMEYER, manager of KLO, Ogden, Utah, has announced the opening of a new sales office in the Boston Bldg., Salt Lake City. The new office is directed by Ed McCallum, formerly manager of KYA, San Francisco, and was established to service regional and retail accounts from the metropolitan area by the station, according to Mr. Heitmeyer. Socs N. Nartis, announcer of KRIG, Beaumont, Tex., has replaced McCallum on the Ogden sales force, under Merril J. Bunnell, KLO sales manager.

BOOKLET covering general principles and uses of school recording equipment, has been published by the Committee on Scientific Aids to Learning, New York. The booklet includes a chapter on various types of recording equipment suitable for school use.

JAMES M. MORRIS of KOAC, Oregon State Agricultural College station at Corvallis, is the author of "Radio Guild Plays," a group of 15 radio plays for high schools and colleges, to be published this summer by H. W. Wilson Co., New York.

A Short Time Ago ....

... Columbia Broadcasting System engineers told us they were not satisfied with the portable transcription players on the market. They told us what they wanted ... a transcription player that would give perfect reproduction and yet be small and light enough for their personnel to handle conveniently. We went to work.

We developed a new mounting which enables us to use a full size, magnetic pickup that tracks perfectly on a 16" transcription and at the same time keeps the size and weight of the unit extremely low. This pickup was combined with a new type of loudspeaker with matching amplifier and a Presto dual speed, rim-driven recording turntable ... mounted in a carrying case measuring 15" x 15" x 19", weighing only 46 lbs.

Results were amazing. For practical purposes the reproduction was equal to high grade studio equipment. CBS immediately placed these playback units in service. Agency executives and others who heard the new Presto playback ordered it for their own use. Now it's been added to the regular Presto line, designated as the Presto Model L Transcription Playback. List price is $250.00 FOB New York. Limited quantity ready for immediate delivery. Place your order today.

SEND FOR NEW PRESTO CATALOG! Gives complete performance data on the entire Presto line of recording equipment and discs.

Canadian Distributor: WALTER P. DOWNS, 2313 St. Catherine St. W., Montreal, P. Q.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KFW, Philadelphia
United Drug Co., New York, 5 t, thru Street & Finney, N. Y.
Oaktite Products New York (Oaktite Cleaners), 1 daily, thru Caldins & Holden, N. Y.
Merrick & Co., Chicago, N. Y. (Chicago), thru Charles W. Hoyt Co., N. Y.
International Harvester Co., Chicago, 1 daily, thru H. R. Moore & Wallace, Chicago.
KFI, Los Angeles
Southern Pacific Co., San Francisco (rail transportation), thru Lord & Thomas, Los Angeles.
Mutual Citrus Products Co., Anaheim, (powdered lemon juice), thru H. Ch. Mayne Co., N. Y.
WGN, Chicago
Fels & Co., Philadelphia (Fels Naptha soap), thru Young & Rubicam, N. Y.
Kroger Grocery & Baking Co., Cincinnati, thru Cincinnati.
WHN, New York
Policyholders Advisory Council, New York (insurance), thru Robert John Roberts, N. Y.
KKEA, Las Angeles
California Packing Corp., San Francisco (Del Monte pineapple juice), thru WDC & Co., San Francisco.

BROADCASTING • Broadcast Advertising

WPTF, Raleigh, N. C.
T. H. Briggs & Sons, Raleigh (fisheries supplies), thru Harvey Massen- zale Co., Atlanta.
Curtis Publishing Co., Atlanta, thru Nash & Pomes, Atlanta.
Dillon Supply Co., Raleigh (farm implements), thru J. C. Proctor, N. Y.
P. Lorillard Co., New York (Friend tobacco), thru C. L. Lescahill, N. C.
Smith & Others, Norfolk (fertilizers), thru W. S. Fertig, Co., N. Y.

KHI, Los Angeles
Stuyer Corp., Berkeley, Cal. (Miner's lode), thru Erwin, Wasey & Co., San Francisco.
Lyons & Storage Co., Los Angeles (chain), thru Charles H. Mayne Co., Los Angeles.
California Packing Corp., San Francisco (Del Monte pineapple juice), thru Charles H. Mayne Co., Los Angeles.

J. C. Penney, N. Y. (Eco salts) thru John Cheriton, N. Y.

KFRC, San Francisco
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), thru Wasey & Co., N. Y.
Blue Ribbon Boot Corp., Seattle, thru Silver, Seattle.
Calo Charm Products, San Francisco (dog food), thru T. N. Segall Adv., San Francisco.
Pen-Gel Division, City (Corton), thru David Midlin Adv., San Francisco.

KPG, San Francisco
United Drug Co., Boston (Rexall chain), thru Street & Finney, N. Y.
Loyola & Storage Co., Los Angeles (moving and storage) thru Charles H. Mayne Co., Los Angeles.
Foreman & Clark, Los Angeles (clothing chain), thru Martin Allen, Los Angeles.

WOWO, Fort Wayne, Ind.
Lagally Bros., Archbold, O. (stockyards), thru J. C. Proctor, N. Y.
Loamey Co., Washington, Ind., thru J. C. Proctor, N. Y.
Swift & Co., Chicago (ice cream), thru Street & Finney, N. Y.

KSL, Salt Lake City

"an' I showed 'em how to rope all three at once - KGIR, KPFA and KRB!
Montana coverage with a single contract

Page 70 • June 1, 1940
SOUTHERN PACIFIC Co., San Francisco, to promote its streamlined daylight train service between that city and Los Angeles, has just started a 13-week sponsorship of a weekly half-hour dramatic series, All Aboard on NBC. The program, which features original dramas written by Robert Redi, James Fonda is agency producer and Art Baker announces. Gordon Jenkins has the orchestra. Agency is Lord & Thomas, Los Angeles.

KRISPY KAKE KONE Co., Los Angeles (Frosted Drumsticks), new to radio, in a six-week campaign which ends July 27, is using six participations weekly in Stu Wilson’s Blue & Blue program on KNX that city, Howard Bay Adv Agency, Los Angeles, has the account.

DINA-MITE FOOD Co., Los Angeles (cereal), new to radio, in a nine-week test which ends July 4, is using six participations weekly in the program sponsored by the Southern California Open House program on KMPC, Beverly Hills, Ca. Firm contemplates an extensive fall campaign, through Gil Kuhn Co., Los Angeles.

MARNEY FOOD Co., Los Angeles (Marcy dog and cat food), consistent user of radio, started on May 12 a started a weekly quarter-hour program for new sponsorship on KNX, Hollywood, for 52 weeks. Firm will expand its activity to include other California stations. For the program, is Ivan F. Wallin Jr. & Staff, Los Angeles.

SOUTHERN California Edison Co., Los Angeles, is using six weekly broadcasted sponsoring the twice-weekly quarter-hour transcribed appliance serial, Leisure House, on KVOR, Santa Ana, and KTKC, Visalia. Firm also contemplates adding others to the Southern California stations. Agency is Mayers Co., Los Angeles.

MORRIS PLAN BAKERY, Boston, is using six participations weekly in the MBS Washington news commentator, five times weekly on WAAQ, Boston, 7-7:15 p.m., for handled direct.

KRUEGER BEVERAGE Co., Newark, on May 20 started David Lowe’s Hollywood Review, featuring events in Hollywood, through WNEW, New York, 12:30-12:45 p.m. in the interests of Krueger Root Beer and Tri-Ad. Industry source, Newark, is the newly-appointed agency handling the account.

TOWNE TALK Co., Los Angeles (Towne Topping), through Milton Weinberg Adv Co., that city, on May 15 started for 13 weeks using a four-transcribed one-minute announcements weekly on KARM KJIM KJRO KVOX KFXO. In addition, the firm is sponsoring six-weekly participation in the combined Southern California and Housewives Protective League programs on KNX, Hollywood, and three-week in Emily Anthony’s Morning Hostess on KFRC, San Francisco.

LOS ANGELES BASKET Co., Los Angeles (berry baskets), seasonal user of radio, in a four-week campaign which ends June 30, is using five participations weekly in the Baker Book program on KFI, that city. Robert F. Dennis Adv Agency, Los Angeles, has the account.


HYGENIC PRODUCTS Co., Canton, O. (Hy-Pro liquid bleach), through N. W. Aver & Son Inc., Philadelphia, on May 20 started for 13 weeks participation six times weekly, in the combined Syracuse Salute and Housewives Protective League programs on WKIX, Hollywood/Westide Chemical Co., Los Angeles (Hy-Pro Tuna), in a 13-week campaign which ends Sept. 28, through Erwin, Wasey & Co., that city, is also using six weekly participations in the combined two programs. Other new participating sponsoring includes M. Monrovia, Ca. (water heaters), through Hixton, Donnell Adv Inc., Los Angeles; and A. H. Rude & Co., Los Angeles, through the Rev. Edward MacLlugh on WBBM, Chicago. H. W. Kastor & Sons, Chicago, handles the account.

ROMAN (Beverly Hills), started a five-week once-weekly over-the-counter transcribed Your Gospel Singer on KRISPY, Los Angeles, for WBBM, Chicago.

PROCTOR & GAMBLE, Cincinnati (American Family soap and Bakes), on May 31 started a weekly quarter-hour program on WHAS, Louisville, Ky., through Erwin, Wasey & Co., Cincinnati.

STAYNER Corp., San Francisco (Mira) on May 28 renewed its annual contract on the nine California stations—KPRC, San Francisco, KLS, Oakland, and KJK, Los Angeles, which is handled by William E. Hixson, Los Angeles.

FIRST NATIONAL Bank & Trust Co., Minneapolis, is sponsoring Backgrounding the News, with Harold C. Deutsch, Minnesota U history professor and radio expert, in analyzing current events in Europe, on WCCO, Minneapolis. The program is heard Monday, Wednesday, Friday, 10:15-10:25 p.m.

RALSTON-PURINA Co., St. Louis (stock feed), has renewed for 18 weeks its five-minute three-weekly program of the Feedlot featuring Al Tiffany on WLS, Chicago, Gardner Adv Co., St. Louis, is the account.

GEORGE PEPPERDINE Foundation, Los Angeles, which supports several homes for children and also the George Pepperdine College, on May 19 started for 26 weeks sponsoring the weekly half-hour Hal Styles’ H kill Thy Neighbor program on KFWB, Hollywood. Program is credited with supplying jobs for more than 100 persons during the past three years, and was formerly sponsored on the Pacific League network. Styles, besides seeking employment for those appearing on the program, is donating generous contributions to the Foundation to

ANDREWS HEATER Co., Los Angeles (well gas heaters), through Mor- timer W. Masi Adv Agency, that city, on May 16 started daily participation in the Alarm Knock Club on KJBS, San Francisco, and Daily Shopping Hour on Klix. Oakland, is using six weekly programs, is the account. McErickson, Cleveland, is the agency.

RICHMAN BROS. Co., Cleveland (men’s clothing chain), on May 7 started a three-weeks schedule of five-word announcements on WLS, Chicago. Contract is for 13 weeks. McErickson, Cleveland, is the agency.

B. F. GOODRICH Co., Akron (Goodrich Silvertown tires), has added Birmingham Barons games on WSN, Birmingham, in its schedule of play-by-play baseball broadcasts (Broadcasting, May 1).

DILLON SUPPLY Co., Raleigh, distributor of Allis-Chalmers farm equipment, has expanded its six-week program on WPTF, Raleigh, from 10-minutes to a quarter-hour with live talent headlining the Crazy Team-seeds, the Allis-Chalmers variations formed by Smith Douglas Co. (fertilizers).

RALADAM Co., Detroit, since May 1 has been adding to a large list of stations carrying five one-minute transcribed announcements weekly for 52 weeks in the interests of Marmo’s. Spot Broadcasting, New York, placed the business for Street & Finney, New York, the agency.

FIRST HE blazed a trail with the Pop Supplement, then he discovered the Pop Cereal and the Baby Food Library Services, and then in May of ’40 he entered a new field—music! (One of the ‘transcribed — commercial — about — which you’ve — heard — or — why — do I continue this — drivel — every — fortnight?)

I REMEMBER Grandpa Standard tellin’ of that May in ’40. That was when he pioneered a series of programs all about Used Cars, a kind of mortgage-covered wagon they had on every vacation since those days. Why, in that first-month Standard sold so many SPOT-ADS to so many stations, who sold them right away to so many Used Car traders, that the green pictures of Abe Lincoln the natives used to exchange for food and Scotch, went flyin’ back and forth. And everybody was mighty happy.

ANOTHER DARN good pioneer those days was Broadcast Music, Inc. That was the famous pioneer mother who that same May delivered a big brood of young tunes without the help of a bit of copyright! But Standard helped by sending out the new tunes to its Library Subscribers, who said the offerings were well worth all B.M.I.’s traval.

YEP. In the dog days of ’40, Grandpa Standard worked like one. Every mail brought a pile of letters saying, “Grandpa, I want my SPOT-ADS. How about some dope?” But folks weren’t educated to like music, Junior. Imagine those stenographers putting a comma after “some”.

Are Your Transcriptions Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD
Recorder's Spots
HOWARD RADIO Co., Chicago (recorder) has started a 13-week campaign of five-weekly spot announcements on WMCA, New York. More stations may be added in the future. Turner Adv. Agency, Chicago, handles the account.

Piping Programs to Luncheons ROGER W. CLIFF, general manager of WFIL, Philadelphia, has arranged to have a special WFIL newscast piped into the dining halls for the bene-
fit of his Rotary Club associates during their regular Wednesday luncheon ses-
sions. A special report show of the regular 12:30 p.m. newscast is furnished by Al Stevens at 12:45 p.m. Dr. William Magee, local Rotary pres-
dent, has reported a more prompt at-
tendance at the meetings since start of the feature. WFIL also is arranging with the Poor Richard Club, Shrine Club, Lions, Kiwanis and other lunch-
eon clubs to provide the same service.

Radio in the Barn
A "Radio in the Barn" program has been started by fellows of the early morning Bulletin Board program on WLS, Chicago, conducted by George Menard. It is composed of listen-
ers who have radio installers in their barns so they can hear programs listen-
ties while doing chores. WLS has printed membership certi-
ficates. American Radio Wire Co., sponsors the Bu-
elin Bulletin Board.

New Script-Disc Firm Is Formed in Australia
ARTRANSA Pty. Ltd., has been organized in Sydney, Australia, to act as a production unit for printed and broadcast programs. The firm has absorbed the American Radio Transcription Agency, which imported thousands of American-made transcriptions in the last six years. Artrans will also have produced and distributive activities of Mac-
quarie Broadcasting Service Pty. Ltd., through this organization will continue to produce programs for its own firm and for the Macquarie Network of 25 stations. Gordon W. Marsh, for several years manager of stations in Adelaide and Mel-
bourne, has been appointed a managing director of Artrans. tumors. Dr. Ralph L. Power, Los Angeles, who has been American representative of Macquarie and American Radio Transcription Agencies, continues in that capacity for the former or-
ganization, as well as for Artrans and the Australian Record Co.

Although wartime restrictions now prohibit importation of American made transcriptions to Australia, Dr. Power pointed out that American scripts may still be ex-
ported to that country providing advance financial arrangements are made for the transfer of funds through the government bank.

Ryan Joins KSCJ
RANDALL RYAN, president of the Nebraska Broadcasters Assn. and owner of KIBW, the 720-kei-
kan, KMMJ, Grand Island, Neb., and recently of KORN, new Frem-
et.., station, has joined KSCJ, Sioux City, Ia., as com-
mercial manager, according to C. W. Corkhill. KSCJ general man-
ager. Larry Coke, with Ryan at KORN, also has joined the KSCJ sales staff.

NBC on May 18, during its Radio Guild Drama program, 8:30-9 p.m., presented a preview of the forthcoming serial program, Meet Eddie, offered to 300 stations. The serially produced by Gellatly Inc., New York. Gellatly recently announced that it had taken over Brumfield Associates, New York, and is preparing three works by Louis Bromfield—The Farm, as a family- 
hour five times weekly program; At Early Autumn, thrice weekly quarter-
hour; and The Thinnest Game, half-
hour weekly broadcast.

