WE SAID IT BEFORE

We will be glad to support this statement with technical evidence. Our address is 1440 Broadway in New York.

Because of its location, affording the shortest path and the most desirable over-water approach to population concentrations, aided by directive radiation, WOR delivers the strongest available signal to the greatest concentration of homes with radios in the United States.
YOU GET BOTH
When You Buy

WSPD
TOLEDO
"Where Industry and Agriculture Meet"

The Rich
Agricultural
Market
of
NORTHWESTERN OHIO
and
SOUTHERN MICHIGAN

and

TOLEDO
"The Glass Center of the World"

WSPD 5000 WATTS DAY 1000 WATTS NIGHT
—and, in a matter of 90 days WSPD will go to 5000 full time as per F. C. C. permit.

with its 90 million dollar payroll from 650 diversified industries

Space buyers know that an NBC Basic Red Station on 5000 watts can hold a top audience in any man's market. And Toledo, the "Glass Center of the World," and its rich agricultural market offer national advertisers 1,500,000 prospects.

TOLEDO'S BASIC Red NETWORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY
New York • Chicago • Detroit • Kansas City • Dallas • San Francisco
Generate SALES in New England

It takes wide-spread local sales stimulation to get consistent action in a prosperous market as large as New England, with its 114,044 retail outlets, and its 18 trading areas, each one distinct, each one important.

No single station or any small unit of stations can give proper coverage. Only a network of 18 stations, and a total potential audience of 5,874,711, can produce local, point-of-sale influence strong enough to give maximum results.

The Colonial Network is geared to give this essential, intensified 18 local-area coverage—at a cost that decreases advertising percentage because it increases sales!
A $2,214,269,000 MARKET

Power WHERE IT COUNTS

50,000 WATTS

BASIC CBS OUTLET

WHAS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY

The Courier-Journal  THE LOUISVILLE TIMES
An Announcement

OF SIGNIFICANT IMPORT TO TIME-BUYERS,
ACCOUNT EXECUTIVES, SALES HEADS

This month WBBM puts into operation its new transmitter, designed by CBS engineers to better WBBM’s service to its listeners throughout the middle west.

With a new 490-foot vertical radiator already in use, WBBM’s signal strength has been stepped up 55 per cent.

What this means for WBBM advertisers, of course, is: (1) An extension of the boundaries of WBBM coverage, bringing WBBM many thousands of new listeners; (2) Vast improvement in the technical quality of WBBM’s service to the millions of its established, loyal, listening audience, already greater than that of any other Chicago station.

Eight Straight Years of Leadership

These improvements in transmission mark another step in WBBM’s leadership... a leadership which was gained in 1932 and never relinquished. Yes, for eight straight years WBBM has led all other Chicago stations in local and national spot advertising, the kind of advertising that must show tangible results. In 1939, for example, WBBM carried more than 20% more local-national spot time than its nearest competitor—more than the third, fourth, and fifth stations combined!

The new transmitter’s increased coverage enhances WBBM’s leadership, makes WBBM more than ever before the No. 1 buy in the nation’s second largest market.

WBBM 50,000 WATTS · CHICAGO
A CBS STATION

Represented nationally by Radio Sales, a division of the Columbia Broadcasting System: New York Chicago · Detroit · Los Angeles · San Francisco
Scant Coverage has its place ... BUT—

For a real selling job in the prosperous Southern New England market you need the kind of thorough coverage no other station delivers so effectively as WTIC. In our primary area alone WTIC is an established listening habit with 1,863,570 people—more than live in Cleveland and St. Louis together. Their per capita retail sales top the national average by nearly 40%.

What’s more, the records show still another 1,700,000 people outside our immediate coverage area who rank WTIC at the top of their list of real neighbors. Put our 50,000 Watts to work for you—to do a thorough selling job not in Hartford alone, but in all of Southern New England as well.

WTIC 50,000 WATTS
A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET
The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco
If names make news, and they do, and if names make radio programs, and they do, all the surveys, incidental, coincidental and accidental would only go to further prove what buyers of radio time prove again and again by selecting the biggest "double feature" entertainment in Southern California—NBC's Red Network outlet, KFI and the up and coming, busy and humming NBC Blue Network outlet, KECA.

To the "Who's Who" of American business using NBC facilities over these stations, add the "Who's Who" of Southern California business for in the "third major market" KFI and KECA are first with the finest.

KFI  Park C. Anthony, Inc.  KECA
141 North Vermont Avenue, Los Angeles

We've Moved: New studios and a new location conveniently located mid-way between Hollywood and downtown Los Angeles. They tell us we now have one of the finest plants to be found anywhere in the West... more room... improved facilities... everything to better serve our KFI-KECA clients.
SPEAKING OF PICTURES... 

THESE SHOW HOW KGO AND KPO BECAME FRONT PAGE NEWS IN SAN FRANCISCO

And how, at the same time, they became more than ever a vital part of San Francisco life—an important consideration to both local and network advertisers in this prosperous World’s Fair city.

WHEN KGO and KPO tied up with the San Francisco Chronicle last year they started what has become the most talked-of promotional splurge in the country. For within a month after the Chronicle’s 110,000 readers saw the initial stories and pictures, the two NBC stations were tying up with a second paper, the 105,000-circulation evening S. F. News. First, an important election broadcast with the Chronicle—then a Christmas Party with the News—a daily radio show with the Chronicle—a series of World’s Fair programs with the News... That’s part of the bill of fare that’s drawing front page space for KGO and KPO every day in both these metropolitan dailies... making KGO and KPO more than ever a vital part of San Francisco life, making these NBC outlets more than ever the most important stations in Northern California for local, spot and transcontinental advertisers.

KGO-KPO
National Broadcasting Company
111 Sutter Street  •  San Francisco

*As adroit Life Magazine would say it.
NBC THESAURUS helped "up" our sales 25% 

Letter from Henry P. Johnston, General Manager, WSGN, Birmingham, Alabama, gives orchids to NBC Thesaurus

In his letter Mr. Johnston tells you better than we can what NBC Thesaurus means to a station in terms of increased business. And it reflects the attitude of many NBC Thesaurus subscribers.

It stands to reason that stations offering advertisers and agencies NBC Thesaurus service are bound to secure more business. For these programs are "Big Time" shows at "Small Time" cost. And that's the combination all your prospective clients are seeking! We will be glad to supply you with full details. Write today!
If any of you agency men haven't yet discovered that Free & Peters can often supply program ideas, you've got a pleasant surprise coming to you!

Now don't get us wrong—we're not claiming we can supplant the creative fellows in your organization. But we are fourteen radio men with reasonably good imaginations, and we do have almost daily contact with the managements of 23 live, well-managed radio stations, who are constantly getting a lot of swell thoughts on promotions of various sorts. And every once in a while we do give some agency friend an idea that later develops into the real thing.

If you'll give us a ring, and tell us your needs, we believe we can show you some results. How about it?
New ‘Crackdown’ Era at FCC Foreseen

Pot o’ Gold Action Is Viewed as Only a Mild Sample; Fly Swings Balance of Power Toward Rigid Control

By SOL TAISHOFF

A NEW siege of “crackdown” regulation of broadcasting, evidently aimed at a every p h a s e of station operation short of rate regulation, appears to be brewing at the FCC under its recently re-vitalized leadership.

Indications have been seen not only at hearings held during the last few weeks, but in FCC decisions and in the newest onslaught on the program problem. The action of Feb. 8 in transmitting to the Department of Justice the facts concerning the NBC-Red Pot o’ Gold program is viewed as only a mild forerunner of harsher measures to come.

The turn in events is ascribable to what appears a clear demarcation of viewpoints among members of the Commission, with Chairman James Lawrence Fly, who has held the balance of power, apparently casting his lot with the rigid-regulation forces. Prior to Mr. Fly’s appointment last fall, this group included Commissioners Paul A. Walker, F. I. Thompson and George H. Payne. The more conservative group, which fostered industry cooperation rather than mailed-fist m e t h o d s, comprised Commissioners T. A. M. Craven, Thad H. Brown and Norman S. Case.

Compromise Decision

Chairman Fly, who is credited with having performed what seemed impossible by keeping the Commission’s interdecimal squabbles at a minimum, insofar as public prints are concerned, is in the forefront of the impending new policy attitudes and pronouncements. Commissioner Thompson, whose tenure began only last April, also is represented as a vigorous advocate of reform in commercial broadcasting.

The decision to refer the Pot o’ Gold program to the Department of Justice was a compromise. Considered first by the FCC, along with another local prize-contest program, at the main session Feb. 7, the majority is understood at first to have favored setting down all of the stations involved for hearings after the long-awaited renewal of licenses. This would have been a repetition of the actions in such well-publicized instances as the Orson Welles “Martian Invasion” and the Mae West episode, which precipitated cries of censorship from the industry, the press and the public that still linger as examples of bureaucracy running rampant.

Having postponed the more drastic action, by sending “sitting” two prize-award programs to the Department, the new FCC majority, however, does not propose to drop the matter. On the contrary, the view appears to be that the stations can be cited for cancellation of licenses upon filing of their renewal applications, at which time the intention would be to review past programs of the stations to test their ability to seek “public interest” in the future.

Another local prize-contest program was heard also, apparently inasmuch as the majority believed it could be handled on a more temporary basis.

Lottery Warning Is Foreseen In Pot o’ Gold Action of FCC

FEELING action was necessary because of a plethora of complaints from members of Congress, theatre owners and others over the mushroom growth of radio prize contests similar to the Pot o’ Gold, the FCC Feb. 8 ordered transmitted to the Department of Justicefor action. This appears a repetition of the actions in such well-publicized instances as the Orson Welles “Martian Invasion” and the Mae West episode, which precipitated cries of censorship from the industry, the press and the public that still linger as examples of bureaucracy running rampant.

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This has been described as censorship “after the fact”, and is of a character that technically may pose the same problem as the anti-censorship provision of the Communications Act.

The legal yardstick, which Chairman Fly regards as fundamental in giving the Commission authority to cite stations on programs in considering renewals, is the decision of the U. S. Court of Appeals for the District of Columbia of a decade back in the case of Dr. John R. Brinkley, the so-called “goat gland” doctor whose station in Milford, Kan., was deleted by the old Radio Commission. In sustaining the Commission, the court ruled that under the Communications Act, “if one doctor shall use his results, the other doctor shall also use them”. Because of Dr. Brinkley’s use of his former station, KFFB, as a “personal mouthpiece” in advertising his hospital, and patent medicine operations, the court sustained the Commission’s findings that his programs were not in the public interest. Dr. Brinkley afterward set up his border station at Villa Acuna, Mexico, and has been operating there since, with a hospital at Del Rio, Tex., just across the border.

The philosophy of Chairman Fly and his adherents appears to be that the Commission is duty-bound to deal in terms of “people” rather than field strength contours, technical policing of the spectrum and other routine regulatory functions. Facilities, he maintains, should be measured against the need to serve the public—and service is programs, not microvolts.

Cited as an example of this was the recent grant without hearing of a new regional station in Minneapolis, despite implied engineering
Concealed Control Cited in Revoking 6 Texas Stations

Other Actions Are Foreseen As FCC Continues Probe

Pursuing its plan to ferret out purported hidden ownership or control of broadcast stations, the FCC on Feb. 3 issued orders of revocation of licenses against five local Texas stations, alleging undisclosed interest in them by Rev. James G. Ulmer, Texas broadcast-minister, and Roy G. Terry, chief owner and manager of KGKB, Kilgore. The FCC cut down, with the revocations effective Feb. 24 unless they petition for hearing, are KSAM, Huntsville; KAND, Corsicana; KRBA, Lufkin; KTBC, Austin; KNET, Palestine.

On Feb. 13, the FCC ordered revocation of the license of KGKB, Tyler, Tex., on grounds of “hidden ownership, operation and control” effective March 1. The FCC said an investigation revealed that actual control has been in the hands of Rev. Ulmer.

Scrutinizing Others Also

The revocation orders follow others issued in recent months by the FCC under its comparatively new legal procedure. The list includes KUMA, Yuma, Ariz., recently was revoked [Broadcasting, Feb. 1] and proceedings are in progress involving somewhat parallel actions against other several stations. Questions are also currently involved with KKSA, Salisbury, Md., WQDM, St. Albans, Wt. WBAX, Wilkes-Barre, Pa., also are under similar orders.

In connection with the Texas actions, the Commission announced that the order resulted from formal investigation instituted Jan. 26. The onset of this proceeding, it was learned, grew out of a visit to Texas by Ralph L. Walker, FCC principal attorney. Upon his return to Washington in latter December, he filed a complaint involving the stations. On Jan. 26 was dispatched to the Lone Star State for an investigation.

Recorded Ownership

The orders specify that the licenses of the five stations, all issued to “associations” as distinguished from corporations, were revoked effective Feb. 24 “because of applicants’ failure to make full disclosure to the Commission concerning ownership, management, financing and control of stations.” Under the FCC procedure, the applicants have 10 days to request hearing, with the revocation orders automatically staying pending the outpouring.

The FCC said it is “indicated” that original construction permits and licenses for the five stations were issued by the Commission “upon false and fraudulent statements and representations and because of the concealment of the applicants to make full disclosure to the Commission concerning the financing, management, operation, as well as ownership, management and control thereof, in violation of the statutes and regulations thereunder.”

One Station Sold

One Station Sold

The action by the FCC against KGKB, Tyler, with Mrs. Ulmer owning another 15% and as a director with 5% ownership in KGFP, Brownsville, in which Erol E. Wilson and Ernest E. Wilson are recorded as 44% stockholders each. Mr. Terry, manager of KOCA, Kilgore, is listed as 40% owner of that station, with Mrs. Terry as owner of an additional 40%.

KSAM, Huntsville, is shown as having been dedicated Oct. 2, 1938 and as having been licensed to Sam Houston Broadcasting Assn. Listed as members of this company are H. G. Webster, banker, president; Dr. C. N. Shaver, president of Sam Houston State Teachers College, and W. Bryan Shaver, his son.

KAND, Corsicana, is licensed to Navarro Broadcasting Assn., of which J. C. West is president and is listed with Frederick Slauson as sole owner. Mr. West also is owner of Wolf Brand Products, Corsicana, a food manufacturing firm. The station went on the air in 1937.

KRBA, Lufkin, is licensed to Red Lion Broadcasting Assn., of which R. C. H. Leavitt is president and went on the air May 5, 1938. Members of the association are listed as Ben T. Wilson, auto dealer; R. A. Corbett, wholesale oil and gas distributor, and Thomas W. Baker, road engineer and banker.

One Station Sold

One Station Sold

KTBC, Austin, is licensed to State Capitol Broadcasting Assn., and went on the air Aug. 1, 1939. One-third owners each are listed as R. B. Anderson, former president of the State Tax Commission; R. A. Stuart, former State Senator, now practicing law in Fort Worth, and A. W. Walker Jr., professor of law at the U of Texas. Last month an application was filed for sale of their holdings for $50,000 to J. M. West, owner of the Dallas Dispatch Journal and the Austin Daily Tribune and one of the wealthiest industrialists in the State.

The Texas station, is licensed to the Palestine Broadcasting Assn., in which the principals are listed as Bonner Frizez, general manager of the local schools; William M. Keller, insurance agent, and John Calvin Welch, minister.

NAB Convention Date

While San Francisco is definitely set as the locale for the 1940 NAB convention, the national political conventions may play havoc with original plans for a mid-July meeting. When the NAB last summer selected the West Coast city, it recommended July as the month, but left to President Neville Miller the actual designation of dates. An early August convention is indicated by the Democratic National Committee in Chicago. The Republicans plan their convention probably in advance of that date and perhaps in the same city. Because many broadcasters, especially at networks, may be too busy to leave their desks during preparations for the convention, it is considered likely the NAB convention will be held after the Democratic meeting—probably in August.

Washington Given New Local Outlet

Heller Application Granted, New Local for Kingtons

A FIFTH station for Washington was authorized by the FCC Feb. 13 when it granted the application of Lawrence K. C. Isom, who is to operate a 250-watt unlimited time station on 1310 kc. The FCC last October, however, had rejected the application on technical grounds.

Simultaneously, the Commission authorized new station in Kingsport, Tenn., on application of Kingsport Broadcasting Co. The station will operate at 1370 kc. under its comparatively 250-watt unlimited time. Principals are C. P. Edwards Jr., Kingsport insurance man, and Howard Long, present Postmaster and former managing editor of the Kingsport Times.

Synchronous Amplifier

The new Washington grant, which had been hotly contested, also authorized a 50-watt synchronous amplifier, in addition to its recent 250-watt assignment to afford full metropolitan area coverage. The exact transmission zone, location and type of antennas to be employed are subject to FCC approval.

It is the first grant of a low “booster” in the same city ever authorized, and may be the forerunner of similar authorizations in cities which cannot be adequately covered by 250-watt stations.

There is also pending an application of Capitol Broadcasting Co., for a new local in Washington to employ the same facilities granted Mr. Isom. R. M. Smiley, secretary-treasurer of the NAB, would hold an interest in this company.

Filed with the FCC Feb. 13 was an application for a new station in Kingsville by Kingsville Broadcasting Corp., a subsidiary of Kingsul Theatres. It seeks assignment on 1420 kc. with 250 watts fulltime.

KTUC Sale Approved

SALV OF KTUC, Tucson, by the Tucson Motor Service Co. to the Eastern Newspaper Co. for $250,000 was approved Feb. 13 by the FCC. Officers and stockholders of the newspaper company are Abner B. Roush, Tucson, president, 39 1/2% stockholder; John Merino, Safford, Ariz., part owner of KSLU, vice-president and 39 1/2% stockholder; Carleton W. Morris, Lowell, Ariz., part owner of KSLU, 10%; Louis Long, Safford, Ariz., also interested in KGLU, 10%. The station is a local on 1370 kc., and has been the controlling interest of which R. A. Craig and H. L. Stevenson, both of Phoenix, were chief stockholders.

WGES Control Shifted

TRANSFER of control of WGES, Chicago, passed from T. H. Guyon, Chicago chain restaurant owner, to other associates, with the approval Feb. 13 by the FCC of transfer of a gift of stock to the stockholders of the single new owner, M. C. Cowen. Under the new ownership setup T. H. Guyon will hold 16 1/2% shares, H. J. Guyon the same, and Louis J. Monsewicz, general manager, 9% shares, Irene M. Cowen 16 1/2 shares. Gene T. Dyer, R. E. Morris, and J. W. Shepherd, owners of WSBG and WCBP, Chicago, and WEMP, Milwaukee, holds one-half share.
ACTION ON TREATY SWITCHOVER DELAYED

Nations Await Mexico's

Deferment of Formal Ratification

MARKING time until formal word is forthcoming that Mexico has de
posited its Treaty ratification pa
dert with the U.S. Government, the FCC has been unable to make any further definite move toward setting an effective date for the re
allocation of broadcast facilities in the United States provided for un
der the Treaty terms.

While notification was received that President Cardenas had signed the Treaty Jan. 25, there has been no further official word from Mexi
co. The formality of depositing the ratification papers with Havana, as the last necessary step in un
ication of the fact in the official Gaztete of the Mexican Govern
ment are the two routine steps necessary before any negotiations to be made among the nations of the Continent for a switchover date. The FCC tentatively has set Aug. 1 as the earliest possible date, since it has ordered that all broad
cast renewal applications be extended only un
til that date as much become due [BROADCASTING, Feb. 1]

Await Final Step

State Department and FCC offi
cials are not disposed to view the situation with concern, but never
theless feel it would be disadvan
tageous to be left without channels from Canada and Cuba, as well as Mex
ico, relative to an effective date more than the last steps are taken by Mexico. It has been tacitly under
stood there are no reservations sought by Mexico which would alter
the basic provision with pub
licity the Treaty terms, though there is a bi-
lateral agreement respecting six channels, which would not disturb the
proposed rate change [BROAD-
CASTING, Jan. 1, 15]

Unofficial reports have been re
ceived here that the Mexican Gov
ernment contemplates shifts in as
signments of existing facilities from Canadian to U. S. clear chan
nels. There has been no verifica
tion of this. However, if these shifts take place, it is presumed they
would be in the nature of only tem
porary changes, to be vacated when the Treaty becomes operative. Un
under the Treaty terms, high-power border stations are de
finitely doomed, since the Treaty provides that facilities shall be employed to serve the nations of the coun
tries to which they are allocated. In the case of the border stations, which use directive beams to serve
listeners in the United States, this provision could not be complied with.

These reports are that XEAW at Reno, now officially assigned to the 960 kc. Canadian clear used by CBM, Montreal, and CFRN, Ed
monton, Alberta, would be shifted "temporarily" to the channel
nel, on which KNX, Los Angeles, is assigned. A second shift would be either the Dr. John B. Brinkley sta
tion XERA at Villa Acuna, now on 840 kc. used by CBL, Toronto,
or XENT, at Neuva Laredo on 910, the channel assigned to three Cana
nian stations, to be shifted to one of the several clear channels in this coun
try.

No official word has been re
ceived by the State Department or the FCC regarding these impending shifts, and so far as known they have not taken place. XERA uses 180,000 watts, being operated by the former Kansas medico-broad
caster, and XENT, licensed for 500

000 watts, is operated by Norman T. Baker, former Iowa "cancer"

specialist, who last month was found guilty of using the mails to bid fraud in Indictment filed against him. [BROADCASTING, Feb. 1]

Status of 'Borders'

Border stations generally, it is assumed, will cease operating when the Treaty becomes effec

tive or will be relegated to region
al or possibly even local assign
ments. Only in that fashion can they reasonably comply with the requirement of service to nation
als of the country in which they are located. The single exception may be in respect to lower Calif
ornia, in connection with a proposal that the 800 kc. channel, ear
marked for the interior, be assigned to XERB, at Rosarito, across from San Diego, to operate with 50,000

watts. This is by no means conclusi
ve, however, since this country has not agreed to the propos</p>
**Group of Independents As Inc.,** was announced Feb. 13 by Harold A. Lafount, executive of the Bulova stations and president of NIB. Mr. Bennett, who retains a vice-president position with the NAB as special counsel, stated his position on the FCC has taken the matter under advisement.

Mr. Bennett pointed out that the amended rule (38e) prescribes that where a transcription is used it shall be announced as a "transcription" or a "stereothetical transcription" and where a phonograph record is used it shall be announced as a statement by NIB last month in which it is said that only the words prescribed in the rule are permissible and that any variations are barred. Claims Hardship

Declaring this rigid requirement would cause difficulty to independent stations, Mr. Bennett asked if it would not be possible for the Commission to give general interpretational permission to permit stations which have used mechanical methods of nesting words used, as in the past. All NIB members, he said, are dependent either entirely or partly on record material and they must compete for audience with larger stations which must compete on the basis of the expense of live talent. To compete successfully with such stations is considered impossible by Mr. Bennett, it is necessary for smaller stations to present pleasing programs without unnecessary repetition of the same words or phrases. Stations have been able to over- come to a substantial degree the handicap on a recorded program by using variations of the words "transcription" or "stereothetical transcription" and declare a "smoothness of presentation and an effect upon the listener which is not accomplished by repeated use of the same words."

Mr. Bennett said the variations used in the past have by no means included either the specific words or some derivative, such as "transcribed," "stereothetically transcribed," or "recorded," etc., and the public has become educated in the meaning of the particular expression. "When it is considered that the greater portion of the broadcast stations in the United States do not operate exclusively with some form of mechanical rendition of music, it can be appreciated that the introduction of mechanical methods of nesting words used, as in the past, of the identical word would tend to become monotonous to the listener, and that it seems to be a very small thing, it may lessen the opportunity of the smaller stations to compete with the large stations which are audible to the small station's service area."

The Commission was asked to consider whether it is possible to make the rule to permit variations of announcements, or if it feels the rule as written is the best, then, literally, to consider a further amendment which would reinstate the former rule.

The letter of Mr. Bennett was addressed to Commissioner John T. Adams, the FCC's permanent counsel, president of NIB, sent to Mr. Slowie a letter outlining the purpose and scope of NIB. He pointed out that there had been an existing committee form for several years and functioning in individual matters as the interests of the FCC. Last September, he stated, NIB was a permanent organization, with one director selected from each of the 17 districts into which the United States is divided. NIB's objective is representation of the 80% of the broadcasting industry which derives approximately only 20% of the advertising which is placed. Problems which are substantially identical. Members dues are nominal, he pointed out, and service of directors, officers and counsel are being rendered without compensation. He said NIB desires to cooperate with the FCC to the utmost.

**More Latitude in FCC’s Revised Rule On Recordings Asked by Independents**

A PLEA to the FCC to reconsider its interpretation of revised rules which require use of transcription on phonograph records as such without variation, was made Feb. 5 by Andrew W. Bennett, national general counsel of National Independent Broadcasters, in a letter to T. J. Slowie, FCC secretary. Mr. Bennett said the FCC has taken the matter under advisement.

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**When WKY's "Aunt Susan", (Mrs. Mart Adams) was stricken with flu February 1 and unable to appear as host of "Kitty's Garden of the Air" and WKY announced donned aprons, chef's caps and all the trappings which Susan has worn to have suffered a relapse when she heard the trio (1 to r) Tommy Tod,

Perry Ward and Terry O'Sullivan tell her listeners how to make a fresh peach pie in February.
Discourage Lobbying of FCC Federal Committee Suggests

Attorney General's Inquiry Deprecates Certain Methods of Attorneys, Discusses Censorship

POLITICAL lobbying of the FCC, notably by members of Congress, constitutes a practice which should be "discouraged," however slight the effect of the pressure may be when the FCC is called upon to act. Whereupon, it is concluded by the Attorney General's Committee on Administrative Procedure.

After a thorough study by a staff of attorney-investigators, the Committee has issued monographs on a number of Governmental administrative agencies and the heaviest report, in two separate volumes, deals with the FCC generally and with broadcast procedures and practices in particular.

The monograph tears into the political lobbying; deprecates some of the practices of counsel of the FCC in connection with intervention in cases; discusses expansively the program censorship question; supports in the procedural and administrative hearing procedure, and generally gives the FCC its implied blessing on its manner of operation.

The Committee's chairman, Dean Acheson, eminent attorney, and disciple of Supreme Court Justice Felix Frankfurter, and including in its membership Chief Justice D. Lawrence Griner, of the U. S. Court of Appeals for the District of Columbia, was named upon suggestion of the House Rules Committee, by then Attorney General Murphy on Feb. 24, 1939, to investigate the need for procedural reform in administrative law. To assemble the facts, the committee of 10 distinguished jurists employed Walter Gelhorn, of the faculty of law of Columbia University, and a small staff of lawyer-investigators.

Walter Bill Speeded

The Attorney General's Committee's monographs coincided with action of the House Rules Committee in the preparation of a Federal administrative court right of way in the House. This measure is designed to curb the power of Congress to direct agencies and provide individuals with increased opportunity to appeal from rules, regulations, orders and decisions of the independent agencies.

Introduced by Rep. Walter (D-Mo.), the bill is similar to one passed by the Senate last session, known as the Logan Bill, but which was tabled, presumably at the behest of the Senate. Consequently, the Attorney General's Committee an administrative procedure was appointed, cutting across the Senate Bill's later contemplated in the Logan Bill.

The monographs are based on interviews with officials and employees of the FCC, with members of the public affected and with attorneys in practice before the agencies. Staff members also attended the administrative proceedings as observers, and examined files of the agencies to discover methods used in disposing of prescribed functions. Upon completion of each investigation, the staff prepared a preliminary report which was given the officers of the affected agency for consideration. Then, committee members full committee met with the agency's officers to discuss with them the facts and problems disclosed in the reports.

The committee said the individual studies would be completed by May, after which it intends, in cooperation with the FCC and the General Accounting Office, to hold public hearings on the administrative procedures and agencies with full opportunity for expressions of opinions upon all procedural problems.

In a comments says: "I hope the radio hearings will be held during June, and that the final report will be made to Attorney General Jackson by autumn."

Congressional Lobbying

Declaring the extent and effect of political lobbying is one thing; it is another in connection with activities of administrative bodies who have never been fully explored, the committee said that whenever the Members talk to other agencies, "it is a widely and firmly held belief that the FCC has been subjected to constant external influences from almost every branch of Government by members of Congress."

The lobbying stems from the desire of Congressmen to satisfy constituents where a Governmental agency is in a position to bestow benefits or special privileges upon private individuals, according to the committee. It adds: "The pecuniary value of broadcast licenses is great and it is readily understandable why private groups desire, first, to obtain licenses and, second, to keep potential competitors out of radio business. It is not necessary to be involved in it is not surprising that broadcasting enterprises eagerly seize the constituent's privilege of demanding favors from his legislative representatives. The Congressional response in this particular area of regulation is stronger than it might be if there were stimulated only by a desire to pacify important residents of the affected districts, for Congressmen are rapidly becoming the most effective electioneering medium; Congressmen may have much to gain by the licensing of new stations in their home territory and by securing the "friendship" of station owners."

There is no doubt that Congressmen in applications pending before the Commission is evidenced by correspondence, telephone calls, conferences. For instance, according to available information, Congressmen wait upon members of the Commission in their offices in Washington to be presented here or to receive a hearing. Because this applied only to written communications and not telephone conversations or confereneces, it was of dubious value. The mere knowledge of the existence of a communication from a politician, even if not in the record, "may conceivably be sufficient to warp the deliberations of some commissioner," says the report.

"What is at stake here, of course," continued the report, "is not only the actual purly of the Commission's processes, but perhaps equally important, the Commission's reputation for judgment unaffected by private (or not wholly improper) considerations. So long as it is popularly supposed (as, rightly or wrongly, is the case today) that the Commission's decisions may conceivably rather than reveal the true determinants of the official judgment, there will be persistent effort to subject the Commission or its members to political pressures."

"If the Commission is to avoid imposing on the members, one which it is in fact susceptible to the influence of such pressures, it must pursue a definitely courageous course. It must publicize the fact that its refusal to receive information or opinions concerning cases sub judice, voluntarily off the record, even when the Chairman is a member of Congress. Unlike a court, the Commission cannot punish contempt; it diminishes confidence in its ability to sway its judgment of a pending matter."

"But on the other hand, it can, I think, if there is no court, protect itself by a dignified and unavering rejection of communications and arguments even though it may be necessary to reveal their contents later be ignored, involves a lowering of prestige. What may ever be the processes that attend it, the Commission will not acquire the stature of its judicial counterparts until it is as immune from lobbying as most courts are popularly thought to be."

Procedural Details

One entire volume of the monograph on the FCC, and a portion of the second, is given over to broadcast procedure. All activities of the FCC, from the time an application to the final disposition, are reviewed in detail, along with the reason for the particular method.

The slight criticism of the revised procedures was advanced. There was much emphasis upon intervention of existing legislations before the Commission, which precipitated a furor several months ago when the policy was changed, as well as upon the grounds of a reason for intervention on new station applications. Similarly, the mooted subject of program censorship was treated at length.

The monograph stated there have never been any complaints against a Commission so-called liberality granting petitions for intervention, under the former procedure, by the Commission or Congress. Apparently plumping for the revised procedure, and reflecting attitudes expressed by the FCC, the committee was not opposed to intervention, but sought to make it unimpeachable, and then barded into an indirect attack upon lawyrs. The only persons in a position to (Continued on page 72)
ONCE UPON A TIME "cracking" sales resistance in Boston was a major problem. Boston was America's "hard-to-sell" city.

That was before the days of WORL, and before such WORL programs as the 920 CLUB. Times are different now. We can prove it by the following:

JAMESWAY, INC., ADV., BOSTON: "The 920 CLUB pulled nearly as many requests for Pepsinic Seltzer as three major stations and a 16-station network combined."

CHARLES C. COPELAND COMPANY INC., MILTON, MASS.: "The first week that we were on the "920 CLUB", our sales jumped 20% and they continued to show an increase of 20 to 30% each week thereafter. At the end of our cider season, we had sold 12,000 gallons of cider over any previous year."

P. A. STARCK PIANO CO., CHICAGO: "Your station has proven to be one of the best mediums for advertising available in Boston."

For further proof of WORL results, write for an abstract of page 46, July 1 issue of BROADCASTING Magazine, and for 15 outstanding success stories.

National and Regional advertisers specify WORL

Here are a few of them:

- Bulova Watch Co.
- Feenamint
- Ex Lax
- Ford Motor Co.
- Starck Piano Co.
- Pacquin's Hand Cream
- Massachusetts Motors
- Morris Plan Bank
- Fuller Lumber Co.
- Pepsinic Seltzer
- Matchless Brand Food
- Boston Consol. Gas Co.
They Pay to Listen--Down Under

But Australian Air Otherwise Differs Only Slightly

By LEONA DEANE

SO YOU'RE FROM Australia—my, you're a long way from home. Not quite cooee, I suppose never differs and it intriguces me no end. So they took me over, decide that I might almost be a stalking horse, and forthwith proceed with an inquisition that might give pointers to the celluloid three degrees ahead of me, I'm here to learn a bit of the diet—but they're the ones who shoot rapid-fire questions at me, and are amazed at the conditions and up-to-dateness of Australia radio. Maybe you'd like to know about it too.

Well, firstly, radio in Australia is divided into two classes: the A, the National or Government-owned and operated stations, run by the ABC (Australian Broadcasting Commission) which are definitely non-commercial; and the B, individual stationsowned by groups of people or firms, which do some commercial—and how! The A-class stations lean slightly toward the big-city, which spreads over a wide section of the country, covering all tastes. Incidentally, we stopped calling them B-stations since it seemed to denote a slight inferiority although there was none; they are now known solely as "commercial stations".

They Pay to Listen

An annual radio license in Australia costs 2/5 of a shilling—when the exchange really meant something—roughly $5. This, however, goes to the Government, and therefore into the pockets of the National Commission (or A-class stations). At first, when the national station first came, there was much unrest, since everyone was paying their guinea to the Government, but listening to the "wrong" stations and felt swindled. So the ABC got busy, improved its programs and commencing importing famous American artists. Nowadays Australia is now enabled to see and hear people like Lawrence Tibbett, Kirsten Flagstad, Richard Crooks, Malcolm Sargent and others who are brought out to tour the country on money supplied to the ABC by the one guinea annual radio licenses.

There are at least 98 commercial stations in Australia while each of the States has its Government-owned station and the city and country stations may be either individualists, or part of the national, or a part of the local commercial. This number of stations, for the comparative population of Australia, is quite surprising.

Remember that although Australia is almost the size of the United States, quite a lot of the Island is uninhabited and many degrees. However, those who do live there are the most fanatic in their praise of radio. Living so far away from large centers, they are eager to hear and enjoy cultural privileges they would otherwise be denied. And the agricultural 24-hour and one-minute weather reports are of estimate value to the station-owners. (Note: Not to be confused with radio-station owners--our vast areas of sheep and wheat property are not called "ranches" but "stations").