Vernon Crane, formerly con-
ductor of the Story Book program for children on NBC, is preparing his stories for release by Columbia Re-
cord Corp. First Crane story to be released is "Mike, the Little Tug-Toot."
Four Programs Honored By Woman's Press Club For Outstanding Quality

WOMAN'S PRESS CLUB of New York has awarded certificates of merit to the Ford Sunday Evening Hour, Town Meeting of the Air, One Man's Family and Gallant American Women as outstanding programs of the year. Awards were presented May 25 at the club's last meeting of the season at the Hotel Pennsylvania, New York.

The Ford Hour, sponsored by Ford Motor Co. on CBS, was cited as the most outstanding musical program. In the public affairs classification, NBC's Town Meeting won the certificate "for the inspiration, imagination, and organizing ability in bringing together the united efforts of scores of international personalities," Marion S. Carter, director of the radio forum division of Town Hall, received the award for the program.

Awards for the most outstanding dramatic sketches were given One Man's Family, sponsored on NBC by Standard Brands, for Tender Leaf Tea, and Gallant American Women, produced by NBC and the U. S. Office of Education. Don E. Gilman, NBC vice-president in charge of the Hollywood division, accepted the Standard Brands award, and Amelia Umnitz of NBC and Philip Cohen, production director of the U. S. Office of Education, accepted the certificates for the other series.

Mrs. Minna Hall Carothers, retiring president of the club, presided at the "President's Program" meeting, and delivered an illustrated talk on "Advertising, Public Relations and the Customer," in which she stressed the value of radio advertising in addition to other media. Mrs. Joseph E. Goodbar, director of the Radio Survey Committee, presented the awards. Miss Belle C. Howard is chairman of the Radio Committee.

Ohio State U Catalogs Recorded School Series

CONDUCTING an appraisal of transcribed educational features, similar to that of school film libraries, the Evaluation of School Broadcasts at Ohio State U has received more than 400 recordings and transcriptions of educational nature from manufacturers and producers, according to Dr. I. Keith Taylor, director of the project. It is planned to include the discs in a catalog to be issued this summer. The study was undertaken at the suggestion of Emily Haley, of the American Assn. of School Film Librarians.

J. R. Miles, conducting the appraisal study, is being aided by outside experts. Offerings are judged on the basis of content, structure, mechanical details, authenticity, timeliness and other points, with a final test of appeal and practical value to the teacher before a jury of school children. A synthesized evaluation is then to be compiled. The new catalog will be distributed to association members.

CHANGES in censorship regulations now allow Canadian broadcasters to report internal news, although it remains to be seen, in addition to English and French, the native tongues of Scotland and Wales, Gaelic and Welsh, according to the Canadian Broadcasting Corp. station relations department.

Cabinet Firm Spots

DECORATIVE CABINET Corp., New York, on May 20 started quarterly participation six times weekly in the Women's Matinee program on WGR, Buffalo, in the interests of E-Z-Do furniture. The company also participates in Ed Fitzgerald's six-times-weekly program on WOR, Newark, and may add further stations this summer. Relais Adv. Agency, New York, handles the account.

Movies Buying Radio Shows

Boris Morros, independent Hollywood film producer, has taken a notice picture rights option on the weekly half-hour program. He, the People, sponsored by General Foods Corp. (Stark Coffee) on Chase With Gabriel Heather and Barry von Zell featured, plans to make a picture based on the series. A major Hollywood film studio is also negotiating with Walter White, producer of the weekly half-hour Mutual-Den Lee network program, Nobody's Children, to base a picture on that sustaining series. Program originates from the Los Angeles Children's Home Society nursery.

HONEYMOONERS in California are Harry Wismer, sports announcer of WJR, Detroit, and his bride, the former Mary Elizabeth Bryant, a niece of Mrs. Henry Ford. They were married last month in the Martha Mary Chapel, which faces the Commons in Ford's famed Greenfield Village near Detroit.

John Rivers Buys WCSC

JOHN M. RIVERS, manager, will become complete owner of WCSC, Charleston, S. C., if the FCC approves an application filed May 23 for transfer of control from the Liberty Life Insurance Co., which also is licensee of WIS, Columbia, S. C. Mr. Rivers will acquire the station from the insurance company for $115,900. It is understood no change in the status of WIS, managed by G. Richard Shatto, is contemplated.

WCAD Lease Deal Dropped

PROPOSED lease of WCAD, Canton, N. Y., acquired several years ago by the Watertown (N. Y.) Times, has been relinquished and the newspaper has applied to the FCC for a new 500-watt station in Watertown on 1270 kc. The publisher of the Times, a trustee of St. Lawrence University, licensee of WCAD, had taken the lease on the station and had applied to the FCC for authority to move into Watertown. The deal was held up by litigation involving various other conflicting applications for facilities in Watertown.
Moosic

"MY COWS like to listen to the radio, and they give more milk when listening," reported J. H. Raspberry, Moosic, Pa. An old Nebraska farmer, recently, to Art Thomas, manager of WJAG, Norfolk, Neb. "I have had a radio in my barn for four years and turn it on when I go to feed the cows. When it is time to milk, I turn up my radio. The cows in the yard hear it and, without any call from me, come out of the barn to be milked. About a year ago, the radio was out of order for about two weeks, and the cows gave less milk than usual. I told the repair man it was a burr to the repairman, as it was costing me money every day it was out of order. One day he had to give up one of my sets, it would not be the one in the barn. I believe it would pay me to buy some cows, to buy a set for the barn."

New York City Adopts Drug-Cosmetic Penalty

FAILURE to change advertising copies — with the cooperation of the Commissioner of Health of New York City that he considers the advertising of any drug, device or cosmetic false or misleading, exposes a broadcaster, publisher or advertiser to a fine up to $500 or imprisonment up to one year or both under a new Article 8 of the city's Sanitary Code, which became effective November 1. The article, which was adopted without hearing of any kind, contains among its list of prohibited acts, the following, which is sub-section 12 of section 133:

12. The dissemination of any advertisement, such as a script, print or other device, which is false or misleading. No publisher, radio broadcast licensee, advertising agency, or agency or medium for the dissemination of advertising, except the manufacturer, packer, distributor or seller of the merchandise to which such advertising relates, shall be debarred from publishing or disseminating such advertising by reason of the dissemination of the bill by him of any falsity or of its being misleading, advertisement, unless he (a) has refused, on the request of the Department of Health, to withdraw or change the advertisement in writing with the name and post office address of the manufacturer, packer, distributor, seller or advertising agency, who caused him to disseminate such advertisement, or (b) he continues disseminating such false or misleading advertisement for 5 days after service upon him, exclusive of the day of service, of a notice by the commissioner of health to discontinue disseminating the false or misleading material contained in the advertisement. Service of such notice may be made either (1) by delivering a copy thereof to the person to be served, or to a partnership in which the person to be served is a partner, or (2) by mailing a copy thereof to the principal residence or post office or place of business of such person, partnership, or corporation; or (3) by registering and mailing a copy thereof to such person, partnership, or corporation at his or its principal place of business.

ACA ANSWERS DIES COMMUNIST CHARGE


Mr. Darlington protested purported "disturbations and mistak- enments of fact" of Chairman Dies in a radio speech alluding to testimony of Fred Howe, former secretary of ACA Local No. 2. Mr. Dies had referred to statements purportedly made by Mr. Howe of the existence of about 150 Communist agents in ACA, particularly among ship operators.

Mr. Darlington protested what he described as the "inference created in the public mind by the radio speaker's reference to the Fifth Column entrenching itself in certain labor unions, although the speech singled out ACA for special attention."

He asked why the rebuttal testimony of Mervyn Ratborne, ACA president, "in referring to the wild re- marks that Mr. Dies chose to quote" was not given at least equal weight. He said that the incident bears all the earmark of a "union-busting" expedition.

Fire at WMAQ Controls

PIER which broke out in the power control panel of the WMAQ transmitter at Bloomingdale, Ill., on May 22 put the station off the air 20 minutes, from 10:56 to 11:24 a.m. Three programs, "Guiding Light," "Kitty Kean," and "The O'Neill's," were affected. The actual blaze was under control in five minutes due to quick work with the chemical extinguishers by W. C. Lindsay and F. E. Fitzgerald, engineers. Cause of the fire has not been determined. Actual damage to control panel was slight.

RCA MPG, Co., Camden, N. J., has announced the sale of the following equipment: "WAVE, Louisville, 5-DX transmitter, contingent on FCC approval; WTTT, Hartford, 250-K 250-watt transmitter, contingent; General Electric, Boston, 100-watt transmitter; WHUB, Cookeville, Tenn., 250-K transmitter.

WMBG, Richmond, Va., has installed its new 5,000-watt RCA 5-D trans- missioners, and is now installing an RCA 1,000-watt emergency transmitter. The station also has installed an emergency 20,000-watt KR Wilson generating plant at the transmitter, and a 2,500-watt Elevon generator has been ordered for studio emergencies.

1000-STREAMLINED

Watts (daytime)

"In the Heart of the Motor Industry"

PONTIAC—MICHIGAN
HERBERT M. HUCKE, former communication engineer with the Civil Aeronautics Authority, has been appointed manager of aviation radio sales of RCA Mfg. Co., Camden. Mr. Huckle, a graduate of the Polytechnic College of Engineering of Oakland, joined the RCA sales staff in San Francisco, later acting as sales representative for RCA radio tubes in coast cities. In 1931, he was appointed a radio engineer of Pacific Air Transport, and in 1935 became chief communications engineer of United Air Lines.

MELVIN STICKLE has succeeded George Luckey as chief engineer and Bryant Wyre has been added to the engineering staff of WORL, Boston. Luckey has gone to Los Angeles on a two-month leave of absence.

RICHARD A. RATH, formerly control operator of WBNY, Buffalo, is now communications operator with Civil Aeronautics Authority at Pendleton, N. D.

W. H. ALLEN, RCA territorial representative in the New York area for tubes and parts, has been transferred to RCA’s Camden headquarters to assist Fred D. Wilson, manager of field sales activities.

OLIVER H. MACKLEY, formerly of the WMBD, Peoria, engineering staff, on May 27 joined RCA as factory representative covering ten midwestern States.

PAUL G. FRITSCHEL, General Electric engineer, on May 25 addressed the Cleveland section of the Institute of Radio Engineers and presented an FM demonstration.

Two small RCA FM transmitters and Stromberg-Carlson and RCA home receivers were used in the demonstration.

BLAIRE THORN, formerly of WPG, Atlantic City, and Bill Watson have joined the engineering staff of WTRY, Troy, N. Y.

JAMES McBRIIDE, of the engineering staff of WABG, Richmond, Va., and Lillian Pierce recently announced their engagement.

JIM FORD has joined the engineering staff of WHN, Fairmont, W. Va., succeeding Joe Harr, who resigned to become chief projectionist at the new Lee Theatre in Fairmount.

AL PECOLA, engineer of WHK-WCLE, Cleveland, is the father of a girl born May 15.

ROBERT HOPPER, engineer of KTSA, San Antonio, is the father of a boy born early in May.

FLOYD JONES has been added to the technical staff of WFRM, Indianapolis, as relief engineer.

JAMES R. BIRD, control operator of Texas State Network, on May 19 married Jane Collins.

ROBERT DohART, engineer of WGBH, Boston, is the father of a girl born May 20.

HARRY BUBECK, sound effects man of NBC-Chicago, is the father of a girl born May 22.

MOHRIS BERTSCH, formerly with KQW, San Jose, and KFBK, Sacramento, has joined the engineering staff of KYA, San Francisco for vacation relief.

LYMAN SWENSEN, WCCO, Minneapolis, engineer, is the father of a baby boy, David, born in late May.

ONE of those mixups that sometimes occur for no explicable reason popped up in connection with the broadcast of President Roosevelt’s message to Congress May 15. WHN, New York independent station, had arranged to pick up the address from NBC.

About five minutes before the scheduled time, WHN engineers heard a voice on their NBC channel say, “We take you now to the White House”, and although that seemed like a last-minute change in plans, they immediately put it on the air. For the next few minutes they listened with bewilderment as the President talked, not about the war, but of the drought and of farm conditions.

When he at length referred to “tomorrow” as Labor Day, they checked NBC and discovered that by error WHN had been receiving a record of a talk made several years ago which NBC was playing for a professor from Purdue U., who was making a study of the presidential voice. NBC immediately switched WHN to the right channel, just in time for them to get the introduction of the President in person before he began his request for a special appropriation for national defense.

Gates American Corporation

ATTENTION!!

100 - 250 WATTERS

For the first time in the history of the radio industry Gates American has designed and manufactured a complete 100 and 250 watt broadcast transmitter that sells for less money than the parts cost plus a small amount of labor for a composite transmitter.

This simply means that those broadcasters both new and old that would otherwise build their transmitters to save can now buy the Gates S251 Economy Transmitter completely built, with all research taken care of, with a one year guarantee and have a transmitter that is as modern as tomorrow for no more money than composite transmitter cost.

With the North American Allocations Treaty now a reality, established stations needing new equipment will want to investigate the S251, while new broadcasters will welcome the economy in purchase offered by the Gates S251 Economy Line of broadcast transmitters.
FM Order Seen As Facsimile Aid

Finch Looks for Quick Growth Following Action by FCC

SWIFT expansion of facsimile, by virtue of the FCC’s action May 20 in allocating 12 new FM channels, was predicted May 21 by W. G. H. Finch, president of Finch Telecommunications Inc. and former assistant chief engineer of the FCC.

By authorizing commercial FM on wide-band FM, Mr. Finch pointed out that multiplexing of facsimile transmissions simultaneously on the same channel without interference, immediately becomes possible. He predicted that with the development of FM, application of facsimile to every-day broadcasting and public use can be expected.

Sees Quick Growth

The inventor of his own system of facsimile, Mr. Finch has operated K2XBF in New York since 1935, transmitting facsimile experimentally. Since then his company has licensed over 30 manufacturers for experimental facsimile, including several 50,000 watters.

In 1937, Mr. Finch said, “the National Resources Committee included facsimile transmission as one of the few very important inventions at that time which might soon be widely used with resultant significant social influence. They forecast, at that time, that the new invention in the field of communication seemed likely to be commonplace even within our lifetime. This present development is hailed by our company, pioneers and dominant factors in the field of facsimile transmission, because we expect that every-day broadcasting will become a commonplace within the space of a lifetime, but within a space which can be measured by months.”

GE Demonstrator for FM

TO DEMONSTRATE the merits of FM, General Electric Co. has designed for its dealers a standard receiver, equipped for both AM and FM reception, which includes both record players and electric radio receiver in a cabinet.

When you see the Above Coat of Arms
You Think of Nova Scotia
When You Think of Nova Scotia
You Must Think of
The Key Station of the Maritimes at Halifax
Rep: WEED & CO.

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FM Advocates and Pioneers Hail Action of the FCC

M. EDWIN H. ARMSTRONG
Inventor of FM

This decision means a new era in practical broadcasting. Those who took part in the proceedings in which the status of FM was examined last March by the Commission felt at that time the readiness of the system for public use had been established beyond question. The prompt recognition of this fact by the Commission and the provision of the necessary frequency space to permit the system to expand mean that before the summer’s end many sections of the country will have the benefit of radio without static. It means that the manufacturers and users will now proceed with certainty along a well-defined path which will lead to new high standard receivers and a most tremendous production.

DR. W. R. G. BAKER
Managing Director, Wave Dept.
General Electric Co.

As one of the pioneers in the development, design and manufacture of frequency modulation transmitters and receivers, General Electric is greatly interested in the decision of the FCC to allocate a definite frequency band to this new system of broadcasting. It also presents an opportunity to the system for expansion without the necessity of making any changes in existing circuits. Those who take part in this decision of the FCC can well understand further research and improvement of frequency modulation systems.