Pleasers of Causes

Again, in the cities themselves, the radio stations are thick. For instance, in Sydney, New South Wales, where I lived and worked in radio, there were eight stations and one shortwave station—that mind you, in the city proper, which is four miles square. It might be surprising to know that a station may reflect the views of the owners; for instance, in Sydney there is a Catholic station, a Theosophist station, a Labour-party station and one which was once controlled by a Council of Churches, which forbad programs sponsored by manufacturers of tobacco, or drink in any form, the mere mention of "cocktail gowns" and had no commercial programs at all on Sunday.

The Catholic station has church services in the mornings, but then, so do many of the other stations. The Theosophists aired their views very little and have ceased altogether now, I think; the Labour Party has been interesting programs occasionally, but now it is very well-behaved and leans heavily towards the sporting element, with excellent local cricket, football, wrestling, and racing—which is the Australian national sport—and other activities.

In an election, all stations are utilized for campaigning.

Quite a few of the Australian commercial stations operate 24 hours a day, though the usual close-down is at midnight. A few are closed close at 2 a.m. and reopen at 4. Here is a very brief programme of a 24-hour Sydney station: 4 a.m. calls and breakfast session to New Zealand . . . a four-day sea trip distant and not "just alongside"; 4:30 till 6:30, rural reflections, including weather, stock, and market reports; 6:30 the BBC news; 7 till 9, breakfast sessions and bright music for those going to work, with frequent time signals—a blessing, believe-you-me!

A Busy Day

Also at this time, there are occasional relays from England. From 9 till midday, multitudinous housewife's and educational sessions; from midday till the Kiddies Hour (five-o'clock) women's interests, relays from race courses and other sporting events, book reviews and readings, national-education programmes, music and cocktail hours; children's programs, to dinner music, national-hookups of the Commonwealth's favourite sketches which include locally-written ten sketches and also American transcriptions—a lessening of the latter, so I am written, since the War put a terrific tariff on importing discs. From 12 till 2 a.m., personality announcers present records of anything from sweet to slumming; a music of the day; hot and whoopee hours; cheerio calls, musical pot-pourri; and from 2 till 4 a.m. hospital nurses supper sessions.

The Author is a visiting Australian who has been copy, script and continuity writer with various Sydney stations and who for the last year has been doing radio work in England. This article is in response to recurrent exclamations, during her visits to American studios, in which surprise is expressed at the up-to-dateness of radio Down Under. Miss Deane points out that, though Australia has a dual system of broadcasting, one governmental and the other private, American methods and American program ideas dominate. But here is Miss Deane's story of it.

WINTRY fun was the rule early in February during the 10-day Winter Carnival in St. Paul, and Twin City stations shut the works in picturing the winter sports events and parades. At left, Graham McNamee, back in Minnesota, goes in his name for the five haunts, grins broadly as he interviews Ha-inen (Miss Boreas VI (in private life Contractor Joseph L. Shively), high buckmuck of the frigid festivities, during an NBC-Red pickup through KSTP, St. Paul. At right, Frank Devaney, production manager of WMIN, Minneapolis, gives a birds-eye description of the Ice Palace, erected annually in St. Paul's Como Park as the focal point of Winter Carnival activities. At the moment he was 2,500 feet up in a Northwest Airlines plane covering the five-mile parade held as a feature of the celebration.

BROADCASTING • Broadcast Advertising

February 15, 1940 • Page 17
AFM Establishes Rate of $18 Per Man For Commercial, Library Recordings

RATE of $18 per man for recording a quarter-hour transcription, whether for commercial or library use, has been established as scale by the executive board of the American Federation of Musicians, the makers of transcription and recording records, as has been notified by Fred W. Birnbach, AFM secretary. This action, nullifying a previous lower rate, which each number recorded on a library transcription should be considered as a separate individual record, is expected to be in effect immediately, superseding all previous wage scales. No mention is made of the special rate for half-hour transcriptions allowed by the union for a brief period last fall, so that is under-rated. Record producers are believed to be generally satisfied with the present rates, and believe that the new scale will be a victory in view of the proposed charges which would have increased the cost of library transcription numbers to a prohibitive level.

NBC is expected to make a formal announcement today of its decision to charge 50% of the regular scale for transcriptions of educational programs made at the time these programs are broadcast on the network. Since these recordings entail no extra effort on the part of the network, NBC is selling them for educational use only to schools and colleges on a limited distribution basis, the network believes it should be permitted to do so without any extra cost for musicians.

The limited distribution of such recordings, made to allow class discussion of educational programs at times more convenient to the schools than the times of the original broadcast, would make this charge of the musicians an appreciable increase in the cost of educational programs, the network believes, in which a small orchestra is involved. In the cases of such programs as those of the NBC Symphony Orchestra and Damrosch musical broadcasts, the 50% musician surcharge would be prohibitive.

Radio Research Project Will Move to Columbia

THE SO-CALLED Princeton Radio Research Project, which next spring with the support of the Rockefeller Foundation, will on March 1 transfer its activities from Princeton U to Columbia University. Paul Lazarsfeld remains as director of the project, whose object is to study the effect of radio on American life. In place of the former advisory board will be an advisory board, consisting of Frank N. Stanton, CBS director of market research, who was formerly an associate director of the study; Robert S. Lynd, professor of sociology at Columbia; Lyman Bryson, professor of education at Columbia's Teachers' College, and H. S. Brucker, associate professor of journalism at Columbia.

A special article of the Journal of Applied Psychology last spring was devoted entirely to the work of the Princeton Project, and included 20 pages on various phases of the radio research. [Broadcasting, April 1]. A stimulating piece of panic reaction to the famous G. P. Baker's "War of the Worlds" broadcast conducted by the project is now on the market for those who are ready about March 1. A complete study of the various means of measuring radio audiences and audience reactions to programming has been made under the supervision of Dr. Stanton, who is now being written up by Dr. Stanton, and will be published late in the spring.

Vanti May Add VANTI PA-P'A Corp., New York, which has been promoting its new melon drink on WIOD, Miami, and which has been advertising and promoting program announcements in various newspapers and magazines, is expected to have a radio station in Fort Wayne, Ind., soon. The station will be established by the company, which owns the "H. W. S. Walker" line of melon drinks.

The Thomas in Boston

THE THOMAS, scalp specialist, has started a daily five-minute program on WCPG, Boston, using the 8:10-8:15 a.m. period. The competition is offered in five cities. The WCPG programs are announced by Russell Offhaus, with music from the WOR network. The radio station is offered to listeners who mention the broadcast, as well as a book on care of the scalp.

Tootsie Roll Spots

SWEET'S Co. of America, New York, will start a campaign for Tootsie Rolls to reach the end of February, under the direction of the advertising and promotion annuncia
tments in seven or eight major markets. Details have not all been agreed to yet, but the Argus Co., New York, is agency.

MRS. F. E. FITZSIMMONDS, wife of the general manager of KYF, Bus
tcham, N. D., was killed recently in a serious automobile accident following an operation. She was 39 and a former Jean Starnes, of Crystal, N. D. She is survived by her husband, mother, four sisters and a brother.

FCC Still Silent On Lease Pacts

Licensees Not Informed as to Provisions of Citations

LICENSEES of eight stations, all assigned to clear channels and operated under so-called management contracts, through the end of March 1940, as to the issues they would have to meet under the renewal citations of the FCC, have not been informed as to the FCC's proposed citations. Notices of hearing have not yet been released by the Commission and as a consequence no hearing dates or places are known. Based on the suggestions of a regular FCC docket committee, it was indicated the hearings could take place as early as March or perhaps early April assuming no conflicts develop.

The stations were cited for hearing to ascertain whether the broadcast licensees are themselves discharging duties as licensees or have turned them over to "outside companies," designated for hearing when the Westinghouse stations were cited in WRZ-WBZA, Philadelphia; KYW, Pittsburgh; which are program-managed by Advance, Chicago; WESC, Elmiya, N. Y.; WWL, New Orleans, and WAPI, Birmingham, Ala.

It was indicated that under present plans "regular procedure" would be followed and each licensee would be heard individually. However, there were possibilities of consolidation, depending upon the issue, and the likelihood of the possibility that several of the hearings will be held away from WNY.

Likelihood of similar notice to other stations operated under management contract is foreseen, and these are not expected to arise until the next batch of license renewals falls due April 1. Station owners are being regarded for the reason for citing the stations for renewal, particularly the WAPI matter. Recovery of $125,000 recovered and much testimony added during the network-monopoly hearing, and the FCC seems early 1939. It was felt in some quarters, it is understood, that the issues could be treated in the network monopoly and it was considered likely the principal issues will be whether or not a management contract actually constitutes a transfer of license within the meaning of Section 310 of the Communications Act. Also involved is the issue whether the law contemplates that a licensee is foreclosed from designating an "agent" to conduct his affairs.

Princess Pat Amateurs

PRINCESS PAT LTD., Chicago, on Feb. 26 will start James J. Walker, former director of WHN, New York, as the m.c. of the Original Amateur Hour on WHN, New York, to be presented Mondays, 9-10 p.m. from the stage of the Times Building on Broadway. The program, one of the pioneer amateur programs, started in Chicago in 1927, and is presented by the E. Seiden Wellness & Television Co., Inc., who have been producing the show locally for many years. The program is broadcast on WBY, New York, as well as on other stations.

Scott's Big List

SCOTT PAPER CO., Chester, Pa., on March 11 will start a campaign for Scott towels using three-week-weekly announcements in seven or eight major markets. The campaign is to be handled by the Blume Co., New York, is agency.

WKY, Oklahoma City, on Feb. 11 started a weekly competition for high school bands, offering a silver cup to the winning school.
"That's the soil fertility map of the United States!"

- Par'm us, please, for bringing up one of these here distorted maps again, but we just couldn't resist this easy method of showing why Iowa is the most important agricultural state in the Union.

Actually, of all the 101,037,573 acres of Grade A land in America, Iowa has 25,983,110, or 25.62%!

Figure it out for yourself. One-fourth of all the best land in the nation (plus a lot of the second-best, too)—covered completely by one 50,000-watt radio station, situated at the very heart and center of the territory. That, in itself, would automatically make WHO the country's leading farm station—even if we didn't give our millions of listeners the most entertainment, the most news, the most showmanship that money can buy. ... Would you like some details?

WHO

+ for IOWA PLUS! +

DES MOINES ... 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Survival off the Fittest: Theory Is Argued in Dubuque Case

THE WHOLE question of competition between broadcast stations—invoking determination as to whether it shall be "survival of the fittest" or a limitation on licensing of new stations where rigorous competition resulted—was placed in the lap of the U. S. Supreme Court Feb. 9 in final arguments in the Dubuque case. The court may render its opinion Feb. 26, though it is possible the ruling will not be forthcoming until a subsequent Monday "decision day."

From William J. Dempsey, FCC general counsel, with the free competition theory, and Louis G. Caldwell, first general counsel of the Radio Commission and counsel for WKBB Dubuque 2, arose from the inability of the Supreme Court Feb. 9 to argue the fundamentally "free competition" case. It was also a thrill for another Dempsey who once sat in a seat in the back row—his father, Rep. John J. Dempsey, (D-N. Mex.).

Father & Son

IT WAS the "big moment" for William J. Dempsey, 33-year-old FCC general counsel, then he stepped before the Supreme Court bench Feb. 9 to argue the fundamental "free competition" case. It was also a thrill for another Dempsey who once sat in a seat in the back row—his father, Rep. John J. Dempsey, (D-N. Mex.).

under the Communications Act of 1934. He held that the broadcasting business is not subject to the same character of regulation as railroads and that broadcasters are not subject to rate regulation or limitation of profits. He contended that competition is the most forceful element in providing better radio service for the public and that the statute itself did not contemplate any protection for existing licensees from the competition of newcomers, even if forced to extinction.

Chief Justice Hughes and Justices McReynolds and Stone frequently interrupted Mr. Dempsey, especially particularly the intent of Congress with respect to the right of appeal of parties whose interests are "adversely affected." Significantly, also were questions raised in connection with the requirement in the Act that the financial responsibility of applicants be regarded as a condition precedent to the granting of a license, as opposed to the Commission's contention that unlimited competition does not constitute an appealable interest.

A Matter of Facilities

There were also frequent questions from the bench regarding the cases to be decided in connection with the "question of" cases in favor of the Commission's philosophy. Following the argument on the Dubuque case, however, and based on questions from the bench, many observers were inclined to modify their prognostications. The questioning was far more pointed and vigorous, with practically all justices participating in it. In some quarters it was felt a divided opinion might result.

Opening the argument, Mr. Dempsey explained that the issue arose from the FCC action of July 2, 1937, in granting the application of the Telegraph-Herald for a new station in Dubuque, IA, from which WKBB appealed, raising the question of the inability of the commission to license additional stations. WKBB appealed to the lower court, which reversed the Commission's decision, holding that the applicant was entitled to a "free competition" license. The court reversed the Commission's decision, holding that the applicant was entitled to a "free competition" license. He said the statute did not distinguish between stations which sell advertising on the basis of non-commercial or non-broadcast pursuits, such as ship, aviation, amateur or other stations. Broadcast stations are ordered into the broadcasting business as newspapers and may, without any requirement, permission or hinderance, enter into advertising pursuits. Mr. Dempsey contended there is no regulation of profits or of rates and no protection against competition.

Mr. Dempsey argued that the issue of competition is wholly irrelevant and that should the Telegraph-Herald station give good service, it will win listeners even though it may adversely affect WKBB business.

Right of Appeal

Mr. Caldwell began his one-hour argument with a summary of the view of the FCC, which he contended was that it has no power or authority to take account of the ability of station to support an additional station. Moreover, he said, the Commission takes the position that no one has a right to appeal to another who is denied a facility.

Unlike Mr. Dempsey, Mr. Caldwell was not subjected to as many questions by the court. He challenged the Commission contention that findings are unnecessary and that it is under no compulsion to "serve" due to its so-called "power of the court" in the construction of the statute, he said a hearing was "an empty formality.

Concerning the Dubuque situation, Mr. Caldwell said WKBB is losing money and that the competition of a station operated in conjunction with a newspaper will profoundly affect the facility.

Mr. Caldwell explained that there might be one wherein the city would have both its own newspaper and a broadcasting paper operated by the same interests. He argued the FCC had not contended when the appeal originally was taken to the court below that there was no appealable interest.

Interpreting the intent of Congress in the Communications Act, and in prior statutes, Mr. Caldwell insisted that unlike the Commission's interpretation, every assumption is that there have been previous hearings in cases. He said the legislative history tended to prove that Congress contemplated an appeal in the Dubuque situation. As a matter of fact, he said, several appeals had been taken to the lower court on the economics question and that in those cases the question of appealable interest had not been raised by the Commission.

Cites Annual Report

The essence of injury to existing stations is loss of listeners, Mr. Caldwell contended, which can come through the assignment of a new station on the same wave. The length with a resultant loss in coverage or in a case such as the Dubuque situation where another station would be licensed to divide the audience. In either instance, the existing station stands to lose listeners and, as a consequence, business. Mr. Caldwell argued that the Commission itself as recently as its last annual report, had taken cognizance of the question of adequate economic support for broadcasting facilities. In this respect, he had also cited in his brief filed with the court Feb. 7 a number of decisions of the Commission in which it contended indicated consideration of the competitive and economic question.

The requirement of due process must be exercised, Mr. Caldwell declared, asserting the Communications Act is not intelligible otherwise. The hearing section of the Act particularly has no meaning unless competitive matters are considered, he declared.

In conclusion, Mr. Caldwell called attention to the FCC decision in the Hellmeyer case, and pointed out that no question of interference was involved in Cheyenne and that it was simply a situation wherein two applicants were applying for this facility with the issue purely economic. The FCC in that instance, he said, appealed to the highest tribunal, with the issue in fact that of whether a municipality of the size of Cheyenne is entitled to more than one station.

Opening the argument, Mr. Dempsey was asked by Justice Stone if the financial ability of an applicant is not an important factor. Mr. Dempsey said the Commission is required by statute to pass on financial qualifications but that the competitive factor had no bearing, even if the existing station might be destroyed. Both Chief Justice Hughes and Justices Stone and McReynolds pursued this line of questioning.

The Chief Justice observed that he was at a loss to see how the public interest could be served under a congressional mandate which so tied up an administrative agency. Mr. Dempsey, however, contended that it resolved itself into a question of damage without injury.

Both the Commission and WKBB counsel were given authority to file supplemental briefs with the court.

The austerities courtroom took on its radio appearance, with virtually the entire membership of the FCC and its legal staff on hand, along with a substantial portion and pointed out that as to a Congressional mandate which so tied up an administrative agency. Mr. Dempsey, however, contended that it resolved itself into a question of damage without injury.

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George Rector, famous wherever good food is mentioned, was interviewed by Harriet Hester of WLS during National Food Week. Mr. Rector is food consultant for Wilsnn and Co.

FEATURE FOODS

Here is a participation program which is bringing phenomenal results to a constantly growing number of food products manufacturers. If you want to increase your sales through grocery stores in the Chicago area, be sure to ask for the complete story of this unusual advertising and merchandising plan—with proof of the results which are being secured for others.

“Take a large area, rich in agriculture and industry. Place a powerful radio station in the heart of that area. Through years of intensive service build an audience that is interested and loyal. Season thoroughly with features and programs which meet the specific requirements of that audience. Then concentrate your advertising message on that station.”

Of course, we’re referring to WLS. Month after month and year after year the great Mid-West radio audience continues to show a most unusual response to advertising over WLS. We’ll be glad to prove that statement with specific and detailed facts covering the great 4-State Area (Illinois, Indiana, Wisconsin and Michigan).

To find out what WLS can do for your product—just ask us or any John Blair man.

THE PRAIRIE FARMER STATION

Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

John Blair & Company,
Mr. Roosevelt Supports Opera Drive

Mr. Roosevelt supports the Metropolitan Opera by giving a million dollars.

THE WHITE HOUSE
WASHINGTON

January 31, 1940

Dear Dave:

I want you to count me among the thousands of radio listeners throughout the nation who wish the Metropolitan Opera to continue, and to go on to greater glories. I have been in London, Paris, and other European capitals, and have enjoyed the music which this modern miracle has brought into my study in Washington.

Grand opera has now become, in a real sense, the people's opera rather than the possession of only a privileged few. I know that all our citizens for whom this field of entertainment and culture has taken on a new democratic significance wish the Metropolitan to continue to maintain its leadership. In some countries opera is subsidized by the government; here it depends only upon those who have love for immortal music.

With all good wishes for the success of the campaign.

Very sincerely yours,

Mr. David Sarnoff
Chairman, NBC Division.
Metropolitan Opera Fund.
New York, N. Y.

Mr. Roosevelt supports the Metropolitan Opera by giving a million dollars.

NBC Aiding Met. Opera
In Campaign for Funds
With Special Programs

TO FURTHER public interest in the radio drive for funds for the Metropolitan Opera on NBC, Feb. 8 started a series of half-hour programs, titled "Remember the Met," on NBC's Twentieth Hour at 11 p.m., 12 midnight, featuring world-famous opera artists and "behind the scenes" radio personalities connected with the Metropolitan.

Following announcement Jan. 27 by David Sarnoff, president of RCA, of the Metropolitan's "Aiding the Met" radio drive, prominent in the campaign, prominent speakers have been presented during the intermission. Radio voices have been heard Saturday by NBC as another feature of the drive. These intermission talks will give the radio audience a cross-section of American opinion on the value to this country's culture of Metropolitan Opera.

NBC is also sponsoring a letter-writing contest in connection with the radio drive, offering for the best letter, "When Metropolitan Opera Broadcasts Mean To Me," a trip to New York and the honor of being the guest of NBC and the Metropolitan at the 1940-41 season's opening night. An allocative time of a pair of seats for each week during the coming opera season is offered for the benefit of a possible winner living near New York. The contest was announced Feb. 3 during an "intermission talk" of NBC's matinee, and will close March 23. At the same time on Feb. 3 a letter to Mr. Sarnoff from President Roosevelt was read to the radio audience.

Of $216,000 in contributions reported to date, $80,000 has come from radio listeners in response to the appeal broadcast during intermission of the opera on Jan. 27 by Mr. Sarnoff and on Feb. 3 by Dr. August Belmont and Miss Lucrezia Bori, vice-chairmen of the radio division. Mr. Sarnoff is also serving as head of the board of judges for the letter-writing contest, in addition to Dr. John Erskine, a director of the Opera Association; Dr. William Lloyd Stearns, dean of Yale U; Mrs. Vincent Hilles, president of the National Federation of Women's Clubs; and Dr. Howard Hanson, director of the Eastman School of Music.

Olsen Acquires Holdings Of WASMER IN OLYMPIA

TOM OLSEN, manager and chief stockholder of KGY, Olympia, Wash., will become majority stockholder for the withdrawal of the FCC's decision on the future of Seattle's independent station, with the approval of the FCC being sought whereby he would purchase the holding of the present owners, the ex-owner of KHQ and KGA, Spokane. Mr. Wasmer would sell his 52 shares, par value, of KGA, which he already owns 75 shares. An additional 52 shares is held by Archie Taft, operator of KOL, Seattle, Mr. Olsen's brother-in-law, but he will not retain his holdings. Mr. Olsen's sale was 42.3% interest in KGA.

The deal supersedes a previous one whereby a group headed by J. Eric Lackey Jr., manager and financial head of Electrovision, which now has the owner of KELA, Centralia, Wash., was to purchase all of KGY for a reported price of $26,000.

Spanish Station in United States

MEXICAN NETWORK PLANS TO EXPAND

NEGOTIATIONS are in progress between the American networks and the recently formed La Red 36 Am., an American network of Mexico, now being built in the United States in early February to confer with network officials and report on sales progress.

The Mexican network, whose outlets will cover approximately 16,000,000 of Mexico's 19,000,000 population, was inaugurated last Oct. 27 when it began carrying the weekly Ford program over Class A lines with pickup at KTOA, San Antonio, N. T., Avenue A, Ford agency, and CBS officials arranged for the outlets. Since then, operating independently of its owners during March, the network has increased to 250 outlets, including 40 Mexican-owned, 115 American-owned, and 95 others.

Alfred A. Volpe, technical director of the network, said that it will extend the network to 400 stations in the next 10 months and that it will carry all Ford programs.

Plans expansion

According to Mr. Volpe, who is a New York-based station owner, the network will continue to expand during March, and will file applications for 100 new stations.

The network will carry all Ford programs.

Sustainers program

Mr. Volpe said that the network will carry a sustainer program of one hour that will be carried by 75 stations.

Mr. Volpe also said that the network will carry a sustaining program of one hour that will be carried by 75 stations.

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YOU GET MORE

BECAUSE OF THIS

NEW HIGH POWER TRANSMITTER

1000 WATTS

DAY AND NIGHT

MORE LISTENERS
MORE MARKETS
MORE SALES

AT NO INCREASE IN RATES

WXYZ
DETOIT

NATIONAL REPRESENTATIVE, PAUL H. RAYMER COMPANY
Copy That Clicks--A Friendly Approach

ANNOUNCER: Listen ladies! We have a sensational announcement of a special offer this good week only. Listen carefully. It's our chance to take advantage of this amazing opportunity once! Send a box top from a bottle of Blank, together with a dime, and we'll see that you get a wonderful paring knife with stainless steel blade that any woman would be proud to use. This fine new paring knife will be mailed at once for a Blank carton top and a dime, sent to Blank, care of this station. Do it today! Blank is the name of your next favorite fast food that the whole family enjoys!

And there you have an announcement that may pull on some radio stations, but when we're asked to put copy like that on WLS it makes us very unhappy. On a rainy day, with everyone sitting home in front of the radio, it might bring in a dozen box tops, but we won't bet on other days. There are a number of good reasons why we believe it won't click. One is that announcement was based on the experience of the last ten years and a study of more than 10 million letters WLS has received during that time.

Another Way

Before going any farther, let's have it understood that a study of these letters leads to no mysterious formula that will make all copy click. However, we have come to believe in certain principles that should be followed to get the most effective results from a radio announcement whether it's used as a spot or as part of a sponsored program. These principles are elementary, and yet it is surprising how often they are violated.

Suppose we take that paring knife offer as an example and be more specific. Offhand I should say that the announcement is not long enough to tell the story and make the offer. The advertiser needs more time in which to give his copy the right kind of appeal and make the listener interested enough to send box top and dime. In the second place the writer has scooped up a half-dozen cliches and linked them tattily into an announcement that is not sensational nor is the offer exactly amazing. The words "sensational" and "amazing" may be defended by some advertising men as "tested" words, but not according to our test. Whatever value they may have had in the early days of radio, advertising has been lost on listeners who are not as gullible as they may once have been.

It's like constantly waving a circus banner while you are water delivering the elephants. If the knife is worth offering, there are honest, familiar adjectives that will prove it to a housewife. And anyway, she probably never in her life has seen a paring knife that wasn't "stupendous, bewilder or confound" her as Webster indicates would be the case if she were "amazed".

High-Power Adjectives and Cliches Ruin Many A Radio Commercial

By FRANK BAKER

Continuity Editor, WLS, Chicago

IN AN ERA of superlatives, the straight-forward and friendly suggestions of a sincere announcer are more prove effective than all the flowery adjectives that Rotget can crowd into a thesaurus. At least that's the way Mr. Baker feels about it, after penning mail pullers for WLS, Chicago. He has observed the impotence of potent verbiage and the power of a warm approach. To bring out his point he takes typical high-pressure plugs and rewrites them into the sort of commercials proved effective at a 50,000-watt station proud of its mail-pulling.

Suppose we stop trying to write a terrific piece of copy and just sit down at the typewriter and imagine we are about to visit with one mild and pleasant housewife alone in her kitchen doing up the ironing while the radio is on. Instead of building up her boxtop-resistance with a staccato attack, let's be reasonable about the whole thing and try a little persuasion. Words cost money and we can afford to waste time muddling through just for the sake of being friendly.

But at WLS we have come to believe that it isn't a waste of time to be natural and informal and our continuity is planned as though it were intended for good friends who listen day after day and whose confidence is not to be violated by a passing plunge into hysterical sales promises.

At the risk of understatement we kill questionable superlatives and try to tell the truth in an easy, natural way. At the same time copy-writers who may consider this approach naive, we only comment that such naive-folk has won the confidence of the WLS audience at the rate of better than a million letters a year.

The Friendly Approach

But let's get back to that paring knife story and try not to write it the hard way... Maybe we could begin something like this:

"ANNOUNCER: How many of you ladies need a good sharp paring knife to peel potatoes and other vegetables? Did I hear you say you need one? Well, here's your chance to get a brand new knife practically as a gift from the makers of Blank breakfast food. It's a good sharp paring knife with a stainless steel blade and a patented wooden handle that is riveted on to stay and fits snugly into your hand so that you can comfortably on the handle. It's an excellent knife - made for $3 if you could buy it in the stores. But it isn't for sale over the counter - no ma'am! This dandy paring knife made with a stainless blade of high carbon steel will be sent to you for only 10c and a Blank box top. Just mail your dime and the box top to BLANK, care of WLS, Chicago. Get your box of Blank today, and find out how much the whole family enjoys!"

And there you have it—not a perfect announcement but typical of the selling psychology that has proven effective on many proof-of-purchase campaigns. Why? In the first place because the announce ment was put over to do one thing only and did not deviate from that job. Even the institutional story of the sponsor's breakfast food was deflected from a technical paring knife on the theory that if an offer is to be used at all it should be given complete attention.

By selling the offer you sell the product in a campaign of this sort. Naturally, such a sales attack presupposes that the product has thorough distribution and that the story has been so well told that pioneering is not necessary to break down sales resistance with the listener.

Out Goes a Neck

But suppose you have an account that is not well known and must sell itself against stiff competition in an established field. The client, a manufacturer of feed for livestock, is willing to agree that the station you select has an audience but demands proof that it is the audience he wants. Then you decide to stick your neck out and give away literature on his poultry and livestock feed, by writing WLS and draw sufficient mail to prove out your attack. Fortunately the client cooperates in getting up a well-placed poultry and livestock ad that goes beyond the story of the feed and brings practical money saving tips to poultrymen and livestock raisers that are not available in the average poultry feed page for entering egg production records. With this to work on you plan a copy attack and begin like this:

"ANNOUNCER: Good news for poultry raisers! It isn't too late to help your layers give you more of those high-priced winter eggs! Give your hens G LAYING MASH and keep a careful record of their egg production. Get the most results from your flock this winter by feeding LIVE STOCK LAYING MASH. You can send for a free booklet explaining how you can increase your poultry production by mailing a post card to Livestock, care of this station..." so on.

This attack will go to some extent publicize the Laying Mash but certainly will not result in many inquiries even though it is an important and a barrage of "send for your free booklet today" sentences are inserted. A better way to make this copy click would be to handle it along this line:

"ANNOUNCER: You alert poultry raisers in business to make money. That's why every single one of you should send for the free booklet called "More Money from Your Poultry" offered by the makers of Live stock Laying Mash to help you make more money on your poultry this winter. This valuable booklet contains practical advice on feed and shelter and other money-saving short cuts to greater egg profits for you and also tells of the remarkable egg records made by the owners of Live stock Laying Mash. Turn through the pages of this helpful booklet— see for yourself why progressive poultry raisers are choosing Live stock Laying Mash—and continue with selling points on Live stock Mash and an emphatic closing of the offer.

The first piece of copy will not

(Continued on page 70)
Every poll of opinion—private and public—substantiates the top N.A.B. ratings held by these brilliant NBC Basic Red Shows. Here in the 8th U.S. Retail Market, these shows have established a fixed habit among radio listeners—the habit of staying turned to KSTP. It’s easy to understand why! Over 73% of the most popular national programs plus outstanding local shows plus a long record of “Firsts” in news and local affairs plus 50,000 watts in combination make KSTP the fixed habit with the dominant audience in this area. Tell your story to this tremendous audience in this rich market at lowest cost—over KSTP.
SCOUTS took over L. B. Wilson's WCKY, Cincinnati, Feb. 3, handling executive jobs as part of their vocational exploration work. Here Scout Paul Gilson, understudying E. C. (Jimmy) Krautlers, WCKY sales manager, directed the music.Stories were written by Secretary Sara Jane Petty, Scouts all over the nation were radio-active during their anniversary period. Broadcasting shows they staged programs suitable to the occasion and were mailed on many regular national and local programs.

CBS NET FOR YEAR OVER 5 MILLION

CBS, which in 1939 accounted for approximately 26% of gross time sales of the entire broadcasting industry (Broadcasting, 1940, Annual Yearbook), showed consolidated net earnings, subject to audit, of approximately $3,541,700, the equivalent of $2.03 a share on 1,709,728 shares of $2.50 par value stock outstanding, according to a statement issued Feb. 7 following a meeting of the board of directors.

During the preceding year, consolidated net earnings amounted to $3,541,700 or $2.07 a share.

Acquired in the Annual Broadcasting Yearbook, CBS gross billings for time sales during 1939 amounted to $916,000,000 gross for the industry as a whole. The networks' net earnings are derived not only from time sales but from other operations, including its artist services. Its 1938 time sales gross was $900,000,000.

During the last year CBS acquired full ownership of Columbia Recording Corporation and its subsidiaries, but it was stated that this does not materially affect the consolidated earnings though they are included in the results.

The board declared a cash dividend of 45 cents a share on the Class A and B stock payable March 8 to holders of record Feb. 23.

NBC M & O Time Sales for January Rise 31% TOTAL local and spot sales for January, 1940, on the 15 NBC M. and O. or programmed stations was $2,527,000, according to an announcement Feb. 8 by James V. McConnell, NBC's national spot and local sales manager. For January last year, sales for the entire month of this year was $1,564,000, an increase of 61% over the January figure of $2,517,000.

"We have every reason to expect that 1940 will be our banner year," said McConnell. "Radio is playing a vital role in the record-breaker up to this time," said Mr. McConnell. "Contracts already signed indicate that an increase of at least this much is going to be maintained right through the year."

The stations are WEAF and WJZ, New York; WJKN and WMAQ, Chicago; KEF and KVLO, Fort Scott; WRC and WMAL, Washington; WBBW, Boston; WSB, Atlanta; KDKA, Pittsburgh; KRO, Denver; KYW, Philadelphia; WATS, Cleveland.

IRVING STROUSE, publicity agent in charge of the Silver Anniversary activities, has entered the radio program production business, the first show to be released under his name, featuring former Mayor Walker and his Dr. Alec Compton Willoughby Circus will be broadcast.

Other productions announced are Evans & Napper, a dramatic program, and Charles Laughton's Fashion Show.

"We have much evidence that many of the field offices or stations which are or were connected with Scout activity during our 30 years. We know from experience that Scouting will continue to furnish the radio industry a large share of its personnel in the years ahead."

U. E. I. Expands Chain UTILITIES Engineering Institute, Chicago, which is sponsoring two to four 30-minute language programs daily on WARD, Brooklyn, WEVD, New York, and WHOM, Jersey City, is adding further momentum in its campaign in the East through KHCR, Philadelphia, and WABC, New York. On Feb. 12, the company started a five-times weekly hour program on WMCA, New York, and a twice-a-week quarter-hour news period weekly on WGY, Schenectady. Also added are six quarters weekly on WIBX, Utica, and a half-hour daily weekly of music on WHN, New York. More stations will be included later this month.

RADIO RALLIES THE BOY SCOUTS

Over a Million Youths, Led by President, Celebrate 30th Anniversary

THROUGH radio, the nation's 1,550,000 Boy Scouts and leaders and nearly 8,600,000 other Americans who have been in Scouting sometime since 1910, were linked for the 30th birthday anniversary held Feb. 22. The high point was the White House broadcast Feb. 8 when President Roosevelt, as Honorary President of the Boy Scouts of America, made his eighth address to the Scout Movement. Sharing in the White House program, broadcast on NBC-Blue, CBS and MBS were Walter W. Head of St. Louis, Scout president, and Dr. James E. West, chief Scout executive and editor of Boys' Life.

A dramatic moment in these Presidential broadcasts has been the annual re-commitment of the Boy Scouts. One bright Scout several years ago called attention to the fact that on no other occasions are so many persons at so many different places saying the same thing at exactly the same time! In the Central, Mountain and Pacific time belts, arrangements were made for Scouts to hold local gatherings in appreciation of the services rendered by their scoutmasters, campmasters and other Scout leaders. In the Eastern time zone because the broadcasts were made 10:30 p.m., mass gatherings by Scouts were not encouraged and most Scouts heard the broadcast at home.

An Intensive Drive

Not only during Boy Scout Week itself but starting as early as Feb. 3, more than 106 major network broadcasts paid tribute to the work of Scouting in America.

As early as November the Scouts' national office started advertising on WMCA, New York, and the broadcasting for a quarter-hour news periods weekly on WGY, Schenectady. Also added were six quarters weekly on WIBX, Utica, and a half-hour daily weekly of music on WHN, New York. More stations will be included later this month.

Page 26 • February 15, 1940
Radio would have kept Old Roanoke on the Map

Today, if colonists should try to settle in some remote corner of the earth, radio would keep them in constant communication with their homeland. The services of the Radio Corporation of America would do much to prevent a tragedy such as that of early Roanoke.

In the first place, the colonists would take along a radio transmitter, built by the RCA Manufacturing Company, and to operate it skilled radio technicians, trained perhaps by RCA Institutes. Then when troubles beset them, the colonists would get in touch with R.C.A. Communications—an organization that would radio their messages throughout the world. Ships, bringing relief, would be guided by radio equipment designed in RCA Laboratories and built by Radiomarine.

The two great radio networks, and the international short-wave service, of the National Broadcasting Company would be a source of news, education, and entertainment to the isolated colonists. And, they'd listen to programs with RCA Victor Radios and enjoy the delights of Victor Records played on RCA Victrolas.

Whether or not you are planning a colonial enterprise, RCA is prepared to serve you in every field of radio, television, and sound.

Radio Corporation of America
RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. • National Broadcasting Company • RCA Laboratories
Radiomarine Corporation of America • R.C.A. Communications, Inc. • RCA Institutes, Inc.
No Restrictions Are Imposed
On Private Broadcasters

BY JAMES MONTAGNES

NETWORK broadcasts on the Canadian general election campaign are not allowed to compete with station relations. The broad- casters themselves will be free to broadcast anything they want, regardless of what the CBC is doing. The reason for this is that the CBC has no power to control what the private stations broadcast, because the CBC is not allowed to broadcast at all on election day.

As of today, the only restriction that the CBC is required to observe is that it must not broadcast anything that is likely to cause a breach of the peace. This includes anything that is likely to stir up public opinion against the government or against any political party. The CBC is also required to observe a number of other restrictions, including a ban on broadcasting anything that is likely to be offensive to any religious group or to any political party.

The CBC is allowed to broadcast anything that is not likely to cause a breach of the peace, provided that it is not likely to be offensive to any religious group or to any political party. The CBC is also allowed to broadcast anything that is not likely to be offensive to any political party, provided that it is not likely to be offensive to any religious group.

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★ Our transmitter is the tallest steel structure on Ager Road, in Chillum, Md.

★ The only broadcasting station with studios on the second floor of the Trans-Lux Building, in Washington (shared with WMAL).

★ More leather-covered furniture.

★ We have the only announcer in Washington exactly 6' 1" tall, and weighing exactly 210 pounds.

★ Shorter-haired musicians than any other network affiliate in Washington.

★ More window space for offices than any station in Washington.

★ The only colored janitor used in a sound-effects department. (He can make a noise like a rooster.)

★ The only air-conditioned studio exactly 10' 3" x 18' 6".

★ Each claim sworn to before a notary public, and proof is available on request.

Represented Nationally by SPOT Sales Offices
OPERATING ADVANTAGES

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

Front view of 50 kw transmitter at KDKA showing clean-cut modern appearance.

Rear view of modulator cubicle, showing air-cooled operating and spare tubes. Current-limiting filament transformer at the top.

Westinghouse
New standards for radio broadcast equipment are being set by Westinghouse Type HG 50 kW transmitter—and proved by performance at KDKA. Make any comparison you like, and you'll find this new equipment leading others in both the quality and dependability of broadcast, and ease and economy of operation...for instance, here is a comparison of power input with other well-known transmitters:

<table>
<thead>
<tr>
<th>TOTAL POWER INPUT FOR 50 KW</th>
<th>% Program Modulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter A</td>
<td>0 137 142 172</td>
</tr>
<tr>
<td>Transmitter B</td>
<td>125 135 170</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>105 115 145</td>
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</tbody>
</table>

A new circuit principle, proved in operation, helps bring about this high efficiency—over 80% in the power amplifier alone—more than twice the plate efficiency of conventional circuits, and at least 20% above other equipment.

Air cooling of all tubes eliminates water jackets, pumps, radiators, tanks and maintenance expense, and permits use of exhaust air for heating the building. Rectifier tubes may be changed by remote push-button control, a spare tube being maintained in operating temperature and ready for service.

Ask for complete details of the many operating advantages of this new type of transmitter, listed at the left. Your Westinghouse office will gladly supply you with further information.

Broadcast Equipment
A TENDENCY toward what he called ‘dupoly’ in the broadcasting industry, by virtue of the strong positions of NBC and CBS, is creating new problems for FCC, according to Chairman James Law-rence Fly.

In testimony before the Senate Subcommittee on Appropriations, released Feb. 1, Chairman Fly stated that a duopoly differs from a monopoly in that more than one company is involved.

"Instead of having one company, as has happened in Bell System controlling an entire industry, you have two companies which have a lesser degree of control of the broadcasting industry," he told the committee. "I think you could quite call the National Broadcasting Co. and the Columbia Broadcasting System even a duopoly, but there has been a certain tendency toward that, which is obvious, and seems to me to create problems for the Commission."

Chairman Fly's appearance, his second since last December before a committee of Congress in executive session, was in connection with the Senate Committee's consideration of the Independent Offices Appropriations bill for FY 1940. The bill would provide $300,000 increase in funds for the FCC over the current fiscal year.

Stricter Control

That Chairman Fly leans toward more stringent regulation of all phases of the industry was reflected in his testimony before the Senate subcommittee to a far greater degree than when he spoke before the House Appropriations Subcommittee on Dec. 13 [Broadcasting, Feb. 1]. While he appeared before the Senate Committee Jan. 30, the testimony was not made public until Feb. 2, when the Independent Offices Appropriation bill was reported out of Committee.

Chairman Fly predicted that the Supreme Court, in the Sanders case involving the fundamental issue of unlimited competition among broadcasting stations, will hold "that a competitor has no standing to sue." He said he could not find in the statute protection against competition to stations.

When the question of purported monopoly in broadcasting was raised by Senator McKellar (D., Tenn.), the chairman launched an offhand appraisal, emphasizing particularly the recent move of the FCC to inquire into management contracts [Broadcasting, Feb. 1].

Senator McKellar asked if radio itself is not becoming one of the greatest monopolies in the world, and if it were not a fact that "several broadcasting companies or networks now in existence" constitute virtually a monopoly, whether there are not a number of cities where one company has absolute control of all the broadcasting, controls the price of advertising and asserts the right to do it, regardless of the Commission.

Mr. Fly said there has been a "certain tendency in the radio industry toward monopoly—not monopoly in terms, necessarily, of a single company, strictly a monopoly, but more in the nature of what is technically known as a duopoly.

"He said there are cities where single broadcasters have "too many stations" and that the Commission "should do something about it".

When Senate Adams (D.-Col.) inquired whether the FCC passes on network affiliation contracts entered into by stations, Chairman Fly said that the Commission "monopolizes that Co. recently.

Referring to the hearing ordered on management contracts, he said:

"There are a number of instances in which the broadcasting company has, by lease, or in this instance by management contract, virtually taken over the control and operation of a station belonging to somebody else, but they continue to have the owner of the station come in and ask for the license. Three or four of those cases came up yesterday (Jan. 29) on applications by the owners of the stations, rather than by the people that we thought clearly were exercising whatever privilege under the license as operators of the station; and we set those down for hearing, which is equivalent to the announcement that we have a serious question as to the propriety of any such grant. It may well be that if the broadcasting company is in a major sense to control the operations of the station it ought to come in frankly and openly and act as the licensee, and assume the responsibility of a licensee.

When Senator Adams asked whether the broadcasting companies practically control the limited number of broadcast frequencies, Mr. Fly said "they control large portions of those frequencies." When Senator McKellar asked if the Commission has not yet taken the position that it had the right to control the frequencies and allow them to be replaced in the public interest, the chairman responded that "from now on the Commission does take the position that it has that right and will enforce the law.

Need of Investigators

Pressing for his plan to set up an Investigation Section in the FCC [Broadcasting, Jan. 1, Feb. 1], Mr. Fly said "it will shok the committee" to learn that the Commission has no investigative staff. Since Congress holds the Commission responsible for assuring operating广播ers carry on in the public interest, he said the agency should know something about the financial and personal responsibility of individuals who are supposed to do something about their identity, he said that upon turning over 'a few chips here and there', the Commission would "find that the local public need to know on a local scale what is going on, and that he said that on occasions an individual will point out the need for a local station and give all the names of certain people who should have something about their identity.

Without directly attacking legal practitioners before the FCC, Chairman Fly said he did not think Congress wanted the Commission to have to take the statements that are prepared by such lawyers. He said they know all the routine methods and phrases and know what to say in applications, that all such orders are read to conform with the requirements. Asserting that the Commission cannot find "all the bugs" in the statement by reading it aloud, he said it is an investigator and an essential for that line of work. Recently a couple of men temporarily have been assigned to particular jobs, he said, and that in the cases they have investigated they have turned up "rather alarming facts".

When Senator Adams asked the chairman regarding the list of newspapers having stations, filed with the House Committee, and whether these have developed in the form of chains or are mainly individual newspapers having interest in local stations, Mr. Fly said both have been assigned to particular jobs, he said, and that in the cases they have investigated they have turned up "rather alarming facts".

After a successful run of a year-and-a-half on the Yankee Network, radio commentator Jack L. Adams, who those interviewed secured employment, the Fuller Brush Co., of Hartford, Conn., "Go to Work on WOR, Newark, under the direction of Herbert Hadel, a lawyer from Darien, Conn. Besides the weekly Monday broadcast on WOR, interviews taking place in the WOR Playhouse at Times Square, New York, the program is heard Tuesdays on WTCI, Hartford, and WICC, Bridgeport. At the contract signing were (1 to r) Paul Balleire, WOR New England representative; William Kennedy, advertising manager of Fuller Brush Co.; M. C. Manter- nach, president, Manter- nach Inc.; Hartford, the Fuller agency; William Williams, radio director of Manter- nach Inc.; Virginia Glynn, secretary to Mr. Hadel, and Mr. Hadel.
A NEW KMJ

NEW TOWER
660 FEET HIGH

NEW POWER
5,000 WATTS DAY

FRESNO, CALIFORNIA

KMJ
N. B. C. Basic Red

McCLATCHY BROADCASTING COMPANY

No Increase In Rates

Represented Nationally by PAUL H. RAYMER
BMI Board Decides to Start Performance Licenses April 1

Minimum Fund of $1,500,000 Said to Be Assured; Operating Executive Soon to Be Selected

FULL SPEED ahead for Broadcast Music Inc. to create a permanent reservoir of music and rid it of dependence upon ASCAP, was ordered Feb. 8 by the board of the wholly-owned subsidiary at a meeting in New York. The board set April 1 as the date it proposes to begin licensing of music for public performance.

Encouraged by even more enthusiastic cooperation of stations than was anticipated to the BMI board announced that funds actually received or pledged total more than $1,140,000 toward the goal of $1,500,000. This minimum appears to be definitely assured, it was announced.

With headquarters already established at 860 Fifth Ave. by BMI shortly will name an operating head, probably a well-known figure in the music publishing or programming field. Already designated to handle public relations is Russell Clevenger, of the staff of Albert Frank Guenther, BMI advertising agency, who will continue to be retained on a month-to-month basis.

A number of other staff employees temporarily have been assigned, pending the appointment of the executive head.

Kaye is Named

At its Feb. 8 meeting the board designated Sydney M. Kaye, copyright attorney who was instrumental in drafting the plan, as vice-president and general counsel. NAB President Miller remains as president of the new company, presumably until the new executive head is chosen.

It was announced that cash and contracts on hand represent subscriptions for 66 stations presenting the bulk of the successful commercial outlets in the country.

Present at the meeting were Millie Rosenbaum, WFIL, president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosembam, WFIL, Philadelphia; John Shepard '33, president, Yankee Network, and Everett R. Revocer, NAB auditor and temporary treasurer. They constitute the BMI board.

Present ASCAP contracts expired Dec. 31, Mr. Miller said BMI plans to create a sufficient reservoir of industry-owned music to obviate the necessity of total dependency upon ASCAP. Present contracts, calling for 5% of the "net receipts" of stations plus arbitrary sustaining fees, bring ASCAP in for upwards of $4,000,000 annually. The broadcasting industry complains.

ASCAP-Shubert Settle

All performing rights for radio and transcription of some 23 musical Shubert productions have been cleared after a lapse of more than three years, following the recent settlement of differences between ASCAP, the ASCAP publishing arm, and the Shubert enterprises.

The settlement was struck by Shubert, now under Mr. Kaye's supervision, who is a member of the broadcasting and ASCAP committees.

Kaye has been clearing rights in Shubert's catalogue of potentially valuable radio compositions which will serve the industry indefinately, by drawing on new sources of talent, for the creation of both popular and classical music. The skeleton staff already working under Kaye's supervision is laying the groundwork for the future, while completing a creative stage in the development of the ASCAP-Shubert catalogue and may possibly include acquisition of existing publishing firms. Several ASCAP campaign groups are encouraged to indicate composers and develop local domain sources also are contemplated.

The ASCAP-Shubert catalogue now is worth over $1,000,000, all already accounted for by subscriptions, President Miller said it is not planned to call on stations for additional subscriptions in the immediate future. Stations were asked to subscribe in each of the four sections of the total fund, based on 50% of their payments to ASCAP for performing rights during 1937. He explained that, although the agreement payments may be obtained on demand by BMI in installments in excess of 15% of the bulk of the subscription, by the end of the month, he saw no immediate necessity to call for additional funds.

Cooperative Plan

Stock certificates and license agreements will be mailed shortly to subscribing station managers. Mr. Miller asserted that NAB expected to work in cooperation with other users of music, including motion picture producers, other theatre owners, orchestras, recording companies, hotels and restaurants. A general director was appointed for years about ASCAP's tactics.

Present at the New York meeting, in addition to Mears, Miller and Kaye, was Mr. Guenther, BMI executive vice-president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosembam, WFIL, Philadelphia; John Shepard '33, president, Yankee Network, and Everett R. Revocer, NAB auditor and temporary treasurer. They constitute the BMI board.

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(Continued on page 8)

AMONG novel auto licenses issued to radio people are those in Georgia and Connecticut. When Frankie & Johnnie on Feb. 4 established an Atlanta radio record with four years to run, the Carroll Furniture Co., on WGST, Gov. E. D. Rivers of Georgia (center) observed the occasion by presenting Frank Gaither (left) and John Fulton (right), who compose the team, with auto tags 1245 and 500 to represent their broadcast times of 12:45 and 5:00 p.m. Below is the unique plate issued by Joe Lopez, manager of WICC, Bridgeport, Conn.

Plans for New WDLF

BRADEN BALL, veteran radio executive, has been named manager of the new WDLF, Panama City, Fla., for which Western Electric transmitting equipment and a Blum-Krause tower have been ordered. It is expected the station will go on the air in about 60 days, with a 50,000 watt program, with 1200 kc. It was authorized for construction last June, with stock actually sold to W. W. W. Ford, retired newspaper and president of the Long Branch (N. J.) hotel, and local resident, and Philip A. Roll, attorney.

Last month the John H. Perry newspaper chain, which owns WCOA, Pensacola, and holds a construction permit for WJHP. Jacksonville, acquired slightly less than 40% of the stock [Broadcasting, Feb. 11].

WRVA, Richmond, starts Feb. 17 to feed its Old Dominion Barn Dance to MBS.

NOTABLES PRESENT FOR WOB DEBUT

WITHOUT a local outlet since WPG was merged Jan. 1 with WOW, radio's Atlantic City's new station, WBAB, named by the Atlantic City Press and Union, made its debut Jan. 31 with an inaugural party at the city's famed Convention Hall. The station, like WPG, was made a CBS outlet. Authoritative while in existence last year, it operates with 100 watts night and 250 day on 1200 kc. Manager is Norman Reed, since 1935 manager of WPG. Other staff members are Earl Godfrey, WPG; Keith R. Fink, WBAB chief engineer; Ray Morgan, formerly with WTEL, Philadelphia, and WPG, chief announcer; Ralph Shoemaker and John McClary, formerly of WPG, announcers; Mary T. Keating, secretary to Mr. Reed, who held that position with Edwin M. Spence when he was WPG manager; George S. McGinley, Albert C. Caples, Jr., WPG's cable traffic manager, and a host of others.

The station is equipped with a Collins transmitter and its 205-foot tower at Atlantic City. The building, at 4430 Tropicana Ave., is on the beach, near Atlantic City. The station, which now will be owned by the former owners, is being operated by an N. Hoffman, Jr., with 100 shares; Philip N. Bennett, of Atlantic City, and Philip N. Bennett, of New York. Whom is served by Mrs. E. M. Bennett, of New York, president; John H. Bennett, Jr., treasurer; Mr. Bennett, of New York, secretary; Mr. Bennett, of New York, manager of the Long Beach, California, office.

The station was under construction.

Would Acquire KEEN

A PROPOSAL that a new company, Evergreen Broadcasting Corp., take over KEEN, Seattle, a 100-watt outlet which shares 1570 kc. with KEKO, was filed Feb. 9 with the FCC. Present licensee of the station is KVQ Inc., in which E. F. Dailey and Arthur C. Dailey, of Seattle and Mrs. E. C. Dailey, of Everett, are equal partners. The new corporation, which would acquire the station, has as its officers and stockholders, Edward Klauber, of Seattle, secretary-treasurer, 375 shares; Robert S. McGaw, president-vice-president, 246 shares; Philip N. Bennett, manager and part-owner of KELA, Centralia, vice-president, subscribed-to, 15 shares; SHR, Seattle Building & Drydocking Corp., and Bianco Coal Mines, 125 shares; R. Groninger, insurance, 125 shares.
"I have to smile when I hear these business doctors explain that the same fundamentals underlie every type of business.

Sure they do! But on top of those fundamentals are a lot of peculiarities—and, believe you me, you can't ignore them.

Take Distribution, for instance. Every business distributes its products, whether they are doughnuts or dresses, pencils or penguins, lotions or locomotives.

But one manufacturer is strong in one section; one in another. Few companies blanket the whole country evenly.

Where else in radio can you find a way to broadcast where you like, when you like and how you like? The more peculiar your demands, the more you'll appreciate SPOT RADIO. It's peculiar too—thank goodness!

"BUT MY BUSINESS IS PECULIAR!" AND WHOSE ISN'T?

BUT THERE'S NOTHING PECULIAR—about your broadcasting when you buy:

Localized programs—announcements, strips, talent programs, music—anything you like. Keyed to sales requirements and merchandising in each territory. Best available periods for each time-zone. Strong stations, bought individually, anywhere—that's SPOT RADIO.

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

EDWARD PETRY & COMPANY
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK - CHICAGO - SAN FRANCISCO
DETROIT - ST. LOUIS - LOS ANGELES

ANY TIME ANY LENGTH ANY WHERE
FCC Studies Television, Defers Action

Technical Staff May Visit Laboratories; RCA Makes Sets

IMPPRESSED with what they saw in the television laboratories and experimental centers early this month, members of the FCC were inclined to await further developments before decisive action. In their mind, and in the mind of the Commission, lies the realization that the FCC could see the future of television modulation in rules to govern visual radio. He said thought had been given to a second inspection trip by Members of the Commission's technical staff, including engineers, lawyers and executive assistants.

Marked Progress

Members of the Commission saw graphically demonstrated the developments on which they heard detailed testimony at hearings running from Jan. 16 to Jan. 29 (Broadcasting, Feb. 1), at which a substantial group of manufacturers asked that the experimental barrier be lifted to permit limited commercial operation of television. That great strides have been made in television, particularly since the FCC Committee made a similar inspection trip last year, was clearly indicated.

As has been the case with RCA, the many reasons why further development may be held up by well-documented reasons, one of the most pressing -- the problem of television sets -- is the problem of accessibility. It was learned that the Commission will permit the public limited operations, but that the FCC's determination of rules to govern the art. RCA strongly supported immediate operation of stations on a limited commercial basis.

Whether the FCC will attempt to promulgate basic rules in advance or devise an allocation of ultra-high frequencies, has not yet been determined. Thought had been given to a move, however. With a general hearing on the future of technical illustration, the Commission in advance of the public forum, when the FCC was expected to make its report to Congress on the status of television, can be made.

FCC Inspections

The FCC party included Chairman Fly, Commissioners Thad H. Brown, Paul A. Walker, and F. J. Thompson; Dr. L. P. Wheeler, chief of the FCC technical information section; William H. Bauer, FCC counsel at the television hearing; George O. Gillingham, director of information.

Starting from New York Feb. 1, the group inspected on route the General Electric television relay station, located in the Helderberg Mountains, where visual signals of the NBC transmitter, W2XBS, are relayed to the Schenectady-Albany area. Both relay and local television programs were viewed by the party in private homes in Schenectady as guests of General Electric. Later in the day they visited Poughkeepsie and Newburgh, N. Y., to see E. F. W. Anderson's small group demonstrations in private homes of reception of regular NBC programs from New York.

Back in New York Feb. 2, the entire party spent the day inspecting NBC's Radio City television studios and mobile television equipment, as well as the W2XBS transmitter in the Empire State Bldg., with metropolitan reception of regular programs demonstrated in homes and offices that evening.

The group was greeted upon its arrival at Radio City by David Sarnoff, RCA president, Lenox R. Lohr, NBC president, Gen. J. Harbord, chairman of the board of RCA, and several directors. In the presence of reporters covering the visit, Mr. Sarnoff took occasion following his official greeting to advise the FCC representatives there was no connection between an RCA news release of the day before and a New York Times editorial hinting that the FCC was holding up television developments.

In his statement before the group, Mr. Sarnoff stated flatly that such was not the case and that the news release was misinterpreted if used as basis for the editorial.

Other Places Visited

On Feb. 3, as guests of Cath Ray Electronic Laboratories, the group visited the Yonkers home of John C. Bolte, theatre owner who testified briefly on the proprieties of television as an entertainment medium at the Washington hearing, and witnessed visual reception on the Cath-Ray popular price receiver marketed for $10. plus $49.50 for cathode ray tube and auxiliary equipment.

On the same day, during a visit to the Allen B. DuMont Laboratories at Passaic, N. J., the group saw demonstrated the persistence screen and "flexibility of construction" employed in the DuMont process. During the DuMont demonstration, which also included home reception, transmission and reception under both RMA and other standards was shown, using 14-inch and 20-inch tubes.

RCA, Philco Tours

Following the Sunday holiday, the group went to Philadelphia Feb. 5, visiting both the RCA and Philco laboratories at Camden and Philadelphia. During the Philco visit the FCC representatives witnessed a demonstration of large screen programs, as well as a comparison of 24 and 30-frame transmission, and simulated three-color television designed to employ three separate horizontal and vertical polarization and a system of mirrors for composition of the aggregate image.

The Philco demonstration emphasized comparative performances of the horizontal and vertical loop antennas, as well as the interferences and proof of testing in the testimony of Philco representatives during the hearing.

Using a two-receiver setup in a private home, one with a horizontal antenna installed on the roof and the other with a self-contained loop antenna, the demonstration was designed to illustrate the comparative effectiveness of horizontal and vertical polarization in dealing with man-made static, furnished for the occasion by a neighboring dihedral-ray unit and car ignition systems. The demonstration concluded with a trip to a country home about 20 miles outside Philadelphia proper, where the interference between the regular Channel 2 emissions of the Philadelphia station and test patterns from the CBS transmitter, W2XAB, in New York were demonstrated. During the Philco demonstration, the 605-line image was exhibited, said Philco spokesmen to give a 35% better picture.

Briefs Filed

Most of the parties concerned in the television hearing filed summary briefs to conclude the proceedings. In addition to the briefs, the Commission was asked to consider a statement of the pros and cons expressed at the hearing. In addition to the briefs, the (Continued on page 78)
Spreading the Good Word

★ One reason for the Red Network's ability to produce extra sales results...
*Its Extra Audience is One Reason Why the RED is America's No. 1 Network!

*There are other reasons too... reasons that prove why year after year the NBC Red Network is the country's No. 1 advertising medium!

Take Audience... No other network offers advertisers a regular listening audience as large as the Red's. It's by far the biggest in the business. In addition, more families "listen most" to the Red than to any other network. A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!

Take Facilities... The Red offers you more of the better stations, on the more desirable frequencies (where tuning is easy and reception is clear) than any other network. Modern, powerful stations that blanket the buying areas from the Atlantic to the Pacific. The kind of stations that build an audience with clean-cut, easy reception of popular programs.

Take Programs... Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority of the most popular day and night-time shows.

In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls conducted by Radio Daily, Fame (Motion Picture Daily), the New York World-Telegram, the Cleveland Plain Dealer and others.

Take Selling Power... The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested $34,982,163 in the Red—more money than was spent in any other single advertising medium in the world.

These facts are proof that the Red Network will bring you extra sales results!

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

NBC RED NETWORK
The network most people listen to most
Dramatists Form Production Group
Playwrights Invite Others to Join Broadcast Project
FORMATION of the Playwrights Radio Co., dramatic production group which has been exclusively in radio and television, was announced Feb. 8 by the Playwrights' Producers Co., marking what was termed the first entrance into the field of radio drama by a major theatrical organization. Associated in the new venture are a number of notable dramatist-group—Elmer Rice, S. N. Behrman, Maxwell Anderson, Robert E. Sherwood and the Bushes of Sidney Howard—and several well-known radio dramatists invited to participate.

Others Invited
Although radio programs will not be confined exclusively to dramas now being handled by the Playwrights' Producing Co., 60 plays written by these five playwrights have been made available to radio stations exclusively to the Playwrights' Producing Co., in addition to J. P. McEvoy, Arch Oboler, Henry Robinson, Irving Shaw, and others, with whom the Playwrights' Producing Co. has been invited to write original radio dramas to supplement the material controlled by the organization.

Among the staff of producers, directors, and actors engaged by the company, handle its productions are Dwight Cooke, Norman Corwin, Carlo DeAngelo, George Faulkner and Kurt Welli, well-known composer, has been engaged as musical director and has arranged all music and vocal activities of the firm are under the supervision of Henry Souvaine.

Writer's Pact Drafted
WESTERN DIVISION of Radio Writers Guild has drafted its new contract, which has been submitted to Southern California transcription companies by a bargaining committee consisting of Forrest B. Bousom, John Brennan, and Bill Johnson. The proposed pact provides that a company doing business with R.W.G. shall not hire any writer or author, not a member of the association. It further provides a $30 minimum fee for scripts. All transcription rights to material, which he only leases to the transcription company for a period of time revert back to the author. Although not many staff writers are now employed by West Coast transcription concerns, provision is made for a $50 minimum weekly salary for them. Authors are also to receive an advance credit for their original writing, either at the beginning or end of a program. Writers are also to give a 30 day severance notice on employment.

Wasey Expands After Test
WASEY PRODUCTS, New York, following a successful 13-week test of spot announcements for Barbasso, recently expanded its Coast-to-Cast spot network six to WHAM, Rochester; WBNS, Columbus, and WFBM, Indianapolis, on Jan. 12, 12 to KNX, Los Angeles; WGN, Chicago; WHN, New York; WKBW, Buffalo; WBAI, New York; WIOO, More; WEEL, Boston, and WLB Cincinnati. Erwin, Wasey & Co., New York, is the agency.

Old Gold on Coast
P. LORILLARD Co., New York, on Feb. 27 will resume the Don't You Think? program. Don Wilson, announcer, heard in 1939 for Sensation cigarettes, will return to the program from stations on the West Coast in the interest of Old Gold cigarettes. The quarter-hour program will be heard 4 to 5 p.m. in the West, 3:30 to 4 p.m. in the East. Lennen & Mitchell, New York, is the agency.

DISCOVERY of WOW, Omaha, a pretty little Donna Dae during January barked in the brightest spotlight ever focused on a Nebraska girl. Donna, the Fred Waring songstress on Pleasure Time, was billed as "Chesterfield's January Girl" and featured in advertising displays during the month—eyed apparel that alone will fetch $4,000,000 newspaper and magazine readers and countless others who saw her picture in 290,000 store window displays and on billboards and street cars from coast to coast, according to D. B. Langan, of Newell-Sinclair, Los Angeles.

Answering the barbed criticism of the opposition, although "the intelligentsia may turn up their noses, the best things are the simple things and they have the widest appeal for the majority of the people." Barbara, he added, "should be kept on a simple, understandable, human 'American basis'."

BOB HAWK, conductor of the Name Three program on MBS, is writing a book on radio quizzes.

20 Grand Sports, News On 18, Will Add Others
AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), has selected a varying schedule of 15 regularly scheduled news and newscasts on 18 stations in addition to the participation period on March 1 in the NBC Football Room on WNEW, New York. Stations and sports personalities selected for the series are: Bob Hoey, WJZ, New York; Bill Stern; WJSV, Washington, Arch MacDonald; WLW, Cincinnati, Denton and Roger Baker; WJZ, Kansas City; WGN, Chicago; WBZ-SXG, Boston; WAJZ, Atlanta; WHAM, Rochester; Paul Williams, and WBEN, Buffalo; Jim Wells. News placement departments are: Capt. E. D. C. Herne; WIOD, Miami; Frank Malone; KSD, St. Louis; Joe Evans; and KNX, Hollywood, using Bob Garred and serving as key outlet for KARM, Fresno; KSFO, San Francisco; KPHY, KTV, KIRO, Seattle; and KON, Portland. Additional stations will be chosen in the next week and are looking to John Clayton, account executive. Weiss & Geller, Chicago, is agency.

Union Leader's Series
P. LORILLARD Co., New York, is starting a campaign for Union Leader tobacco the middle of February. Six-hour, 15-language, 15-sold programs featuring Arthur Godfrey on 15 stations in the United States and as far south as WBT, KJGC, KYW, KPCO, WOAI, WFAA, WDTJ, WJO, and WGFC, WRBL. The company is also starting six quarter-hour news programs weekly by Jack Shelley on WHQ, Des Moines, six quarter-hour news programs by Bud Guest on WJR, Detroit, and three quarter-hour featuring the Burbanks on WRB, Madison, and WOVO, Columbus. Lennen & Mitchell, New York, is the agency.

YOU SIMPLY MUST GIVE TIME
An Old Story, This -- And WRVA Veteran Tells How He Makes Them Like It

BY BEN EDWARDS
IF you are a tied public relations director with 12 energetic ladies eagerly awaiting the opportunity to make your station "simply must give time" to their pet causes—brother, sister, you've got company! For there are enough time available on a station for these Ladies of Causes, one is sure of course. Not only is the idea remains for the station management to listen to all these visitors, separate the chaff from the wheat, and make time to give, but there will be many more visits as time-claiming is made, and send 'em all away from your office feeling as friendly as ever toward your station! A smile will mean much.

But in Richmond, at WRVA, Walter Bishop, public relations boss, seems to be doing it day in, day out. Walter provides a "Call Council". From when you realize that WRVA with 50 kw. is the largest station in the State and natural quests for time from near and far. Walter's an old hand at the stunt—he's been with WRVA for 14 years and has handled public relations duties for about 12—and his explanation is:

"Make your visitor feel welcome. Give your visitor ample time to tell her (his) story fully. Don't make him feel you would to a friend. Make an honest effort to comply with worth-while time requests. If allotting less time than requested, explain why. In refusing to grant any time, state why truthfully and politely; if necessary, give a detailed explanation, even to the point of showing that the proposed program would not be mutually well-adapted to broadcasting—in which a 'majority' ear has to be served most of the time."

The soundness of this basic policy of receiving requests is evidenced by the fact that a number of such visitors, although turned down on their requests, have taken time to write and thank the WRVA management for the courtesy and consideration they received!

With WRVA and the term 'public service' synonymous—the station's Lincoln Day in 1923 when, for three years, it operated on a non-commercial basis—Bishop's slogan has become increasingly in- cumbent with the station's crowded commercial schedule. He laughs this oft with:

"I'm sometimes accused of leaning over backward in my effort to accommodate the different non-commercial interests, but I assume that in doing this I am, in addition to maintaining our public service, making a business decision that will for our commercial shows."

To the numerous requests that come into the WRVA office, Bishop and management executives personally to address civic groups, fraternal clubs, religion, etc., Mr. Bishop gives the same thorough and prompt acknowledgment. He assumes as many talking spots in his busy schedule, convinced in the belief that these add to the friendliness of WRVA, and with no one in mind to outperk the friendly service on the radio.

Walter believes that a good public relations man should keep smiling, even when he is introduced as a 'director of domestic relations' (as he recently was). Prophecably enough, two days later his office received a request for information concerning laws of different churches relative to the married status of divorced persons!
United Press reporters on the Political Front are ready for the 1940 campaign... ready to report factually and clearly the story of this year's candidates and issues. These reporters know their national politics and are attuned to the public questions to be decided next November. As the Political Front warms up, United Press dispatches will tell authentically the story of a nation marching to the polls in 1940.

UNITED PRESS
FM Stations Seek Commercial Status

Educators to Oppose Inroads; Visual Conflict Seen

RIDING the crest of the biggest new service boom to develop in radio since the advent of regular broadcasting in the 20's, proponents of frequency modulation's introduction as a regular commercial broadcast service will place their case before the FCC, sitting en banc, at hearings to begin in Washington March 18.

Proclaiming F-M as a practical service no longer in the experimental field, the group, headed by the newly-created FM Broadcasters Inc., will ask the Commission to open the way for regular licensing of stations in the ultra-high frequencies, employing the system developed by Maj. Edwin H. Armstrong. The basic issue before the FCC is that of determining whether both A-M and F-M can be accommodated; the effects of ultra-high frequency broadcasting on standard broadcasting service; whether existing allocations above 26,000 kc. are sufficiently expanded to accommodate ultra-high broadcasting, and an inquiry into the existing patent situation respecting the proposed new service.

It was quite apparent, from the appearances filed, that various educational groups would resist efforts by advocates of F-M to include the 41,000-42,000 megacycle band reserved for education under existing regulations. A number of educational groups, including the U.S. Office of Education, the National Congress of Parents and Teachers, National Association of Educational Broadcasters, Ohio State University, and National Education Association, served notice to that end. In addition, several forestry groups indicated they would support continued use of A-M for forestry radio service.

Narrow vs. Wide Band

Based on appearances filed, plus other evidence presented, it was indicated that much testimony probably would develop on the question of narrow versus wide band service. Armstrong, himself largely responsible for the impetus given F-M in recent months, favors his wide band system employing a 500 kc. channel, while RCA espoused narrow band operation utilizing a 40 kc. channel as equally efficacious and vastly more economical.

Television's requirements for elbow room in the ultra-highs also will play a significant part, it is indicated. F-M protagonists want lower frequencies in the band, probably between 40 and 50 megacycles. Television experiments conducted by RCA, have insisted that the lower television channels should be kept intact.