FRANKLIN M. DOOLITTLE
President, WOR, Hartford

The Commission’s decision clears the way for a radio broadcasting service of a new order of excellence. Frequency modulation will provide stationarity, high quality radio reception to countless listeners who now receive only intermittent radio service. The broadcasters of the country now have the opportunity of giving the public the benefits of Maj. Armstrong’s epoch-making invention.

JOHN V. L. HOGAN
President, WOR, Chicago

Opening up of new channels for FM broadcasting offers a tremendous opportunity to supplement the present radio service. It also presents an opportunity for the furtherance of facsimile broadcasting, both with the “multiplex” method of simultaneous and facsimile transmission on the same channel. Transmission of facsimile will have a tremendous influence on the American people in the years to come.

FM PIONEERS who are fashioning the future of the new commercial aural broadcasting medium, as they conferred during the history-making hearings before the FCC March 18-28, have this wish fulfilled in the ruling of the case. The executive committee met in New York, together with chief engineers, to consider the FCC’s decision.

Dr. C. M. Jansky’s, consulting engineer; John V. L. Hogan, consulting engineer; and Paul deMars, technical director, Yankee Network.

RCA’s FM Policy Being Formulated

While RCA has made no formal announcement regarding its plans in connection with FM, it is reliably reported that the company will participate in the development, including transmitter and receiver set manufacture, as well as in FM transmission through its subsidiary, NBC.

Jewel Stores Quiz

JEWEL FOOD STORES, Chicago, on May 24 started a 25-week sponsorship of Melody Postman, program featuring a musical quiz game, on WMAQ, Chicago NBC-Red affiliate, Fridays, 8:45-7 p.m. (CST). McJunkin Adv. Co., Chicago, handles the account.

Jewel Stores Quiz

JEWEL FOOD STORES, Chicago, on May 24 started a 25-week sponsorship of Melody Postman, program featuring a musical quiz game, on WMAQ, Chicago NBC-Red affiliate, Fridays, 8:45-7 p.m. (CST). McJunkin Adv. Co., Chicago, handles the account.

ELMAN SUES Film Firms

DAVE ELMAN, producer of the Hobbs-Lobby programs, recently sponsored on CBS by Fels & Co., on May 15 filed suit for damages and an accounting of profits against Warner Bros. and National Screen Service in New York Supreme Court, claiming that film ”Every Day” produced by Elman violates his program in its presentation and "unfairly competes” with the program.

BROADCASTING • Broadcast Advertising
When we say that Stromberg-Carlson is ready with a complete line of FM receivers, we mean this in the full sense of the words. Ready with a complete selection of radio and radio-phonograph models in a wide price range! Ready with completely seasoned merchandise that has again and again proved its worth in demonstrations before radio engineers, the press and the FCC itself!

The very fact that Stromberg-Carlson FM receivers have been repeatedly selected to demonstrate Frequency Modulation reception before such critical and authoritative groups is indisputable evidence of Stromberg-Carlson’s leadership in this new field.

When Stromberg-Carlson should occupy such a position is only natural. No other radio manufacturer has had such long and varied experience in the making of instruments for the transmission and reception of sound. And no other manufacturer can match Stromberg-Carlson’s months of successful manufacture of FM receivers.

All Stromberg-Carlson FM equipment is licensed under Armstrong Wide-Swing Frequency Modulation patents.
Dedicated to the progress of American aviation, WCAU, Philadelphia, on June 15 will start an extensive public service promotion to foster air-mindedness. According to Dr. Leon Levy, WCAU president, the project will include establishing a new department at the station to handle various activities expected to grow from the undertaking.

Present plans call for a WCAU Aviation Club to aid amateur flyers, with a special junior division for youngsters of model aircraft age, a permanent exhibit of aviation materials in the WCAU Bldg. and inauguration of two weekly broadcast series—a visual club meeting on Saturday mornings for youngsters and a Saturday evening program for adults. The project already has been assured cooperation of the four major airlines operating out of Philadelphia, the Civil Aeronautics Authority, Army, Navy and Waite Guard, Philadelphia Model Airplane Assn. and flying and ground schools in the Philadelphia area.

Quaker City Quiz

NEW musical stump-the-experts show, Let's Face the Music, starts June 1 on WCAU, Philadelphia, under sponsorship of the Philadelphia Record, which also sponsors another of the WCAU's many "WIP" shows. Conductors and guest experts each week, with Ed Schloss, Record music critic, as "teacher" and Jimmy Craven, of the Record, and Dr. Guy Marriner, Franklin Loan Director of music, as regular experts.

Religious Roundup

SUPPLEMENTING its CBS religious broadcasts, WCCO, Minneapolis, in mid-May started a quarter-hour local religious feature, Religious Roundup, under auspices of the Minneapolis and St. Paul Round Tables of the Institute of Religion and Business. With Rev. Carl F. Zietlow, executive secretary of the Minneapolis organization as reporter on the program, the series features the activities of Twin City and State religious groups.

Mere Man Speaks Up

KARM, Fresno, Cal., recently launched a show, Notes for Milady, which features music and comment on home economics, fashions and feminine subjects from a man's point of view. Jack Clawson, KARM musical director, is mc on the program, which is released Monday through Friday.

Rhythmic Solace

A SERIES of programs devoted to poetic readings with organ background, featuring Allen Franklin of the WJZ broadcast staff, has made its debut on WJBD, Chicago. Allen writes all material used on the broadcasts. Series is titled Cozy Corner.

Dial Trouble

COLLABORATING with the Radio Servicemen's Assn. of Utah, KLO, Ogden, has started a weekly quarter-hour, Behind the Dial, presenting transcribed music and layman's explanations of what goes on behind the radio dial and what happens when something goes wrong. Theme of the program is "Call your radio serviceman for better service from your radio." Bill Klimer writes and produces.

National Commercial "plug" was inserted on a recent Man on the Street program, which Ward Adams (left) conducts on WRVA, Richmond, Va., for Streitman Biscuit Co. Before Ward, Adams gave several youngsters samples of the sponsor's product. When time came for the commercial "plug," Ward substituted the spontaneous natural comment of the sample—here commenting on a "redo" sample.

Rural Arizona

THE Arizona Farmer, Phoenix, only farm newspaper published in that State, in late May started a five-week half-hour program, Dinner Bell, on 3 Arizona Network stations. Series originates from KOY, Phoenix, with Lea Mawhiney as producer. Besides an array of singers and musicians, plus a cowboy band, the secretary of the State Farm Bureau is featured on Sundays, with the broadcast originating from Arizona U on Tuesdays. The Arizona Cattle Feeders Assoc., appears on Thursdays. The Arizona Wool Growers Assn., featured on Fridays. Ernest Douglas, editor of The Arizona Farmer, appears thrice-weekly.

Radio Editors' Quiz

C. J. INGRAM, radio editor of the Jersey Journal, Jersey City, has been selected as m.c. for the new quiz program currently being prepared by Hyia Kicsales, general manager of WOV, New York, in which 35 radio editors in the New York area will have an opportunity to answer questions about the broadcasting business. Three radio editors will be scheduled each week to answer the questions submitted by listeners. According to WOV, several sponsors are interested in the program, details of which will not be announced until later in June.

Baby Royalty

BIRTHS are heralded in regal setting, with fanfare and ceremony, including appropriate individual sonnets by the Royal Post and other court functionaries, on the daily quarter-hour, His Majesty, the Baby, on WSPD, Toledo, O.
Power of Youth

FOUR local high school students with an idea now have their own commercial program. Youth at Work, WORC, Worcester, Mass., sponsored by L. F. Harris Inc., local Chrysler distributor, selling the station on the idea that a program about youth, by youth, and for youth would draw listeners, the lads produced their first show along those lines and got a sustaining spot on the station. Recently they got their sponsor. The program consists of interviews with young people in the news, those with unusual hobbies or talents, or human interest stories about girls and boys, along with sports and school news. The production quartette includes Donald Klein, announcer, Earle McCall, sports commentator, George Baxter, who handles interviews, and Roger Perry, covering local news.

At the Grange

COVERING various Grange meetings in Southern Wisconsin, with its portable recording equipment, WCLO, Janesville, Wis., has started A Night at the Grange on a weekly basis under sponsorship of the Harris Stores, of Janesville and Beloit. With Lyell Ludwig as m.c., the program includes a 30-minute program in quizzes of Grange members and commercials by the sponsor's personal representatives.

*  *  *

Bank's Night

EXCELLENT goodwill builder for Nashville Trust Co., is its sponsorship over WSIX of Tonight in Nashville, featuring announcements of city activities, movie shows, etc., between classical and semi-classical compositions. Same bank also sponsors daily Transradio new flashes, and has installed a printer in its lobby which is attracting considerable attention.

*  *  *

Cars by Carter

ON THE three-weekly five-minute Auto Biography program on WTRY, Troy, N. Y., used cars on the lot of Spence, Frank A. Rich- ter, DeSoto-Plymouth dealer, are interviewed by Nick Carter. The cars relate their qualifications and prices in different voices, all by Carter.

Screen Test

RADIO "screen test" in the form of three brief scenes from moving pictures currently playing started May 17 on CKCL, Toronto, under sponsorship of Dad's Cookie Co. Ltd. Prizes totaling $25 are awarded weekly to the first persons identifying the three scenes enacted. The program is produced by Radio Centre Ltd., Toronto.

Young Folks' Stories

COOPERATING with the American Youth Commission, NBC-Blue on June 3 will start a series of six ten-minute dramas on youth problems, Youth Tells Its Story. First portion of the programs will dramatize the negative aspects of a particular problem, afterward switching to a city where that problem has been successfully met.

Enter the Phone

LISTENER-AUDIENCE participation by telephone is the newest development on The Peoples' Forum, weekly informal round-table discussion on WMBD, Peoria, Ill. Listeners are invited to take part in discussing timely questions of local interest and of controversial nature. Comments are interceded during half-hour program while four representative men and women of Peoria take part in regular round-table.  *  *  *

Ships Reports

WLS, Chicago, in cooperation with the U. S. Weather Bureau, is sending out reports on wind, weather, barometric pressure and sailing precautions each day at 11:35 a.m. for the benefit of ships on Lake Michigan.

Although our Red River Valley occupies only one-third of North Dakota, our hayseeds pay 54.2% of all sales taxes in the State! Blessed with a soil and climate which produce the largest farm incomes, the people around Fargo lead the whole Northwest in the happy habit of converting earned money into turned money.

Give your sales message to WDAY, the only chain station covering the whole Valley... and know that you are reaching all the listening buyers in the territory!
Bull Session Votes on Chairman
FOURS nominations for 1940-41 chair-
mans of the New York Broadcasters’
Bull Session were voted on by mem-
bers at the example May 23 luncheon.
Names include John Hynes, Lord
& Thomas; Arthur Sinzheimer, Peck
Adv. Agency; William Mailefert, Compton Adv.; Richard Nicholls,
Horse International. Winner will be
announced June 26 at the final meet-
ing of the current season. Harrell
Spencer, manager of the EP special
service bureau, at the May 22 meet-
ing described the collection of war
news abroad.

General Foods Pondering
New MGM Talent Show
GENERAL FOODS Corp. New
York, through Benton & Bowles,
that city, is again showing interest
in an MGM studio-built radio show
and is reported to hold an option
on a buy of film talent for
Maxwell House coffee. Price is
said to be around $21,000 weekly,
with all MGM film talent at dis-
posal of General Foods except
Norma Shearer and Greta Garbo.
Although Hollywood executives of
Benton & Bowles deny such a deal
is in the making, it is known that
Tom Revere, agency radio director,
when in Hollywood during May
was in conference with Louis Re
Sydney and other film studio of-
ficials.

General Foods Corp. formerly
sponsored an MGM produced show
for Maxwell House coffee, but the
film studio severed the association
last year when exhibitors squawked,
declaring the radio series cut into
box office attendance. It is further
reported in Hollywood that the cur-
tent NBC Good News of 1940,
sponsored by Maxwell House coffee,
will take a summer lay-off for four
or five weeks, either in late July
or early August. It is generally
believed that the present series
will not be returned to the network,
but will be replaced by the MGM
produced show.

PHILADELPHIA'S
BEST SELLER!

Win
Friends
Influence
Listeners

For Low Cost
Circulation
Buy WFIL

WFIL is Philadelphia's only station offering
a balanced radio diet to listeners. No
torose “endless” blocks of dramatic
shows, no nerve-knocking recorded musical
hours, no hour by hour baseball monol-
ogues. That's why WFIL is rating higher
and higher in recent surveys. Let WFIL
"Win Friends and Influence Listeners"
for your product.

ROBSON IS NAMED
HOLINER SUCCESSOR

MANN HOLINER, for 3½ years
president of Broadcast Advertising
& Research Inc., resigned in mid-May and has been
succeeded by William N. Robson,
director of the firm's research
services sponsored by Lever Bros.
(Rinso). Robert Orr, New York
Broadcasting & Research director
in Hollywood to install Robson in
his new position and make other
additions and changes in person-
nel. Holiner, after a brief vacation,
will announce a new agency affili-
ation.

Herb Polesie has taken over produc-
tion of the weekly NBC Don
Ameche Show, sponsored by P.
L. Gage & Co., to be produced
by Holiner, along with his other
agency duties. Jay Clark continues
as producer of the weekly
NBC Woodbury Hollywood Play-
house, sponsored by Andrew Jer-
gens Co., until Robson is free of
his current assignment with Gage & Ryan
as producer of Big Town, which
discontinues for the summer fol-
ing the death of John V. Cahn.
Clark, after vacationing, will be
transferred to the agency's New
York office as executive of that
division, taking over about July 1.
It is expected that Robson will then
make takeover of production of the
Woodbury Hollywood Playhouse
series, along with his other
agency duties. Richard A. Diggs
has been added to the agency's Hollywood
staff in a newly-created editorial
post to function on both the Wood-
bury Hollywood Playhouse and Don
Ameche Show. He has been a story
creator with various major Holly-
wood film studios.

FTC Stipulations

The Federal Trade Commission
announced May 23 that Nestle-Le-
Merr Co., New York, has entered
into a stipulation in which it agrees
to cease and desist with advertising rep-
resentations for Nestle Colorine and
Nestle Shampoo. The FTC also
has received stipulations from Van
Sant, Dugdale & Co., Baltimore
advertising agency, to cease mak-
ing non-member claims for Bliss
Native Herbs Tablets in advertising
disseminated by it; F. B. Wash-
ter, Brooklyn Candy Company, Mass.,
to cease certain representations for
his candy bars; American Tele-
vision & Radio Co. St. Paul,
to cease certain representations for its
electrical goods.

Heater for 'Liberty'

MACFADDEN PUBLICATIONS,
New York, on May 23 started a 26-
week mail order campaign using twice-weekly news analy-
sis programs by Gabriel Heather on
WBS. Programs are heard Thurs-
days and Saturdays at 8:15 p. m.
on WOR, Newark; WAAB, Boston;
WHK, Cleveland; WBL, Balti-
more, and WQON, New York.
WGN carries the Thursday program
at 9:15 p.m. Agency is Erwin, Wasey

COMPLETE transcript of the radio
session of the recent National Retail
Dry Goods Assn. convention (Bua-
casting 1) has been published by
the NRDGA and is available at
$1.50 a copy for members and $2.50
for non-members. Sales to some 250
radio stations are reported by
NRDGA.
Adams & Adams Founded As Station, Talent Rep.  

Adams & Adams, New York station and talent representatives organized in April by Jack T. Adams, former executive of the Transcontinental Broadcasting System, has announced the list of stations it represents as follows: WJW, New Orleans; WMMC, Detroit; WMBO, Auburn, N. Y.; WJW, Spartanburg, S. C.; KPOX, Long Beach, Cal.; KDRO, Sedalia, Mo.; KCMO, Kansas City; WJIM, Lansing, Mich.; KFJS, Marysville, Calif.; WGNO, Gastonia, N. C.; WHBQ, Memphis. It also announces representation of the stations making up the North Central Broadcasting System, with headquarters in St. Paul, they are: the projected new local, WINX, Washington, D. C.