A virtue claimed for the Armstrong wide band system is the demonstrated possibility of "multiplexing" in additional services, such as facsimile and radio typewriter operation on the same frequency. Possibilities of network re- lays without loss of program quality also have been emphasized. It has been predicted that with a 5 mc. band, the entire country could be serviced with F-M because of the ability to duplicate stations on the same frequency at nominal distances stemming from the low noise-to-signal ratio possible with this system.

To Claim Saturation

F-M Broadcasters Inc., with a membership of some 30 prominent broadcasting stations, will lead the procession of protagonists, with Maj. Armstrong scheduled to outline on his own behalf the practical results of his years of experiment and development. FM Broadcasters Inc. is headed by John Shepard 3d, president of Yankee Network, with John V. L. Hogan, owner of WQXR, New York, and a noted television writer; John L. Loucks, former CBS managing director, is chief counsel for FM Broadcasters and will direct presentation of its case.

Supporters of F-M will emphasize that Armstrong's system has reached saturation and that if the philosophy of unlimited competition is to be carried to its logical conclusion, there must be an end to this.

They will attempt to show that F-M is beyond the experimental stage and that infinitely superior service can be had, particularly with its heavy receiver investment amounting to possibly $3,000,000-

U. S. 'Radio Bill' THE American public during 1939 "paid" $814,000,000 for radio, according to estimates by the dealer trade journal Radio & Television Today, edited by O. H. Caldwell, former Federal radio commissioner. This is calculated on the basis of $280,000,000 spent for 600,000 radios during the year; $170,000,000 in "time sales" by broadcast stations; $165,000,000 for electricity, batteries, etc., to operate 38,400,000 receivers; $60,000,000 for servicing radio sets; $50,000,000 for radio parts, supplies, etc.; $40,000,000 for radio and television receivers, and $35,000,000 for talent on networks and stations.

The contention will be that when a new and superior service is available the public will not be entitled to its benefits but will grasp the opportunity.

Based on the advance appearances, it is estimated that the hearings will run at least a week. Demands for time range from a few minutes to four hours. It is expected that the hearings will be held in the FCC auditorium, the site of previous important hearings.

According to preliminary records, there are 10 F-M stations now in operation, utilizing the Armstrong system. In addition 11 commercial and educational stations are now pending.

Notices of Appearances

In its appearances, FM Broadcasters gave notice that it would have 10 witnesses, who would cover all phases of development of the new art. These include Mr. Shepard on the practicality of F-M for regular as distinguished from experimental service and the necessity for changes in regulations to permit increased broadcasting of usable channels and adequate bands and the competitive effects on P-M versus A-M; A. F. Sise, Boston engineer, on field intensity maximum and minimum standards of existing F-M stations; Major Armstrong as an FM witness (he will appear also in his own right); I. Martino, chief engineer of WDRB, Hartford, which conducts its own F-M station, WIXP-F; S. W. Witty, chief of engineering of Yankee Network, on technical measurements; I. R. Weir and A. G. Thomas, of General Electric Co., Schenectady, on technical studies; Maurice G. Stromberg-Carlson, Rochester, on receiver characteristics; G. W. Pickard, Boston consulting engineer, on technical aspects; Paul A. DeMaris, chief engineer of Yankee Network, scheduled for a four-hour discussion on March 13; and James J. Witt, chief engineer of WSM, Nashville, on technical aspects; Prof. Daniel A. Noble, Connecticut State College and consultant for WDRB.

Other appearances were filed as follows:

Major Armstrong, three witnesses to consume about four hours on all issues and one hour on service and coverage of F-M transmitters, particularly his station W2XMN at Atlanta.

RCA, five witnesses to consume about four hours on all of the issues, together with a witness competent to testify regarding the patent situation.

CBS, Paul W. Kesten or M. R. Payson, vice-president; W. B. Chamberlain, chief engineer, or W. B. Lodge, assistant engineer, to testify for two hours.

Jansky & Bailey, consulting engineers and members of National Broadcasting Co., Washington, for 30 minutes on allocation problems and 30 minutes on multiplexing and other operating conditions regarding W3XO.

John V. L. Hogan, licensee of WQXR, for all minutes on the evidence and conclusions reached in F-M experimentation.

Dr. Allen, Finch Telecommunications Laboratories, for 40 minutes on his facsimile work and on equipment for the experimental station of A-M versus F-M.

WDRC Inc., licensee of W1XWP, (Continued on page 44)

From 1845 through 1940, The American public during 1939 "paid" $814,000,000 for radio, according to estimates by the dealer trade journal Radio & Television Today, edited by O. H. Caldwell, former Federal radio commissioner. This is calculated on the basis of $280,000,000 spent for 600,000 radios during the year; $170,000,000 in "time sales" by broadcast stations; $165,000,000 for electricity, batteries, etc., to operate 38,400,000 receivers; $60,000,000 for servicing radio sets; $50,000,000 for radio parts, supplies, etc.; $40,000,000 for radio and television receivers, and $35,000,000 for talent on networks and stations.
KCMO, Kansas City's fastest growing station has installed the new Collins 21D Transmitter. With KCMO's recent power increase to 5000 watts, the 21D was chosen for more efficiency. Specifying Collins equipment is in keeping with the KCMO policy of steady progress.

High level Class B plate modulation is employed in the 1000 watt section of the transmitter and high level grid modulation is used in the 5000 watt section. Each of these modulation systems is inherently free from serious distortion, is simple and straightforward, and requires no special, critically adjusted circuits.

The fidelity of transmission is greatly increased at both power levels through the use of inverse feedback. The importance of inverse feedback as a method of distortion correction is widely recognized and it is noteworthy that important contributions to this subject have been made by Collins Radio Company engineers. The first commercial broadcast transmitter and the first 5000 watt transmitter using inverse feedback were manufactured by Collins.

The particular application of inverse feedback to the 21D Transmitter is of interest in that it reduces distortion and noise to extremely low levels and that it is of a type which requires no critical adjustments. The high degree of fidelity of which the transmitter is capable can be maintained without difficulty throughout years of service.

Loyd Sigmon with fifteen years of radio experience and Technical Supervisor at KCMO, says: "We have been satisfied users of Collins transmitters and speech equipment for many years. With our power increased to 5 kw our choice, naturally, was Collins 21D Transmitter. The 21D is an outstanding job from any angle and here at KCMO we are much pleased with the performance. Collins has rung the bell again."

Collins Radio Company
CEDAR RAPIDS, IOWA  NEW YORK, N.Y. 11 WEST 42 STREET
Seasonal Scheme Offers Incentive To Small Stores

WMBD's Plan Is Attractive to The Low-Budget Merchant

By GOMER BATH
Assistant Manager, WMBD, Peoria

AN EXTRA income of $5,000 a year may result from their different approach to profit and loss or it may mean only a nice addition to a profitable income. But either way it is particularly interesting when it comes from business people who can not ordinarily touch and when it is spent during a season when the radio time is available for sale. WMBD, Peoria, last year spent an amount of $100 to $400 usually used only in peak seasons.

Chief attraction of the programs was the content of the ad. A prize was awarded for the most original idea and every number read during the program was counted as number of street, address, price, word, etc., and had the correct sum or total. A special award was given to those who produced a program that was featured on a particular program, recording equipment was taken to a location of a new home where the sponsor was doing some work. For example, if it included the cleaning of windows, it would bring the window washing of a particular home, and this man was interviewed by an announcer about his work. The program was sold to the sponsor at a total of $2,600 and was very largely from advertisers who could not be reached in any other way and who had never before spent any money on radio.

School Days
A Back to School Program created a new interest and brought in extra income during the dull months of August. This series consisted of 10 half-hour programs using the amateur talent contest idea with ballots being left at the school of each program. Ten sponsors were secured for the series at $50 each. Three cash prizes, $25, $10 and $5 were given to the winners of the final. Each sponsor had sixty words of commercial on each program. The series brought a total of $500, about 80% of which was business that could not be secured in any other way.

Promotions of this kind account partly for the number of local accounts WMBD now has. The promotion is being carried on for the third year and the plan is to continue it next year as well.

REVERSING the usual procedure, a radio salesman gets a present from the manufacturer. Fred Allen, sales manager of the Denver Association of Manufacturers' Representatives for services rendered that organization in 1940, received a silver cigarette box from members of the Denver Association of Manufacturers' Representatives for services rendered that organization in 1940. Left to right are: special paper representative; O. G. Enders, district sales manager of Quaker Oats Co.; Paul D. Warden, district sales manager, Colgate-Palmolive Co.; Dr. J. W. Winstock, district representative; G. Edward Richardson, district representative; Joe W. Allen, sales manager of Quaker Oats Co.; Paul D. Warden, district sales manager, Colgate-Palmolive Co.; and Fred Allen, sales manager of the Denver Association of Manufacturers' Representatives.

Mr. Bath, from a volume of 100 papers' sales, voted to buy a complete program himself.

Radio Christmas Basket Program,
A special program was laid on for the Christmas season, called the Radio Christmas Basket Program, in which the stimulus was designed to bring all department stores a sum or total of their sales for the Christmas season. The stimulus was a $1,600 sum or total of their sales for the Christmas season. The stimulus was a $1,600 sum or total of their sales for the Christmas season. The stimulus was a $1,600 sum or total of their sales for the Christmas season.

F-M Hearings (Continued from page 43)

Meriden, Conn., for 15 minutes on allocation and operating problems with particular reference to WIXPW.

R. Ruyson Jr., licensee of WIXUS, Rockers, for one hour on propagation and general operating conditions with WIXUS, with particular reference to operation above 100 megacycles.

Wesley, licensee of WIXUS and WIXX, three witnesses for ten minutes on company's possession of W-X-M, 30 minutes for observations of signal to noise ratio and ten minutes on one of patents with W-M.X.

McNary & Chambers, consulting engineers and holders of a construction permit for W-M.X., Washington, D.C., Washington, two witnesses for one-half hour on laborator tests. Each witness was paid $1,000.

Zenith Radio Corp., licensee of WIXUS, Chicago, one hour for J. E. Foreman, vice president, on acceptance of F-M broadcasting for regular service and relative merits of F-M and A-M wide band versus narrow band, and whether existing allocations should be modified.

National Congress of Parents & Teachers, through Mrs. J. H. Patten,功德, M.K. Robinson, Kalamazoo, and Mrs. J. H. Patten,功德, M.K. Robinson, Kalamazoo, Washington, six to eight minutes each on allocation of frequencies for educational broadcasting.

I. Keith Tyler, director of evaluation, Engineering in Education, University of Illinois, 30 minutes to support present allocation of ultra-high frequency band of 41,000-42,000 kc. for educational stations, and to preserve existing allocation.

U. S. Office of Education, two or three representatives on relation of F-M to 41,000-42,000 kc. band reserved for education, presumably to support existing allocation with witnesses likely to be Dr. J. W. Studebaker, Commissioner of Education, W. B. Broutwell, radio education director, and Dr. J. V. Jagger of Office of Education.

Canadian Department of Transport, Ottawa, for permission to send W. B. Smith, one of their engineers, to attend hearing as observer.

Pennsylvania Department of Forest and Water, Harrisburg, through several representatives to testify only if necessary to bring out definite need of F-M for additional modulation by the Forestry Service.

State of Nashville, Jack DeWitt, chief engineer, for one hour on all except patents.

Collett and Comfort, of Educational Broadcasters, Inc., Howard Evans, secretary, National Committee on Education by Radio, for twenty minutes on allocation of 41,000-42,000 kc. band for education.

Elmer L. Brown, Brown-Ray

F-M Earns a Surplus...
"We know, in a general way, that the four news periods we have sponsored over KLZ for the past year have been profitable, but before renewing for another year can you show us something specific in the way of results?"

Harry R. Goalstone, Manager.
Rogers Jewelry Company.

KLZ answered this request with two announcements. Selecting an article for home use, priced $3.95, one announcement was made between 10:30 and 10:45 Thursday night, January 4th and another between 5:00 and 5:15, Sunday afternoon January 7th. A total of 201 sales amounting to $793.95, were made in direct response to these two announcements.

It is such power to create direct response for sponsors that has caused local advertisers to spend more money with KLZ than with any other station in the Denver-Rocky Mountain area.

KLZ Denver
CBS Affiliate—560 Kilocycles

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City—Represented by the Katz Agency, Inc.
NEW 639B gives you 6 pick-up patterns at the turn of a switch!

To select the best performance for any given condition, just set up the 639B and try each of its six patterns by a simple "flip of the switch."

In addition to non-directional, bidirectional and cardioid directivity patterns, it gives you three new patterns, 1, 2 and 3, that reduce effects of reverberation to an even greater degree than the already famous 639A. The 639B permits shifting the angle of minimum response to 150°, 130° or 110°, enabling the operator to avoid particular reflections or feed-back paths.

These patterns, which are realized at unusually low frequencies, are particularly effective in reducing low frequency reverberation inadequately suppressed by many studio treatments.

Again Bell Labs and Western Electric lead the way to Better Broadcasting! Get full details of the 639A and 639B Microphones from Graybar.
N OVEL promotion for the Hammond Novachord, designed to get the attention of station managers and program directors, has been launched by Hammond Instrument Co. A transcription carrying the voices of three well-known announcers and featuring Collins Driggs, novachordist, has been sent to 200 stations. One side gives a 16-inch transcription, which plays 15½ minutes, carries a sales demonstration and three novachord selections. The sales presentation includes discussions of the propensities of the instrument and four tonal examples. The musical side of the record, each selection separated, is offered free of charge to be added to the station's library, since all the selections are tax-free.

** * * *

** Dealer Cooperation**

AFTER a successful 18-week trial, the three-correspondence merchandising partnership between WMCA, New York, and metropolitan radio dealers and distributors through the League of Metropolitan Appliance Dealers has been renewed. Under the cooperation program, local FM station carries the Old Refrains program, designed to publicize the series as well as promote the League, while the dealers and distributors install WMCA tabs on new push-button radios or in New York. In the radio promotion the League members, identified by window decals, are advertised as electrical experts whose advice can be trusted in the purchase of anything in the electrical line.

Pinocchio to Cola

FOR the youngsters, WKBN, Youngstown, has started a double feature. After hearing The Adventures of Pinocchio, sponsored by J. F. Giering Bottling Co., the first 12 calling WKBN get a carton of Pepsi-Cola.

** * * *

** Salt Lake Display**

SPONSORS starting programs on KDYL, Salt Lake City, get their sales message on four centrally-located billboards for 30 days.

LOUIS B. STEINLE, president of the Ohio Valley Druggists Assn., looks at the future as one which has been trimmed with drug products advertised over WSAI, Cincinnati, participating in retail drug stores in the city have combined with the Crosley station in a cooperative merchandising project originated by Richard Ruppert, WSAI sales promotion manager. One of the new approaches to the market is the four-color display that provides the druggists with a sample window display, and they in turn fashion their displays from this as a basis. Rapidly the Kentucky and Ohio associations are given time on the air, including frequent participation in the weekly Merchants Quiz Bizz.

** * * *

** Merchandising & Promotion**

Dealers' Aid—Story of a Trip—Candy for Quizees—Time by Ingersoll—Velvet Is Expensive

Curtiss Delays Quiz

CURTIS CANDY Co., New York, has postponed start of its MBS radio program, a new version of the Baby Ruth from Feb. 14 to Feb. 28. Three $100 U. S. baby bonds will be awarded on the program, heard 8-8:30 p.m. The studio audience will be invited to choose discs from The Pay Back, to win $5 to $20. Hellwig-Miller Co., New York, is agency.

** * * *

** Nancy's Sponsors**

WHEN Nancy Grey, What's New commentator of WTMJ, Milwaukee, got back from a Southwestern trip, she invited some 20 advertisers participating in her program to hear the recordings she had made for the program while on the tour. The advertisers gathered at a luncheon, arranged by William F. Dittman, WTMJ sales manager. Representatives of three of the advertisers were included in the guest list.

** * * *

** Freebies**

ALL半岛网 called before the program for the interview program, known as The Inquisitive New Yorker and sponsored by Le- Cody's Toasted Pies, New York, on WHN, New York, receive certificates entitling them to a free pie from their nearest LeCody's dealer. The program is heard thrice weekly, noon with Charles F. McCarthy as the interviewer.

** * * *

** Mardi Gras Folder**

FOLDER listing its Mardi Gras broadcasts on WWL, New Orleans, was published by Leon Godchaux's National Review, New Orleans. Programs start Jan. 31 and winding up with the all-day series of pickups on Feb. 15. Fitzgerald Adv. Agency placed the account, with Henry Dupre directing programs.

** * * *

** Said With Candy**

A BAR of Wallace coconut candy is attached to a letter mailed to the trade by WEEI, Boston, to promote the "goofiest" radio show in New England, Crackerjack College. Boxes of a dozen candy bars among gifts handed out by the sponsor, P. B. Washburn Candy Corp., Brockton, Mass.

** * * *

** Ringing Break**

TO EMPHASIZE the promotion spiel, "KTMS radio advertising rings the cash register", used periodically as a station-break during each day, KTMS, Santa Barbara, Cal., has recorded the sound of an opening cash register and sugar money jingling into the drawer.

** State Booster**

TO BUILD North Carolina is the job of a new program, "High Carolina," designed to promote the state's vacation and travel possibilities among radio listeners. New industry and increased tourist trade are sought. Drama, music and narration are used to give a graphic picture of the State.

** * * *

** Promotional Click**

WHEN the local newspaper refused to cooperate during the holiday season by participating in the station's special promotions, a local radio station finally cornered promotional giveaways. To choose, they got back from the show business field and offered a successful promotion. The program, entitled "Don Lee's Time GUARANTEED time is promised by Don Lee network in a card accompanying an Ingersoll Buck watch sent to the trade as a promotion piece. Ingersoll guarantees the watch, says the card, and "by the same token Don Lee guarantees to protect your good time on the nation's greatest regional network."

** * * *

** Iowa Velvet**

A SWATCH of black velvet on a card is accompanied by a message that "velvet doesn't come cheap!" along with a reminder that many Des Moines firms get "more velvet" at less cost by calling KSO-KRTN.

** * * *

** Joint Fair Promotion**

KGO, San Francisco, and the San Francisco News, evening newspaper, have made a cooperative deal with the Golden Gate Exposition in which a free fair booklet is included in a weekly series titled Exposition Speaks.

** BROADCASTING • Broadcast Advertising**

February 15, 1940 • Page 47

**SETS FOR SCHOOLS**

Philo Brings Radio to Many

Coast Classrooms

A SALES campaign activated by a generous impulse was staged Jan. 22 to Feb. 5 by Philo radio dealers of Northern California together with KSFO, San Francisco and KROW, Oakland. R. W. Dunn, manager of the KRCV study and survey in San Francisco public schools and learned that 75,000 children are without radio educational services because of a lack of receivers in classrooms.

A campaign was worked out with Philo representative Jack Safron and it would accept old radios for a specified price on new sets, recondition the old set and place them in classrooms throughout the Northern California territory, without cost to the schools. Salesmen's kits containing a series of counter cards, window streamers, sales price tags and so on, captioned "Readin' 'Ritin', 'Rithmetic and Radio", in color scheme of red, black and white school slate design were released to the dealers.

Thompson & Holmes, Philo dealers, backed up the campaign with announcements on Northern California stations and newspaper advertising.

KSFO provided a complete series of advertisements, broad-casts and syllabus of the American School of the Air broadcast over CBS and released through electrical outlets by KROW during school hours.

John Parsons of the Philo sales promotion department went to the next step to explain the idea to the Philo home office. If the campaign in California is successful, it may be adopted nationally.

** BROCURES**

WRC, Washington—Multi-color circle booklet simulating a clock to carry out the idea of advertising promotion. Gordon Hittnerman's early morning programs on the station.

WOOA, Peninsula—14-page mimeographed book containing complete list of market and station information, prepared by local dealers, associations, representatives of WOOA.

NBC—Four-page folder on Women's Magazine of the Air, Pacific Coast part-time station, fourth-grade study aid asking for brochure to be used by advertisers wanting the full details of the program.

WAIR, Winston-Salem, N. C.—File-size folder presenting market and competitor lineups, showing tick-block background of tobacco and textile products manufactured in area.

WIBW, Topeka, Kan.—Die-cut promotion folder on "cash-measured sales" theme.

WMAQ, Chicago — Green-and-white folder, Dear Mr. Wos, describing the deluge of mail received from Grandma and Grandpa McDonald's for a Christmas card was read on four of Tony Wos' programs.

WNYC, New York—Twelve-page gold leaf folder, promoting Larry Elliott's Rising Sun program and announcing that "Three Sun programs are available for participating sponsors.

CBS Pacific Network, Hollywood—Olives and black, 6 x 12-inch, folded mailing piece titled "Tell Me So!"

NAB—Radio success stories of furnishing panel*>
Air Line Campaign

THIRTEEN stations in its operating area are included, along with magazines, trade journals, billboards and certain newspapers, in the schedule of Chicago & Southern Air Lines which will campaign in March, April and May for greater acceptance of its service coincident with the inauguration of its new fleet of 21-passenger Douglas planes. The campaign, handled by Erwin, Wasey & Co., will synchronize with the national Air Transport Campaign. The radio schedule consists of spot announcements and 15-minute transcriptions and will be placed on WWL, WSMB and WDSU, New Orleans; WJBO, Baton Rouge, La.; KROC, Rochester, Minn.; WGCM, Gulfport, Miss.; WGRM, Greenwood, Miss.; WCBS, Springfield, Ill.; WTMV, E. St. Louis, Ill.; WCLS, Joliet, Ill.; KXOK and WEW, St. Louis; WMPS, Memphis.

RATING INTO BOOMERANG

BY JOSEPH CREAMER
Promotion Director, WOR

GENERALIY speaking, audience ratings have assumed an importance in radio selling which heralds either the growth or death of a cycle. This is not uncommon, for the progress of radio selling, like the progress of the industry itself, has had a tendency to move in cycles; laying stress during one period on a fact or event which, in time, is eclipsed by another.

Partially responsible, perhaps, for the present popularity of audience ratings as a selling tool are four things:

1—The eagerness with which they are exploited by radio stations and networks.

2—Their promotion by the people responsible for compiling them.

3—The incessant demand for audience ratings by advertisers and their agencies.

4—The fact that, at present, their radio’s favorite—i.e., limited—measuring stick of its circulation.

Because of the apparent ease with which audience ratings can be used and the importance which has been attached to them, advertisers and agencies and those radio people who have been most eager to supply them, have a habit of forgetting that a great measure of skill and judgment must be brought to their interpretation.

But, how—why? Surely, a rating is a rating and figures don’t lie? True, but faulty interpretations can belie figures and unskilled presentation of the facts often cripple or kill a sale in the making.

For instance:

A manufacturer of a class product bought a show on an Eastern station. The sale was originally made because of the high rating obtained by the show. Six weeks after the show was sold the rating began to drop. At the end of eight months of sponsorship, the rating hit a level of 9% and remained so for quite a period.

But Sales Went Up

Because the sponsor had been educated to judge a show’s progress by its ratings, by the station, and the station. Yet, the sale of articles mentioned on the show jumped 25% compared with the previous year when no radio promotion was being used.

Did this satisfy the sponsor? Not at all. He reasoned, and correctly, as he had been taught to reason—that the greater the audience the greater the sales volume.

Relations between the agency, the sponsor and the station became increasingly taut. Eventually, the program was shifted to another outlet in the same territory. But though the coverage and power of the other station was equal to the one originally used, the rating held its level of 9%, varying occasionally to 8 and 11%.

Fifty assorted answers might be arrived at from this case, but one definite fact remains: A low rating must never be judged on its face value. A show gets what audience it has been slanted to get and some shows with considerably low ratings are doing the best selling jobs in radio. Audience turnover will always occur, whether one has a low rating or not, bringing in new prospects to replace those which have sold and yet, may continue listening to the show.

Watch Cumulative Ratings

Audience ratings should not be judged on their day-to-day and week-to-week showings. Most ratings to be considered intelligently are cumulative. Audience ratings should be presented by radio time-sellers as part of the story they have to tell and not the major point of the story. There should be a greater willingness to judge the audience ratings of competing shows calmly and analytically and not enviously.

There has been a definite attempt during the past year to educate agency people and the industry in the handling and interpretation of audience material. But this has been limited and sporadic. Radio and advertising need this education, whether it comes from trade paper articles, speeches and talks, or stems from key people whose jobs are the rational interpretation of material that can boomerang when carelessly handled.

KPAC, Port Arthur, Tex., of the Lone Star Chain, on Feb. 2 joined WLS as an affiliate station. KPAC operates with 500 watts on 1260 kc., day.

LISTENERS’ HABIT WTAR is sixteen years old—almost as old as broadcasting itself. Since 1923 WTAR has built an attentive, responsive audience—that today, more than ever, tunes to WTAR thru habit for the cream of radio entertainment. Finest local features. Both NBC Blue and Red programs.

SALES PROOF One client has used WTAR on a daily schedule for 16 years—another for 13 years. Positive proof of WTAR’s sales-responsive audience! Put WTAR on your schedule... and watch your sales zoom in this rich Norfolk Market (ranking first in Virginia).

BRUSHING up their technique during rehearsals, the show was ready for the exclusive broadcasts of the finals of the Texas Golden Gloves boxing contests sponsored by Texas Pacific Coal & Oil Co. on KGKO, Fort Worth, to be heard Feb. 17 and 19. The KGKO sportscasting crew includes Engineer Bruce Howard, riding gain on the amplifier, "Scooter" Tonahill, color commentator, and Fee Casper, who handles the blow-by-blow descriptions. Evans & LeMay, Fort Worth, handles the account.

BOUGHT BY PAPER
San Francisco Daily Using Program and Spots

THE San Francisco Examiner is sponsoring a 10-minute daily section of the "Commuter's Clock" on KROW, Oakland, an early morning participating program. Morning paper, largest in the San Francisco area, is also using night announcements. Early program calls attention to the big stories in the morning edition without revealing the actual news and caps off with "Buy an Examiner at your nearest corner." Night announcements use the same technique to stimulate paper sales around 8 o'clock when the first edition hits the stands. Ed Reep, sales promotion manager of the Examiner and Phil Lasky, manager of KROW, handled the deal.

Buy Dawn Patrol
CHRYSLER - Plymouth dealers of Cincinnati and the local Fifth Third Union Trust Co. on Feb. 11 started joint sponsorship of Dawn Patrol, early morning program heard 7:30-8:30 a.m., Mondays through Saturdays, on WKRC, Cincinnati. The program is conducted by Mike Hunnicutt. The Chrysler-Plymouth dealers sponsored Dawn Patrol for 65 weeks from October, 1938, before discontinuing sponsorship because of labor troubles that slowed car deliveries. The Fifth Third Union Trust Co. has used time on WKRC for the last year.

Folger Revises List
FOLGER COFFEE Co., San Francisco (coffee), through Raymond R. Morgan Co., Hollywood, has revised its list of stations and on March 4 renewes for 39 weeks the thrice-weekly five-minute program, "Today's Best Buys" on KMJ, KMB, KID, KIT, KFBK, KGB, KSRO, KHH, KERN, KOY, KKG. The firm on April 15 renewes for 26 weeks its weekly spot announcements five times weekly on KGW, KJBS, KVI, KOF, and in addition will use 100 word spot announcements five times weekly on KGW, KJBS, KVI, KOF.

NEWSPAPER QUIZ
WCBS Show Based on Items

THE Illinois State Journal is sponsoring a new series of quiz programs over WCBS, Springfield, Ill. The one-hour show, 3:30-4:30 p.m., Sundays, is known as "Know Your News." Six volunteer contestants compete for $15 first prize, $7 second prize and $3 third prize. The questions are based on articles appearing in the Friday and Sunday issues of the newspapers. Each contestant is asked three sets of questions, each set containing four parts. Scoring is on a basis of 25 points for each correct answer to a question. In addition to quizzing contestants, a strolling quizer awards silver dollars to members of the audience who give correct answers. Also a feature of the program is the selecting of names at random from city directory. These names are called and if the person is either in the studio audience or listening to the program, they are given two silver dollars.

Bob Gregory, WCBS special events director, assumes the role of "professor." Noble Nash handles commercials and tabulates the scores while Don Toller is the strolling quizer. Jack Heintz, sales manager, who originated the idea for the sponsor, serves as timekeeper.

In connection with the program the Illinois State Journal has been running two half-page and four quarter-page advertisements weekly, calling attention to the program.

KMOX OFFERS NEWS TO COUNTRY PRESS

KMOX, St. Louis, has started a new syndicated feature service specially designed for country newspapers of Missouri, Illinois and Arkansas. The service includes five "columnettes", each written by a KMOX personality, and not dealing with radio news such as, but rather written in such a way that it is a regular program of the station.

The editorial offerings cover current events, sports, home economics, farm news and fashions, and supplement the regular KMOX publicity releases and feature material on radio programs supplied papers carrying radio departments. Weekly installments in the new service include "Harry Flannery Views the News," "Notes from the Magic Kitchen" by Jane Porter; "Let's Discuss the News with Josephine Halpin"; "Franke Louis' Sports Review" and "Farm Flashes," by Charles Bookley.

The by-line personality in each case represents a top-ranking KMOX program feature, each with a large following in the tri-state area. The station describes the service as the first instance where a single station has furnished a complete syndicated feature service covering a wide range of topics.

Hallmark to Expand
HALLMARK BROS., Kansas City (greeting cards), will expand its thirice-weekly 15-minute feature using Tony Wons on WMAB, Chicago, to a network in the fall of 1940, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

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CINCINNATI!

FIND OUT FOR YOURSELF WHAT HAS HAPPENED SINCE WE WENT...

IFTY GRAND IN WATTS with

COLUMBIA PROGRAMS

L. B. Wilson

WCKY
Fool’s Gold

THERE is a vast difference between legal radio and good radio. Similarly, there is a difference between direct censorship of programs, which is illegal, and a pseudo-censorship stemming from suggestion or suasion.

The FCC has referred to the Department of Justice for possible action the dynamic Pot o’ Gold program together with a prize contest presented locally, against which complaints had been made. It did not cite the stations involved for hearing or itself undertake any other punitive action. In this respect the FCC has altered its previous course, of which the Orson Welles “Martian Invasion” and the Mae West “East Side” episodes are examples. It apparently has resorted to the “frowning upon” technique as a means of warning stations. That, in our view, is not an improper or unwise course, though it does indicate a lingering tendency toward program scrutiny of a nature not contemplated in the law.

The prize contest giveaway has spread like wildfire in the last year. The Pot o’ Gold, as a matter of fact, is only an exalted and nationalized version of a technique used in publications and on the air locally for several years. Uncle Sam, in the courts and executive departments, apparently has not yet found any legal basis upon which to brand the general run of contests as infractions of the law. Competent attorneys regard them as being within technical legal bounds.

Thus it must be concluded that such programs are legal, generally speaking. But are they good radio? We believe the giveaway technique is running away with itself. Advertisers, to be sure, want such programs because of audience appeal. But, as we have often repeated, they are not interested in radio as a medium but only in the song of their own cash registers.

Radio cannot afford to permit its program structure to dilute itself because of this fat or that. Radio does not have to resort to a plethora of prize awards to attract its audience. We hope the effort will be toward de-emphasis of this technique henceforth, for the good of radio.

Juridical Jitters

IN ESPOUSING the cause of Radio by the American Plan, we have been accused by many a critic, inside government and out, of an “our-industry-can-do-no-wrong” complex. We plead guilty—but with a qualification. The industry has done no serious wrong, if public service be the criterion, except the self-inflicted kind. It has been too carefree about its own welfare, too remiss in defending its own rights.

With that avowal, we again lead with our chin. From where we sit, the trend in Congress, the courts and the Commission appears to be toward confusion rather than clarification of the rights of broadcasters—a babel of contradictory rules. And broadcasters seem to be afflicted or near-afflicted with acute juridical jitters, complicated by Commission concussion and legislative locomotor ataxia.

The Commission’s philosophy of unlimited competition in broadcasting, through indiscriminate licensing of new stations, may be correct. The Commission, or at least its Law Department, in effect says it has nothing whatsoever to do with the business of licensing and that the survival of the fittest theory should hold. But concurrently the Commission sees fit to take a contradictory slant on the same general issue, if we interpret correctly other current manifestations. Certainly if the FCC is but a “traffic cop”, it should not find it necessary to smother stations with questionnaire penetrations into the most intimate aspects of their business, their programs, their personnel and other operations.

The Supreme Court has held that the Commission is free to administer the Communications Act without hindrance from the U. S. Court of Appeals for the District of Columbia. The lower court cannot mandamus or instruct the Commission to carry out a mandate relating to the Commission’s administrative functions. That ruling in effect means that while aggrieved stations can appeal from FCC actions, the FCC has only to revise its findings (should it be reversed) and follow through as it deems just. In the final analysis it means that appeals, unless the Commission acts in arbitrary or capricious manner or openly flouts the law, are little short of futile. If that condition is fallacious or untenable, the only recourse, according to the nation’s highest tribunal, is to Congress itself.

On the Congressional front, where radio has always been a favorite football, the latest onslaught on the business of broadcasting comes in the substitute Johnson Bill to bar advertising of alcoholic beverages from the air, now pending before the Senate. Introduced by Senator Johnson (D-Col.) the new bill would mean automatic revocation of the license of a station if it accepted any beer, wine or liquor advertising. It has the support of the prohibition forces. Only radio would be affected; newspapers and magazines would not be molested. It thus is obvious censorship of radio. The Communications Act says there can’t be censorship, and the FCC used that clear expression in the Act as its basic argument before the Supreme Court in the “survival of the fittest” issue.

We have said before that the principle involved in the original Johnson Bill, let alone the more objectionable substitute, is not only repugnant to democratic principles but is so dangerous to radio that no broadcaster can afford to ignore it. It discriminates against radio; it flaunts the wishes of the people who vote. The selling of alcoholic beverages is legal, and legal commodity can be banned by legislative fiat, then the same restriction can be placed on other commodities.

No newspaper or magazine publisher should let the Johnson Bill go unchallenged, for his own self-preservation. If the bimovers win on radio, the printed page is next.

Then, to add to all this confusion, there are the rumors about what the FCC proposes to do as a result of its Network-Monopoly investigation. Its report has not yet been made public, of course, but if only a fraction of the indicated “reforms” are instituted, there would be utter conflict with the expressed FCC philosophy of free competition.

If broadcasters are to be subjected to unlimited competition of as many stations as the spectrum can physically accommodate, then they should be free to run their own businesses, with no holds barred, so long as they serve the listener. And if that doesn’t work, consult your favorite Congressman about new legislation.

Serious Music

JUST six months ago, an embattled broadcasting industry, in extraordinary session of the NAB at Chicago, declared war on the ASCAP copyright monopoly. A wholly-owned adjunct of the stations themselves, which would create an independent and competitive supply of music to meet radio’s requirements, was authorized. A fund of $1,500,000 was the goal.

Today Broadcast Music Inc. is a going concern. It has pledges from some 250 stations of more than $1,140,000 with half of the station roster to go. It has a plan of operation fully outlined. What many regarded as impossible has been accomplished with the subscription of these funds. ASCAP contracts expire at the end of the year. The industry must be in a position to get along with the vaunted ASCAP repertory by that time. That is Broadcast Music’s mission. If it fails, the industry is destined to remain at the mercy of a despotic controlling radio’s life blood. It is up to the industry to follow through with every ounce of its energy.
SIDNEY S. FOX

AT THE PRIME age of 51, Sidney S. Fox (Sid, to everyone) holds the distinction of pioneering two or three American industries—radio and the movies. Dynamic, aggressive Sid Fox is the born salesman, and his KDYL in Salt Lake City is an expression of the showman's personality. Above all, he is an astute businessman and under his guidance KDYL has been made one of the most valuable regional radio properties in the land.

Born in St. Louis, Jan. 11, 1889, Sidney S. Fox (the initials was merely adopted for euphony's sake, means nothing) is self-made, self-educated. His family moved to Denver when he was seven. There he grew to young manhood. His first jobs were in advertising sales. By 1914 he was working for the newly-developing motion picture industry, doing theater contacts for Pathe and Selig-Essenay.

Envisioning big opportunities in the movie field, Sid Fox decided to go into business for himself, securing State right distributing offices in the Denver and Salt Lake territories. Under his aegis box-office records were hung up for such pictures as "Mickey," "Civilization," "The Garden of Allah," "Raffles," and many other early super-colas.

Foreseeing the trend in motion picture distribution—the change from the independent operator to organizations controlled by the big producing companies—Sid Fox approached the Salt Lake Telegram in 1925 with a proposition to buy and operate its radio station. The deal was made, and in November of that year he acquired the then 50,000-watt KDYL. It had exactly two employees and two offices—one occupied for studio space and the other containing the transmitter and control room.

In his 14 years of directing KDYL, Sid Fox has built the staff to 76. KDYL's business offices alone occupy a full floor of the Tribune-Telegram Bldg., and its production activities are handled from a separate building containing a big auditorium that seats 350. From 50 watts, the station's power has stepped up in successive stages to 5,000, and its modernistic transmitter house is one of the city's showplaces.

His motion picture experience and his foresight led Sid Fox to be one of the first to step into the television field. Recently he purchased one of the new RCA portable television outfits and the Salt Lake City demonstrations of television were among the most noteworthy of the year just past.

Enthusiasm and foresight—these best sum up the characteristics of this breezy westerner, who is well-known throughout the broadcasting industry as one of its most progressive and most successful operators. He belongs to numerous city and State clubs and fraternal organizations. He and his station are part and parcel of his community. Lately he has been dividing his time between Salt Lake and the home he also maintains in Los Angeles.

Married 20 years and head of a large family, with one son active in the operation of KDYL, Sid Fox makes radio his chief hobby, though he likes golf and horseback riding. Among his employes he is esteemed for being "regular" and particularly for possessing a business and program sense that almost invariably clicks when proposing new ideas or undertaking new ventures.

WFIC Starts March 1

T. DOUGLAS YOUNGBLOOD, formerly commercial manager of WRBL, Columbus, Ga., and more recently with the sales department of WOCO, Columbia, S. C., has been named manager of the new WFIC, Sumter, S. C., his home town. The station, authorized for construction last July, will go on the air March 1, according to J. Samuel Brody, local business man, who will be licensee. It will operate on 1310 kc. with 100 watts night and 250 day. RCA equipment is being installed.

SHERMAN D. GREGORY, general manager of WPTA, Pittsburgh, Pa., has been appointed chairman of the entertainment committee for the annual banquet of the Pittsburgh Chamber of Commerce, to be held Feb. 26. Gregory is planning a special show using KDRA talent, included in which will be an actual broadcast of the KDRA morning and afternoon show, "Greater Pittsburgh Speaks," featuring a special unit from the Pittsburgh radio station managers and announcers.

JOHN MCCORMACK has joined the NBC, Chicago, network sales staff. He was former assistant manager of WCCO, Minneapolis, and prior to that an associate at WKRC, Cincinnati.

MAJ. J. ANDREW WHITE, founder and executive of KDLY in Chevrolet City, Colo., and signed by 20th Century Fox Film Corporation, Hollywood, to collaborate with Ted Sheneman in writing the "Cavalcade of Radio."

HOWARD POLEY, formerly of the KMCO, Fort Worth, Texas, has joined the sales staff of KOMA, Oklahoma City.

EMIL HAJEK, account executive of KLQ, Long Beach, Calif., and Marilu Larkey, of Los Angeles, were married recently in Los Angeles.

ROBERT DAVIDSON, new to radio, has joined KGER, Long Beach, Calif., as account executive.

J. C. TOBIN, formerly of Commodore Broadcasting Service, Inc. and Associated Broadcasting Co., Toronto, has joined Radio City Centre, Toronto, as news manager.

WILLIAM J. SCRIPPS, general manager of WWJ, Detroit, is vacationing in Mexico during February.

CHARLES MORIN, for four years CBS sales representative in San Francisco, on Feb. 12 became sales manager of KSFQ, San Francisco, under Lincoln Delair, general manager. Before entering radio Mr. Morin was in the stock and bond business.

RAY BARNETT, sales promotion executive of KSFQ, San Francisco, is recovering from an emergency appendectomy.

HARRY C. BUTCHER, CBS Washington vice-president, left Washington last week for a two-week vacation in Florida.

EDWARD R. MURROW, chief of the CBS European staff of correspondents, has been in a London hospital suffering from influenza.

W. R. CHRISTIAN, publicity director of WGST, Atlanta, on Feb. 5 joined WSAI, Cincinnati, as a salesman.

JAMES MOORE, formerly of the Hartford studios of KGJ, has joined the sales staff of KYIA, Amarillo.

ARTHUR R. CHURCH, president of KMBC, Kansas City, left with Mrs. Church for a vacation trip to Honolulu, sailing on the Lurline. They were accompanied by CW, the Church's son, and Hanging Knee, the Church's son, of KALE, Portland, Ore., and Mrs. Avera. Mr. Church plans to return about April 1.

JOSEPH H. STORY, Jr., recently with KMBC, Kansas City, and before that with Kellogg Co., and before that with Capers Publications as advertising representative for the United States in Europe, has joined Gamma Capital. He will headquarter in Kansas City.

DANIEL S. TUTHILL, assistant manager of NBC artists service, is director of the Radio Production clinic, one of six clinics conducted through March 11 by the Advertising and Selling Class of the Advertising Club of New York. Speakers to date in the Radio Production clinic have been Lester Vail, NBC production department; James Critch, NBC production director; Lester Miles, president, NBC production directors, and on Feb. 16 N. Ray Kelly, NBC chief sound effects technician.

JOHN C. MCCORMACK, general manager of KKWH and RTBS, New York, has been elected to the Centennial College board of trustees and made a member of the Borough President's committee. He also has been elected to the board of directors of Shreveport Chamber of Commerce.

FORD BILINGS, sales manager of WOWO-WGL, Fort Wayne, has been named chairman of the sales managers division of NAB District No. 8.

WILLIAM MALO, commercial manager of WORC, Hartford, has been appointed chairman of District No. 1 of the NAB Sales Managers Division.

MERRILL R. RUTTEN and Herbert Ackerman, CBS New York vice-presidents, were in Hollywood in early February with G. A. Richards, owner of KMPC, Beverly Hills, Calif., who has been recuperating on the Coast. While on the Coast they also conferred with Donald W. Thorne, WORC station manager.

EUGENE MARTIN, who has been handling publicity promotion for WORC. Television Corp., New York, has been appointed advertising manager of WRMH. He is introducing the new line of "Vidoreo" television sets in New York and Los Angeles.

BIL STEINBE, NBC, Chicago, local salesman, is absent from his desk after an auto accident in which he suffered injuries.

WILLIAM FOULIS, formerly of KOB, Albuquerque, N. M., has joined the sales staff of KACC, Rockford, Ill.

LOGAN NININGER, announcer of the Musical Coffee Cup over KBBN, big band, leads the staff of KMED, Melford, Ore. He is being replaced at KBBN by Robert Dickin- son, formerly with KBPS, Portland.

CHARLES T. EATON, formerly of KGFI, Howell, N. M., has joined the commerce department of KOB, Albuqu- erque.

GATE TAYLOR, former advertising manager of KMBC, has joined the advertising staff of Variety.

Mrs. Laura L. Church.

MRS. BERTA S. CHURCH, 76, mother of Arthur B. Church, president of Midland Broadcasting Co. in Virginia City, died Feb. 1 at her home in Lamoni, Iowa, after a brief illness. She had just a few months and her hus- band, Charles F. Church, would have celebrated their 57th wedding anni- versary. Mrs. Church was born in Hopkins Station, Mich., in 1864, and lived in Lamoni since 1881. In addi- tion to her husband and Arthur B. Church, she is survived by a son, Charles Jr., of Bowling Green, Ohio, and two brothers, John Smith of Livingston, Mont., and Mark M. Church of Kansas City, the latter merchandising and research director of KMBC.

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VOYNOW, Frank to CBS

RICHARD VOYNOW, onetime production manager for WVL, Cincinnati, and recently commercial manager of WEAN, Providence, has joined the advertising service department of CBS to sell programs to agencies. Francis C. Barton Jr., director of the WEAN service, has also announced the addition of Yasha Frank, formerly Mr. Voynow of the WPA children's theater. Mr. Frank will work on the production of new programs and will be responsible for integrating programs and commercials.

WILLIAM BACKMAN, son of the president of the Salt Lake City Chamber of Commerce, has joined the announcing staff of KVIN, Logan, Utah, after qualifying on the Announcer's School broadcast auditions held by KD% Salt Lake City.

ROBERT PAUL SMITH, formerly of the CBS News Division, has joined the CBS New York studio staff.

NORMAN PANAMA and Melvin Frank, formerly with the Mutual Network, and Phil Baker, respectively; Sidney Fields, recently with Mutual; and Lynn Mccausen, for many years associated with Rudy Vallee, have been signed to write and direct the new Rudy Vallee program, on NBC.

Bruce Buck, manager of the NBC News Division, has appointed a new vice president, Paul J. Zeller, to supervise the Sunday broadcast program division of NBC.

WILLARD DOUGHERTY, formerly of WCP0, Cincinnati, has joined the announcing staff of WKN, Youngstown, 0.

MARTIN MCCONNELL, announcer of KOB, Albuquerque, is teaching a class in radio writing and production at New Mexico U. in Albuquerque.

TRAINE ENGLE, announcer of KWAK, Fort Worth, Texas, has been promoted to traffic manager.

IRA WALSH, sportscaster of WPEN, Philadelphia, has been named chairman of the Board of Directors of the Atlantic Coast Association, Amateur Athletic Union.

JOE PARKER, NBC Hollywood director, has returned to his network duties, after being confined to Hollywood hospital with influenza.

MARJORIE KENDALL, CBS Hollywood sales department secretary, is in Hollywood hospital recovering from pneumonia.

J. J. FRIEDMAN, formerly of WHA, Milwaukee, has joined WYAF, Norfolk, as continuity director, succeeding W. R. Rice, who recently joined Young & Rubicam.

JOHNNY DIGNAN, music director of WOR, New York, will make four regular appearances on the WOR program "Squaring the Circle" at 1 p.m.

LUCILLE McCUBBIN, secretary to Fox Case, CBS Hollywood director of public relations, is in New York doing an emergency appendicitis operation.

ROLLIE WILLIAMS, production manager for ABC and a former announcer of WPTF Raleigh, replacing B. W. Hufington, has resigned. His successors are Gene Mosse and H. E. Anderson.

ROBERT E. POSEY has been named public relations manager of WPTF Raleigh, replacing B. W. Huffman, has resigned. His successors are Gene Mosse and H. E. Anderson.

BOB LYLE, formerly of KXOK St. Louis, has joined the announcing staff of KMOX, that city.

BENNETT FISHER, chief announcer of KOMO-KBJI, Seattle, and Mrs. Fisher, are the parents of a eight pound boy born Jan. 22.

JIMMY SIRMONS, formerly of WIND, now of WFLAG, Chicago, has joined the announcing staff of WCPG, New York.

LEO CHADWICK, for the last five years continuity director of WTAH, Norfolk, Va., has resigned. He will join the writing staff of We, The People, J. F. Shingles, formerly of WOR, New York; WITI, Milwaukee, is succeeded by WATR.

BOB BALLANTINE, of the art department of WLS, Chicago, married Agnes Helen Boyer Feb. 6.

CLINTON (Buddy) TWISS, NBC Hollywood secretary, has resigned, Feb. 5, started for 11 weeks or more, doing commentary on the five-weeks quarter-hour "Ladies of the Dance" program, sponsored by Langendorf U.S. Bakers on three NBC-PAC Red stations. He is holding down during the absence of Rush Hughes, regular commentator on the program, who joined the New York cast of the weekly NBC "People's Health" program, sponsored by Philip Morris Co. as guest host. Hughes also does his "Hugether," a microphonic word picture of unusual events.

JACK MILES, for six years a member of NBC's New York publicity department, has been appointed trade news editor. Charles Pekor had been handling this work in addition to his own position in charge of publicity on sponsored programs since the resignation of John Graham last fall.

WALTER RODDA, formerly of WCCO, Meridian, Miss., has joined the announcing staff of WBRC, Birmingham.

ALEX STEINWEISS, free-lance commercial artist, has been appointed assistant to the artist director for Columbia Recording Corp., Bernhard, N.Y. Robert M. Dickson, director of sales promotion for Columbia, has also joined Bernhard. Dickson was formerly assistant to Columbia's art director.

JACK WALTER SUYDEVEND, formerly of WKBZ, Muskegon, Mich., and WZLO, Kalamazoo, has joined WSAV, Savannah, Ga.

BILL WALKER, announcer and continuity writer, formerly of WHLB, Virginia, Minn., has joined KFMO, Grand Forks, N. D.

GRACE JONES, CBS Hollywood music department secretary for several years, has resigned and was married Feb. 12 to Micky Garlock, professional manager of Bregman, Voco & Co., music publishers.

WILLIAM A. FARREN, on the NBC announcing staff in New York for seven years, has resigned to free his time. The move enables him to continue with his commercial assignments on NBC as well as handle other announcing assignments, among them the five-weekly "Gospel Singer" program on WHO and Paramount Newseum.

WALLACE WEST, of the NBC press department, New York City, has resigned to continue with announcing "Publicity" at the New England Conference of the American College Publicity Assn. in Springfield, Mass.

NORMAN KAPLAN, formerly of the public relations department of WABN, New York, has joined the Metro-Goldwyn-Mayer publicity department, New York, as staff photographer.

ENOCH SQUIRES, formerly of WBFL, Syracuse, has joined the KOIN, Portland, Ore., news and production departments.

CLIVE DAVIS, free-lance announcer, is currently testing a program titled "The Little Man Makes News" for Federal Transcribed Programs, New York, on WCNW, Brooklyn. Program is based on the activities of people who seldom make the news.

RAY DUNNMEL, commentator on "Wartime Playhouse," Your Dog, has been elected secretary of WOR's "Seven Days" program.

JACK DAUB, formerly of WODD, Chattanooga, and now chief announcer of the WODD program, WSNF, San Antonio, Texas, is to marry Kay Marshall, WODD vocalist, on March 1.

DOROTHY R. SPICER

CONDUCTOR of "Listen, Ladies" on WWJ, Detroit, Dorothy R. Spicer has been in radio five years. Prior to the inauguration of her present program, Miss Spicer was WWJ's "Household Adviser," and handled a participation program of that name for two years. She started in radio with WCCO where she was a script writer as well as conductor of a women's music program. She was also a former announcer with CBS as sales representative. Business career includes publicity work for national convention. Has charged copy writing, comparative shopping, and sales promotion. Miss Spicer's present program, "Listen, Ladies," is a half-hour daily variety show. She provides as hostess, and introduces an organist, a male vocalist, a "To night's Dinner" planner, and interviews visiting and local celebrities.
JAMES DILLON, head of the traffic department, has been promoted to program and production manager of RKB, San Diego, Calif. Wayne Justice, new to radio, has been made traffic manager.

DUKE LOFFREDO SACERENZA, known professionally as Guiseppe Loffredo, New York writer and director of the serial, "The Ivory Tower," on WVO, that city, is in Hollywood on radio business.

MAURICE RAPKIN, program director of CKOC, Omaha, on Feb. 6 married Reta Corbit, of Toronto. They spent their honeymoon at Alliance, O.

JIM MILES, formerly of WHKC, Columbus, has joined the announcing staff of WING, Dayton, O.

KROD Names Tucker, Will Go on Air in May DELAYED for nearly two years because of litigation arising out of local objections, the new KROD, El Paso, Tex., began construction early in February and will be on the air some time in May, according to Dorrance D. Roderick, publisher of the El Paso Times, who will be the licensee. The station will operate with 250 watts full time on 1560 kc. but on Feb. 6 Mr. Roderick applied to the FCC for 500 watts night and 1,000 day on 600 kc. KROD was authorized for construction June 2, 1938, but KTSM, El Paso, appealed from the Commission's decision and the U. S. Court of Appeals for the District of Columbia sustained the Commission's decision.

Manager of the station, which will be housed in a newly-built studio and office building of Spanish architecture, will be Merle H. Tucker, until recently manager of KSAL, Salina, Kan., and formerly with WRAP, Fort Worth; WLW, Cincinnati, and WAVE, Louisville. Mr. Tucker in 1936 and 1937 was radio director for Billy Rose's show at the Fort Worth Frontier Fiesta. He attended Hardin-Simmons University at Abilene, Tex., where he studied music and played with the college's Cowboy Band. Chief engineer will be Edward W. Talbott, graduate of Purdue University, who was chief engineer of KOB, Albuquerque, N. M., before his return there from State College, Pa.

Recently he has been doing television research work at Purdue.

Ernest Carlson ERNEST CARLSON, 13, Hollywood juvenile radio actor, died Feb. 7 in Pasadena of complications resulting from peritonitis and pneumonia. He had been a radio actor since he was 6. Recently he has been with Irene Rich, playing the part of her daughter, Donnie Bradley in the NBC serial, "Glorious One," sponsored by Welch Grape Juice Co. He also portrayed the character of Peter in the NBC sustaining program, "Breakhouse Survivors," with Ray Dahl, Marty and Mrs. Oscar W. Carlson of Pasadena.

John Knox JOHN KNOX, 28, Hollywood singer, known in the radio as Professor Gandy, died at Wilshire Hospital, Los Angeles, Feb. 8 following a brief illness. He was a member of the Grove Creek Quartet of the Country Church of Hollywood on KFWB, that city.

NBC Shifts Personnel A CHANGE in assignments for James J. Neale, commercial sales traffic manager for the NBC Central Division, Chicago, has produced several additional shifts in personnel. While still retaining his title as sales traffic supervisor, Neale is assigned to sales activities on network accounts handled by H. C. Kopf, manager, and Paul McGuer, assistant manager of network sales. The bulk of detail in the sales traffic branch is now handled by Floyd Van Etten, who has been in charge of local and spot sales traffic. Van Etten's assignments are taken over by E. A. Stockmar, whose post of program traffic manager goes to Frank Golden. Golden's job as night traffic supervisor is in the hands of L. E. Douglass of the Artist's Service staff. Ray Neihengen has become accountant in Artists' Service; Kenneth B. Stedman has been transferred to credit and collection; Arnold Johnson moves into the accounting department as special clerk; Fred Klein Jr. is now a special clerk in Artists' Service.

TRANSFER OF KFN" TO OMAHA SOUGHT FORMAL applications were filed Feb. 6 with the FCC for frequency shifts involved in the deal whereby KFNF, Shenandoah, Ia., would be moved into Omaha and sold to the Omaha World Herald (BROADCASTING, Jan. 1). KFNF, now sharing 890 kc. with KUSD of the University of South Dakota at Vermillion, would go to fulltime on that frequency with 5,000 watts. KUSD has applied for a shift from 890 to 980 kc., the channel now occupied by KOWH, daytime outlet owned by the World Herald. KFNF is now 48.75% owned by the Des Moines Register & Tribune (Cowles) interests, which have an option to acquire the remaining stock from Henry Field if the move to Omaha is authorized. Thereupon the station would be sold to the World Herald. The Cowles stations in Des Moines, KRTV and KSO, on Feb. 6 also applied to the FCC for 9,000 watts fulltime for both stations on their present frequencies, both to install directional antennas.

ELOPING by plane to Reno in mid-January to climax a one-month romance, Wilf Gunzendorfer, manager of KSRO, Santa Rosa, Cal., appears here with his married bride, the former Natalie Traube, San Francisco society girl.

FOURTH salesmen of WOR, Newark, to achieve a sales record of $1,000,000 is Robert A. Catherwood, who made it early this month. Last year Otis P. Williams and Theodore W. Herbert achieved the mark, and in 1938 George A. Schmidt was first to do so.

Here's The Picture in Rochester

WHEC

AFFILIATION—CBS

COMMERCIAL PROGRAMS—NATIONAL

Network and National Spot Programs

COMMERCIAL PROGRAMS—LOCAL

Including Participation Programs

* This Data From The Latest Available Week Before Publication Closing Date. Jan. 28-Feb. 3rd.

WHEC Rochester, N. Y.

Nat'l Representatives
Paul H. Raymer Co.

BROADCASTING • Broadcast Advertising February 15, 1940 • Page 55
Confucius Say—

"Man in broadcasting business
lost like babe in woods without
new 1940 Yearbook Number!"

Included with your subscription to BROADCASTING. $3 per year
COMPACT WITH ACA IS SIGNED BY WDAS

CONTRACT has been negotiated between WDAS, Philadelphia, and Local 28 of the American Communications Assn., covering engineers at the station, the union reports. Contract calls for a 5-day, 40-hour week, with the usual vacation and sick leave, plus pay provisions, and salary adjustments of approximately 10% increase over the old rate. Courtenay Evans was hired to fill the gap created by the 40-hour week.

The WPEN engineers' contract with Local 28 has automatically renewed itself for the second time since the original signing. Negotiations have been opened with WIP for changes in the contract covering engineers, which expires April 1. Local 28 has instituted charges against WPEN with the National Labor Relations Board on behalf of a member who worked at the station one day, according to the union, and was discharged when his union affiliation was learned by the WPEN management. Union discrimination is charged. Local 28 had previously brought charges against KYW, which are still pending.

Sales staff of WFIL was admitted to membership in the union at the January general assembly and negotiations are now in effect for a contract.

L. E. Littlejohn, WFIL, was elected president of Local 28 for the coming year. C. C. Smith, WCAU, was elected vice-president representing the engineers; R. Borrelli, WPEN, vice-president for the announcers; A. W. Gengenbach, treasurer; L. T. Darlington, financial secretary, and E. A. Carroll, recording secretary.

L. A. AFRA Session

WITH Los Angeles Chapter of AFRA having flatly rejected the proposed national transcription code as submitted several weeks ago, Mrs. Emily Holt, national executive secretary and George Hel- ler, associate secretary, both of New York, were in Hollywood Feb. 6 to confer with local board members. Mrs. Holt returned to New York following the conference, but Mr. Heller remained for further meetings with Los Angeles executives of AFRA and the transcription code committee headed by Hal Berger.

WCMI in Huntington

INCIDENT with its affiliation with MBS last month, WCMI, Ash- land, Ky., fully transcribed opening of studios in Huntington, W. Va. Bert Georges, formerly with the Hearst Newspapers, has been appointed manager of WCMI. He was formerly associated also with the Decatur Review, Decatur, Ill. Other staff appointments include Russell Hirsch, program and publicity director; Ken McClure, sales; Pat Patterson, advertising; George Bond, engineer, and Maybelle Harbour Kirtley, secretary.

Two Minnesota stations are seeing improved facilities from the FCC in applications filed Feb. 2 by WDGY, Minneapolis, which it seeks for 50,000-watt night and 10,000 day on 1100 kc., in lieu of its 1,000-watt limited time with 1,000 feet on 1150 kc. KDAL, Duluth, now a local on 1500 kc., applied for 1,000 watts fulltime on 900 kc.

The Other Fellow's VIEWPOINT

On page 44 of Broadcasting, Jan. 15, youthful Wayne Varnum of KSO-KRNT writes: "... third, because it was on KSO, Des Moines' oldest radio station."

WHO's carrier wave made its first trip into the ether on April 11, 1924. How well I remember that momentous day.

KSO's first peep was released to the chief, Des Moines (all of the 54 square miles in its corporate limits) on Saturday, Nov. 5, 1932. Three days later Franklin Delano Roosevelt was elected president of these United States.

"Be on your young Mr. Varnum. Even the famous Iowa Barn Dance Frolic, an exclusive WHO feature, was walking along on its own two feet, fully dry behind the ears, when KSO was born.

It is not surprising, therefore, that the picture over Mr. Varnum's name is a likeness of one Wayne Ackley, another member of the same organization.

Woody Woods

WHO, Des Moines

Nashville Dnozes

WHEN the recent rough weather in Dixie Florida fluc- and colds to the population, in-just announcers of WSM, Nashville, the station faced a novel situation. Shortanded, a couple of the announcers with colds "did their dozes" had to return to duty—to handle announce- ments for such accounts as Minit Rub, Vicks, Ludens, Pinex, Four Way, Groves, BC and Fresamink.

Fleer on WLW

FRANK H. FLEER Corp., Phila- delphia, on Feb. 12 started Don Window of the Nuyy exclusively on WLW, Cincinnati, for Double Bubble g.m. Heard Monday through Friday, 6:30-8:30 p.m., the program runs until Feb. 7, 1941, and is a transcribed show produced solely for use on WLW. According to R. E. Dunville, general sales manager of the station, the program marks the first major effort of any concern in marketing a penny item. N. W. Ayer & Son, New York, handles the account.

Licensed Radios in Canada

THERE were 1,277,261 licensed radio sets in operation in Canada as of Dec. 31, 1939, according to a report of the radio division of the Dept. of Trans- port. It should be noted these were covered by the $2 annual license fee. The division among provinces was as follows: Prince Edward Island, 4,924; Nova Scotia, 52,930; Newfoundland, 15,575; Quebec, 305; Ontario, 496,711; Manitoba, 85,679; Saskatchewan, 90,040; Alberta, 53,556; British Columbia, 105,565; Yukon and Northwest Territory, 172. Greatest concentration of sets by com- munities was in Montreal, 154,432; Toronto, 154,831; Vancouver, 50,377; Winnipeg, 49,377; Ottawa, 28,345; Hamilton, 23,464; Edmonton, 16,953; Quebec, 19,680; Calgary, 18,387; London, 18,002; Windsor, 12,180.

BROADCASTING • Broadcast Advertising February 15, 1940 • Page 57
RIGGIO
subject were included made the music used that that Martin weekly of Florence, RUSSELL Up to Jimmie cy is grams Sheldon Adv., Colgate appointed Breckenridge Jones, NBC half-hour program, Those of March Standard Brands, Charles. Anfenger veston Jackson Hackett the commercial participation the commercial NATIONAL BROADCASTING turned. C.
National Representatives: John Blair & Co.

BROADCASTING • Broadcast Advertising February 15, 1940 • Page 59

Confucius say:
“Experience is best teacher”
Sponsors say:
We renew on KFYR!

Let us sell your story
(We've proved to many that we can)

Jimmie Allen says:
“I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it.”

Up to 650 transcribed episodes (World transcribed) available.
Write for price and information, stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

Russell C. Comer Co.
101 W. 11th St., Kansas City, Mo.

NATIONAL FUNDING Corp., Los Angeles (finance), through Smith & Bull Adv., that city, in a six-month campaign which started in January, is using day and night spot announcements on 12 California stations—KFI KECA KFSD KFWM KMPC KERN KMPC KFBR KMBC KFDM KFSP KFRT KFRC KFON. In addition, the firm is sponsoring a series of quarter-hour programs on several of the stations as well as news broadcasts on KECA and KFOX.

Schult Trailers Inc., Elkhardt, Ind., auto trailer manufacturer, is sponsoring a daily half-hour recorded popular music program, Frolomakers, on WOCP, Boston.

Seven-Up Bottling Co., Los Angeles (beverage), on Feb. 1 started using a total of 26 spot announcements daily on five Southern California stations—KNX KFVB KFV D KMPC KFOX. Contract is for 52 weeks, placed thru Glasser Adv. Agency, Los Angeles.

Palmers Ltd. Montreal (Minty’s toothpaste) has started a twice-weekly hockey score guessing contest on ORP of Toronto. Listeners submit next week’s hockey scores, prizes for which are free tickets and an autographed hockey stick. Norris-Patterson, Toronto, placed the account.

Bulova Watch Co. Elects
John H. Ballard, president of the Bulova Watch Co., has announced the election of three new officers—Samuel P. Epstein, Raymond F. Warren and A. L. Carnow. Mr. Epstein, elected to vice-president, has been the Bulova sales manager for the past three years since the elevation of Mr. Ballard to the presidency. He will continue in his post of sales manager. Mr. Warren, advertising manager, has been elected assistant secretary. He has been with Bulova for almost 15 years and he will also continue his duties as advertising manager. Mr. Carnow was elected assistant treasurer. He also has been with Bulova for almost 15 years and he has been in charge of the bookkeeping and accounting department.

Granite Auto Finishing Co., Los Angeles, new to radio, in a 13-week test campaign which started Feb. 5, is using 49 spot announcements weekly on KFVD, that city, to introduce Granitize, a new method of auto finishing. Firm contemplates extending its use of spot announcements to other Pacific Coast communities within the next 30 days, as markets are established. Wm. Berg Adv. Agency, Los Angeles, services the account.
Every Week on KMBC

Free & Peters can tell you how easily they can become SOLID SELLING HOURS for you.

KAY'S BEVERAGES Inc., Los Angeles (fruit beverages), new to radio, on Feb. 11 started for 26 weeks a weekly series of recorded commercials on KMPC, Beverly Hills, Calif. Firm is also using 42 spot announcements weekly on KMPC, Los Angeles, and plans to extend use of radio to other Pacific Coast stations. Wm. Berg Advertising Agency, Los Angeles, has the account.

SAN PEDRO Fish Exchange, San Pedro, Calif., new to radio, through Allied Advertising Agencies, Los Angeles, on Feb. 15 started using an average of two spot announcements daily on KMPC, Los Angeles. Contract is for 13 weeks. Other Southern California radio is planned.

WHITE KING SOAP Co., Los Angeles, through Raymond R. Morgan Co., Hollywood, on Feb. 20 starts a five-week, quarterly-program series in Los Angeles and San Francisco, with a six-week series in Seattle and Portland. KITTY CO., Seattle, handles the account.

BOSCO Co., New York, on Feb. 5 added a five-week-five-minute news period on WMAQ, Chicago, promoting its chocolate milk amplifier. Fort Pearson will handle the broadcasts. Kenyon & Eckhardt, New York, is agency.

DR. A. REED SHOE Co., Los Angeles (men's shoes), is sponsoring a daily quarter-hour news broadcast on KFWD, that city, and KMPC, Beverly Hills, Calif. Contract is for 26 weeks. Arthur Faust, station program director, produces the series.

HOFFMAN CANDY Co., Los Angeles, through Mayer Co., that city, on Jan. 29 started for 52 weeks using weekly spot announcements on KECA, KJH KNMX KMPC.

TEMPLETON'S Ltd., Toronto (proprietary) has expanded its transcription campaign from four to five weekly over 35 Canadian stations. F.H. Hayhurst Co., Toronto, handles the account.

THE CENTER OF THE DIAL in Philadelphia Hits The Center of a great Market

Gen. Food Promotions

IN A SERIES of promotions, Gen. Foods Corp. has named William M. Robbins president of the New York sales company, succeeding Austin S. Igleheart, who continues as director and has general responsibility for all marketing. Ralph Star Butler, sales company vice-president, becomes executive vice-president of the sales company and corporation.

Charles G. Mortimer Jr., as vice-president and advertising manager of the sales company, will supervise all advertising activities. Henry W. Sandburg succeeds Mr. Robbins as national sales manager and becomes a vice-president of the sales company.

IMPERIAL TOBACCO Co., Montreal, (cigarettes) has started regional feature broadcasts in western Canada on CJAT, Trail, B.C.; CKLN, Nelson, B.C.; in eastern Canada on CJIBS Quebec; CBF, Montreal; Sundays, 3 p.m. Agency is Whitelaw Broadcasting Ltd., Montreal.

UNION OIL Co., Vancouver, B.C., on Jan. 18 started Mart Kenney and orchestra on three Vancouver stations - CJBC, CKAM, CHUM, for 90 days. (PRT) Agency: Stewart-McIntosh Ltd., Vancouver.

KGKO, Fort Worth, has signed long term contracts for spot time with four local department stores - Leonard's, department store, and three stores-Mrs. Al's, department store, and TROPICAL PLANTATIONS recently formed in San Francisco to grow Hawaiian papayas under the brand name "Calwaii." This product is now being introduced in this country following the removal of the year-old export ban. L.C. Cole Adv., San Francisco, has been appointed agency.

BREWING Corp. of America, Cleveland (carlings beer), has signed Nick Stemen's Sports Revue on WSTR, Syracuse. The 10-minute five-weekly series has been sold for 52 weeks in Campbell-Ewald, Detroit, handles the account.

AMERICAN NATIONAL BANK of Denver, on Feb. 15 renews for 52 weeks the three-weekly news commentary for Fulton Lewis Jr., MBS Washington news analyst, on KFEL, Denver.

NOSS PRETZEL & CONE Co., Cleveland, on Feb. 4 started sponsorship of "The Shadow of Fu Manchu" on WHK, Cleveland.

HIGGINS & BURKE, Toronto (Mother Parker's Tea) on Feb. 8 started a weekly quarter-hour show, music quiz "Title Test on CFRT, Toronto. Six programs have been produced and transmitted by Commercial Broadcasting Services, Toronto. Account is handled by A. J. Deane & Co., Toronto.

LA MAISON de Livres de Montreal (book shop) has started weekly talks on CFRB, Montreal; CBR. Quebec: CBJ, Chicheutum, Que.; Wednesdays, 7:30-8:45 p.m. Account was taken with Montreal office of Canadian Broadcasting Corp.

DOWTOWN MERCHANTS' DOLLAR Day Committee, Los Angeles, to promote its semi-annual Dollar Day sale set for April 5, on Jan. 31 lined up a total of 300 spot announcements on 10 major stations in the Los Angeles area. Hillman-Shane Adv. Agency, Los Angeles, has the account.

MAPLE LEAF Meats Co., Toronto (Red River reen) flour) has started twice-daily newscasts on CFRB, Toronto, placed by Cockfield-Brown Co., Toronto.