The company also represents Arthur Godfrey, currently sponsored on MBS Carnation Milk Co. and via transcription by P. Lorillard Co.; Stella Unger, sponsored on WEAP, New York, by Borden Farm Products, and is presenting for sale Tele-Quiz and Exam-Session.

Novachord Sales Discs Are Sent 200 Stations

AN ORTHO-ACOUSTIC transcription employing the voices of three announcers and featuring Collins Driggs, novachordist, has been sent to 200 station managers and program directors by Hammond Instrument Co., Chicago. The promotional campaign is an attempt to bring the Novachord, electronic instrument invented by Laurens Hammond, to the attention of broadcasters. Durward Kirby, Norman Ross and Ford Pearson are announcers.

The 16-inch reversible transcription, playing 15½ minutes, combines a sales demonstration on one side with a free broadcast of tax-free music on the reverse. Transcription is handled much like a program, with Kirby introducing Ross who discusses the many tonal effects of which the Novachord is capable while Driggs illustrates his points by musical excerpts. The announcers are from Interlude, from Cavallina Rusticana to On the Beach at Wauketo in arrangements simulating the violin, cello, string ensemble, banjo, woodwinds, guitar, reed organ, harpsichord and clavichord, brass, music box, swing band, celeste and vibraphone. Pearson sums up the presentation by inviting listeners to hear four selections on reverse side.

Stays in Summer

THE analytical programs of Dr. Roland Greens Usher, noted historian and author of Washington U, St. Louis, will be continued during the summer vacation period by KSD, St. Louis. Dr. Usher's interesting presentations of current news have developed a wide following and he has accepted popular demand for continued discussions. He is author of a manuscript history of the World War. Other Washington U educational series will be discontinued as usual.

Arthur Hull Hayes, sales manager of WABC, New York (center), holds a reunion with Free- man Greend at right, and Change Correll, old friends of early Chicago radio days, as the famous "Tom & Andy" team visited New York in latter May from their Hollywood headquarters. On the trip they made a personal appearance broadcast before 8,000 employees of their CBS sponsor, Campbell Soup Co., who with their families crowded the Camden, N. J., plant for the occasion.

Representatives

EDWARD PETRY & Co., has moved its Los Angeles office to 801 W. Fifth St. Chester G. Matson is Southern California manager.

HOWARD L SCHRABER, for the last five years with CBS Radio Sales, and previously on the CBS production staff, has been appointed sales service manager for California.


JOHN BLAIR & Co., has appointed C. J. Krause of Pittsburgh, Pa., as exclusive national representative.

Bireley's Placing

BIRELEY'S Inc, Hollywood (orangeside), through Raymond R. Morgan Co., that city, in a 13-week campaign started May 26, is using three spot announcements daily on WACO, Waco, Tex., for four weeks reducing the number to two a day for the second four weeks. One spot daily will be used following four weeks, with a total of 12 in the final seven days of the contract. A similar schedule will be used on WJSJ, Winston-Salem, N. C., starting June 2. Other stations will also be added to the list.

AGENCY

RUSSELL MILLER MILLING CO., Minneapolis, to N. W. Ayer & Son, Chicago.


TOURNEAU WATCH Co., Paris and New York, to Grant & Waddell Press Co., New York. Radio may be used later this year.

MILLER CEREAL MILLS, Omaha (cereals), to Allen & Reynolds, Omaha, effective June 1.


ANTRELL LABORATORIES, Los Angeles (insecticide), to Brischler, Davis & Staff, Los Angeles.

AMERICAN TRUCKING Assn., Washington, to Bow Co., N. Y.

EMERSON RADIO & PHONOGRAPH Co., N. Y., to Buchanan & Co. N. Y.


LOS ANGELES SARATOGIA Chip & Pretzel Co., Vernon, Cal. (food products), to Glasser Adv. Agency. Los Angeles radio being considered along with other media.

SCHICK DRY SHAVER, New York to Rodgers & Rodgers, Inc., New York. No advertising plans have been formulated as yet.


KRUZER BEVERAGE Co., Newark, to A. W. Lewis Co., Newark.


BAVARIAN BREWING Co., Covington, Ky., to the Keeler & Stites Co., Cincinnati.

Fancies Flee!

IN PHILADELPHIA'S RICH MARKET

These four acres in coverage are held by WPEN. Our English, Italian, Jewish and Polish programs bring "ground alon" returns to advertisers who play WPEN's hand. Make this your winning combination, too.

WPEN PHILA.

5,000 WATTS

WVWA

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO • National Representatives

BROADCASTING • Broadcast Advertising

June 1, 1940 • Page 81
WITH 1939 renewal business on WOR, Newark, totaling 79% of the station’s business and renewal figure for the first 15 weeks of 1940 running 19% ahead of the same 1938 period. WOR ran on benefit for its sales as a drive for new business, which ended April 15 with results of nearly $100,000. During the drive solicitations were made of 335 different accounts of its agencies, resulting in sales to 15 new accounts. Winner of the first prize was a Cavanaugh hat, Bob Smith, while winners of weekly hillfords were Jack R. Lowe, Theodore W. Herbst, George Schmidt, Robert J. Smith and Ottis P. Williams.

Radio poem, "They Fly Through the Air with the Greatest of Ease," written by Norman Corwin and broadcast on the CBS Boys Without Music and Columbia Workshop programs, recently was produced in German on WGN, Brooklyn. The German version, dealing with the horror of airbone wailing, was written by Corwin during the Spanish Civil war, and was prepared by the radio division of the German American Writers Assn., of which Thomas Mann is president, and broadcast in conjunction with the station’s weekly "God’s Country series.

TO ACQUAINT the public with Army air activities, WHN, New York, has started a weekly program, "Journey With Wings," under the direction of Lt. John J. Dorf of the Army Air Corps at Mitchell Field. WHN has also added five-minute news periods at its opening at 6 a.m. and its signoff at 3 a.m. in addition to its already extensive news schedule.

T. O. WILKUND, in charge of special events for Canada’s Canadian Broadcasting Corporation, is now the chief engineer of CBC, Montreal. WILKUND, while visitors of weekly hillfords were Jack R. Lowe, Theodore W. Herbst, George Schmidt, Robert J. Smith and Ottis P. Williams.

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KSTP, St. Paul, has installed a shortwave receiver in its transmitter house at Des Moines, Iowa, which constantly is tuned to European stations for war information. The material is piped on a special line to a control room in Chicago where portions most suitable for broadcast are chosen.

WJJD, Chicago, has installed three shortwave receivers in its transmitter house at Des Moines, Iowa, which constantly is tuned to European stations for war information. The material is piped on a special line to a control room in Chicago where portions most suitable for broadcast are chosen.

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Cleveland Board of Education, operating WBOA, a shortwave educational station in Cleveland, has published its report on the 1938-39 activities of the station in a paper-bound book. The printed volume incorporates information about the station, complete with a graphic report on the educational and technical operations involved.
THREE-MINUTE newscasts have been started four times daily, in addition to daily 11-minute newscasts on the Canadian Broadcasting Corp. national network, to take care of additional war news. CBS Press and British United Press news bulletins prepared by the cooperation of the owned-press association for an annual $20,000 fee. There has been a considerable increase in recent weeks of locally supplied newscasts on Canadian stations using Transradio Press and British United Press services.

WCBS, Springfield, Ill., has completed plans for a special broadcasting studio on the fairgrounds of the Illinois State Fair to be held in August. Last week WCBS shipped 35 new microphones to more than 30 other stations for use during Fair Week. Contracts for 35 programs have already been received. WCBS also arranged a trade deal with five local theatres for screen trailers advertising the station's feature programs; theatres will use spot announcements. WDSX, Salem, Mass., has announced that on June 17 it will open a new remote studio at Lynn, Mass. The WQ-equipped studios, to be located in Central Square, will be managed by George Carey, of the present WDSX staff.

CHILDREN of members of Congress displayed their talents during the annual Congressional Children’s Program, originated May 10 for NBC, Blue-line by WMAL, Washington. The program originated from Congressional Women’s Club and featured Mrs. and Mrs. Claude Ward, co-chair woman of the National Children’s Frolic. Music for the program was furnished by the U. S. Marine Band.

L. R. WILSON, president and general manager of WCKY, Cincinnati, on May 18 ordered a stepup in news tempo on the station whereby all sustaining programs would be cut for news flashes where importance warranted. WCKY announced an all-singing feature in which members of the station’s staff were to give special training in giving war news bulletins briefly during station breaks. Foreign broadcasts were cut, and a cut in the number of local commercials are transcribed for rebroadcast in the next available period on the station.

WIG, Greensboro, N. C., early in May carried a series of 20 special programs on the NBC weekly Sports almanac week on which appeared 1,260 local school children. The programs included studio presentations as well as remote pickups from local college and high school auditoriums.

AS AN extra-curricular activity in English, history and dramatics, local high school students are participating in writing, directing and producing a series of three historical plays based on the life of President Andrew Johnson, a Raleigh native, to be heard on May 16, 19 and 23 of this month during Teachers’ Hour. The series are under general supervision of Ralph Burgin, WPTF dramatic director.

BROWN U. Providence, R. I., on May 17 announced addition of a new course in fundamentals of public speaking for 1940-41, to be conducted by Dr. Henry Lee Smith, also acting Columbia U. linguistic expert heard on MBS as conductor of Where Are You From?”

WMBD, Peoria, Ill., proclaimed May 17 as “Lilac Day” and was rewarded with more than a thousand lilacs. Staff members spent the day delivering the lilacs to city hospitals and schools.

A NEW five-weekly half-hour morning sustaining, Blue Network Varieties, was started May 29 on NBC-Pacific Blue network with Peter Potter, a CBS network star, and radio comedian, as m.c. In search of a better title, the network is offering 10 sets of chimes for best ones submitted. In addition to Potter, the daily program features Ben Gage, singing-announcer; Martha Tilton, singer; Ethel Henderson directing a novelty instrumental group, and guest talent. Myron Dutton is producer of the series. MBS for the second consecutive season will broadcast the Daniel Guggenheim Memorial Concerts by the Goldman Band twice weekly from Central Park, New York, starting June 19. Dr. Edwin Franko Goldman will conduct, assisted by his son, Richard.

MAUDE BENNETT, believed to be the only woman director of a major planetarium, is conducting the weekly Exploring Space programs, fourth group of CNS educational astronomical broadcasts, from the Adler Planetarium, Chicago. The series replaces Men Behind the Stars, which featured William H. Barton Jr. of the New York Hayden Planetarium.

KATE SMITH, whose noonday CNS programs sponsored by General Foods Corp. are broadcast from her New York apartment, is making a special studio built at her Lake Placid home, from which she can conduct her programs this summer.

ON A PURELY experimental basis, WOR, Newark, has set a new program policy with the start May 23 of a weekly program of recordings by Tommy Dorsey’s Orchestra, Thursdays, 9-9:30 a.m. Hereafter WOR has only aired electrical transmissions when programs broadcast were not live. The Dorsey program, titled Midnight in Morris, is the only one scheduled for a month’s presentation and is not available for sponsorship. George Hagan is the announcer.

KONC, Amariello, Tex., has invited pupils of local and rural schools in its listening area to make educational tours through its studios. Rural students come regularly each week, while local pupils visit, with teachers.

WEELY Sports School, featuring outstanding personalities from all fields in America, started May 1 on WATTS. Red, with Bill Sten commentator conducting from the Academy of Sports at the New York World’s Fair.

CROSSING a quiz contest with a man-on-the-street show, KROW, Oakland, Calif., has developed the Question Wheel under sponsorship of Money-Back Smith, local department store [Broadcasting, May 15]. The program is conducted by Bert Winn (left), who lets quizzers pick their own questions by spinning the numbered “question wheel” in the background.

Farms From Fans

TEXAS OWENS, singing range of WLW, Cincinnati, at the moment is spending part of his vacation inspecting three farms will to him during the last six years by listeners. Owens in 1934 inherited his first farm, located near Crab Orchard, Neb. The second is on the outskirts of Kansas City, and the third near Paris, Cal. All were bequests made by his fans while he was on the air. Program showswork out of KMBC, Kansas City. Since coming to Cincinnati some 40 months ago he has received cash gifts totaling over $300.

IN addition to pickups of special features, including addresses of President Roosevelt and Secretary of State Hull, during the Eighth American Scientific Congress, held in Washington May 10 to 18, by all three national networks, NBC and CBS independently presented special features to the Congress. NBC presented the NBC Symphony Orchestra, directed by Arthur Tousnuc, in a special concert at Constitution Hall on May 14, and later Geo. James, head of the board of the RCA, addressed the Congress. CBS participation was highlighted May 16 with a preview broadcast of its new School of the Air for America, to start in October as a regular showtime program for Western Hemisphere countries.

A PROFIT PRODUCER!

JOIN UP with WAIR! Make SURE your product has a maximum audience of locally money-spending, paying product! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!
FCC Orders Governing FM

Following are the formal orders (Nos. 67, 68 and 69) adopted by the FCC May 18 and announced May 22. In conjunction with the FM allocations:

ORDER NO. 67

A session of the FCC held at its offices in Washington, D. C., on the 18th day of May, 1940.

The Commission having under consideration the need of the various services for the use of certain frequencies in the bands 62000 kc. and higher;

WHEREAS, the Commission having determined as set forth in its report in Docket 441, that the assignment of 40 channels, each having a bandwidth of 250 kc., in the band 62000-66000 kc. for use by broadcast stations using frequency modulation, will promote the public convenience and interest and will serve public necessity; and

WHEREAS, the Commission has conducted studies and investigations and has secured full information as to the frequency allocation needs of certain other radio services, as more particularly indicated in Annex A, attached to and made a part of this order; and

WHEREAS, there are available for assignment to radio stations other than those belonging to and operated by the United States Government, in the bands 62000-66000 kc. and 115000-125000 kc. and

WHEREAS, the Commission has determined that in order to prevent interference between stations, to promote public convenience and interest and serve public necessity, it is necessary to provide for experimental use of frequencies and generally encourage the development of those effective use of radio in the public interest, and to carry out and make fully comply with the provisions of the Communications Act of 1934, as amended, changes are required in the allocation of frequencies as hereinafter provided:

IT IS ORDERED, that effective in the manner hereinafter set forth, the Rules and Regulations of the Commission be, and they are hereby amended as provided in Annex A.

IT IS FURTHER ORDERED, that unless the licensees of the stations as set forth in Annex A hereof, shall discontinue, within thirty days from the date hereof, a formal notice of the change in the allocation of the frequencies assigned to such stations as provided in this Order, such licensees shall be deemed to have consented to the change in such frequencies as provided in this order.

This order shall become effective immediately.

[Annex A, referred to above, lists frequencies in the range 41,000 to 162,000 as allocated under the orders dealing with FM. These assignments change in Appendices B and C of the General Rules and Regulations of the FCC. Annex A, referred to above, lists stations on a regional basis, and the frequency assignments of whose assignments are changed, pursuant to the order. Complete lists can be procured from the FCC.]

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A session of the FCC held at its offices in Washington, D. C., on the 18th day of May, 1940.

The Commission having under consideration the need of the various services for the use of certain frequencies in the bands 62000 kc. and higher;

WHEREAS, the re-allocation of frequencies in accordance with the provisions of Order No. 67 will require the dismissal without prejudice of certain pending applications for the use of frequencies no longer available for the class of station for which application has been made.

IT IS ORDERED, that the Secretary of the Commission be, and he is hereby directed to enter upon the records of the Commission a notation dismissing all of the pending applications, as set forth below, without prejudice, and to notify the applicants accordingly:

[Listed in the order are 168 pending applications for frequencies for FM and other stations in the frequency range affected, all of which are dismissed without prejudice.]

ORDER NO. 69

A session of the FCC held at its offices in Washington, D. C., on the 18th day of May, 1940.

The Commission having under consideration the need of the various services for the use of certain frequencies in the bands 62000 kc. and higher;

WHEREAS, the re-allocation of frequencies in accordance with the provisions of said Order No. 67 will require the cancellation of licenses of certain existing stations in accordance with the conditions contained in said licenses providing for cancellation thereof without notice or hearing upon order of the Commission; and

WHEREAS, applications are pending and may be filed for licenses or modifications of licenses authorizing the use of frequencies allocated by Order No. 67 or other applications may be disposed of by the Commission by January 1, 1941.