GOLDEN STATE Department Store, Los Angeles, through Ted Jackson Advertising Agency, that city, on Feb. 5 started a six-week-weekly, half-hour early morning, "Morning Market Report," on KMPC, Beverly Hills, Calif. Contract is for 13 weeks and programs feature recordings, news and weather reports. Steve Shoemaker, agency account executive, handles the commercials.

105 Selected by Gardner, 75 to Be Added in March

GARDNER NURSERY Co., Osage, Ia., starts its tenth year on radio with five-minute spots and 15 minute programs on 15 stations. The following stations have received orders for the spring campaign and about 150 more will be added in March:

WJRE, WBVA WCAX WPRO WBDJ WBBX WBCN WGGN WJZ WPHH WEE WYWH WXYZ WLOC WLOW WBCN WBN WDAF WCBW WCHR

Tobacco Dises

VOGUE FINE CUT TOBACCO of Canada in mid-February starts quarter-hour transcribed programs recorded by NBC's Radio-Recording Division and featuring Carson Ross on Bu Buckaroos on 25 Canadian stations. The series is sold in a minimum package of 26 programs out of 117 episodes, for twice-weekly program. The program is heard live on 46 NBC-Blue stations five times weekly, 8:30-9 p.m. under the sponsorship of the Muskegon, Birmingham, Castleton & Pierce, New York.

Drops Lum & Abner GENERAL FOODS Corp., New York (Pork), suspending Lum & Abner thrice-weekly on 55 CBS stations for two years, will discontinue the series following the March 29 broadcast. Besides Chester Lauck (Lum) and Norris Goff (Abner), the program includes Sybil Chiao, organist, with Lew Crosby, announcer. Bill Stewart, of Young & Rubicam, is producer. Future radio activity of General Foods Corp. for Postum has not been revealed.

Conti Products to Expand CONTI PRODUCTS Corp., New York, which is using spot announcements in New York on WHN and WNEW in the interest of Castle soap, shampoo and complexion cream, on May 1 plans to expand its campaign, probably starting in Philadelphia, Birmingham, Castleton & Pierce, New York, is the agency.
Do You Know....

- Among the Major Radio Stations Serving the DETROIT Area
  CKLW LEADS AGAIN in LOCAL RETAIL ADVERTISING?

For lowest cost results

5000 WATTS CKLW DAY & NIGHT

UNION GUARDIAN BUILDING • DETROIT

Welch Adds Discs

WELCH GRAPE JUICE Co., Westfield, N. Y., sponsoring Glorious One on 56 NBC-Red stations, Sunday 9:30-9:45 p.m. (EST), with West Coast rebroadcast 8:15-8:30 p.m. (PST), on Jan. 29 started a weekly transcribed version of the series on KMBC, WPFA, WYW WWS, KV00 WMAQ WOA1 WAVE. Other stations will be added to the list. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Soil-Off Placing

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), is sponsoring thrice-weekly participation in the International Kitchen on KPO, San Francisco, and Violet’s Shopping News on KMPC, Beverly Hills, Calif., in addition to twice-weekly in Art Baker’s Notebook on KFI, Los Angeles. Hillman-Shane Adv. Agency, Los Angeles, has the account.

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ADD (KY.) WON'T PLUS YOUR SALES!

If you're hoping for additional sales from Add (Ky.), we won't advise your using WAVE. We don't pretend to touch it! ... But, boy, we do touch and cover every radio home in the Louisville Trading Area, which accounts for more retail buying power than all the rest of Kentucky combined! ... WAVE is the nearest, clearest source of N.B.C. programs for over a MILLION buyers! Why not write for our Data Book, and see all the facts for yourself?

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FAYE & PETERS, INC.

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FACTS CONSOLIDATED, a marketing research organization recently acquired by Roy S. Frothingham, has moved to 111 Sutter St., San Francisco. A. B. Mueller, formerly with Sales Development Associates, has been appointed sales manager.


Joice Joins Agency

CLYDE M. JOICE, formerly vice-president of Mitchell-Faust Adv. Co., Chicago, has been named president of Goodkind & Morgan, Chicago. The company name will be changed to Goodkind, Joice & Morgan. M. Lewis Goodkind will be vice-president and treasurer. Other personnel will remain the same. Offices continue in the Palmolive Bldg., Chicago.

David Haines Ball

DAV HAINES BALL, president of P. Lorillard Co., New York, 70, died suddenly of a heart attack on Feb. 3 at his home in Mount Vernon, N. Y. A salesman for Marboro Brothers, Baltimore tobacco company, in 1889, Mr. Ball later became assistant to the president of the American Tobacco Co. and in 1911 an executive vice-president of P. Lorillard Co. He became president in 1937, succeeding the late B. L. Belt.

Mrs. Elizabeth Dancer

MRS. ELIZABETH DANCER, 42, wife of H. M. (Mix) Dancer, vice-president of Blackett-Sample-Hummert, Chicago, was killed Feb. 7 in an auto accident near Des Plaines, Ill. In addition to her husband, who is the executive on the General Mills account, three daughters survive: Marilyn, 19, Louise, 17, and Betty, 7.

Radio Advertising Clinic Is Held in Twin Cities

FIRST radio advertising clinic ever held in the Twin Cities for visiting retail merchants was a feature of the annual spring Twin City Fashion Week, which closed Feb. 3 in Minneapolis and St. Paul. It was co-sponsored by the Twin Cities apparel industries and the Northwest Salesmen's Market Assn.

Supervised by L. E. Heir, educational chairman of the event, problems peculiar to various State communities were presented in an open forum for general discussion, and Luther Weaver, of Luther Weaver & Associates, St. Paul radio agency, demonstrated through actual scripts how sales problems had been solved satisfactorily by radio in Minnesota. In preparing for the clinic, officials asked all Minnesota stations outside the Twin Cities to contribute scripts of successful programs for exhibit. Among the stations represented were KTSU, Mankato; KATE, Albert Lea; KFAM, St. Cloud; WHLB, Virginia, and WEBG, Duluth.

RADIO'S LATEST "NATURAL" RATIO'S NEWEST IDOL!

Dexter Randolph

BECAUSE: It is the perfect program for the sponsor who MUST reach the entire family. Ideal to broadcast at any time. Its great appeal is a result from Duffy's popular daytime "Washboard Dramas." Too, for the first time, local sponsors can appeal to the entire family with evening entertainment, comparable to network programs!

BECAUSE: DEXTER RANDOLPH has been thoroughly tested! Listen to what the Whitehall Broadcasting Agency has to say about this program, sponsored by the Sweet Caporal Tobacco Company of Canada...

"The telephone survey on 'Dexter Randolph' shows that the listening audience in the Toronto area is approximately 380%, (thirty-eight percent)."

BECAUSE: Anyone can build DEXTER RANDOLPH into an outstanding "personality." It is expressly written so that you will create, from your own stuff, a "local" DEXTER RANDOLPH personality. Be sure that the DEXTER RANDOLPH in YOUR area is developed at YOUR station.

BECAUSE: Star Radio Programs, Inc., as "America's Leading Script Service" is in the enviable position of being able to offer the first 65 scripts of "Radio's Latest Natural" at a price never before heard of in the Radio Industry... only $45 for the first 65 scripts if order is received by March 15th.

Attention: Stations and Agencies! If you have not seen the Dexter Randolph brochure write Dept. B for free copy.

STAR RADIO PROGRAMS INC.
AMERICA'S LEADING SCRIPT SERVICE
REPRESENTED IN CANADA BY ALL CANADA RADIO FACILITIES, LTD.

250 Park Avenue
New York City

BROADCASTING  Broadcast Advertising February 15, 1940  Page 63
CONTRARY to the belief of some advertisers and agency officials, the Negro population in communities where it forms a substantial part of the total population should not be deducted arbitrarily from radio circulation calculations, according to a survey conducted recently in Charleston, S. C., by W. H. Grayson Jr., principal of Burke Industrial School for Negroes.

Although the study indicates the income level of the Negro population is appreciably below that of the white population, it is large enough to represent a substantial buying power, while radio has established itself as the favorite advertising medium of the Negro because of its personal appeal.

The radio phase of the Grayson survey, developed by John M. Rivers, president of WCSC, Charleston, indicated that 57% of the Negro families covered had radios in their homes, compared with the general average of 64.6% radio ownership in Charleston County. With 95% of the Negroes gainfully employed in public or domestic service, and with 65% of their school-age children working and supplementing family income, along with other children finding summer employment, the survey concluded that in real wages the Negro family is a definite economic asset and that the large numbers of Negroes and their employment in domestic service is a buying habits of the entire population, according to Mr. Rivers.

EDWIN G. FOREMAN Jr., for many years active in the advertising field, has announced the organization of The Foreman Co., radio station representatives, in the Wrigley Building, Chicago.

Mr. Foreman has been manager of the Chicago studios of the RCA Victor Co. He formerly was vice-president of Blackett-Sample-Hummert, Chicago. Offices will be opened in New York and other major cities in the near future. The company will operate on a national basis, according to Mr. Foreman, who said his stations would be announced about April 15.

WCAU Transfers Street, Hammann Sales Chief APPOINTMENT OF Robert A. Street as commercial manager of WCAU, as manager of the station's New York office, and of promotion of Jack Hammann to the firm's headquarters in the Wrigley Building, Chicago.

The former sales manager of KYW, as commercial manager in Philadelphia, were announced Feb. 14 by Dr. Leon Levy, WCAU president. Mr. Street, commercial manager for seven years, will assume charge of sales in the New York and New England area effective April 1. Mr. Hammann, who has been associated in radio sales for the last ten years, joins the WCAU staff March 11 and takes over his new duties with Mr. Street's transfer.

Radio Features Conference RADIO will play an important part in the second annual fifth district conference of the Junior Advertising Clubs Assn., to be held at the Biltmore Hotel, Los Angeles, Feb. 24, according to William D. Shaw of the CBS Hollywood public relations division, chairman of the event. A feature will be a quiz panel on radio advertising with Leo B. Tyson, manager of KMPC, Beverly Hills, Cal., leading the discussion. On the committee in charge of the convention are Walter Davidson, of NBC Hollywood sales promotion department, and Leo Cott, radio account executive of L. Raymond Co., Los Angeles agency.

AMERICAN Newspaper Publishers Assn. has fixed April 22-25 as the dates for its annual convention at the Waldorf-Astoria, New York. Whether the agenda will again include radio has not yet been divulged.

EDWARD PETRY and Edward E. Vovnow, New York and Chicago executives of Edward Petry & Co., were in Hollywood in early February for conferences with Earle Smith and Charles Mamet, National and Los Angeles managers respectively of the firm.

HOMER GRIFFITH, Pacific Coast station representative and western manager for Howard H. Wilson Co., has reestablished Homer Griffith Radio Productions, 3032 Hollywood Blvd., Hollywood, but will continue his representation activities associated with him is Irene Wigton, home economist. First available stations and merchandising campaigns, Mr. Griffith also appears over KNX thrice weekly as The Friendly Philosopher, sponsored by Woodman Accident Co., Lincoln, Neb. (insurance), placed through Prebha, Fellers & Prebha, Chicago.

WILLIAM S. WRIGHT, having resigned as Los Angeles manager of Joseph Hershey McCullars, station representatives, to engage in other radio work, announced Feb. 16 that his firm in San Francisco, has taken over representation in the Statler Hotels in Los Angeles. Offices are located at 1031 S. Broadway, Los Angeles. A. C. (Gus) Belden is manager.

RAHMILL & Co., national representative firm, has issued its ninth annual "Radio Directory" containing telephone numbers and addresses of all station representatives, networks, network or national affiliation, stations, radio and television stations, radio news services and stations in Chicago.

RALPH N. WEIL, Chicago manager of International Radio Sales, married Florence Shoneman, February 13.

WORL, Boston, has appointed Forje & Co., New York, as its national representative.

J. W. WRIGHT, Los Angeles manager of Free & Peters, is the father of a boy born Jan. 27.

WSOC, Charlotte, N. C., has announced the appointment of Headley Reed Co., New York, as its national advertising representative.

Writing Movie About Radio TED SHERDEMAN, NBC Hollywood writer-director, has been signed by 20th Century-Fox Corp., to write an original script for "Cavalcade of Radio", which Ronald Colman will produce. Sheredeman has been given permission by the studio to continue writing the novel, "Re instrument House. He has been been with the network several years, having transferred to Hollywood from Chicago.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . . .

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Mohawk Skiers
WHEN heavy snows hit the Mohawk Valley around Utica, N.Y., at the foothills of the Adirondacks, engineers of WIBX, Utica, were forced to use skis to reach the transmitter, located in marshlands where roads and paths became impassable.

FCC Work Shifted
REVISIONS OF Administrative Order No. 2, governing allocation of assignments among FCC departments, were adopted Feb. 7 by the FCC, to become immediately effective, relating to routine functions. One change authorized a commissioner who presides at hearings to rule on motions made during the proceedings, rather than require separate action by the commissioner assigned to the Motions Docket.

A second change enlarges the powers of the Administrative Board so it may pass on applications for rebroadcast authorizations. A third change authorizes the chief engineer to certify engineering tests.

OPENING for an FCC radio inspector at $2,000 a year and an assistant radio inspector at $2,000 have been announced by the U. S. Civil Service Commission. Applications may be procured from any first-class postoffice or Civil Service Commission, Washington.

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Pursely PROGRAMS

Camera Quiz
A NEW type of question and answer program, "Photo Quiz," has started on KOVE, Santa Ana, Cal., under sponsorship of a local camera supply shop. Listeners are invited to telephone camera questions to the station and Ivie Stein, program director, answers them extemporaneously during the quarter-hour broadcast. Merchandise prizes are awarded those phone-in questioners in use on the program. In addition a dollar bill is given the person who answers the greatest distance during the program's time on the air. Vic Rowland announces the series and also conceived the program idea.

Cash for Tuneful Pans
CASH PRIZES are awarded weekly by Alko Brome Corp., Los Angeles (sedative), during its weekly quarter-hour program "Sight Stakes," on KFI, that city. Directed to turfed fans, the program is built around results of the Santa Anita daily races. First three horses in the featured race are picked for winners. Method of making a call is similar to that used on "Pot O'Gold," with names picked from the local telephone directory. When the number picked is dialed, the next number is dialed. Herb Allen and Bill Stull continue as hosts. Herbert B. Becker, Adv. Agency, Los Angeles, has the account.

Tune Guessers
CASH prizes amounting to $50 and 60 baskets of groceries from the sponsoring Albers Super Markets are offered on the weekly "Mystery Tunes" feature of WKRC, Cincinnati. Listeners are asked to identify tunes. Music is played by Rapp and his orchestra, featured on the program, and the check off a chart available at any of the 22 Albers stores. In connection with the program a $100 cash prize is offered to the best set of tunes played each week. Frederic W. Ziv Inc., Cincinnati, handles the account.

It's All Yours
LISTENERS are invited to send in a list of musical numbers they think would constitute a well-balanced program on Your Program, new daily feature of WCKY, Cincinnati. Each day one listener is selected as program director and transcribed number, as selected by him, makes up the broadcast. The listener is sent a printed scroll certifying his achievement, and local listener-directors are invited to the studio to present the broadcast.

Announcer Stumpers
KELPAMALT Co. and Swedish Shampoo Laboratories, Walkersville, Ont. (proprietary, shampoo) have sponsored a daily half-hour quiz show Live 'n Learn as a test on CFRB, Toronto. The radio audience each day gets cash for sending in questions which the announcer must answer. There is also a mathematical problem for listeners to solve. Account is produced and handled by Dickson & Ford, Toronto.

Handicapped
A SPECIAL events broadcast, termed "the most unusual program in its history," by Fred V. Gunter, general manager, was staged by the Arizona Network recently when it carried a complete program from the Tucson School for Deaf and Blind. Highlighting the broadcast was the singing of the state song by a deaf and blind girl to piano accompaniment. She took the rhythm of the music from the beat of the piano. Other amazing features included a choir of blind boys; a mixed chorus of deaf and blind and a violin duo of blind girls.

Is That So?
POSSIBILITIES based on the elementary framework — spelling, arithmetic, grammar, history and geography—are featured in the new What So? quiz show sponsored on WKBN, Youngstown, by Lyden Oil Co., local distributors of Amoco products. When contestants miss a question, the studio audience gets its chance to answer, as well as the privilege of yelling "Is that So?" when a wrong answer is given. Five volunteers from the audience are chosen as contestants on each program, and each is asked one question in the five subjects. The program is copyrighted and handled by Florence Magee Evans.

The Workman Speaks
USING pack transmitter and mobile unit, WCMJ, Ashland, Ky., is carrying night time interviews with workmen in various occupations on its new sponsored Men at Work series. Traveling about town as reporting reporters, Bob Watson and Dick Westerkamp have interviewed employees of the local daily newspaper, telephone company, hospital and power company. Coming attractions include a chemical plant, Ohio River, toll bridge, refractories plant, mines and mills.

NOT CONTENT with the ordinary size, Tom Breneman, schoolmaster of the weekly half-hour CBS Pacific network program Selling Soap, in-liner, picked the world's largest dictionary to introduce the series, sponsored by Los Angeles Soap Co. (Sierra Pine soap). It opens to 14 feet and stands 8 feet high.

Composers, Society, Market
ASPIRING composers are given an opportunity to hear their efforts during the daily quarter-hour program, Alfred Becker Presents, recently started on the Arizona Network. Song writers are invited to send in application and clearance together with their composition and in due time the melody is presented by Becker on his own and song program. A novel program, The Daily Calendar, recently started on KOY, Phoenix, by junior announcers Edgar Snow and Jimmy Hayes, is literally a society column of the air. It chronicles and discusses the day's events in the Phoenix society. KOY has initiated a daily service program, Market Reports, which is a summary of all Transradio Press farm news for the preceding 24 hours and is supplied by the extension service of the University of Arizona and closing quotations of all available markets.

Insurance Service
A SERIES of public service programs prepared by the Underwriters' Laboratories, private, non-profit organization, has been inaugurated on WCFL, Chicago. Fifteen-minute programs of work done by Underwriters to safeguard every citizen, and feature prominent local and national experts. The series is prepared by Ben Caldwell, of Underwriters, and Miles Reed, program director of WCFL.

Lucky Buyers
SPONSORED by six members of the county automobile dealers association on WROK, Rockford, Ill., the newly half-hour Motor Gold show features a local band, guest vocalist and m.c., along with cash gifts. Dealers supply the station with duplicate sales slips of all used car sales during the preceding week. One slip is selected on each program, and the purchaser is given $100, the salesmen $25.

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‘Naborhood Nollege’

FOND memories of the little red schoolhouse days is brought back during the Wheeler Producer Co. Naborhood Nollege, aired over WCMJ, Ashland, Ky., every Thursday night at 8. It’s another audience participation show with a new twist supplied by Prof. Karl Vogel in the form of questions of general interest about the tri-state area. The show is a new offering, a rendition of “School Days”, the words of which, along with a modest amount of promotion for Estrella cream lotion, are distributed before class comes to order. The engineering department cooperates in bringing the show to three states. The program originates in Ashland, with brief 5-minute sessions in Naborhood Nollege conducted from the station’s remote studios in Ironton, O., and Huntington, W. Va. Naborhood Nollege is written by Dal Wyatt, of the WCMJ continuity staff.

Citus News

AS A SERVICE to citrus growers of Southern California, KGER, Long Beach, Cal., has started a seven- week program, The Citrus Forum, with cooperation of the California Fruit Growers Exchange, California Aiding Distributing Assn., and Federal agencies. Besides weather reports and fruit information, the program includes other information for citrus growers such as reports from the Florida citrus districts, orange and lemon centers; market reports; developments from research and experimental stations and a brief summary of world-wide news. The three daily Citrus Letter Box is also conducted during the broadcasts and questions submitted by growers are answered and discussed. C. Merwin Dobyns, general manager of KGER, is coordinating the series.

Today’s Dinner

ROBERT L. BALZER Co., Beverly Hills, Cal., (health foods), on Jan. 26 started a weekly quarter-hour commentary program, What Shall We Have for Dinner?, on KMPC, that city. Robert L. Balzer, head of the firm, conducts the program, giving menu planning and educational hints on foods and wines. He also writes a weekly column for the Beverly Hills Citizen, under the heading “Concerning Wines & Foods”.

A Song a Week

TURNING composer, Toby Prin, 250-pound entertainer of WCCO, Minneapolis, each week writes an original song, “Surfow Tows”, on which he is heard nightly. Listeners are invited to name the song, with prize pistol and best stories sent in by Land O’ Lakes Creameries.

At the Airport

INAUGURATED more than two years ago at the opening of the Nashville Municipal Airport, the thrice-weekly Traveling Microphone feature of WSM, Nashville, presents Tim Sanders interviewing prominent air travelers as they alight at the airport.

Old Favorites

LEE S. ROBERTS, composer of “Smiles” and other national song hits a decade ago, recently inaugurated a thrice-weekly quarterhour of old melodies on KYA, San Francisco, Old Memory Box.

WHEN Carter Reynolds, the Sky Reporter of XFDA, Amosillo, Tex., went on the air for the local Ford dealer, he found his own automobile for driving between the station and airport. So successful was the program that the sponsoring dealer ordered a special car and drove it over to the Sky Reporter for his exclusive use. Here he is (left), with the gratis auto and an aerial in the background, interviewing an airport employee—who looks alarmingly like Douglas “Wrong Way” Corrigan.

Occident Times

KSTP, St. Paul, has begun the airing of a new show, Name the Tune, for Russell Miller Milling Co., Occident Flour. Bee Baxter, conductor of the station’s Housewife Occident, broadcasts it five times a week over the station and Minnesota Radio Network. An average of $10 a day is given away. To enter the contest, women must send in their best interpretation of Occident sales slip; then one of them is called next day. If she can identify the tune then being played, she gets $10. If she can’t identify it or isn’t home when called, she gets only $1, and the balance of the $10 goes onto next day’s winner.

Drive for Scrapbooks

JEAN FAY, who conducts her own commentary program directed to feminine ears three mornings a week at KYA, San Francisco, is asking listeners to submit homemade scrapbooks of interest to her. Each week she awards a $1 prize to the most interesting one received. The scrap books are turned over to children in San Francisco homes.

Lucky Groceries

TWO new locally sponsored telephone prize programs on WBC, Birmingham, are Number Please, during which the sponsor, Bob’s Trading Post, awards $25 worth of groceries to the party answering the phone number selected during the broadcast, and Dr. Pepper Silvar Dollars, on which numbers are selected by Little Miss Pepper, who throws darts to make her picks.

Building Problems

EDMONS CONSTRUCTION Co., Phoenix (builders), has started a new type of program on KYO, that “I’ve Seen It Happen”, the weekly quarter-hour program is strictly institutional, and features talks to builders, architects, builders and contractors on the latest trends and problems in home building.

History Quiz

WITH a special cast dramatizing some events of American history, Mystery History, conducted by Fred Dodge and Bob Becker on WFL, Boston, has won a prize. The show is quizified on the event’s identity. The show rounds out with a general quiz along historical lines.

Men of Medicine

ACHIEVEMENTS of medicine’s heroes are being brought to the attention of the dialing public in a new series of weekly broadcasts over KYA and KFRC, San Francisco. The program, entitled Health Discoveries, is written and produced by Frank Wright and sponsored by Galway Co., manufacturers of health food products. The series chronicles outstanding discoveries in medical history.

Jobs After 40

A RADIO clinic to explore the reasons why men over 40 have difficulty finding employment has started on WJSV, Washington, under the title, Men Over 40. The program, conducted by Dr. William Downs, a physician and surgeon, consists of interviews with both unemployed persons over 40 and men and women who have achieved success after passing the two-score mark.

Meet the Chief

IN COOPERATION with Northern California’s traffic safety drive, KLX, Oakland, is broadcasting a program six mornings weekly from the office of Police Chief B. A. Wallman, who tells of latest traffic rules, with suggestions for safe driving. Wallman reports washouts and other unusual traffic hazards and gives a roundup of the previous night’s traffic accidents.

Lucky

UNUSUAL commentary program recently launched on KSAN, San Francisco, Lucky is based on phenomenal cases of human luck.

Dubunking the War

NEWS program, Headline Hokum, which debunks war propaganda, has been started on the 31 Don Lee Broadcasting System stations. Jim Doyle, KJH, Los Angeles, commentator, handles the five-minute quarter-hour program and goes behind the scene with each news item, explaining the propaganda angles.

Forward Health!

TRUE-to-life stories dealing with public health are dramatized on The March of Health, a weekly quarter-hour MBS program, presented through the cooperation of the Cincinnati Academy of Medicine, the Cincinnati Board of Health and Public Health Federation.
SOCIALITE members of the Minneapolis and St. Paul chapters of the Junior League are studying radio, particularly in relation to children’s programs. In a Junior League Radio Workshop sponsored by WCCO and conducted by Max Karl, educational director of the station, the radio workshop is a new departure for Junior Leaguers who have been working for years on children’s dramas in the little theater. At present the Junior League girls are adapting children’s stories with a view to producing worthwhile radio programs for children as part of the league’s child welfare program.

WBZ, Saranac Lake, New York, is broadcasting all localized news held every Saturday and Sunday throughout the winter, following the description presented Jan. 28 and 29 of the Adirondack Assn. two and four-man championships by Fred MacLane of the New York State Conservation Dept. Broadcasts are originated on ultra-high frequency at Mt. Van Hoe- nberg Olympic Bobrun by WOAG, station of the Conservation Dept., for rebroadcast on WBZ.

BUTLER County (O.) Farm Bureau has adopted a resolution lauding WVL, Cincinnati, for its farming program, naming the daily 12:35 p.m. Everybody’s Farm Hour for its public service.

RAYMOND GRAM SWING, MBS foreign news analyst, on Feb. 12 began broadcasting his quarter-hour news programs three times weekly instead of live, because of fatigue from the overcrowded schedule he has been following since the outbreak of the European war. Mr. Swing now is heard on MBS Monday, Tuesday, and Wednesday, 10-10:15 p.m.

CBS Aviators

CBScadrille, aviation group of the network’s Hollywood studios, has accepted a challenge of the Flying Fraternity of the University of Southern California, Los Angeles, for an air-meet. It will be staged at Rosecrans Airport on Mar. 28, with a “drop-back” bombing raid to feature of the day. CBScadrille consists of more than 20 flyers. It will be headed by Al Span, CBS Hollywood sound effects director, as president. David Vain, engineer, is vice-president. Paul West, continuity writer, is service manager. Hal Roeke, CBS Pacific Coast publicity director, is mascot.

WSAR, Fall River, Mass., following a 20-year-record cold spell, recently had to call out its technical staff to repair a broken transmission line buried under 24 inches of ice in the bed of a mountain stream. The company was called to the scene by a laborer who had spotted the downed line. Mr. Span, who ran a successful auction had left the mountain stream. The line was repaired by a 250-foot trench that had been chipped through the ice.

A STATION presentation record, featuring virtually the entire cast of WOWO, Fort Wayne, in a quarter-hour and a half special designed to sell the station and its market, is being produced by RCA. Show was written by Jack O’Marra and produced by Franklin Tootie and stars Herb Hayworth.

WJJD, Chicago, and WIND, WIND, Ind., have arranged a toupie with the local Rabban & Katz theater chain consisting of daily spot announcements plugging current shows in Class A and B stations. Charges for daily shows at each performance advertise moviegoers of the broadcast service and carrying station stations with head of departments and jobbers.

AL LLEWELYN, heard several years ago on CBS with Bradford Browne as The Colonel and the Major but out of radio for several years, has been heard with Weideman Co., Cleveland food brokers, for their Broadcasting Minstrel musical program heard three mornings weekly on WHK. Cleveland, Browne, Llewelyn’s former partner, now is producing the All Pearce show for N. W. Ayer & Son in Hollywood, according to the station.

KOY, Phoenix, Ariz., has started the new Arizona Network program, Art For Rent, which presents Robert Atwood, well-known Arizona artist, in non-technical discussions of painting. Artwood invites other artists to use the KOY studio for an exhibition gallery and interviews them about their work on the program.

OPENING of National Defense Week Feb. 10 was heralded by WSAI, Cincinnati, with a military dinner-pied NBC under direction of Joseph Ries, WSAI educational director. Military cabinets attended the dinner.

KARL WYLER, manager of KCSM, El Paso, improved his time on a business trip to Washington by transcribing an interview with his district’s Congressman and sending it back for a broadcast.

TO AVOID conflict with a play of similar title, WSAI has changed the title of its new sustaining dramatic series, featuring Doria Keayn, from Saturday’s Child to Crossroads.

THE HOME of Clarence Leich, operator of WEOA and KGBF, Evansville, Ind., was the originating point Feb. 4 for the Sunday evening Radio Panel program discussing current events and social trends.
Bill and Chris

WHY, Oklahoma City, on Feb. 22 will present to the State Historical Society a group of 20 half-hour transcrip-
tions compiled by the station during a three-year period, including interviews with well-known Oklahoma his-
torical figures, among them Pawnee Bill and Chris Madsen, famous mar-
shal. The presentation will be made during an address by the society by Daryl McAllister, WKY traffic manager.

WHEN the current Builders of Business series on KXYO, Mission, Mont., is completed, the station will have in
its files a complete economic history of Western Montana, as well as, record-
ings of the voices of every prominent business man in the territory. The weekly program salutes outstanding and progres-
sive business firms, pre-

upward goes the '920 club'

PHENOMENAL success of the daily seven-hour 920 Club on WORL, Boston, developed by George Lasker, WORL manager, has been given principal credit by the management for the 400% vol-

ume increase registered by the sta-
tion during 1938. The program, which observed its first birthday recently, has been expanded from a two-hour feature to its present seven-hour aggregate length, has con-

tinued its startling growth in the face of two 25% rate increases during the year.

Concurrently with the first anni-
viersary of the program, H. A. La-
fount, president of Broadcast-

ing Service Organization, operators of
WORL, made final arrangement with Manager Lasker and George 920 Club engineer, for con-

struction of a new transmitter for the sta-
tation. With construction pro-
icated at the present transmitter site in Needham, Mass., it is ex-

pected the new plant will be in use about March.

How It Grew

The program has grown from a two-hour recorded music afternoon period with three commercials of a single sponsor on Jan. 30, 1939, to a seven-hour daily stunt that has been in constant

broadcasting all day. The program, which spot announcements. El-


dotron, which shows promise of 25

hour's worth of spots. Ad

BROADCASTING

PAGE 6

Figure 1

Columbia Station at Eleven-Sixty

9,000 Watts at Wheeling

590 Kilocycles

John J. Gillin, Jr., Mgr.

On the Red Net

OMAHA, NEBRASKA

Confidence Deluxe

5,000 Watts at Wheeling, West Va

COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

February 15, 1940 • Page 69

BROADCASTING • Broadcast Advertising

NO ADVERTISING medium depends so much
on the diligence, honesty of purpose and
uncheckable performance of duty, as does radio
broadcasting. It is strictly a confidence business
if there ever was one! Radio advertising must
depend so much on the integrity of the broad-
caster.

At WWVA the guarding of such confidence is a
credence serves others as we would be served.

Such statements as this one, received from a
large Chicago advertising agency executive, warm
our hearts:

"As usual, you are your own boss on this
thing, as you can handle this matter (mean-
ing campaign) in any way you please!"

That's confidence de luxe!!
Haymond's 67

CARL HAYMOND, operator of KMO, Tacoma, one of radio's outstanding golfers, shot a subpar 67 in a practice round at the Palm Springs (Cal.) golf course while vacationing in that resort last month. Mr. Haymond, winner of the Broad-
casting golf trophy at the 1935 NAB convention tourna-
ment, will defend his local club championship this sum-
er. KMO is planning a sta-
tion team to participate in the Tacona links league championships, with Hay-
mond as captain and such local handicappers on the station staff as Larry Huseby, pub-
licity director and city public links champ; Roscoc Smith, salesman, and Burt J. Dunn, announcer.

BACK HOME welcome for Lincoln Dellar, new general manager of KSFO, was held Feb. 2 in San Francisco's Mark Hopkins Hotel in the form of a luncheon at which W. I. Dumm, president of Associated Broadcasters Inc., operators of KSFO, was host to a group of 184 per-
sons, including CBS executives, civic officials and radio executives of all the Bay District stations and agencies. At the head table are (to r) Mr. Dellar, who came to KSFO from the general management of WBT, Charlotte, N. C.; Donald W. Thornburgh, toastmaster, CBS vice-presi-
dent in charge of Pacific Coast operations; Mr. Dumm; Henry M. Jackson, CBS San Francisco manager; Mefford R. Runyon, CBS vice-
president, New York; Herbert V. Akerson, CBS vice-president in charge of station relations, and R. W. Dunn, KSFO sales promotion manager.

Copy That Clicks

(Copied from page 24)
click because it has not hit a key-
note and stayed with it. The facts are there but they are strong out.
The second announcement starts out with an appeal to the selfish
motive of making more money; sentence two tells of a booklet
that will help accomplish it; sentence three tells why and elabor-
ates with further reasons for wanting a copy. The second an-
ouncement has its faults but its strength lies in the fact that it is
unified under the single idea "Make More Money", which is an expo-
sition of immediate interest to any customer. It is true that the usual
selling points on the feed itself are

thus minimized but it is up to the cli-
ent to decide which he wants -selling of the product's spe-
cial features or giving away of
literature. It is our feeling that you
can't get the maximum results from both at the same time.

In the search for a formula that
will make copy click there is fre-
cently the tendency to look for
trick methods and fancy leads.
There may be selling campaigns
that are able to capitalize very
well on each copy but it is safe to
depend more on good old over-the-
back-fence American logic in plan-
ing radio commercials for most
accounts. Remember, too, there are
new lessons to be learned every
day in the constantly shifting con-
text of selling by air.

No matter how well a single
piece of copy may click, there are
always a dozen more ways just as
good if a writer will only work
them out. There is no clincher
formula that will guarantee re-
sults, but years of analysis of copy
success and failure lead us to be-
lieve that you can't beat a man who
thinks straight, who puts one idea
down in a direct and friendly
way and stays with it till he's sold you
on it.

WAYNE M. NELSON, manager and
chief owner of WMFR, High Point,
N. C., is disclosed as secretary and
stockholder in Textile Broadcast-
ing Co., applicant for a new 250-watt
station on 1500 kc. in Greenville, S. C.
President-treasurer and 51% stock-
holder is Robert A. Jolley, head of the
Nehi Bottling Co. units in various
cities of the State.

Radio Farm Scholarships Are Continued by WLW

TWO more senior students of land grant colleges of the United States will receive scholarships in practical
radio training at WLW, Cín-
cinnati, this year, under terms of competitive project announced early in February by James D.
House, Crosley Corp. vice-presi-
dent in charge of broadcasting. The scholarships, carrying a cash stip-
end of $500 each, are being offered for the second consecutive year.
Winners of the 1939 competition, Merton Emmert and Charles Grish-
am, recently were engaged as per-
manent members of the WLV ag-
事故发生部门staff after completing their six-month scholar-
ship training.

Eligibility will be confined to stu-
dents receiving degrees in agriculture
from land grant colleges during the 1938-39 academic year. The deadline for entries has been
set for midnight of April 30, with candidates requested to file notice of their desire to enter not later than
April 1. Winners will receive practical training in announcing, writing and producing programs, program
research and other broadcasting activities, working under supervision of George C. Biggar, WLW program
director, and Ed Mason, farm program director.

Another Schenectady Group

HAROLD E. SMITH, manager and
corporate owner of WOKO and WABY,
Albany, is disclosed as 51% stockhold-
er of Mohawk Radio Inc., latest of a
series of applicants for new stations in Schenectady. Application filed with the FOC asks 250 watts on 1200 kc.
Among Mr. Smith's associates in the new company are Denis J. Dempsey, former CE engineer now county
manager for WPA, owning 23.5% of the
stock; James M. McNeary, wholesale
distributor, with 14.5%; and John
English, head of the United Baking Co. and of United Wholesale Grocery, Schenectady, 10%.

CBS Employees' Lecture Series

SERIES of lectures for all CBS em-
ployees is being carried with all
phases of the network's operation was started, 3 such
speakers, headquarters in New York, as an expansion of the weekly lectures presented in the spring
of 1938 for technical employees. Talks
are by 13 leading members of the CBS engineering department, with other departments to be covered later if
interest warrants it. Speakers are A. B.
Chapberska, H. A. Chines, William
L. Lodge, W. H. Moak, James L.
Middlebrooks, Henry Rosenman, R. G.
Thompson, C. R. Jacobs, R. A. Brad-
ley, Hugh Cowham, James Parker,
Peter Goldmark and E. K. Cohen.

When Baby Needs Shoes

WBNS HELPS MAKE THE SALE

CENTRAL OHIO'S
ONLY CBS OUTLET

Page 70 • February 15, 1940

BROADCASTING • Broadcast Advertising
WPEN Restraint Sought by NAPA

Artists to Ask Court to Bar Recordings From Station

NATIONAL Assn. of Performing Artists within the next few days will file suit in the Pennsylvania Court of Common Pleas of Philadelphia County against WPEN, Philadelphia, asking an injunction restraining the station from playing phonograph records on the air. Action would be the first to be brought in the name of the organization itself, previous suits in the interests of the group having been made in the name of a particular artist, Fred Waring or Paul Whiteman, for example.

Herbert A. Speiser, attorney for NAPA, told BROADCASTING he is of the opinion it should not be necessary to bring 650 individual suits, one for each NAPA member, to accomplish the desired purpose of preventing the station from using any and all phonograph records made by any and all members of NAPA without their permission, but that the law will permit it to be covered in a single action. Suit will be filed before the end of this week, he stated.

Negotiations Fail

Action against WPEN would follow the station's recent dismissal of its staff orchestra following the breakdown of lengthy negotiations with the Philadelphia local (No. 77) of the American Federation of Musicians, which failed to produce an agreement between WPEN management and AFM officers as to the amount the station should expend in the employment of union musicians [BROADCASTING, Jan. 15].

Since dismissal of the men on Jan. 13 the union has been picketing the station, which is using records and transcriptions for its musical programs.

What action, if any, will be taken by the manufacturers of phonograph records in the impending suit cannot be determined at this time. No intervention was made in the Waring case by NAPA, it was pointed out, and the fact that the case of Fred Waring against WNAS, Philadelphia, several years back, which resulted in a decision prohibiting the station from broadcasting a specific Victor record without Waring's permission.

When a similar action was begun against WNEW, New York, in the name of Paul Whiteman, however, RCA Victor moved to protect its rights as a record manufacturer and the decision, now being appealed, gave certain rights to both artist and manufacturer. NAB, which is handling the appeal for WNEW in the interests of all broadcasters, may also take action in the WPEN-NAPA case, although that also has not yet been decided.

Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of recordings are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-OHTACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of records as well as PRESTO instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (30,000 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-rubber tire driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33 1/3 RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accidental replacement for a few dollars. Attractively finished in two tones of gray and chrome, this Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.
appreciate the unfortunate situation are the attorneys who practice before the Commission," said the monograph. "Whether, as a group, they have a full understanding of the seriousness of the problem may not be hazardous. One thing is clear, however, and that is the undeniable fact that it is to their own immediate self-interest that the practice be continued. Every petition for intervention, every hearing in which they participate, every brief they write, every oral argument they make, helps swell their coffers. It is not difficult to understand, therefore, the resistance of some of the attorneys having business before the Commission to any change in the previous practice."

Declaring the Commission has come to grips with the problem, the monograph said rules recently promulgated require a petition to intervene to set forth not only the interest of the petitioner but also the facts on which his claim that his intervention will be in the public interest is based. If the provision is enforced intelligently and forcefully, an important step will have been taken both toward protection of applicants and the increase in the Commission's prestige, said the report.

Holding that the position taken by the Commission appears to be thoroughly sound, the monograph said that if all an intervenor proposes to do is to stand by idly or to heckle witnesses on cross-examination, there is no reason to permit him to participate. If the petition indicates he intends to indulge in bona-fide cross-examination, he should be permitted to intervene, if the FCC in the exercise of its "sound discretion" should decide so to do.

Censorship Issue
Conduct of hearings on broadcast matters in the field, rather than in Washington, was favored. Because of its financial inability to do this, the Commission was said to be seriously handicapped. In many cases, it was stated, purely local issues are involved and the most efficacious manner in which to proceed would be to send a hearing officer into or near the city in which the applicant proposes to build his station.

The monograph discussed at length program citations which raised the censorship issue, pointing out that the old practice of temporary license renewals pending investigation of program complaints had been discontinued. The Commission's attempt to regulate program matters has been met with repeated cries of censorship, "a complaint which may or may not be justified." Then the monograph frankly stated no attempt would be made by the committee to consider whether or not the commission "has transcended its statutory authority by engaging in an examination and regulation of program content."

Whenever a notice of complaint on programs was given stations, they usually "voluntarily" discontinued them "rather than test their propriety in renewal proceedings under circumstances in which they claim they could have enforced all the matter to the last ditch if the Commission had instituted revocation proceedings," it is stated. But now, with the revocation procedure, reversing the burden of proof, has been instituted, but the Committee said it is possible the legislation will not subside, and that objections to the Commission's actions will be just as numerous and equally clamorous. But, it adds, they will be directed to the real sore-spot—censorship.

It is difficult to believe that broadcasters will be more willing to contest revocation proceedings than they have been to maintain the burden of proof in renewal cases. The real objection is, in other words, not to the procedural form which the hearing takes, but rather to the subject-matter of the hearings. The fact is that the licensees do not wish to have the issues litigated. They would rather discontinue objectionable programs than risk the possibility of losing their privileges."

The committee indicated it is possible the number of objectionable programs would be decreased appreciably if broadcasters were in a better position to know what material the Commission considers im- }
New Records for January Time Sales Are Established by National Networks

STARTING the new year with full steam up, the nationwide networks in January 1940 reported combined gross time sales of $8,311,926, a new all-time high that surpassed the January 1939 figure of $7,025,035 by 18.4%. For both NBC and CBS January was a record-breaking month. NBC's combined gross sales on both the Red and Blue networks totaled $4,465,028, a gain of 9.5% over the $4,035,900 total for January 1939.

With the new year, NBC has inaugurated a method of dividing its billings between its two networks. Beginning with this month, Blue Network revenue will include only time sales of those stations which are specifically identified as Blue affiliates on the NBC rate card. Originally, NBC revenue was allocated as Red or Blue according to the originating network, regardless of the distribution of supplementary facilities. Last year this was changed to credit the Red network with revenue of the Red basic and supplementary groups and the Blue network with that of Blue basic and supplementary stations, but to credit all other supplementary facilities, not specifically identified with either Red or Blue, to the originating network.

New system will credit these heretofore unbranded supplementary groups to the Red Network, which it is said was already receiving more than 80% of their billings, and will restrict the Blue revenue to that derived from Blue affiliates whose use entitles advertisers to the special Blue Network discounts. NBC is also using 1939 figures on the new basis for comparative purposes, the total NBC monthly billings not being affected, of course. Since comparable monthly figures are now available for the NBC networks separately, broadcasting is returning to its previous system of showing individual Red and Blue gross time sales which was discontinued in 1938 when NBC itself reported only combined figures.

CBS has also made a slight change in its reports of gross time sales, effective with January. Revenues given to advertisers for time recaptured by the network for news summaries, curtailing the commercial time from 25 to 30 minutes or from 60 to 55 minutes, are now deducted from the gross time sales before reporting. These reductions will lower CBS figures by from $50,000 to $60,000 a month.

Gross Monthly Time Sales

<table>
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<tr>
<th>Network</th>
<th>% Gain</th>
<th>1940</th>
<th>1939</th>
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<tr>
<td>NBC-Red</td>
<td>$3,496,923</td>
<td>5.5%</td>
<td>$3,211,161</td>
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<td>Jan.</td>
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<td>Jan.</td>
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<td>3,488,464</td>
<td>10.5</td>
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<td>Jan.</td>
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<td>2,628,421</td>
<td>14.2</td>
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<td>317,229</td>
<td>0.5</td>
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Insurance Series

THE Policyholder's Friend, half-hour Sunday feature sponsored by American Union Life Insurance Co. of Tulsa, began a 26-week contract Feb. 4 on KVOO, Tulsa. Featured are interviews with the Policyholder's Friend and "Mr. and Mrs. Oklahoman" on common insurance problems. Music is furnished by the KVOO orchestra and soloists, with parts in the acts taken by members of the insurance company's staff.

Big Fire Covered

A $250,000 fire in the Davenport, Ia., business district Feb. 2 found WHBF, Rock Island, Ill., on the job. Shortly after the fire broke out WHBF went on the air and remained at the scene five hours. Taking part in the pickups were Robert Sinnott, chief engineer; J. Woodrow Magnuson, announcer; Maurice Corken, commercial manager; Joseph Mathews, salesman. Several sponsors took time via telephone solicitation and one fire insurance agent used frequent announcements during the coverage.

WOR's F-M Programs

MUTUAL programs, which may or may not be broadcast by WOR, Newark, will be the program fare of W2XOR, WOR's frequency modulation station, when it begins operations early in March. Since the F-M broadcasts of these programs will be their only coverage of the New York area, response to them from New York listeners will be an indication of the size and growth of the F-M set-owning public in this area.

Fond of Mose

RECENTLY a colored congregation in Cincinnati invited Mose, a Negro character on Al and Lee Bland's Morning Patrol on WCKY, Cincinnati, to be guest of honor at a church meeting March 12. The Negro actor is a great favorite of the congregation—but it turns out he is a mythical person played by Al Bland. However, the Rev. B. A. Herrington, pastor of the church, has reissued the invitation, this time to the Blandy Bland, to attend the meeting and demonstrate how Mose is created. The Blandys have accepted.
FTC Distribution Study Limits Advertising Scope

IN A statement issued Feb. 3 the Federal Trade Commission declared its proposed inquiry into methods and costs of distribution [BROADCASTING, Feb. 1] will not be an inquiry into advertising per se, but rather an investigation of all distribution costs, which may or may not include a survey of national advertising costs, merely as an incidental element of distribution costs. The formal statement made the flat declaration that the FTC will continue its established policy in regard to advertising, i.e., that it is not opposed to advertising as such, but rather to advertising that might be false or misleading.

The report of a direct investigation of national advertising costs grew out of a statement made by FTC officials during a House appropriations subcommittee hearing on the FTC section of the Independent Offices appropriations bill. The subsequent declaration omitted any explanation of how the definite statement of intention and purpose appeared in the printed record of the subcommittee hearings.

The matter was argued briefly on the floor of the Senate Feb. 8 when Sen. Bridges (R-N.H.) offered an amendment to cut $88,829 from the FTC appropriation, assertedly included to carry on the reported investigation. The Bridges proposal was opposed on the floor by Sen. Byrnes (D-S.C.), who cited the explanatory statement of the FTC. The proposal was rejected.

At last! The Recording Industry's Most Needed Publication Complete & Thorough

$1.25 Postpaid

Technical for the Engineer . . . Understandable to the Layman . . .

GAMBLE Publications 228 S. Wabash Ave. Chicago, Ill.

'Crackdown' Era Seen at FCC

(Continued from page 11)

objections, to John P. Devaney, former chief justice of the Minnesota State Supreme Court. In this connection, the basic issue before the Senate was said to be the question of the influence between providing additional service to some 800,000 people in the Minneapolis-St. Paul area and the 100,000 people in the Wichita area. Because of the feeling that "people" rather than field strength contours are paramount, it was clear that the ruling was in favor of the Minnesota applicant.

Totally aside from the program considerations, which can be expected to give rise to new censorship charges, there are seen in the new fractional lineup at the FCC other dire forebodings. With a reallocation of broadcasting facilities impending under the Havana Treaty by this fall, the inclination to keep the pot simmering may result in something more than routine realignments.

Clears in Danger

Another pitched battle in the offer is over retention of clear channels as a means of serving rural and node listeners. There is strong sentiment on the FCC to duplicate assignments on such channels to more or less indiscriminately.

This stems from what may be described as a "course of bigness" view harbored by several of the so-called "radical" members, not only against stations in major markets, but against the networks.

With the FCC committee slated to report shortly its report on Network Monopoly Inquiry of later 1938 and early 1939 and with the new trend toward rigorous scrutiny of programs by government, large-scale activity is foreseen. There have been repeated delays in the drafting of the report, which has been returned to the committee.

As a matter of fact, a feud erupted between Mr. McNinch and Mr. Payne that is expected to lead to public prints with curious regularity. But since Mr. McNinch's appointment, the Payne reputation as the Commission's stormy petrel has all but disappeared.

While Commissioner Walker has devoted his major attentions to telephone matters, carrying over from his chairmanship of the Telephone Division of the FCC, he nevertheless has been a staunch advocate of more stringent broadcast regulation, particularly in connection with major network operations.

The Thompson appointment, for Judge Sykes' unexpired term which ends next year, brought a change in FCC processes in that the majority favoring industry cooperation was lost. The Commission split 3 to 3, with Chairman McNinch during most of that period absent because of illness. Then, with Chairman Fly's appointment last fall, regarded as a merit rather than a political selection, new policy views began to take shape.

These now have crystallized to the point where it is apparent to observers that rough days are ahead.

GEORGE WIEDEMANN BROADCASTING Co., Newport, Ky., has placed spot announcement campaign on WCKY, Cincinnati, and WMMX, Fairmont, W. Va., through Strauschen & McKinn, Cincinnati.

1000 STREAMLINED Watts (Daytime)

"In the Heart of the Motor Industry"

PONTIAC - MICHIGAN

BROADCASTING • Broadcast Advertising
Church Campaign Approved by NAB

Miller Offers Cooperation in Drive for Tolerance

COOPERATION of the broadcasting industry in a nationwide campaign of the Federal Council of Churches of America to have local stations donate time to ministerial members “for the purpose of creating a better understanding between the various races and religious groups”, has been pledged by NAB President Neville Miller.

In a letter Feb. 1 to all stations, Mr. Miller said there is no greater public service a station can render than to give its facilities to bring listeners closer together “in the bonds of understanding, based upon truth and fact.” He called it one of the “root-principles of the American system of broadcasting.”

The Council, representing 143,000 Protestant congregations in the United States, said the primary aim of its radio campaign is to lay essential facts before the public. It pointed out that clergymen in hundreds of cities are being asked by the Council to use local stations to lead the way in the campaign.

Approves Material

Mr. Miller advised broadcasters the Council was sending one of its local contacts to the station with the request that facilities be granted a local minister. The Council, he pointed out, is sponsoring a “constructive campaign of tolerance and understanding, lest the spread of intolerance by hate-mongers both at home and abroad, sweep over the country as it has elsewhere.”

Pointing out that the NAB in examining the material had found it factual, impartial and contributing to “good” radio, Mr. Miller said it is material which men of good will in all faiths will welcome. He added it was vital that this message be “gotten across now”.

Declaring the council had turned to radio to do this job, Mr. Miller said it felt that no other medium can reach the minds and hearts of men so effectively. “I feel sure that all stations will wish to take part in this important, worthwhile project. Its spokesmen will no doubt be outstanding clergymen in each city. Certainly those who are greater public service a station can render than to give its facilities to bring its listeners closer together in the bonds of understanding based on truth and fact.”

Mr. Miller simultaneously extended his thanks to stations, networks, sponsors and artists who gave of their time and talent to foster the “March of Dimes” in celebration of President Roosevelt’s birthday, as part of the infantile paralysis extension campaign. He said American radio again was the backbone of the campaign. The results, he declared, are “more than a tribute to radio. They are a tribute to the responsive heart of the American people who have not yet failed to answer a radio call for neighborly help.”

“Pot o’ Gold” Action

(Continued from page 11)

gram. According to the report, Mead’s Fine Bread Mystery Woman called at houses in the community to buy a loaf or part of a loaf of Mead’s bread for $. The Mystery Woman’s movements were described in the program. Housewives not having the Fine Bread loaf did not receive the prize. Apparently this type of “game” differs from the Pot o’ Gold in that “consideration” may be involved, since the recipient of the award must have purchased a loaf of bread. In the case of the Pot o’ Gold, with its $1,000 award or $100 absentee prize, the winner is not required to purchase anything or even listen to the program. The award is forthcoming if the particular telephone selected is answered.

On the Pot o’ Gold program, it is understood upwards of 100 letters or communications have been received. Particularly active have been the cooperative theatres of Michigan, which dispatched to Washington their own emissary, Thomas McGuire, to complain about loss of audience. Rep. Tenerowicz (D-Mich.) on Jan. 28 placed in the Congressional Record two letters he received protesting the program as causing a loss to theatre operators estimated to run over $1,000,000 per week.

Postal Ruling

Aside from complaints from theatrical and Congressional quarters, it is understood a number of stations have written the FCC expressing varying degrees of disfavor on prize offer programs but pointing out that for competitive reasons they are obliged to accept them if they do not contravene the statute.

Immediately following the FCC action, there were repercussions of allegations of program censorship, in violation of the law. In this connection, however, it was pointed out that the Commission has not taken action but simply referred the program questions to the Department of Justice, which has the responsibility of criminal prosecutions. Previously it had been reported that both the Department and the Post Office Department informally had ruled that the Pot o’ Gold in no wise technically violated the lottery statutes. A somewhat similar case—Musico—was upheld Nov. 22 by the Federal District Court in Peoria [Broadcasting Dec. 1].

In connection with Pot o’ Gold it was learned the Post Office Department late last year advised the postmaster in St. Louis that newspaper papers carrying advertising on this program could be accepted under second class rules. This was regarded as tantamount to a clean bill of health. Previous complaints filed with the Department of Justice on the Tums program had not been pursued, apparently, on the theory that no violation was involved.

DONALD DAVIS, president of General Mills, and Allen Prescott, conductor of programs on NBC and WOR, Newark, will address the consumer conference Feb. 21 at the Hotel Pennsylvania, New York, under auspices of the Advertising Women of New York.

STOP FUSSING!
WE’LL GET OUR PROGRAM WHEREVER WE GO

Out of range of a particular radio station does not mean out of reach of a favorite program. No matter where radio listeners are, and no matter where the program originates, the radio program networks bring it to them.

Special telephone circuits and facilities have been so woven into network patterns that this country can enjoy the world’s best radio programs.

And in Bell Telephone Laboratories the work goes on continuously to reach, through research, still higher levels of achievement in program transmission.
Administrators that Husing's to New York lays with the -
OWNEd NBC BASIC WORCESTER OWNED
Worcester Stations and a trustee of Drake U - will be prominently identified with the event. Husing shifted his sports schedule from the Penn Relays to the Drake event, to be held April 28-29, following Cowles' visit to New York to arrange broadcast facilities for the University. Dolan, Husing's aide de camp, holds a picture of Michigan U's crack relay team, a 1940 Drake Relays entry that is expected to set a new four-man competition record, according to

CBS, NBC and MBS are planning special broadcasts in connection with the annual American Assn. of School Administrators' Convention to be held Feb. 25-26 in St. Louis.

**Worcester County**

**The Vital Midrift**

Clear across the state — from the New Hampshire line on the north to the Connecticut-Rhode Island line on the south stretches Worcester County — a stable market of 400 diversified industries, represented by 1,000 manufacturing plants. This area — and beyond — is the great WTAG primary market, the heart of New England's population.

Three quarters of a million listeners-buyers keep tuned to WTAG, the only station to provide primary service to this important area.

NBC BASIC RED AND YANKEE NETWORKS EDWARD PETRY & CO., INC.— NATIONAL REPRESENTATIVE OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

**Simplified**

"I CAN spell Philadelphia— KYW, Philadelphia," explained a 4-year-old girl as she dashed from loudspeaker to greet her mother in the kitchen. Such is the "bright saying" published in the Philadelphia Inquirer Jan. 26 and submitted to the paper by Mrs. A. Devitt, Lost Creek, Pa.

CBS Tests Use of Title Before and After Music IN LINE with the new policy recently started by WDRC, Hartford, of identifying musical selections after they are played on programs as well as before [BROADCASTING, Feb. 1], CBS has been testing the idea on sustaining programs only, with identification both before and after program selection is played. The policy is followed only for musical selections which have no identifying theme or lyrics on WOR. After sustaining programs weekly, according to a plan worked out by Max Wyle, director of the script division, and William B. Lewis, vice-president in charge of broadcasts. It is too early to tabulate a report by CBS, but letters complaining that the listener did not hear the title of the selection have definitely lessened.

Also testing the policy is Paul Brenner, conductor of the Music Hall program, heard twice daily on WJZ, Jersey City, who states that his listeners can now hear the title of tunes they like after they are played rather than before.

**Chesterfield Adds WOR** LIGGETT & MYERS TOBACCO Co., New York, to expand the listening audience for the Chesterfield program featuring Glenn Miller's orchestra, on Feb. 4 started the program on WOR, Newark, via transcription Sundays and Mondays, 9:15-9:30 p.m. The WOR presentations are repeats of the live Tuesday and Wednesday 10:10-10:15 p.m. broadcasts on CBS, which also carries the program Thursdays at the same time. Newel-Emmett Co., New York, handles the account.

**Western Electric Offers All-Purpose Microphone** WESTERN ELECTRIC Co. is introducing a new all-purpose cardioid microphone, No. 639B, which the company says gives engineers the equivalent of six distinct instruments in one compact unit. The "multimike" can be switched to function as non-directional, bi-directional, cardioid directional or for any of three degrees of "hyper-cardioid" operation, according to WEE, with a rotary switch control that permits the engineer to aim the double dead area that characterizes the hyper-cardioid pattern at points of echoes or other disturbing sources.

In this way, the mike can compensate for faulty acoustics in auditoriums and other pickup points. Unit is of the dynamic-velocity type with a range of from 40 to 10,000 cycles per second, and stands 7½ inches high, weighing 3 pounds and 4 ounces.

**Hot off the press . . . and right on your desk if you're a subscriber to BROADCASTING? Got yours?**
Daytime Listening Will Be Surveyed

WNRC Plans National Study Of the Feminine Audience

A SURVEY of daytime listening habits of American women to determine what programs women listen to and why, and find out the present daytime fare actually entertains home women and shuts them up, is being conducted by WNRC, the Woman's National Radio Committee. The survey was prompted by protest by listeners, after WNRC-WH 7, 7 on KYW, Philadelphia, under auspices of the educational department of the Institute of Banking and the Pennsylvania Bankers Assn. President of the four big Philadelphia banks speak on the four programs. Here Livingston E. Jones (left), president of the First National Bank of Philadelphia, who was guest speaker on the opening program, receives the congratulatory grip from Leslie W. Joy, KYW general manager, at the conclusion of his broadcast.

To Humanize Banks and Explain Their Functions for the Man on the Street

TO HUMANIZE banks and explain their functions for the man on the street, a new series of weekly educational talks started Feb. 7 on KYW, Philadelphia, under auspices of the educational department of the Institute of Banking and the Pennsylvania Bankers Assn. President of the four big Philadelphia banks speak on the four programs. Here Livingston E. Jones (left), president of the First National Bank of Philadelphia, who was guest speaker on the opening program, receives the congratulatory grip from Leslie W. Joy, KYW general manager, at the conclusion of his broadcast.

Despite the Opposition of the British Broadcasting Corp. and Despite the Wartime Restrictions on Broadcasting. Radio International, operating from somewhere in France, is on the air from 7 a.m. to 8 p.m. daily, with a schedule that includes sponsored as well as non-sponsored programs. Under the patronage of the British Expeditionary Force Wireless Entertainment Committee, headed by Field-Marshal Lord Birdwood, G.C.B., the station is dedicated to the entertainment of the British troops in France, and has titled itself "the station behind the lines." Manufacturers are permitted to contribute to this entertainment and the station is allowed to acknowledge these contributions, although no sales talk is allowed.

A letter written by one of the station's executives to E. P. H. Jones, chairman of the WNRC-WH 7, 7, 7, was expected, to be carried by the new system. The air, continued, "we are working to make it possible for the WNRC-WH 7, 7, 7, 7, to reach the country, said Jones, WBNX's general manager.

Night School

IN STUDIO E every Monday evening, 11 engineers of WBNX, Syracuse, gathered around a blackboard to discuss technical problems ranging from frequency modulation to facsimile. The roundtable is directed by George P. Hixenbaugh, a one-time marine officer and radio instructor. Engineers thus keep abreast of progress in their art.

Music and News

At Any Hour Made Available

By WHK, WCLE

ANSWERING protests against serial domination of daytime broadcast hours, WHK and WCLE, Cleveland, have launched a new system of cooperative 12-hour programming making available at any time of day, from sign-on to 6 p.m., according to H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of the stations. Now in its first stage, the plan already offers listeners more than 96 hours per week of daytime music and news on the two stations. Mr. Carpenter pointed out.

WCLE, on the air until 6 p.m. daily, carries the heavier musical schedule. WHK signs off at 1 a.m. and its evening schedule, from 6 p.m. on, includes over 30 hours of music and news in an average week, an aggregate of more than 126 hours of musical and news programs weekly on the stations. With 368 music-news programs, either sponsored or sustaining, on the stations each week out of a total of 680 programs of all types, the music-news type now is dominant and accounts for 58% of time.

Radio Daily - Program Reviews and Comments

"My Daughter and I"

There are large elements of human interest and sympathetic angles in this WHN sustaining, heard Friday, 12:30-2:45 p.m. which should aid in building a following. After an announcement about the problems that often occur between mother and daughters, and of the program's attempt to reconcile such differences, a "typical problem" of mother-in-law interference was presented. The solution was also offered, bringing the curtain down on a happy finale.

There's also a slice of the audience participation idea in the program, as listeners are invited to present their problems and are informed that their may be used, while other fans may be asked to help settle the differences. The production is suitable for sponsorship, particularly for a client looking for a daytime show somewhat off the beaten path, yet not freakish.

Write or Wire for Audition Samples and Prices

Kasper-Gordon, Incorporated

140 Boylston Street Boston, Mass.

Representatives in Principal Cities

In Canada: Walter P. Downs, 2313 St. Catherine Street W., Montreal

British Station Has Sponsors

Expeditionary Force in France Accepts Funds and Mentions Donors on Warfront Station

FM BROADCASTERS has been incor-


Now Transcribed for Local, Regional or National Sponsorship

My Daughter and I"
Intercollégiate Network
To Be Discussed During
'Through Network' Session

PLANS for the nation's first Intercollégiate Broadcasting System, patterned after commercial net-
works, will be discussed by dele-
ges from 60 colleges and un-
iversities expected at a conference to be held at the "Broadcasting Research Work" at Brown University, Providence, R. I., Feb. 17-18.

Launching of the "Brown Network", a wired radio system linking all of the university's dorm-
itories and fraternity houses, have invited radio-minded students and radio clubs at other col-
leges to attend the conference. The registra-
tion fee of $10 will also cover overnight accommodations.

George Abraham '40, chairman of the "Brown Network", said the pro-
jected Intercollégiate Broadcasting System would link various types of college radio stations so programs could be relayed and interchanged among members. Advertising spon-
sors are being contacted.

Highlights of the conference pro-
gram will be addresses by President Henry W. Griswold of Brown; H. Linus Travis, vice-president of the Yankee Network; representa-
tives of CBS, MBS and NBC, and representatives of Providence radio stations.

U. S. Television Urges 
Early Commercial Basis

WITH release of a letter to the FCC urging "immediate commer-
cialization" of United States Television Mfg. Co., New York, has announced a new line of television sets designed for "the high-income class" in which television must reach today. The new line, announced yesterday, includes both a table model set and a Sheraton mahogany console model, employ the DuMont 14-inch tube and fea-
ture direct vision, with five-channel tuning, and threechassis construct-
ion. Prices quoted are $395 for the table model, $595 for the console.

The Feb. 8 letter, signed by Hamilton W. Rogers, vice-president of the company, states that the visit by FCC representatives during the television tour of Feb. 1-5, may not be the last. FCC to visit in yarring "immediate com-

tehom "RCA's system, or the RMA standards, may or may not be the best in sight, it is now on the air and it is very good, and we believe that RCA ought to have the help of commercial, or at least semi-

commercial, television to improve present programs."

The DuMont opposition to RMA standards was termed the "monkey wrench in the indus-
tery", and the letter stated that the FCC must take its side in the contest for commercial acceptance.

Hoge also stated that in case of a drastic change in standards, the factor of obsolescence would be by no means insignificant in some cases. Since the DuMont set was "the only one that the FCC should be able to stand while the laggards in industry catch up with the leaders."

Without limited commercialization, RCA will not engage in the large-scale manufacture of television receiving sets, it concluded. But if commercial operation is per-
mitted, RCA said it would begin the construction of television relay facilities "between New York and two or three other cities."'

CBS Offers Three Plans

In its brief, filed by Counsel Paul A. Porter, CBS dealt broadly with service considerations, recommend-
ing that the FCC give effect to one of the three proposals outlined during the CBS appearance by Paul W. Kesten, CBS vice-president in charge of television development. These proposals included fixing the standards for a 10-year period and telling people they are fixed and that they cannot count on any set they buy; or, not fixing the standards and telling people they are not fixed and that they cannot count on any set they buy, or, between these two extremes, setting the standards that neither public in-
vestment nor broadcasting investment will be jeopardized by change, according to the brief.

Philo Jaffe, in a brief filed by Louis G. CALDWELL, reaffirmed its objection to any immediate arbitrary defini-
tion of standards and pointed out the advisability of allowing the six months to a year for bringing in pending developments. Specific-
ally, Philo, on account of the very contemplating immediate limited commercialization of television; the limited pooling of the FCC recommendations involving immedi-
ate fixation of standards, as dis-
tsinguishing with fighting for six months or a year for as flexible a stand-
dard as the FCC can meet, and the allocations plan set out in the committee report and the com-
mence's recommendation that that table be utilized as a guide for al-
locating television stations.

DuMont's Position

Pointing to what it termed RCA's "complete domination of RMA and the proposed RMA standards, along with its superior position, the DuMont brief stated that William A. Roberts, recommended that the FCC "after the presenta-

tion of practical demonstration of the theories of DuMont" adopt flexible standards, in particular set-
ing no limitation upon frames or lines beyond a maximum of 16 frames per second and a maximum of 800 lines per frame, but fixing as standard "a synchronized pulse substantially similar to that pre-

tended by DuMont, readily adap-
table to the use of flexible circuits and not so completely hid-

in a forest of patents as to be lost from fair and reasonable com-
petition."

In memorandum Robert Robins, president of Cath-Ray Electronic Laboratories, called attention to the public service features of an ex-

tanding television operation, de-

claiming that, with the advent of this whole 40 percent of the public service merely because private interests deem it commerci-

dally attractive, the public might well develop widespread and vociferous protest from the public itself.

Metropolitan Television Inc., in a brief filed by Andrew G. Halsey and W. Theodore Fiesner, Washing-
ton attorneys, excepted to Rule 78 (d) and the proposed alloca-
tion of only three channels to the New York metropolitan district. Such an allocation was "unlawful, ine-

ient and in fact", and the brief stated that the present scheme would pre-

ent the development of television in New York.

Letters also were received from Federal Communications & Elec-
tronic Corp. outlining that company's patent holdings and licensing ar-

rangement with another from R. J. Rockwell, technical super-
visor of WLW, Cincinnati, stat-
ing that that station held no tele-
vision patents.
Closed Shop Provisions To Feature Artist Pact

CONTRACTS covering wages and conditions of employment for artists appearing in television and motion pictures will shortly be presented to the networks, with a closed shop provision as a fundamental part of each contract. Speaking for the artist unions will be a committee made up of one member each from the Screen Actors Guild, the American Federation of Television Artists, the American Federation of Radio Artists, and the Screen Directors Guild.

Decision to place jurisdiction over the television field in the hands of this joint committee, temporarily at least, is embodied in an agreement signed early this month by representatives of Equity, AFTRA and SAG, which calls for the immediate formation of this committee, which will then prepare proposed agreements with employers. These tentative documents are to be submitted to the hearing boards of the three unions, which are ordered to consider them at the first regular meeting following their receipt, so that no time shall be lost in commencing negotiations.

Each party to the inter-union agreement, which gives the committee “full power to handle the problems of performers in television relating to minimum wages, working conditions and other matters which may arise in connection with the employment of these performers in television,” made it clear in signing, it waived all of its asserted claims to sole jurisdiction over television performers. While most of the television contracts to be negotiated are left to the committee, subject to the approval of the unions, the agreement states that non-members of the AAA appearing in televised drama shall be required to join a branch of this joint committee; that the life of any agreement signed with an employer shall not extend beyond the life of this committee, and that the committee respect any outstanding contracts with employers.

**Television News Notes**

New Television Book

WRITTEN in engineering language, a detailed survey of the technical aspects of TV, Telstar broadcasting is contained in the new volume, Television - The Electronics of Image Transmission, written by Vladimir K. Zorwicky and George A. Morton, television inventor and director and associate, respectively, of the electronic research laboratory of RCA Mfg. Co. [John Wiley & Sons, 546 p., $6]. Divided into four parts, the volume presents discussions of fundamental physical principles, principles of television, component elements of an electronic television system, and a description of the RCA-NBC television project.

Farnsworth Schedule


GE Gets Power Reduction

AUTHORIZED to use 10 kw. for visual and 3 kw. for aural broadcasting on the 60-80 mc. band, WIXA, General Electric Co.'s projected new television station at Bridgeport, Conn., on Feb. 7 was granted a reinstatement of its construction permit, which had expired Sept. 16, but at its request visual power was reduced to 175 watts and aural to 100 watts.