IT IS ORDERED, that the Secretary of the Commission be, and he is hereby directed to enter an entry in the records of the Commission cancelling the licenses of the stations, as set forth below, in accordance with the provisions of said licenses and authorizing the licensees of said stations to make such changes in the use of said licenses as are consistent with the provisions of the order of January 1, 1941. To prevent interference between the Canadian stations and the change of the Canadian stations as of that date.

Listed are 62 companies which hold licenses or construction permits for FM, television, facsimile and AM experimental operations whose status is affected by the new allocations.

Bushnell Back at CBC

ERNST L. BUSHNELL, general supervisor of programs for Canadian Broadcasting Corp., has returned to Toronto. CBC offices after several weeks in England supervising the plan of action for the CBC overseas units and a new mobile unit, being built to follow the Canadian forces overseas to keep home folks posted, is to be equipped with a standard military chassis, four-wheel drive, special military tires, and everything required for operation in the field. The unit is expected to be sent overseas shortly, in charge of A. W. Holmes, of the CBC engineering division, and will be used by CBC’s personnel now abroad, including R. T. Bowman, of the special events department; Commentators Jerry Woods and Gerard Arthur, and A. E. Allthor, who will assist Holmes in technical operation of the unit.

BMI Music on FM

USING music published by BMI, the studio ensemble of WDRC, Hartford, Conn., is presenting a daily 7-8 p.m. concert on WIXF, the station’s FM outlet. This is claimed by WDRC to be the first regularly scheduled live orchestral program over an FM station.

A NEW 250,000-watt local on 620 kc. in the metropolitan New York area, is being sponsored by Yonkers, V. W. GEPPERT, a regional manager of the North Jersey Ad. Co., in which 50% of the stock is held by Elvin H. Ullrich, of Union, N. J., a district judge, and Carl Schults, of Newark, a realtor.

REGIONAL, LOCAL POWER INCREASES

CONTINUING ITS policy of authorizing horizontal increases in power for regional and local stations where technically feasible, the FCC during latter May authorized a dozen power boosts, pursuant to Order No. 67. The first of these, which became effective last year.

KVI, Tacoma, and KFSD, San Diego, were given increases to 5,000 watts fulltime on their respective 570 and 600 kc. channels in decisions May 15. WABA, Mobile, was allowed a 10,000-watt power boost and WRLD, Pine Bluff, Ark., was granted a 500-watt increase. WSD, Des Moines, and WJFP, Herrin, Ill., were given 1,000-watt increases, along with authorization to move its transmitter location and install a vertical radiator.

Local stations authorized May 15 to increase hours of operation from daytime to unlimited time, with power boosts to 250 watts, were WQTO, Greensboro, N. C., and WHDL, Olean, N. Y. (authorized to shift from 1400 to 1420 kc.). Authorized to increase power to 250 watts fulltime were KTGN, Pine Bluff, Ark.; KDAL, Duluth, Minn.; KEUB, Price, Utah; WSAV, Savannah, Ga.; WJFP, Herrin, Ill., WRAJ, Reading, Pa.; KFXM, San Bernardino, Cal.

Educational Conference

“Radio’s Value to Education” will be the topic of a conference to be held at Washington State College at Pullman. Several nationally-known radio research men, including Dr. Leonard Power of the Federal Radio Education Committee, will be present. The conference is planned as a highlight of the station’s educational workshop, which combines class work in radio with actual experience at KWS, Pullman, Washington State College’s station. KWS, which employs an all-student announcing staff, will broadcast a 27-hour week throughout the summer, Director Kenneth Yeend announces.

Geppert Back on Air

GEPPERT STUDIOS, St. Louis, on June 21 will start a series of weekly quarter-hour shows on WMAQ, Chicago, titled Take A Picture. For 20 years an expert photographer, will conduct broadcasts which will be devoted to offering tips for amateurs and answering questions. Contract is for 26 weeks. Mitchell-Faust Ad., Chicago, handles the account.

$241 IDEA FREE TO TELEGRAM USERS!

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how you save! It uncovers huge waste and provides easy-to-follow plan to stop it!

For information about free telegraph cost analysis

Perry D. Albert, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

BROADCASTING • Broadcast Advertising
New FM System Developed by WE
Transmitter Line Introduced; Narrow Drift Is Claimed

NEW FM transmitting equipment, to be known as "synchronized frequency-modulation," was announced May 24 by Western Electric Co., on the heels of promulgation of new FCC allocations for FM.

The new synchronized FM, Western Electric announced, is a radio wave generating system developed by the Bell Laboratories in which the average or carrier frequency of the FM carrier wave is locked in step with the vibrations of a precision quartz oscillator. The carrier drift was said thus to be confined to extremely close limits, an achievement which removes one of the final obstacles to FM broadcasting as a commercial reality.

F. R. Lack, manager of the WE specialty products division, said the new line exhibits a carrier stability matching that of the best AM units currently in use on the standard band. Emphasizing the importance of carrier stability as a factor in high-quality transmission and reception, Mr. Lock pointed out that the system limits carrier drift to within 0.002%—at least four times better than the present FCC requirement of .01%.

Mechanical Features

The unit now in production, known as 505A-1, is completely self-contained, functions either as a transmitter for powers up to 1 kw. or as a drive for high-power radio-frequency amplifiers where more than 1 kw. output is required. In the frequency range 30 to 15,000 cycles, the equipment shows less than 2% distortion in audio quality.

Many of the mechanical features of the new unit as well as some electrical circuits and parts common to both FM and AM, have been brought over directly from the 443A-AM transmitter introduced last year. The cabinet, styled in modern convention by Henry Dreyfuss, industrial artist, to harmonize with present-day interiors, is entirely independent of the interior structure both electrically and mechanically.

Cathode Tube Contest

ALLEN B. DU MONT LABS, Passaic, N. J., has announced a prize contest for engineers, physicists, laboratory workers, servicemen and other such workers, dealing with new and practical applications of the cathodes-ray tube and its allied equipment, the three best papers submitted from June 1, 1940 to May 31, 1941 to receive grand prize of $100, $50 and $25. Papers accepted for publication in the DuMont monthly Oscillographer will receive an honorable mention of $10 per paper, all entries to become the proper of the DuMont Labs. Contestants may submit any number of papers, dealing with actual application in any field of the tube, subject matter alone to be considered.

Rebroadcasts in Alaska

KFAI, Fairbanks, Alaska, has received FCC authority to rebroadcast NBC programs received over the NBC international shortwave stations WNB1 and WRCA, New York, and the General Electric shortwave stations, WGOE-WGFA, Schenectady, and KBG1, San Francisco. Chief Engineer Stanton D. Bennett has erected a special antenna array to pick up these and also the shortwave broadcasts from European countries. Land lines for regular network connections to Alaska are unavailable.

RCA at World's Fair

M. F. Burns, assistant vice-president of RCA Mfg. Co., who has had charge of RCA Photophone's West Coast movie industry relations, has been appointed director of the RCA exhibit at the New York World's Fair to greet customers and visitors as well as make a study of public reactions to television as an entertainment medium. Joseph D'Agostino, on leave of absence from NBC's engineering department in New York, continues in charge of the RCA exhibit's operations, the position he held last year.

Mr. Burns

The Lingo Turnstile Antenna

has already been proven ideal for FM operation!

Photo shows first turnstile antenna in commercial service, built by LINGO in 1937 for RCA for facsimile operation at Columbia-Presbyterian Medical Center, New York City.

Several LINGO turnstile antennas are in use by Maj. E. H. Armstrong at W2XMN, Alpine, N. J.; and by the Yankee Network.

Now, already proven by actual years of use by pioneers in Frequency Modulation, LINGO TURNSTILE ANTENNAS are recognized as ideal for FM transmission. These patented antennas provide the utmost in performance and efficiency. Our own pioneering in this new field of broadcasting enables us to furnish complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands, etc. Specially designed for each application for installation on buildings or supporting towers.

Write For Further Information

Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.

JOHN E. LINGO & SON, Inc.
Licensed Manufacturers of Patented Turnstile Antennas
DEPT. B-6 CAMDEN, NEW JERSEY

Here it is - The LINGO PROVEN ANTENNA FOR
FCC Report on Ultra-High Frequency (FM-Television) Allocations

FCC News

Frequency Study

As a result of the recent hearings on television, Douglas, 1936, and Aural Broadcasting on Frequencies above 25,000,000, the Market Network Committee has recommended that adequate frequencies for high frequency television could be provided by only instituting a thoroughgoing study of the use of all the space between 25 and 200 megacycles. In making the study the Commission has been greatly assisted by the Interdepartmental Radio Advisory Committee, and the Technical Advisory Committee. The proposal is to provide fully satisfactory transmission facilities for television. As a result of the hearing and of its own investigation, the Commission has adopted the recommendation that the frequencies which are being used for television transmission should be conducted to their use by industrial interests. The Commission also has the responsibility of determining the use of television channels, which is to be done in consultation with the Federal Communications Commission.

New Allocations

Under these arrangements, the new allocations will be on a limited basis. As of Jan. 1, 1941, the new allocation is as follows: 26:41-mc. - No change.

Miscellaneous Services

The miscellaneous services now assigned frequencies between 132 and 140 mc. will be rearranged. The new assignments will be made on a basis to be determined by the Federal Communications Commission.
In collaboration with Major E. H. Armstrong, REL built the first FM transmitter. As the pioneer manufacturer of FM equipment (since 1935)—REL has built 95% of the FM stations now on the air. All REL FM transmitters employ the Armstrong Phase-shift method of modulation with crystal control of the frequency—resulting in stability twice as great as required by regulations.

To assure yourself of the best in FM high fidelity and performance—we urge you to thoroughly investigate REL—the pioneer manufacturer of a complete range of FM transmission units from 1 kw to 50 kw.

REL is ready—complete manufacturing facilities—plus long engineering experience—enables us to immediately accept additional orders for FM transmitters—assuring prompt delivery—for fast installation and early operation.
Television Again Experimental  
(Continued from page 17)

Vision operations in those cities, since time will be entailed in bringing about the changes. Moreover, it appears to be agreement on a flexible synchronized pulse that will actuate all types of receivers, irrespective of definition. Presumably this would be the goal of the engineering conference which the FCC proposes to call. The RMA-RCA 30-frame standard, as against 14 or 24 frames, espoused by other television manufacturers, likewise appears to have greatest engineering support.

The most optimistic officials foresee agreement fairly soon, with new rules by early fall to permit full commercial operation probably around next Christmas. The fact that Commissioner Craven voted for the report, in the face of the determined position he has taken regarding commercial television, was seen as possible confirmation of this view. Whether definite commitments or concessions were made with this objective in view, however, was not ascertainable.

Following the bitterly contested hearing in April, the engineering consensus, according to the FCC opinion, was that principal witnesses agreed the Commission should set television standards and that, based on the differences reflected by expert witnesses, such standards could not be established today. As a consequence, it was decided to go back to experimental rather than limited commercial or full commercial operation. With 30-odd applications pending for television and a grand total of 42 licensed, authorized or applied-for stations involved, the Commission apparently feels that it will be in a position to authorize varied and competitive television experimentation to enable the keeping of experimental progress in all phases.

In defense of the Commission’s position, it was stated that television situation was far different from that involving FM because of the division in industry viewpoint. In the case of television, it was said, that the commission has told all concerned that it would be superior to AM and as a consequence the Commission felt free to authorize full commercial operation. However, this was subject to the conditions of the ultra-high frequencies. If television experimenters can reach substantial unanimity as to standards, it was stated, the Commission will feel disposed to give it the go-ahead.

Seeking to give decision at a special meeting May 27, the FCC that evening made public its opinion along with a six-page press release. The release reflected the Commission’s position that “Way Paved For More Television Stations”, with a subhead reading “FCC to Apportion Experimental Channels to Avoid Monopoly Pledge Agreement By Industry on a Single Uniform System.”

Fly’s Speech

The handout left off with the statement, “Full commercialization of television was today promised by the FCC as soon as the engineering opinion of the industry is received, to approve any one of the present competing television stations.” The report itself, however, is based on this point. The Commission said that the additional cities under consideration for television are those that apply for a special permit to actuate a single uniform system.

Fly’s Speech

The Commission indicated in official quarters that full commercial television might be forthcoming soon, that the station was the statement made May 26 by FCC chairman James Lawrence Fly in an address broadcast over MBS that “research and development in television are advancing and in a few years this combination of radio sight and sound may be expected in your homes.” This was seen as an indication that there might be delay in opening television for full commercial operation.

In its report on Order 65, which set television rules and regulations for further hearing last April, the Commission said that all questions at the hearing were (1) the wisdom of selecting and setting at this time a single uniform set of standards for television transmitting equipment, and (2) of continuing television broadcasting licenses on an experimental as distinguished from a commercial basis. Then it proceeded to review the actions of the Commission relating to the exposure of questions going to its appointment of a committee on Jan. 3, 1939 to investigate the whole subject of television. The Commission pointed out that no party to the April 3 proceeding had challenged the Commission’s jurisdiction over the fixing of trans-

mission standards and quoted the statement of Manion Davis, general counsel of RCA, waiving that point. The Commission reiterated that since television is still in an experimental stage and that it recognized the danger that research in television be “unduly retarded by immediate promotional activities for a single fixed system prior to the Commission’s establishment of standards for this new art.”

The FCC reviewed at length testimony of various witnesses regarding the position of the industry on setting standards. It concluded all this testimony buttressed its finding that the time was not yet for promulgation of standards.

Minutes of RMA

Mention was made of a "highly confidential meeting" of the RMA board of directors on Feb. 8 at which it was claimed that RAC President David Sarnoff had opposed a proposal by Philco that before any commercialization were undertaken, the RMA standards should be reopened for consideration in the light of pending research and development. Mr. Sarnoff was quoted as having stated:

"If that is the point of view, I am sure the Radio Corporation does not belong around this table and that much is national member of the RMA and the quicker its gets out of the RMA and runs its own business in the best way that it believes it can run it, the greater freedom we shall have to follow whatever course we wish to follow without any arguments or contentions or oppositions."

Also reported was a purported colloquy between W. H. Grimdtich of Philco and Mr. Sarnoff in which the latter is said to have stated "We live on obsolescence, don’t we, in this industry."

Referring to the "intensive promotional campaign" launched by RCA on March 20 to sell sets, the FCC stated this was of concern to
POLICIES of the networks on pronunciation of names of foreign countries falling within the war area have been altered as the direction of the war has moved westward into Belgium and France. As long as the news was concerned with the completely unfamiliar place names of Poland, Finland and Norway, the rule was to follow native pronunciation as closely as possible. Presently, however, to use whatever pronunciation will be most easily understood by the average American listener. This method, it is reported, is being followed generally by local stations also in their newscasts.

If the name of the city has commonly been Anglicized (Paris, Ostend etc.) the English version is, of course, used. If the name is one that has an obvious English equivalent which a typical American is apt to recognize from reading his newspaper or examining a world map (St. Quentin is a good example) the Anglicized version is used. For other place names, which have neither a familiar nor an apparent English equivalent, the rule is to stick as closely as possible to the native pronunciation and still be understandable to the listener who knows no language but English.

Both NBC and CBS have prepared standardized lists for guidance of their headquarters staffs of announcers and commentators, but neither network takes the matter very seriously. As one network official put it, "Our job is to give our listeners the news as rapidly and as clearly as possible and in a task of this magnitude the niceties of pronunciation are a very minor matter. Of course, we'll like to have all pronunciations standard, but that is a practical impossibility, especially when you consider how many of our broadcasts on the war are made by foreign correspondents, military experts and other speakers outside our own announcing staffs."
Thousand FM Stations Foreseen
(Continued from page 19)

licensing or applicants for FM or of preference to existing broadcasters, is lacking in the FCC pronouncements thus far made. However, it is logically assumed that existing broadcasters, who operate in a fashion "pre-qualified" by virtue of present operation under established rules and regulations, would be given an opportunity to acquire licenses with least difficulty.

Program Problem

Moreover, the fact that newcomers to radio seeking FM would have to anticipate a long period of "sustained operation" with no assurance of return through program sponsorship for several years, would militate against the willingness of most new applicants to undertake the long pull.

On the other hand, the economics for the established broadcaster appear to be far less onerous since the FM transmitter and studio-program operations could be maintained by the same operating staff handling the standard stations, and the identical program broadcast simultaneously. There is no indication at this time that the FCC is in any sense tending to separate programming for FM. Quite the contrary, it is expected that until the new service is accepted by virtue of sale of FM receivers, it will advocate a parallel FM/AM service, identically programmed except for possible emphasis on "high fidelity programming".

With set manufacturers launching merchandising campaigns for FM receivers, and a further expected surge in sales, there will be a new service available by virtue of the simultaneous AM-FM transmissions. Standard broadcasters would be in a position to recoup a portion of their expenditures before independent FM broadcasters who would have the advantage of the parallel standard service. By keeping tab on sale of FM combinations or FM-only sets, established broadcasters would have the advantage to increase rates commensurate with the increased set ownership.

The gradual replacement of AM by FM, as expected to come first among local stations, serving small compact areas. These will be followed by regional stations, particularly in more populous areas. FCC engineers do not feel that the clear-channel stations ever will be replaced by FM because of their coverage of sparsely settled and remote areas.

Once the FCC approves its FM engineering standards, along with rules and regulations, applicants then will be in a position to apply for full commercial licenses. The orderly procedure, it is felt, would be a special FM to classify clear channels rather than stations, specifying that on the most preferred frequencies the RI should be such as to provide a minimum of 100 kilocycles service in the given area and on down the line. The FCC’s standards probably will specify optimum power, antenna height and antenna impedance conditions, which will be based on the rather meager practical information now available. Therefore, the CC will be revised. Channels probably would be classified as to maximum duplication and minimum frequency separation, depending upon the service areas of the proposed stations.

Service Areas

Presumably applicants, based on the engineering standards, would be asked to define the trading areas or cities which they propose to serve. In this respect the FCC stated that the rules and regulations to be issued will enable applications to be made for facilities for a specified area and that FM stations will be rated on the basis of coverage rather than power.

Emphasis will be placed by the FCC upon the advantages of high-fidelity transmission and reception afforded by FM. It will urge applicants to use equipment with engineering efficiencies from microphone to antenna that will be capable of reproducing the frequency range up to 20,000 cycles, as against the present 1500 cycle and lower limitation on AM.

Similarly, receiving set designers will be encouraged to produce receivers which will reproduce the full volume and range of the transmitted signal. Otherwise, it is pointed out, the primary advantage of FM wide band channel would be lost.

With the allocations for FM definitely blocked out, receiving sets will be required to have the option to select FM in addition to AM. The FCC is expected to issue regulations that will make it possible for FM receivers to become available during the summer months for fall retailing.

Although announcing the new allocations, the FCC said that opening of the new band for commercial broadcast will help correct numerous defects of the existing industry existing in the standard system. These being, lack of frequency stability, technical characteristics and early development of broadcasting without technical regulation. Declaring there is a lack of stations in some communities while others do not have sufficient choice of program service, the Commission said establishment of the new Broadcast in the higher frequencies will enable many communities to have their own broadcast stations.

Denison Catalog

T. S. DENISON & Co., Chicago, dramatic publishers, has published a special catalog of entertainment features available for broadcasting. The catalogue features operettas, musical comedies, choruses, songs, instrumental music released through the Society of Composers and Authors. The firm has been added by ASCAP to its list of publishers whose material is available for broadcast.

Plug for Paper

MUNISING PAPER Co., Chicago, with its campaign on WTMJ, Milwaukee, is demonstrating that radio advertising is progressing beyond a purely regional basis and upon mass listeners. While the concern sells its business paper products, among them Callon Bond, direct to printers, the WTMJ campaign is addressed to businessmen purchasing agents, secretaries and stenographers to enlist their interest in the paper. The advertising consists of 21 100-word spots scheduled on Top o’ the Morning.

20th Anniversary Spurned by NAB

Industry Support Denied to ‘Congress of Radio Events’

PLANS of the “Congress of Radio Events” to promote a nationwide celebration of the 20th anniversary of radio do not have the endorsement of the NAB, it was brought out May 21 by Edward Kirby, NAB director of public relations.

In a letter to Paul L. Specht, chairman, Mr. Kirby said the industry, through NAB, has been repeatedly de- vising its own plans for observance of “Broadcasting Day” in conjunction with the New York and Francisco Fairs, tentatively scheduled for Aug. 3 or Aug. 7. Mr. Specht had written NAB president Neville H. M. asking for a “credit line for the thought, at least, of observance of Broadcasting Day”. The organization, it is reported, has contacted figures in radio in connection with its proposed promotion, along with public officials and Government departments.

Plans in the Making

Mr. Kirby told Mr. Specht there were “Broadcast Day” at the World’s Fair in 1933 and that since the first of the year, NAB has been in contact with the Fair, in addition to promoting radio in May as a day of a day set aside in honor of broadcasting this year.

At one time, he said, serious consideration was given the use of a large building for exhibition and promotional work throughout the entire Fair by the NAB. “At no time, to my knowledge, was your name brought up, or any reference made to any plans you had developed.”

Stating that the NAB acts as the conscience of the industry, Mr. Kirby said that if anyone is to speak or plan for the industry as a whole, it is the NAB “not an individual with or without the industry.” Otherwise, he said that radio would be left to the whims of outside, individual exploiters and promoters, however worthy their schemes might be.

Outlining promotional plans of the NAB, which do not contemplate celebration of radio’s 20th anniversary in any ceremonies, Mr. Kirby said that even should policy permit, there is no opportunity for the industry to tie up with any other promotions in the current year.

BROADCASTING • Broadcast Advertising

Page 90 • June 1, 1940
JUBILANT were these two when the weekly NBC Standard Symphony Hour and Standard School Broadcasts were awarded as programs of highest artistic merit by Phi Beta, national woman's professional fraternity for music and dramatic art. A bronze plaque was presented to Standard Oil Co., San Francisco, sponsor of the programs. H. H. Roberts, sponsor representative (right), received the award. John Bibbe, NBC San Francisco producer of the series, is pictured congratulating him following the presentation at NBC Hollywood studios.

Fond of Floyd

THE late Floyd Gibbons recently helped baffle the General Electric market research staff. Two audience reaction survey cards received recently by GE listed the deceased news commentator as tops. Since the cards were part of a batch sent out in July, 1930, GE looked further into the matter. One listener confessed that he had found the card recently and sent it in by mistake. However, the other swore that he mailed his card soon after receiving it, pointing out that he listed on it an address from which he moved eight years ago. Although it bore a 1940 postmark, the writer maintained that it must have been held up for a decade somewhere.

WIB Seeks Fulltime

A THIRD application for fulltime on 710 kc. has been made by WOR, Newark, but WIB, Indianapolis, is the dominant station, was filed with the FCC May 21 by WIB, Kansas City. Fulltime operation was requested on 860 kc. Other pending applications are those of WTCN, St. Paul and WOR, Sioux Falls, S. D. In addition to WOR, other stations now on the channel are KIRO, Seattle, and KHBC, Los Angeles. WIBS seeks 5,000 watts.

John Henry's Crime Quiz

SCRIPT LIBRARY, division of Radio Events, New York, has placed its latest transcribed daily series Crime Quiz, written by John Henry, former general manager of the Central States Broadcasting System (KOM, Omaha; KPAB-KFOR, Lincoln), on the following stations: KFIZ-WDWS WLAIR WPBM WCAX KGK KDLR WMAN KPPB KOGM WHOP KFPH KUTA KPMC KNOO WMOB KEBM WQDM WHLS WRTM WHQ WQAN WIND WPBS-8 WTMN WGBI KFXT WHHL WNBO WJBC KGBY KYW WRC WKOK KCWJ; also KIRO, Hilliard; PHO, Rio de Janeiro; and CHNS CHSJ CFRB CFPN OFCN OFCVCHRC, Canada.

F. M. Office in N. Y.

(Continued from page 14)
censorship and interference with the management policies of broadcast stations.

"The fact that competition for listeners will now be based on program preference rather than signal preference will undoubtedly result in some improvement in program structure. It will at least tend toward equal opportunity for broadcasters to serve the public, with the obvious result that he who serves the public best will have the listeners. The limitation on stations will not be one of economics, rather than technical facilities.

"In smaller places, where it would be impractical to operate stations day and night, day-in and day-out, turn-around for part-time operators will likely develop and the facilities will be available to satisfy that need.

"FM should accelerate the expansion of education by radio by reason of its occupation of frequencies adjacent to those commercially developed. Their musical programs should, by reason of their high quality made possible by FM, increase tremendously future generations' appreciation of music. A great opportunity for educational institutions is here.

"Seldom has a great technical invention or development failed to make obsolete certain existing plant and at least temporary unemployment. Such is not the case with FM. Since several years will be required before the operation of standard broadcast stations will become uneconomic, plant investment will have been retired and employment will have been maintained.

"In the meantime, the building of new stations, manufacture and maintenance of receiving sets, and employment of additional operators and talent will result in an immediate increase in employment.

"The broadcasters and the public owe a sincere debt of gratitude to Maj. Armstrong for this great advance in radio."

Opera on Tour Appeals

New York Court Ruling OPERA ON TOUR on May 27 filed notice of appeal in the New York State Court of Appeals following the decision Jan. 28 by the Appellate Division of the New York Supreme Court upholding the right of organized labor to order stagehands not to work for the opera company because of its use of recorded music in place of an orchestra and chorus [Broadcasting, Feb. 15].

The Appellate division reversed a previous order by Judge Kenneth P. O'Brien of the New York Supreme Court granting Opera on Tour a permanent injunction restraining Joseph N. Weber, president of the AFM, and George E. Browne, president of the International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators & Allied Workers, United States and Canada, from ruling that the stagehands and musicians should sign with the opera company.

DAY that H. V. Kultenhorn started the most strenuous schedule of his career. In broadcasts a week on NBC-Red, he underwent a minor operation, turning up at his desk a half-hour after leaving the operating table to prepare for his first afternoon show.

DESIGNED FOR COVERAGE

It may be assumed that station engineers are familiar with the electrical requirements of the vertical antenna best suited to local conditions. The matters of height, shape and insulation, however, closely relate to structural problems with which they may not be so familiar. Let Blaw-Knox engineers help you with these problems. They will be glad to cooperate with you in bringing the coverage of your station up to its maximum. Please feel free to call on them.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company

Farms Bank Bldg., Pittsburgh, Pa.

Offices in principal cities
CBS Opposition To WNYC Draws LaGuardia's Fire

New York Mayor Urges FCC To Study Net's Records

FLATLY charging CBS with "colloquy" Mai H. Hyde, FCC, of New York, on May 25 requested the FCC to undertake a thorough investigation of CB St. on its facilities to develop records that CBS is attempting to abolish and suppress WNYC, New York municipal station.

The Mayor's charges grew out of CBS opposition to the application for a new license to WNYC, which would have an operating time of 11 p.m. to 8:10 a.m. CBS opposed on behalf of WCCO, Minneapolis, of a competing station, which operates fulltime as a clear channel station on 810 kc. The FCC conducted hearings into the technical phase of the application May 27-29, retesting the other on fulltime until the license is issued.

Claims Collusion

Mayor LaGuardia's attack on CBS gained public attention several weeks ago when Mr. Riegler, counsel of the New York City Council and the Board of Estimate, urged elimination of the concession to WNYC by the FCC as a violation of the public interest, according to the technical phase of the application May 27-29, retesting the other on fulltime until the license is issued.

The CBS-LaGuardia squabble broke into the open May 19 when the Mayor attempted to involve the network in his attacks. The Commission drive against WNYC's continued operation. The drive was temporarily blocked May 21 when the City Council approved the complete budget, including the WNYC appropriation of $118,405, which insures the station's continuance until July 1, 1941.

Charges Called 'Nonsense'

The Mayor's charges were propounded several times by both Mr. Riegler, who called them "characteristic nonsense," and others. In his testimony, the attorney disavowed any intention of seeking WNYC's frequency for the New York station. The WNYC application conflicts directly with the "necessary assignment and regulation of radio frequency," as well as the Havana Treaty, terminating the proposal as an "invasion." Participation of CBS officials in meetings with Mr. Riegler and Mr. Herlands was "in a spirit of rendering a public service to the city," he added. He also pointed out that expert advice had been sought from executives of various broadcasting companies, not merely CBS.

In a subsequent statement CBS charged that the terms of the application were "intended to hide the facts" and were merely "very fancy window dressing for the two hundred channels, which, according to CBS, are to keep WNYC on the air as a municipal operation and to prevent the public from knowing the real facts.

At the first FCC hearing on the WNYC application, March 28, Mayor LaGuardia argued that a non-commercial, Government-owned station should be licensed for wavelengths and time over a privately-owned commercial station. If the law does not now provide that an owner should do—use more of the facilities which, in radio, they have at their command. A number of prospective WNYC engineers have made requests, he pointed out, where the outlay demands maximum results fully realize the facility.

Their advertising is presented by various means—in dialogue, in emotional scenes, with a humoral style of supporting dialogue not in the program itself, with before-and-after treatment, by songs deal-

5

Incidentally, in our references to straight commercial broadcasting, of course, include those with a "personal angle". When the advertising is delivered by the star of a show, by someone the listeners feel they know, the effect is immediately a different tone when the spokesman is an announcer entirely unknown to him. It is human nature to listen to advice from a friend, even when the argument happens even to resent it—from a stranger.

Personal Messages

That is the reason for the high-

Mayflower Denied Plea

Mayflower Denied Plea For Facilities of WAAB

HOLDING that it was not financially qualified to construct and operate the proposed station, the Commission denied the application of Mayflower Broadcasting Co. for the facilities of WAAB, Col-

Adam Hats Buys More

ADAM HATS, New York, for several years sponsor of fight broadcasts on NBC, starting June 6 will extend its campaign to include all contests arranged throughout the country by Mike Jacobs, the boxing promoter. Eight stations 65 to 90 stations will be used, along with shortwave bands directed to areas in the vicinity of the contest. The campaign will extend through 1939-40.

The contract is effective June 6, for 62 weeks. The sponsor's advertising will be expanded using radio, a 20% increase in sales was recorded in the Spanish language fellows, planned in 1938-39. Agency is Giampietro & Co., New York.

Emerson Radio's Return

EMERSON RADIO & Phonograph Co., New York, former sponsor of Emerson's Biscuit on MBS, plans to use a news commentator for a late spring summer and shortwave campaign on Emerson's Biscuits. Its first announcement was made by Francis C. Buchanan & Co., New York, the agency. Network and commentator had not been selected, it was added.

"a real champion! It's a champion in its smooth, quiet power—a champion which is never put up. A champion in..."

Disregarding dignity of phraseology, or any other extraneous matters which may come to your mind, the fact is that the second commercial would be far more likely to prevent the listener from unconsciously "closing his ears" to your message. If more than one voice is used, make your dialogue really dramatic; begin with an exciting situation; work in your idea, after you have a firm hold on the listener—which, strangely, seems to be the opinion of a few—they are welcomed for their originality and interest. Use humor, pathos, gayety, music, sound effects—everything you can to add more interest. Use color. From the classified section to the last line of your program, across with color. From the classified section to the last line of your program, across with color.
Big BMI Exploitation Drive Planned

Paley Attends Meeting Of Board; Several Catalogs Sought

PLANS for intensive exploitation of BMI music were drawn up at a board meeting of the industry-owned publishing company, held Monday, May 25 at BMI headquarters in New York. Each of the nationwide networks agreed to appoint one of its officials as coordinator of this project to intensify the exploitation of BMI tunes on both sustaining and commercial broadcasts.

The board also approved in principle a plan for the compensation of composers for performances of their songs published by BMI. Details of this plan are now being worked out by BMI executives, it was stated, and will be announced in the near future.

Seeking More Catalogs

Meanwhile, it was reported BMI is negotiating for acquisition of several additional catalogs, the identity of which remains undisclosed. General optimism is being expressed over BMI's strides of BMI and it was felt that if one or more additional catalogs can be acquired, the new BMI firm will be able to compete with ASCAP music when present contracts expire at the end of this year, will be very bright.

Outright purchase May 21 of the Richard and related rights of Hinds, Hayden & Eldredge Inc., New York music publishers, by Broadcast Music Inc. marks the concretion of the second major step of this industry-owned publishing company toward the establishment of its own music reservoir.

Effective immediately, the more than 2,000 songs published by the company during its short life, as well as the catalogs of publishers of popular, concert and standard music will be available to BMI members.

With May 15 expiration of a 10-year contract with the M. M. Cole Publishing Co. by which performing right of theColeco catalogs of more than 2,500 numbers will become the exclusive property of BMI as of Jan. 1, 1941 [BROADCASTING, May 1].

Songs in the Hinds catalog include such numbers as "When Your Ship Comes In" by Lily Strickland and George Gartlan's "Land of Romance" and "The Lilac Tree." Dr. Gartlan is director of music in the New York City public school system and a former president of the Music Educators National Conference.

According to the second member of the BMI staff is Louis Katsman, for the last five years chief music director for Hearst Radio. He will have charge of the public-domain and tax-free music of the standard, salon and classical type, working with Milton Rettenberg, BMI music editor. Mr. Katsman will study the musical needs of each station member of BMI, recommending tax-free music for themes and background purposes and issuing that music in suitable form for each station's use, in accordance with its musical facilities.

George Marlo, BMI's professional manager, has selected "Here in the Velvet Night," "In the Silence of the Dawn" and a new number not yet released, "Practice Makes Perfect," for special exploitation, and which will be available soon and in time hit proportions. Following the criticism of several ASCAP members, BMI, Marlo offered his resignation as the contact man's union, but it has so far not been accepted.

ASCAP Claims Support

A letter sent to all radio stations by John G. Paine, general manager of ASCAP, announcing the Society's pleasure at the wholehearted cooperation of the broadcast industry, that the new ASCAP licensing plan, brought a prompt reply from Neville Miller, NAB president, in which he labeled the ASCAP letter as "another attempt to drive a wedge into the industry for the benefit of ASCAP at the expense of the broadcasters."

Explaining that "we have heard from many hundreds [of broadcasters] thus far and the unanimity of approval leads us to the belief that the plan of licensing as developed by the Society more nearly meets the radio stations' conception of a fair and equitable licensing arrangement than any system of licensing which the Society has heretofore proposed. Paine continued that while the agreements have been somewhat delayed "they will be reached as a matter of the very near future."

His letter concluded: "The Society agrees with the broadcasters that have thus far made vocal their attitude toward the new licensing proposal. The difference between the broadcasters and the authors and composers of the country is in sight, and that the new compromises in operation, will contribute greatly to the common interest of us all."

Expressing emphatic disagreement with those statements, Mr. Miller replied that "the enthusiastic support BMI is at present receiving is the best possible answer to Mr. Paine's statement that broadcasters are not anxious for the new contracts. Today, 292 stations, representing 70% of the revenue ASCAP derives from BMI members of BMI, with additional stations joining each week. All indications are that the ASCAP contracts are united and are determined once and for all to end ASCAP monopolistic control of music."

Perpetuates Monopoly

Explaining that the "proposed ASCAP contract perpetuates ASCAP's controls," Mr. Miller concluded his letter: "Broadcasters would naturally welcome an 'end of difficulties' with the authors, the composers and BMI, but that can only be reached by the establishment of ASCAP by legislation.

-In the present situation in the music field and not by a surrender to ASCAP."

Answering inquiries from stations about their contracts for transcription library services, BMI has informed its subscribers that it is not interested in attempting to supplement the transcription industry but "looks forward to working with the authors, BMI and the music industry as a whole in the transcription of music for the use in radio." Stations continue their contracts with BMI and BMI will continue to pay the authors a per per minute per recording [BROADCASTING, April 15], announcement of which drew an immediate protest from the Songwriters Protective Assn., makes it impossible for BMI members to work for radio if there is any other transcription company than BMI in the field and inviting the ASCAP threat," the statement declares.

BMI's policy of making its music available for use on transcriptions at the statutory rate of 2c per composition per record instead of the usual charge of 50c per press [BROADCASTING, April 15], announcement of which drew an immediate protest from the Songwriters Protective Assn., makes it impossible for BMI members to work for radio if there is any other transcription company than BMI in the field and inviting the ASCAP threat," the statement declares.

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Sherman Law Prosecutions of Unions Upheld in Decision by Supreme Court

LABOR unions may be prosecuted under the Sherman Anti-Trust Act when their activities amount to a restraint of trade, although strikes in themselves do not constitute an illegal restraint under that law, the U. S. Supreme Court ruled May 27 in a 5-3 decision on the appealed suit of Apex Hosiery Co., Philadelphia, to collect $711,932 from a CIO local under the Act's triple-damage clause.

Although the specific question of the case, whether an employer can recover damages from a union for economic injury resulting from a sit-down strike directed by the union, was turned back to the State courts for decision, both majority and minority opinions of the court made it clear that labor, as well as employers, under certain circumstances is covered by the Sherman Act.

Victory or Defeat?

It is believed the Supreme Court ruling likely will become an important guide for the Justice Department in its current campaign against allegedly monopolistic union practices. Although the immediate prospect for application of the findings extends principally to the building trades unions in suits now being prosecuted by the Department, it is considered probable application also could extend to musicians' unions, which in late months have drawn Justice Dept. attention [Broadcasting, Dec. 1, 1939].

With union officials hailing the decision as "a notable victory", both the majority and minority opinions indicated the unions had won a victory but lost a campaign, in that the court did not give them the blanket exemption from anti-trust laws they had sought. Commenting on the decision, Thurman W. Arnold, Assistant Attorney General in charge of the anti-trust division of the Justice Department, declared: "The opinion appears to sustain all the anti-trust prosecutions now pending in which labor unions are involved, since prosecutions are all directed at the restraint on competition declared illegal."

The majority opinion, returned by Justice Harlan Fiske Stone, held that the damage question was one to be decided by the State courts, since the Sherman Act is not intended "to police interstate transportation or to afford a remedy for wrongs actionable under State law", but to prevent restraints on trade such as price control, discrimination between purchasers, or coercion to supply. The opinion emphasized the majority's contention that conduct of a strike is a matter for local regulation. Supporting this majority view, along with Justice Stone, were the five Roosevelt appointees to the court—Brennan, Douglas, Reed, Murphy and Frankfurter.

In a minority opinion, joined by Justices McReynolds and Roberts, Chief Justice Charles Evans Hughes declared that since in labor disputes employers are bound by the National Labor Relations Act because of possible interference with interstate commerce, it would be "anomalous" if interference by striking employees with interstate shipments is not held to be a restraint of interstate commerce under the broad terms of the Sherman Act. Justice Hughes also declared that when restraints "are found to be unreasonable and directly imposed upon interstate commerce, both employers and employees are subject to the sanctions of the Act."

"Leaders of industry have been taught in striking fashion that when the court finds they have combined to impose a direct restraint upon interstate commerce, their benevolent purposes to promote the interests of the industry will not save them even from criminal prosecution for violation of the Sherman Act," he continued. "If labor unions are not excepted from the Act, the import of enforcement of the law would seem to require that the same doctrine be applied to them."

Steel production is rising. Let WFMJ carry your message to the people of the rich Youngstown steel district.

WFMJ
YOUNGSTOWN, O.
Broadway Shows Advertise

BROADWAY producers are displaying an increasing interest in the radio medium for regularly advertising their shows. Herman Shumlin, producer of "The Male Animal" in mid-May started sponsoring Transradio news twice-weekly on WOS, New York. Dwight Wiman, manager of a station in the Eastern territory, the program's audience, the program's executor of the radio station, the program's announcement staff.

Writers Guild Parley

FIRST CONFERENCE was held in New York May 24 by officials of NBC and the Radio Writers Guild, preliminary to the Gild's submitting a claims for a possible agreement covering staff writers in the Eastern territory. The meeting was "general," and no specific details of the agreement were discussed, according to the RGW. Participating in the conference among others were Louis Silcox, executive secretary of the Authors' League and the RGW; Sidney R. Fleisher, RGW attorney, and Mark Woods, NBC vice-president and treasurer.

Hammann Leaves WCAU

RESIGNATION of J. S. (Jack) Hammann, as commercial manager of WCAU, Philadelphia, was announced May 24. He rejoins Advertising in June. Prior to joining WCAU, Mr. Hammann was sales manager of KYW, Philadelphia.

BROADCASTING • Broadcast Advertising
Radio in Curriculum

AGAIN this year the curriculum of the National Music Camp at Interlochen, Mich., June 25-Aug. 18, will include radio courses. Already scheduled are radio for the teacher, program planning, script writing, program direction and production and teaching music by radio.

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Frequency Monitoring
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KANSAS CITY, MO.

Television Report
(Continued from page 17)

opinion will insist upon such standards as will give definite assurance of satisfactory performance and of continuity of service for the public comparable to the continuity of service displayed in the past history of the radio industry. At the same time these basic standards—the standard gauge they may be termed—should afford within their limits reasonable flexibility for future advances in the science of television broadcasting. With the view to encouraging research and experimentation on a wholly flexible basis, the Commission is prepared to authorize broader experimental operations by existing stations and by a number of additional stations.

Action will be taken promptly upon a number of pending applications for television experimental stations. These will be apportioned among various parts of the country with the view of forestalling any concentration of facilities in particular centers of population to the exclusion of the rest of the country. At the same time this will serve to provide further experimentation on the different systems on a comparative basis.

Among the additional cities under consideration for such facilities are San Francisco, Los Angeles, Chicago, Washington, Albany, Cincinnati, Boston, and others. Each station will be utilized for the predominant purpose of advancing the science of television broadcasting in its engineering aspects. The Commission invites other responsible individuals or companies who are prepared to carry on this work to apply for a license.

Limited Channels

Certain basic policies in the licensing of these experimental operations will be followed. A substantial job of research must be done by each station. The channels available are strictly limited, and they must be utilized in the public interest. The radio spectrum is public domain—development in television must be undertaken and advanced in order that this domain be devoted to the best public use. There is no room for squatters and there can be no preemption in this field. Monopoly must be avoided. Free competition is to be promoted and preserved.

Accordingly the Commission deems it to be in the best interest of the public that there be a strict limitation on the number of authorizations to any one licensee for television broadcast stations which as a part of the experimentation may take programs to the public. In addition, rules for the regulation of television stations engaged in chain broadcasting will be promulgated at an appropriate time.

No time limit can now be set for the adoption of standards. The progress of the industry itself will largely determine this matter. The Commission will continue its study and observation of television developments and plans to make a further inspection and survey in the early fall. Meanwhile the Commission stands ready to confer with the industry and to assist in working out any problems concerned with television broadcasting.

Revised rules designed to carry into effect the conclusions reached herein will be issued in the near future.
Radio to Aid Woodmen

In Golden Anniversary

RADIO will help the Woodmen of the World Life Insurance Society observe its Golden Anniversary: June 6 with more than 86 stations in 27 States scheduled to join an NBC network to carry a special half-hour broadcast originating by WOW, Omaha, owned by the Woodmen, at 7 p.m. (CST). In addition to millions of listeners throughout the nation, thousands of Woodmen members who are broadcasters will be hearing the program, enabling them to proclaim the Woodmen's news to their audiences.

Lynn McManus
LYNN McMANUS, 36, Hollywood writer on the NBC Rudy Vallee Show, died at his home May 22 following an illness of 10 weeks. He had apparently died in his sleep. Mr. McManus was associated with Vallee programs as writer for more than three years. At the time of his death, he was on the writing staff of McKee & Albright, agency servicing the Sealtest account.

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Clients in the purchase or sale of large Radio Broadcasting Stations.

Telephone: Cortland 7-2816

FOR SALE:


Address inquiries or make offer to L. J. Chase, KXOK, Star-Times Bldg., St. Louis, Mo.
WCBD Opposes St. Louis Shifts

FORMAL PROTEST against the FCC "St. Louis shifts" approved May 6, raising statutory questions and seeking cancellation of the authorization to KFUO, Lutheran Synod station, to shift from 2,550 kc. to 3,830 kc. daytime, was registered May 28 by WCBD, Chicago, headed by Gene T. Dyer.

Two separate pleadings were filed—one seeking rehearing and the other seeking return of the FCC application. The St. Louis shifts granted KSD fulltime on 550; authorized a change in frequency from 1350 to 630 for KXOK, and involved frequency shifts for WGBF, Evansville, and KFRI, Columbus, Mo., under which both procured fulltime [BROADCASTING, May 15]. KWK, St. Louis, was given an increase in night power from 1,000 to 5,000 watts on its present 1350 kc., though it had pending an application for 630 kc. which had been designated for hearing.

Lack of Notice Claimed

WCBD held that the decision of May 8 was unjust, unwarranted and erroneous. WCBD, it was pointed out, had pending an application to shift from 1080 to 830 kc., filed in November 1938. The announcement by the FCC of the St. Louis shift was said to be the first notice WCBD had of the existence of the KFUO application and the first notice of the existence of the negotiations which resulted in the grant. In its press release the Commission had stated that the action was taken as a result of negotiations by the Commission with interested parties.

WCBD contended the Commission erred as a matter of law in granting the KFUO application while that of WCBD was pending and that WCBD is entitled to be heard in a consolidated hearing with KFUO. In its second motion, WCBD said the terms of the Commission's order and of the Commission's rules prevent the May 8 decision from becoming final until April 28, 22 days after its announcement or until May 29, declaring the relief requested in the first motion a "fundamental justice" it asked that the KFUO application for a construction permit be returned, then Fisher filed the pleadings for WCBD.

WITH aviation very much in the public eye, WSUN, St. Petersburg, Fla., has started Radio Flying School as a new Saturday evening feature. The program presents Bob Wilbur (center), WSUN's own program, interviewing aviation instructors Jimmie (left) and Otis Beadle (right). During the quarter-hour questions regarding pilot training, cross-country flight, air traffic rules, meteorology and airplane transportation are discussed ad lib. Both Beadle and Johnstone train pilots for the CAA flying course, while Wilbur has had experience as a private pilot.

COLUMBUS TROUBLE SHOOTERS

WHKC Program Finds Lost Children, Reunites Estranged Couples and Helps the Jobless

By FRED W. SAMPLE

WHKC, Columbus

IN THE BELIEF that radio's oft-abused duty "to act in the public interest" should be taken literally, two staff members of WHKC, in Columbus, O., Build Sweeney and John B. Moses, have been assisting listeners in finding employment, lost children, dogs, pigeons and miscellaneous articles since July 21, 1937.

Started without fanfare, their program has been built up to one of the most popular daytime shows on WHKC. Titled The Trouble Shooters, Sweeney and Moses act as a clearing-house between the public and the many agencies of city, county and state governments, as they continue to serve "in the public interest."”

Law and Safety

The Trouble Shooters have assisted the Ohio State Employment Service in securing employment for more than 6,000 persons, whose letters of openings are received from surrounding states as well as Ohio. The program has led other sustaining non-musical shows for the past year.

The Trouble Shooters is more than a help-interest program. It is the voice of the people, providing a service which costs them nothing. As the unflappable, general manager of WHKC, has sensed the value of a program of this type and repeatedly refused offers of sponsorship in the belief that the misfortunes of listeners should not be commercialized.

In their daily broadcasts many humorous situations occur to brighten the efforts of the two announcers to be of service to their audience. They both get a chuckle out of the family that had been separated for 18 years because the husband stubbornly refused to let his mother-in-law live with him. The daughter of this family, a regular Trouble Shooters listener, begged the boys to find her father and mother and affect a reconciliation. They were able, after a few broadcasts, to reunite the grieving wife and stubborn husband who had relieved sufficiently to permit his mother-in-law to join them.

The Lost Squads

And they recall the time a listener reported the loss of several valuable pigeons. A few days later they were contacted by a pigeon's owner who received a letter from a listener in a remote part of North Carolina, in whose barn the pigeons had taken refuge during a violent storm. The Trouble Shooters have assisted people with technical training, as well as truck drivers, laborers and other unskilled workers, to find employment. A chemist listened to the broadcast and asked if it was possible for him to make an important post with a rubber company in Africa. An engineer joined a company in Chicago, and several jobs have been filled in South America.

Last April, the Trouble Shooters again joined with the Columbus Citizen for the annual "Give a Job Week" campaign. Set aside 200 jobs, with daily interviews and newspaper photos to bolster the promotion, the station proved in the end that for over 1,500.

The Trouble Shooters program is heard over WHKC, Monday through Saturday at 8-9 a.m.

Soap for Carton

J. B. WILLIAMS Co., Glastonbury, Conn., on its NBC True or False Quiz Show, is promoting an offer of a cake of Landoline soap free to listeners sending in an empty Williams shaving cream carton. J. Walter Thompson Co., New York, handles the account.
GIANT-SIZE 1940 RADIO OUTLINE MAP
(¼th larger than last year's map — U. S. Possessions included for first time)

ALL map and a yard wide . . . that's the big 1940 Radio Outline Map of the United States, Possessions and Canada. Actually, it measures 38½" wide by 26" deep; embraces Alaska, Hawaii and Puerto Rico for the first time; includes locations of all radio stations, county outlines, time zones, number of stations per city.

The reverse side of the map carries a complete log of United States, Canadian and Territorial stations alphabetically by States, Cities and Call Letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Last year 10,000 Radio Outline Maps were used by advertising agencies, radio advertisers, radio stations, radio station representatives and others engaged in the business of broadcasting. Its utilities are many. There is no substitute. Order a supply now.

SINGLE COPIES 35c
10 OR MORE COPIES 25c EACH
10% discount in quantities of 50 or more

BROADCASTING

National Press Bldg. Washington, D. C.
Actions of the Federal Communications Commission

May 14 to May 29, 1940

Decisions...

May 14

WBM, Nashville—Granted extension face-...

EPSD, San Diego—Granted CP move the...

WFB, Chicago—Granted CP to move new...

WLB, Chicago—Granted renewal of CP for...

NEW, Albermarle Btg. Station, Albe-...

NEW, WMP, Wash., Granted CP new.......

WVL, Milwaukee—Granted CP new.......

WKB, Kingsport, Tenn.—Granted CP new

KERN, Bakkersfield, Calif.—Granted CP

May 15

KSB, Cedar Falls, Iowa—Granted volun-

WGTC, Greenville, N. C.—Granted CP

KTDN, Pine Bluff, Ark.—Granted CP...

WWDN, Galena, Ill.—Granted CP increa-

May 16

NEW, Radio Voice, Springfield, Spring-

May 21

NEW, Radio Voice, Columbus, Miss.-

NEW, WOC, Dubuque, Ia.—Granted CP...

KGL, San Francisco—Granted mod. in-

NEW, WOC, Dubuque, Ia.—Granted...
Network Accounts

All time EST unless otherwise indicated.

New Business


GENERAL MILLS, Minneapolis (Wheaties), on June 3 starts By Kathleen Norris on 27 NBC-Red stations, Mon., thru Fri., 10:45-11 a.m. Agency: Knox-Reeves, Minneapolis.

PLANTING with its recently sponsored more national spot business than any other 250-station in the country. Turning to consistent use of musical programs built from a large transcription and recording library, the station estimates that about 75% of its 24-hour broadcast day goes into music. According to Art Croghan, WJBJ sales manager, national spot business for the station was up 41% for January, 57% for February, 81% for March and 87% for April, as compared to 1938.

KOB, Granted 50 kw., Plans New Plant in Fall


Andrew Jergens Co., Cincinnati (Jergens Iton-Woodbury soap), on June 30 renews for 13 weeks Jergens Journal and The Parent family on 90 split NBC stations, Sun., 9-9:30 p.m. (reb., 12 midnight-12:30 a.m.). Agency: Lennen & Mitchell, N. Y.

Network Changes


Niagara Falls Debut

Niagara Falls, N. Y. owned by the Niagara Falls Gazette interests and operating with 10,000 watt daytime outlet, has made its debut May 12 under the management of Earl C. Hult, former chief engineer of WKY Oklahoma City, and one-time owner of that station. Stations are located in the Hotel Niagara. National representative of the station is Headley-Reed Co., New York.

WOC Network Switch

Conversations are in progress for affiliation of WOC, Davenport, Ia., with NBC-Blue in lieu of its present CBS affiliation. CBS was represented as being loath to terminate its contract until it was arranged for another outlet. WHBF, Rock Island, now on NBC, has also figured in the conversations, it is reported. WOC is a sister station purchased by the 60,000-watt WHO, Des Moines, NBC outlets in a deal being owned by the Col. B. J. Palmer interests. WOC operates on 1570 kc. with 250 watts, while WHO is on 1240 kc. with 1,000 watts.

Byron S. Phillips, formerly sales promotion manager of Penzoil Co., Oil City, Pa., has been appointed advertising and sales promotion manager of the Penzoil Co., California, with headquarters in Los Angeles.

POT O' GOLD SHIFT TO BLUE NETWORK

LEWIS-HOWE MEDICINE, St. Louis (Tums), on June 13 will shift its Pot o' Gold program from NBC-Red to the Blue Network, using over 100 stations on the Thurs. day evening 8:30-9 p.m. period. Already 92 stations have been cleared, according to John Butler, vice president and director of copy, Stack-Goble Adv. Co., New York.

The shift has been planned for the April 12 ruling by the Department of Justice in which purported lottery angles were indicated to be within the law, according to the agency, and was not brought about by pressure from NBC.

Lewis- Howe is retaining the Tuesday 8:30-9 p.m. period on the Red network, now used for Tums, to introduce a new show called Treasure Chest, also with the Horace Heidt orchestra, an audience participation program based on answers to musical questions and responses to its 1939 summer production, Answers From the Dancers.

U.P. THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Phonograph Record Co.

NEWARK, N. J.
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Humboldt 2-0880

CHICAGO, ILL.
221 N. LaSalle St.
Central 5275

Broadcast Advertising

June 1, 1940 • Page 101
Texas Reovation Ruling Sustained
Tentative FCC Order Upholds Finding in Three Cases

REVOCAITION of the licenses of Texas stations—KNET, Palestine; KTBC, Austin, and KRXA, Lufkin—because of purported hidden ownership by Rev. James G. Ulmer and alleged infractions of the law, was proposed by the FCC May 16 in tentative findings concerning one of the so-called Texas reovation proceedings in which Dr. Ulmer is involved.

The FCC held the licenses in question were issued upon "misleading" representations in that the applicants failed to make full disclosures concerning financing of station construction and operation, and ownership, management and control.

Arguments Asked
In each instance it said that had the facts been known the Commission would not have granted licenses. The proposed findings were based on hearings conducted in Texas. All parties have 20 days to file exceptions.

The proposed findings affirm recommendations made by Commission members George H. Parmelee, who sits at the hearings. In the KNET case, the Commission said the actual applicants probably were innocent of any intentional wrong but were only "dupe" of Dr. Ulmer.

Dr. Ulmer's attorneys already have requested oral arguments in the revocation cases in which amended exceptions filed to the preliminary proposal are [Broadcasting, May 1-15]

Wage-Hour Classes
EMPLOYERS in various types of industries will be given a day in court to advance their suggestions for reclassifying "administrative" and "executive" wage-hour administration, according to a mid-May announcement by Cordell P. Pennington, administrator of the Wage & Hour Division of the Labor Department. Although a meeting date is not yet definitely scheduled, employers in the communications industry are included in one of the groups, which also covers publications, public utilities and insurance.

School Expands List
UTILITIES ENGINEERING Institute, Chicago, which places Eastern advertising for its correspondence school through Klinger Ad. Co., has added the division to the list of nine Eastern advertising firms carrying quarter-hour musical clock programs. Terms are WHEC, Rochester; WOKO, Albany; KYW, Philadelphia.

INTERESTING THE OIL INDUSTRY
W. B. Way Tells Radio's Story as Producers Hold Their Annual Exposition at Tulsa

WITH THE thinking of oil producers, oil companies and allied industries in greater use of radio as an advertising medium, W. B. Way, vice-president of KVOO, Tulsa, and vice-president of the International Petroleum Exposition, will be featured at this year's event similarly to the past few years. The exposition will be held May 25 in Tulsa.

Opening ceremonies May 18 were held by KVOO to ten other Oklahoma stations, including KTUL and KONE, sister Tulsa stations. Other events were held in various cities, KABC, OKC and KTKO, Oklahoma City; KBXJ, Muskogee; KADA, Ada; KGCO, Enid and KGFF, Shawnee. The last-named station carried 30 minutes of the program May 20, including interviews with some of the celebrities in the oil industry, ranging from the facial tinge and color of the show and music from the Cafe de Petrol, official restaurant and gathering place.

Equipment Exhibits
Fifteen-million-dollar worth of oil industry equipment, ranging from the smallest steam engine in the world to the Jack rabbit drilling rig, kept KVOO engineers, announcers and production staffs working overtime. The show to provide complete coverage is the world's largest single-industry show, with heads of practically all of the producing companies participating.

Pursuing his thought of coaxing additional Cañon City and Philadelphia, Mr. Way prefaced KVOO coverage of the oil show with a series of ten half-hour "Introducing Oil Industry" on the program to provide complete coverage. It is the world's largest single-industry show, with heads of practically all of the producing companies participating.

Outstanding human interest broadcast was a pickup of the "Old Timers" ceremonies May 20, during which veterans in the oil business, ranging up to 90 years and above, were awarded medals and citations for distinguished service to the industry. Broadcast was the first, and on previous exhibits included descriptions and demonstrations of latest Link trainer, training pilots in instrument flying, completely automatic railroad model insured for $20,000; exhibits by the Union Wire Co., huge mobile power shovel, winch and derrick, and exhibited by Caterpillar Tractor Co.; model steel mills of the Bethlehem Co.; mobile dredges and rigs of the Franks-Wilson and scientific displays by DuPont.

Plainview, Tex., Grant Canceled by the FCC
A PERMIT for the construction of a new 100-watt daytime station on 1240 kc., Plainview, Tex., issued by the FCC in July, 1939, to W. B. Dennis, radio service man, was canceled by the Commission May 28 upon a finding that the permittee "made misstatements relative to his financial position in applying for the permit." The Commission, last March 12 issued a show cause order against Mr. Dennis, alleging false and misleading statements about his financial worth. Commission records are said to have indicated that he had shown no liabilities as against cash of $7,000, real estate valued at $7,000, four cows and an automobile, for an aggregate net worth of about $20,000. Investigation disclosed he did not have the cash.

WAGA Transfer Approved by FCC
Shift of Control to Caster Granted Without Hearing
TRANSFER of WAGA, Atlanta, from Broadcasting Corp. to Fort Industry Co., headed by George B. Storer, Detroit industrialist, was approved without hearing May 28 by the FCC. The purchase price was $110,000.

The Commission authorized transfer of control from Norman K. Winston, the real estate dealer and associate of Arde Bulova, to Mr. Storer's organization in granting a petition to consider the proposed sale.

Mr. Winston owns 60% of the company, with 40% owned by the Atlanta Journal, which also participated in the transaction [Broadcasting May 1].

The station operates on 1450 kc., with 500 watts night, 1000 watts local stem, unlimited time and is a Blue Network outlet.

Mr. Winston has been proposal for transfer of WAGA to James M. Cox Jr., son of the former Governor of Ohio and owner of Cox newspapers and radio stations, recently had been designated for hearing.

Mr. Storer had previously filed with the Commission a petition for consideration of an amendment to transfer of the WAGA stock for 60% of the WAGA stock from Mr. Winston to Fort Industry for approximately $500,000, which had been reconsidered in action in designating the application for hearing.

The transaction was for transfer of 60% of the WAGA stock from Mr. Winston to Fort Industry for approximately $500,000, with the remaining 40% to be transferred by the Atlanta Journal, for a consideration of $500,000, divided among the WAGA stockholders.

The Fort Industry stations, in addition to WAGA, are WSFD, Toledo; WAIO, Wheeling; WMAS, Fairport; WLOK, Linwood; WERE, Zanesville.

Mr. Storer himself plans to devote his time to the supervision of the Fort Industry management of WAGA. Although he maintains his home in Denver, he is known to have a house established in Atlanta.

Cut Off by the Censor
A WAR QUESTION put to John Gunther during his recent guest appearance on the NBC Blue Network program "Eve-" was "What is the prospects Please" and his answer caused CFCF, Montreal, to cut the program at that point, inserting other music until the program returned to non-war topics, in accordance with Canadian restrictions on war discussions which have not first been passed by government censors.

DISPLAY OF souvenirs, gifts and treasures by Canadians from officials, civic leaders and business leaders of cities in which the CBS Original Amateur Hour is a feature of the Chrysler Corp. exhibit at the Fair was in the New York World's Fair.

EVELYN LYNNE, heard on the NBC Breakfast Club and Club Mattress and recently selected "America's Sweetheart" by the radio engineers, will be crowned Queen of the Tenth Annual Broadcasters Ball to be held in Birmingham on June 1-2. She is a native of Alabama.

SPRAGUE-WARNER & Co., Chicago (Richchard brood), occasional dealer in radio equipment, has appointed C. J. Stover to London & Geller, Chicago as agency. There are no immediate new radio plans but speculation is based on increased interest in equipment, according to Harold Gross, account executive.
COLUMBUS, OHIO
Population, 1930 290,564
Retail Sales, 1939 $147,406,000*
Wholesale Sales, 1939 $145,190,000*
% of Nation's Buying Power .7150*
(trading area)
Radio Homes 90,880
(Franklin County)
*Estimated by Sales Management

COLUMBUS Welcomes Your Sales Message over WLW

Down through the years the Nation's Station has made many friends in Ohio's Capital and has become a part of the daily lives of its citizens.

Day by day buying habits of Ohio's fourth largest city have just as certainly been influenced in favor of products advertised on WLW—as Columbus merchants and wholesalers can tell you.

NAT'L REP. - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO

WLW THE NATION'S most "Merchandise-Able" STATION
"Feed the Line" with QUALITY on YOUR REMOTE PICKUPS!

BASEBALL OR POLITICS... across the street or across the state...this year you'll be running more remote pickups than ever! Let this new RCA-engineered high-fidelity portable equipment feed studio-quality audio through your lines!

Use RCA radio tubes in your station for finer performance

NEW RCA Portable Remote Amplifier*

Just a 20 1/2-pound handful of RCA efficiency, the new OP-6 amplifier is ideal by itself where channel-mixing is not required. A switch selects one of two microphones; and the amplifier plugs into either an AC power source or its compact battery box without circuit changes. Inverse feedback, varied automatically with gain, keeps circuit-noise far below output at any level. 3 stages of amplification with RCA 1620 low-noise, non-microphonic tubes give 90 db. gain—more than ample for low-level microphones. Illuminated vu Meter is optional—or can be added at any time. Response is within ±1 db, from 40 to 10,000 cycles—distortion less than 1% even at maximum output.

NEW RCA 4-Channel High-Level Mixer*

For mixing control, simply add the 22-pound RCA OP-7 mixer. It feeds the OP-6—or any amplifier with adequate gain. It provides high-level mixing of up to four microphone channels without the increased circuit-noise of low-level mixers.

Both the OP-6 and OP-7 can be simultaneously connected to a single power source (either AC or common battery supply). Get the facts on this new, flexible, low-cost equipment—write for literature today.

*Contains Built-In, Self-Contained AC Rectifier

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A SERVICE OF THE RADIO CORPORATION OF AMERICA

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.