Urges Television Sponsorship

COMMERCIALIZATION of television is the impetus this new medium is giving to the road to public acceptance, Harry R. Lubcke, television director of the Don Lee Broadcasters, stated during his recent visit to New York. Speaking at a press luncheon arranged for him by C. Gorlie Gottlieb, publicity director of Mutual Broadcasting System with which the Don Lee network is affiliated, Mr. Lubcke said the commercialization would give television broadcasters money for better and more frequent programs. In these would stimulate the purchase of television receivers and that the enlarged audiences would encourage further sponsorship of programs which would finance more still better programs, resulting in a development of visual broadcasting that would parallel that of sound broadcasting.

NBC Asks More Data

WITH the information to be used primarily in planning future programs, NBC has sent a business reply card to television salesmen in the New York area along with a request to fill in appropriate blanks with pertinent information, date of purchase, place of purchase, make, size of screen and the average number of people in the household. It is felt that this data will give the network a clearer picture of what television sets are in use and, particularly, size of screen and the average number of people in the household. Since Jan. 7 the show has appeared at Philadelphia, Baltimore, Allen town and Hartford.

METHOD of increasing the keenness of television "eyes" and improving their response to colors has been patented by the electrical research laboratories of Illinois University. To increase response to light and give more accurate translation of colors, a light-sensitive potassium surface of the photoelectric cell is bombarded with atomic hydrogen and electrons in a high vacuum. The method is claimed to increase the light-sensitivity 10 to 50 times. The new development, made under direction of Prof. Joseph T. Tykocin ter, known as the father of the sound-on-film for movies, is claimed to have important application to astronomy and moving pictures as well as television.

Television and Junior League TELEVISION was the feature of the mid-winter board meeting of the associations of the Junior Leagues of America on Feb. 15, with NBC's station W2XBS presenting Helen W. Leovy, president of the association, and Helen Flory, secretary of the association's art department, giving a report of the survey on community art programs currently being conducted by the 148 Junior Leagues in America, Canada and Mexico.

LOWELL THOMAS, NBC news commentator and honorary chairman of the American Olympic Board Committee, is offering two silver cups as trophies for the international races to be held in February on Mt. Van Horningen, Olympic run at Lake Placid, New York.

Screen Writers Termed Better for Video Scripts

SCREEN writers are better equipped for television than those who write for present day radio, according to Thomas Conrad Sawyer, producer-director of W6XAO, the Los Angeles television station operated by Don Lee. He so informed members of the Hollywood Television Artists & Writers Guild, in an address Feb. 15, urging that screen writers can visualize a continuous stream of action and can be brief. He implied that ratio script writers must acquire those qualifications before applying themselves successfully to television.

Television Artists & Writers Guild has filed incorporation papers with the California Secretary of State in Sacramento. Listed as directors are George H. Seward, president of the Hollywood Television Society; Howard E. Hill, Los Angeles; and Jack Morris Jr., Culver City, Calif. Purpose of the new guild is to operate for mutual benefit of its members in aiding contractual relations with television studios and producers. Seward also recently organized the Television Engineers of America, for educational and social purposes. Incorporation papers have been filed for this organization.

CAPT. L. F. PLUGGE, pioneer in the field of placing commercial programs on European stations and former NBC executive, has been named chairman of the Parliament and Scientific Committee of the House of Commons.

**WIBC INDIANAPOLIS**

"INDIANA'S FRIENDLY STATION"

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

**WIBC INDIANAPOLIS**

1000 Watts - 1050 kc.

* Broadcast Advertising February 15, 1940 * Page 79
Senate Votes Funds for FCC; Other Legislation Is Inactive

Cut of $40,000 in Appropriation Bill Is Made; Administrative Appeal Measure Is Speeded

By LEWIS V. GILPIN

ASIDE from passage of the Independent Offices Appropriation Bill by the Senate on Feb. 8, with FCC funds cut to $5,076,630, a reduction of $40,000 from the total reported by the House, federal legislation affecting radio remains static. Several pending proposals are slated for early action, but none as amenable to a measure to the Logan bill (S-915) for reorganizing the administrative court procedure and the Johnson bill (S-817) to prohibit the advertising of alcoholic beverages by radio.

The House Rules Committee early in February granted a right of way to the measure (HR-6824) introduced by Rep. Walter (D-Pa.) and Sen. Hiram Bingham (D-Conn.), to provide administrative court procedures and the broadened appeal opportunities from decisions of Federal boards and agencies, including the FCC and similar agencies in its general terms.

House Debate Slated

In effect curbing the power of these agencies, the Walter bill is scheduled to be considered in the House, probably within the next two or three days, but its counterpart is before the Senate again by Sen. Bingham (D-Utah), who has handled the measure since the death of Sen. Logan (D-Ky.), original sponsor. The Senate previously passed the Logan bill during the last session, but it was tabled for reconsideration at the request of Sen. Minton (D-Ind.) and other administrative incumbents.

Critics of the legislation have contended it would open a path to endless delay in carrying out the decisions of the boards and agencies and would paralyze administrative authority. However, in recommending passage of the bill, the House Judiciary Committee declared: "The law must provide that the Congress may be governed and the regulators must be governed by the law as it now, if our present form of government is to endure. It has been complained that by providing opportunities for appeal within the administrative agencies and for judicial review of the final administrative decision, opportunities for delay are provided. Of course, any procedure for hearings affords an opportunity for delay. No one questions that an appeal, if burdensome, may be the most effective administrative appeal but the United States Government is not founded on airtight bureaucratic appeals."

Chairman John H. Wingo (D-Coll.) expects to secure action on his new anti-liquor advertising bill as soon as the Senate majority leadership gives it the go-ahead. If the present bill, even more drastic than his predecessor, would effectively prohibit alcoholic beverage advertising on the radio by providing that stations accepting such advertising, the ad

Catholic Charities, New York, for the week beginning Sat., Feb. 18, offered quarter-hour programs featuring Catholic choir and religious speakers for New York stations—WBYG, WNYC, WNEW, WINS—toward current drive for funds.

UP IN THE AIR, 4,000 feet Art Linkletter, conducts Roma Wine Co.'s "World's Fair Party" during a Don Lee broadcast late in January originating from a United Airlines plane in the Fair Francisco. Here Linkletter is interviewing Vivian Duncan, of the Duncan Sisters, as they fly in the plane. The plane is a 26-passenger DC-3, one of many used by United Airlines in its "Plane Promotion" campaign Jan. 26. The plane was co-sponsored by the Don Lee Stations, the California Wineries, the American Federation of Musicians and the American Federation of Labor.

Sen. John L. Harley, of Washington, D.C., Federal Communications Commissioner Linkletter, and Miss Vivian from the plane and Rosetta from the plane and Rosetta and Miss Vivian are pictured in the plane.

PLANE PROMOTION

Coast Sponsor Has Tieup

With Airlines

BROADCAST from 4,000 feet above the Golden Gate metropolis area, "World's Fair Party," sponsored by Roma Wine Co., originated Jan. 27 for California's Don Lee stations from a United Airlines passengers plane. In the plane for the novel half-hour program were Art Linkletter, manager of the broadcast; 10 California radio listeners, chosen for the trip through a contest; Roma and United Airlines officials; Carl Pierce, producer of the series; Renzo Vesana, of Cesana & Associates, agency handling the account, and a technical crew. Featured guest was Vivian Duncan, of the well-known Duncan Sisters vaudeville team.

Roma Wine Co. has sponsored "World's Fair Party" since the opening day of the Golden Gate Expedition Jan. 26. The program, which has been heard over 14 San Francisco stations, is recorded each week and is broadcast over the entire United system of radio stations.

Short Shell Drive

SHELL, the No. 1 Oil Co., New York, from Feb. 4 through Feb. 10, sponsored two daily evening announcements, either station-break or time signals, on 40 stations, the same list used for a similar campaign Jan. 7-21. J. Walter Thompson Co., New York, is agency.

Appeal Forseen In Labor Decision

Opera on Tour Ruling Called Threat to All Recordings

FURTHER appeal in the Opera on Tour case is practically certain, John Kadel, of Kadel, Shela & Weiss, operators of opera company, told Broadcasting Feb. 13. The 3-2 decision of the Appellate Division of the New York Supreme Court on Jan. 26 upheld the right of organized labor to block by legal action the introduction into New York state of any labor-saving device which might create unemployment.

Judge Justice M. Callahan, with Justices Alfred H. Townley and Edward S. Dorc concurred, the decision reversing an order by Judge Kenneth P. O'Brien of the New York Supreme Court, which granted a permanent injunction preventing the introduction into New York state of any labor-saving device which might create unemployment.

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ASCAP Changes Operation Setup

Direct Branches Are Set Up In the Western Region

EFFECTIVE Feb. 15, American Society of Composers, Authors & Publishers will reorganize its plan of operations by replacing the former set-up of offices operated by attorneys on a commission basis with a system of direct ASCAP branches, managed by employees of the Society. Under the general supervision of J. Powers, who will maintain headquarters in Hollywood, the new arrangement calls for offices: Denver, with Harry Bergkamp as manager; Portland, Ore., headed by Herman Keman; San Francisco, managed by Harry A. Levinson, and Hollywood, with Murray Stravers in charge.

Samuel Root has been retained as western counsel, in charge of all legal activities in the Far West. While the legal set-up has not been completely worked out as yet, Frank Hickey, who formerly handled ASCAP affairs in Colorado, will become the remainder in the Denver office as associate counsel, and Hugo Anderson, Salt Lake City, will stay with ASCAP as associate counsel.

Study About Ready

ASCAP's radio committee, which for six months has been making an exhaustive study of the Society's relations with radio, has completed this task and will submit its findings to the board at its next meeting, as it is expected to make an extended report that will include a number of congratulatory suggestions to be made in the ASCAP license form before the new licenses are submitted to the FCC in order to be of some help in bringing the matter for arbitration following the expiration of the present ones on Dec. 31 of this year. Details of the report are being kept strict secrecy pending its submission to the board.

Dissolved purely as an investigating body for the information of the board, and with no authority to deal with broadcasters, the committee consists of: Walter Fisher, chairman; Irving Caesar, Oscar Hammerstein 3d and Herman Starr, with Gene Buck, John G. Paine, E. C. Mills, Charles Schwartz, Herman Greenberg and George Hoffman, ASCAP officials, as ex-officio members.

ASCAP Wins Case

ASCAP recently won its first case in the New York area involving phonograph recordings. In a case at the Golden Slipper Ballroom, charged with infringing on ASCAP-represented music, was found guilty by Joseph Francis Clancy in the New York Federal Court. The defendants argued that not only is a dance hall not a place of entertainment but that collection of dance music from phonograph records does not come within the purview of the performance for public, which is provided for under law, ASCAP, however, was awarded the full statutory penalty of $500 for two violations, $100 attorney fees and $93 costs.

W.X.A.U., ultra-high frequency experimental station owned by Howard radio, is transferring the station to a slightly higher frequency, 28,125 kc. The station was granted an operating permit by the Federal Radio Commission, with plenty of air time to be available for various programs. ASCAP's fight is not yet over.

MEASURERS of the new service staff at W.H.B., Kansas City, who held a meeting on Feb. 9 at dinner for account executives. Harry Cooter, the manager of the Society's Kansas branch, present. Work is well under way on a new set of station's proposed program, which will be provided in connection with the first spade of the new station's tower, at the corner of Willow and 2nd Sts. The station is expected to go on the air by midsummer.

In W.B., Kansas City, on Jan. 11, a dinner for account executives at the Century Hotel was held in honor of Mrs. H. (Mose) Straight, formerly W.B. sales manager, who has joined Terry-Hanly account executives. Mr. Straight served as client service manager for seven years. Among those who attended were Marshall Giesecke, Terry-Hanly account executive; Les Combs, W.B. continuity writer; Frank Burdick, W.B. client service manager; Ed Dennis, W.B. salesman; Quentin Brown, Terry-Hanly account executive; Fowler Hanly, Chicago branch manager of Air Transport Assn.; Al Stueb, W.B. account executive; President; John Schilling, W.B. general manager; George Schilling, Terry-Hanly account executive; George White, W.B. sports editor; F. C. Nutter, account executive; Barnett Ridgway, W.B. salesman; John Westholt, W.B. manager; Laurence Staples, Terry-Hanly account executive.

Morse, Edly. of Russell M. Seeds Co., Chicago, and Sylvia Dowling, free-lance, have joined Wm. Esty & Co., New York, as script writers.

ACCL, Toronto, is the first of the 100 stations to receive permission to increase power to 1,000 watts, with the approval of the Canadian Department of Posts and Telecommunications. The station is now authorized by the Department of Posts, and to use 1,000 watt power in broadcasting.

The FCC has been authorized by the Canadian government to issue a certificate of public necessity for transmission equipment, but no date has been set yet for the shift to higher power.

Arbitrators Considering Status of Chicago Station

WHether the setting of wages and conditions for talent handled by Chicago broadcasters is a subject for arbitration or for negotiation between the American Federation of Radio Artists and the networks, is now being pondered by American Arbitration Assn. Judges, with decision expected within the week. Arguments of networks and union were presented last week by the three judges: Dr. Wesley A. Sturges, executive director of the Distilled Spirits Institute, chosen by Dr. A. J. Hanley, president of the Chicago Bar Association, former New York district attorney, chosen by NBC and CBS, and Prof. Nathan Isaacs of the John Harvard Graduate School of Business Administration, chosen by the other two judges.

Failure of Chicago broadcasters, artists and advertisers to set a local scale for attracting and retaining talent was discussed at the meeting. It was pointed out that in signing of the national code of fair practice led AFRA to submit the question to the AAA for arbitration._ber and the code of fair practice, following filing with the AAA a request that this body first decide whether the matter is one for arbitration

W.B.C., the new station to be operated by the W.B.C., Kansas City, will be built on the KOIL library. The station is expected to go on the air by midsummer.
FLASH!
Sun-Telegraph — Pittsburgh Newspaper Gives $500 to $750 in Cash Each Week on a Local Broadcast over WCAE.

A NEWSPAPER AND RADIO COMBINATION
THAT'S A WOW!

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

Harry S. Goodman

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D.C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D.C.
Telephone National 7973

HECTOR R. SKIFTER
Consulting Radio Engineer
Field intensity surveys station location surveys custom built equipment Saint Paul, Minnesota

HERBERT LEE BLEE
Radio Construction Engineer
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

Martin V. Kiebert, Jr.
Consulting Radio Engineer associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of Broadcasting.

Prison Award
WTCS, Minneapolis, received a special award in the form of an editorial tribute in The Prison Mirror, weekly newspaper published by inmates of the Minnesota State Prison, at Stillwater, for presenting a variety show in the prison auditorium Feb. 3. The stage show was produced through the joint efforts of Bob De Haven, program director of WTCS, Twin City, film producer, and Merle Potter, movie critic of the Minneapolis Times-Tribune, and featured both studio and outstate talent. The station broadcast the first 15 minutes of the program, during which Warden L. F. Utecht appeared on behalf of the prison inmates. Before the broadcast, which was transcribed, John Sherman, WTCS chief engineer, Jerry Ellis and De Haven explained the transcription technique.

FR. PAUL JAMES FRANCIS
FATHER Paul James Francis, 77, founder of the Graymoor Monastery and Retreat and pastor of the Roman Catholic Church in the New York, and Father General of the Society of the Atonement, which sponsored the weekly Ave Maria Hour on the InterCity Broadcasting System, died of a heart attack on Feb. 7. Father Paul died after appearing on the regular weekly program. The priest, ordained in the Roman Catholic Church in 1910, also founded the Home for the Homeless, known as St. Christopher’s Inn, where homeless men are given free shelter.

FR. MAXWELL BLISS
FATHER Maxwell Bliss, 75, who founded and directed the St. Anthony’s Home for Boys in St. Paul, Minn., died of a heart attack on Feb. 7. He was a member of the Society of Jesus and a native of Idaho Falls, Idaho.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted. Try per word. All other classifications, 12c per word. Minimum charge $1.00 for words for box address. Forms close 28th and 10th of month preceding issues.

Help Wanted

WANTED Farm Station Announcer for Midwest station. Avenue control by letter and transcription. If possible, state lowest salary. Address: First Transmitter, Box A688, broadcasting.

Immediate openings for young, experienced announcer, capable handling controls. Must have southern voice, good record and state salary expected. WSAY, Savannah, Georgia.


Transradio Operator-Engineer: Experienced, licensed, with 4000 lbs. local experience. Immediate. Box A697, broadcasting.

SITUATIONS WANTED

Alert young man with variety of radio training desires work anywhere. Box A688, broadcasting.


Transradio Operator-Engineer: Experienced, licensed, with 4000 lbs. local experience. Immediate. Box A697, broadcasting.

Employed Executive—Age 36—experienced in continuity, programming and promotional work. desires to locate management of a station where ability will bring advancement. Box A693, broadcasting.

Newman-Publicist—Energetic, versatile young man, Seven years’ newspaper experience. Desires to write copy, create programs, handle news, publicity, promotion. Small salary. Box A691, broadcasting.

HELP WANTED


Available March 1st. Radio time salesman with proven ability. Desire connection with station in middle or southwest. Best reference for "injured sales" with "no cancellations!". Box A689, broadcasting.


Engineer, seven years' experience on Western RCA, desires position. Charges on complete new 5 kW installation. 1910, 7757 Blye, Dallas, Tex. 5.2945. Best reference for "injured sales" with "no cancellations". Box A689, broadcasting.

Production Man, ten years experience, production, programming, promotion, writing, employment, but wants to make change. Married, three children, except small salary. Box A683, broadcasting.

Radio Figure Kidnapped! Over three years by an advertising agency. Experienced, dependable, sober. Reared in a studio and weaned on mike juice for ten years. Present diet industrial atmosphere. Desires to work at a station. Box A702, broadcasting.

Emplo... Engineers—We have experienced radio employees in all sections of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau, Box 864, Denver, Colo.

Salesmen: Radio Advertising: Age 29; Height 6 ft 2 in; Weight 170 lbs. Education: Denver University. Sales Experience: Traveled the Middle West and West Coast States. Approach to prospects thorough study of product's business; the appeal of its product or service and the development of a radio sales campaign to meet the needs of the client with confidence and enthusiasm. Experience includes radio advertising and enthusiasm for it's values. Now seeking position. Ready for hard, conscientious work. Desire small drawing account to cover expenses, and commission. Three to six months' trial required. Prefer position located in Middle West or Far West. Address Box A688, broadcasting.

WANTED TO BUY

Wish to purchase control or 100% interest in station. Reprints held confidential. Box A696, broadcasting.

AIDS TR OOPS

MAGAZINES, knitted scarfs and other comforts for troops in the Far East are being distributed in huge quantities by listeners to Mrs. H. M. Atten, who broadcasts on WTCN, To- to, for Lyman Agencies Ltd., handling drugs and cosmetics. One of three special magazines brought a truckload within a few hours. Agency for the ac- count is Ronalds Adv. Agen- cy, Toronto.

BROADCASTING • Broadcast Advertising
STERLING FISHER, CBS director of education, in cooperation with the NRC, has issued invitations to 50 commissioners of education and 48 permanent secretaries of State Teachers’ Associations to participate in a national conference Feb. 24 at the Hotel Jefferson in St. Louis. Participates will be asked to consider a proposal to adopt the CBS American School of the Air broadcasts as part of regular classroom studies in every state, and will witness an actual People’s Platform broadcast on CBS on “Equality of Educational Opportunities.”

TWO lectures on radio will be included in the group of ten lecture-demonstrations titled “Publicity & Your Job,” started Feb. 6 at the Rand Educational Institute, New York. On Feb. 27, June Hyld, NBC assistant director of women’s and children’s division, spoke on “Broadcasting Your Work from Coast to Coast,” and on March 5, Leslie Evans Roberts, vice-president in charge of broadcasts of WMCA, New York, will discuss “Building Good-Will through your Local Station.”

THE FIRST graduate student of Radio Speech at Iowa U to take up residence study of actual routine of a station and network in action, George E. Anderson, has arrived at the WBBM-CBS studios in Chicago. His work under supervision of department heads will count as class credit in obtaining a Master of Arts degree. Anderson has been assistant to Dr. Clay H. Harmshuber, in charge of dramatic production on WSBU, Iowa City.

WICA, Ashbunny, O, on Feb. 23 will turn its entire facilities over to a student group of the local Harvey High School which for one day will completely operate the station. Request received from the sale of special programs to local merchants by the students will be split with the school, the station giving the money to a student fund. Exempt from the regularly scheduled commercial commitments, all programs from 5 a.m. to noon at 6 p.m. will be announced and operated by students under direction of a faculty committee.

EXPERTS in economics, political science, international law, and finance merge their talents in a new educational series each Sunday on WIND, Gary, Ind. Titled “The Changing Scene,” the series is presented by DePaul U and produced in cooperation with the University of Chicago under the direction of Allen Miller. Employing a different technique from the usual roundtable type of broadcast, the program each week presents experts in various fields of activity who have been foremost in the news of the day. Each man acts as chairman of his particular discussion and submits to questioning by the other members of the cast. When the topic shifts to a different subject, another chairman takes over and the remaining members of the roundtable ply him with provocative questions.

EDUCATIONAL programs on radio, television and in print are receiving increasing recognition. An example is the series on the development of high school curricula in the United States presented by DePauw U. The series, which started Feb. 20, is one of the products of the national campaign to improve the quality of education. The series is presented by DePauw U and produced in cooperation with the University of Chicago under the direction of Allen Miller.

KVOO, Tulsa, has started a new weekly half-hour lecture series direct from the campus of Oklahoma A & M College in Stillwater. The program, presented by Dr. J. B. Lake, includes music by college organizations, interviews, and on-the-spot surveys of college activities from laboratories, farms, experiment houses and the like.

PRESENTED in cooperation with the Texas State Department of Education, the five-week Texas School of the Air started Feb. 5 and is sponsored by the Texas State Board of Education. Directed by John W. Gunstone, the program is broadcast from the University of Texas at Austin, the University of Oklahoma, and the University of Texas at Austin, and the University of Oklahoma. The program is presented by DePauw U and produced in cooperation with the University of Chicago under the direction of Allen Miller.

KFOR, Tulsa, has launched a new daily program, “The Monday Morning Show,” which features music, news, and features from a variety of sources. The program is presented by DePauw U and produced in cooperation with the University of Chicago under the direction of Allen Miller.

WOMEN’S College of the U of North Carolina, which is one of the four women’s colleges in the nation, has been under the leadership of its director, Dr. Ruth E. Villard, since 1945. The college, which is located in Greensboro, is one of the leading women’s colleges in the nation. The college is supported by the state of North Carolina and by private contributions.

D.AVID SARKOFF, president of RGA, and Mayor LeGrand of New York, will be the guest speakers on the first program of a new television series, “The President’s Message,” which will be telecast over WQX, New York, on Wednesday nights.

FEATURED on the “CBS Morning Show,” which is broadcast daily over WICB, Missouri, are Dr. E. M. Johnson, president of the University of Missouri, and Dr. J. B. Lake, dean of the College of Agriculture.

NOW YOU, TOO, MAY CUT TELEGRAPH COSTS 45% TO 70%!

By letting Postal Telegraph check communications files, others have made astounding savings! This free survey shows up waste, and provides easy-to-follow plan to stop waste permanently!

For Free Telegraph File Analysis—With No Obligation to You—Wire Collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, New York City.
January 31 to February 13, Inclusive

Applications

February 1

KTOH, Libby, H.-Mod. CP new station, directional, N. increase to 300 kw, move trans., Sack facilities KUSD, 1420 kHz.

March 2

KARE, Minneapolis—CP new trans., directional, N. increase to 1500 kw, move trans., KGBP.

February 2

KDsF, Miami—CP new station, directional, N. increase to 300 kw, move trans., Sack facilities KUSD, 1420 kHz.

March 2

KARE, Minneapolis—CP new trans., directional, N. increase to 1500 kw, move trans., KGBP.

February 3

KGO, San Francisco—CP new trans., directional, N. increase to 1500 kw, move trans., KGBP.

March 2

KARE, Minneapolis—CP new trans., directional, N. increase to 1500 kw, move trans., KGBP.

February 4

KXOD, Miami—CP new station, directional, N. increase to 300 kw, move trans., KGBP.

March 2

KARE, Minneapolis—CP new trans., directional, N. increase to 1500 kw, move trans., KGBP.

February 5

KLSC, Lima, OH.—CP new station, directional, N. increase to 300 kw, move trans., KGBP.

March 2

KARE, Minneapolis—CP new trans., directional, N. increase to 1500 kw, move trans., KGBP.

Applications of the Federal Communications Commission

January 31 to February 13, Inclusive

Time Signals

PERMISSION to rebroadcast U. S. Naval Observatory time signals hereafter will be granted on application to the FCC, rather than to the Navy Department, according to a statement by the FCC February 5. The Commission has announced that requests may be made direct to it under Section 3.34 of the rules without being submitted to the Navy, provided appropriate representation is made with the request that conditions specified governing such rebroadcasts will be complied with in full. The request must be made for the full license term of the station when accompanying an application for renewal of license or for the balance of the unexpired term when made after the license application has been granted.

Finance Series

MADISON PERSONAL LOAN CO., New York, on Feb. 3 started Uncle Jonathan and his mythical "Alfalfa Brother." The new program is being handled by WMCA, New York, with an extra half-hour on Sundays, Uncle Jonathan, who will alternate with The Bestg. mandate the business of broadcasting in general, was started on the 680-kw. station at 11:30 a.m. through 1939. Klinger Ad. Agency, New York, handles the account.

New Radio Service Corp., Salt Lake City—CP 250 w F M. New Radio Service Corp., Antelope Island, Utah—CP 1 kw F M.

February 13

NEW, C. H., Chico, Calif.—License increase power.

KARM, Fresno, Calif.—Involuntary assignment license to Gilbert H. Jerbeck, executor of Estate of Louis C. Winrod.

WTIC, Hartford, Conn.—Mod. license to 1450 kHz, directional.

WCMU, Lenox, Mass.—CP 1100 kw new antenna, move trans., Wcribes.

NEW, K. B., Davenport, Iowa—CP new antenna, move trans., Wcribes.

NEW, N. R., Boise, Idaho—CP increase power.

NEW, T. H., Missoula, Mont.—CP new antenna, move trans., Wcribes.

NEW, H. H., Minot, N. D.—License increase power.

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NEW, H. H., Minot, N. D.—License increase power.

NEW, C. H., Chico, Calif.—License increase power.
New Business
MRS. BAIRD'S BAKERIES, Dallas, on Feb. 11 started Go to Church Today on Lone Star Chain, Sun. mornings for 52 weeks. Agency: Tracy Locke-Dawson, Dallas.
BENJAMIN MOORE & Co., New York (paints), on Feb. 24 starts Harvey Moore on 43 NBC-Red stations, Sat., 10:30-10:45 a.m. Placed direct.
NATIONAL DAIRY PRODUCTS, New York (Seftest milk), on March 7 starts Rudy Valley Show on 60 NBC-Red stations. Thurs., 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.
Renewal Accounts
GEORGE A. HORMEL & Co., Austin, Minn. (spam), effective in April, renews for four weeks It Happened in Hollywood on 23 CBC stations, Mon., 8:30 a.m., from NBC-Red. Agency: Ruthrauff & Ryan, Chicago.
HEALTHAIDS Inc., Jersey City (Savon), on March 7 renewed for 22 weeks, Servian NewsCast, on 31 Don Lee network stations, Sun., 9-11:15 a.m. (PST). Agency: Austin & Specter, N. Y.
PETER C. GOLDMARK, CBS chief television engineer, and John N. Dyer, of the CBS television staff, on Feb. 14 spoke on "Quality is Television Pictures" at a New York meeting of Society of Motion Picture Engineers.

New Network Schedule
NBC, which for the last five years has been issuing a comparative network schedule, is now publishing it in a new form which shows the three major network programs on one page which folds to pocket size. The schedule is revised and brought out twice monthly for distribution to agencies and clients to assist them in spotting their programs and locating open time. The new schedule format was prepared by George M. Burbaek Jr. under the supervision of Ken R. Dyke, sales promotion director, and Edward R. Hitz, assistant to the sales vice-president.

Televizing Stage Show
FIRST complete telecast of an entire Broadway production will be the televising on March 5 of Robert Henderson's production of "When We Are Married", now playing at the Lyceum Theatre, New York, on W2XBS, the television station. In announcing the television program, A. H. Norton, NBC vice-president in charge of television, said the J. B. Priestley comedy would be played before the NBC television cameras exactly as it is performed on the stage, with the single exception that the action will be compressed in space to fit the limitations of the television lens. The cast, which will be identical with the play, will receive one week's salary for the telecast approved by Actors Equity. The actors include Alison Skipworth, Estelle Winwood, Tom Powers, Ann Andrews, Sally O'Neil and A. P. Kaye, several of whom have appeared before television cameras before.

YOUngest Program Manager
ROBERT C. SPARKS, youngest program manager of a clear-channel station, according to KVNO, Tulsa, is Eddie Coonts, 27, promoted to the post from chief announcer on resignation of Norwell Slater. Lou Kemper was promoted to chief announcer and Jimmy Todd, of Oklahoma City, joined the announcing staff.

WTOL to Basic Blue
WTOL, Toledo, effective Feb. 18 will become a supplemental outlet of the NBC Basic Blue Network, bringing the total of NBC affiliated stations to 185. WTOL is licensed to the Community Broadcasting Co., and operates fulltime on 250 watts, 1200 kc.

Forum for Women
KSL, Salt Lake City, has started a participating program for women, "The Food Forum," in which five accounts share the 25 minutes air-time and 45 minutes on-the-spot demonstration in the auditorium of the ZCMI Department Store. Conductor is Mrs. Clarissa Chapman. Music is provided by the KSL orchestra and soloists. Sponsors' products are worked into recipes by Mrs. Chapman, who continues her program after the broadcast is over. She answers audience questions and gives household hints. A basket of groceries is awarded by telephone. Participating sponsors are Arden Dairy, ZCMI food department, Mountain Fuel Supply Co., Utah Poultry Producers Cooperative Assn., Red & White Fine Foods.

FTC Complaints
COMPLAINTS were filed Feb. 12 by the Federal Trade Commission against Carter Sales Co., Los Angeles, for alleged advertising misrepresentations in various media, including radio, for Carter's Special Formula, proprietary; and Purity Products Inc., Newark. The Journal of Living Publishing Corp., New York, and Victor H. Lindliah for alleged advertising misrepresentations, including radio, for Blevin, Gruen Watch Co., Cincinnati, on Feb. 7 entered into a stipulation with the FTC to cease and desist from making certain advertising claims for Gruen Curvex wrist watches.

LEVER BROS. Co., Cambridge, on Feb. 12 started a three-week offer on the weekly "Aunt Jenny's Real Life Recipes" of Woman's Home Companion, with a dime and a spray wrapper. Ruthrauff & Ryan, New York, is agency.

PRECISION MADE
BLILEY CRYSTALS

Thorough workmanship, critical inspection tests and accurate calibration, assure the high degree of precision and dependability essential in all radio communication services. Write for catalog G-11 covering Bliley crystals, holders and oven elements for frequencies from 20kc. to 30mc.
Barber to Handle Brooklyn Baseball

Details Being Arranged as Training Season Nears

WALTER (Red) BARBER, who described the Brooklyn Dodgers games last year for WOR listeners, will again handle the WOR microphone from Ebbets Field in Brooklyn, this year. Barber will co-sponsor with the other pending. Cincinnati Reds, the pre-season exhibition games, beginning March 8 and concluding with the three-game series with the World Champion New York Yankees in April. Barber will leave for the Dodgers’ training camp at Clearwater, Fla., early in March.

Other Games

General Mills’ remaining schedule of baseball broadcasts, as announced to date, includes:

- Pittsburgh-KDKA and WWSP, “Redskin” station, home games by General Mills and Atlantic Refiners.
- Washington-WJZV, Arch McDonald, home and away games of Senators, co-sponsored by General Mills and Atlantic Refiners.
- Cleveland-WCLE, Jack Graney, home and away games of Indians, co-sponsored by General Mills and Socony-Vacuum Oil Co.
- Detroit-WWJ, Ty Tyson, home and away games of Tigers, co-sponsored by General Mills and Socony-Vacuum Oil Co.
- Chicago-WBBM, Pat Flanagan, home games of Cub and White Sox, General Mills has taken half-sponsorship of the other pending.
- Cincinnati-WSAU, home and away games of Reds, co-sponsored by General Mills and Socony-Vacuum Oil Co.
- St. Louis-KMOX, France Laux, home games of Browns and Cardinals, co-sponsored by General Mills and Socony-Vacuum Oil Co.
- general Mills will sponsor games of the St. Louis Cardinals and Browns by wire report on WRT, Quincy, III., with Bob Lee.

Camels ‘At the Waldorf’

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., on Feb. 24 starts its third Saturday afternoon program on NBC, the new program to be the Camel “At the Waldorf.” It was advertised and heard 1:30 p.m. on 44 Blue stations in behalf of Camel cigarettes. With Elsa Chad, actress, as hostess of ceremonies, the programs will include interviews with the waxworks of prominent personalities invited for luncheon by the Waldorf-Astoria Hotel. Scripts will be written by Ethel Merman, and broadcast. The company also sponsors the Saturday programs, Bob Crosby for CBS, and the 16:15 hour on the Red Network, and Grand Ole Opry for Prince Albert Tobacco, 10:30-11 p.m. on a split Red Network. Wm. Easby & Co., New York is the agency.

BMI In Operation

(Continued from page 34)

that it is forced to pay a percentage of its total income, whether or not ASCAP is employed.

While the majority of the stations have strongly supported BMI, there were isolated broadcasters opposed to the licensing formula. Latest recruit is H. B. Read, manager of KSLM, Salem, Ore., who added BMI’s 20th affiliate of the company, president of KINOKALE, Portland, Ore., Feb. 3 that while he would purchase stock in the project because of its purpose to solve the “music monopoly” problem, he nevertheless felt it inconsistent with State anti-ASCAP legislation. Read is said to feel that BMI’s plan, essentially would lead to a “blanket license” to carriers. He endorsed the per-program basis for payment with clearance at the source.

On the Washington front the omnibus copyright bill (S-389) gathered dust in the Senate Patents Committee, awaiting the return of Senator Bone (D.-Wash.). The committee has been deluged with requests by the broadcasting industry and virtually all who were called to testify for the industry’s views of the provisions of the measure. The last protest came from Maurice J. Speiser, general counsel of the National Retail Florists, who, among other things, seeks to collect tribute from station owners for the exchange of records on behalf of the performing artists.

COUGHLIN ABSENCE

LACKS EXPLANATION

FR. CHARLES E. COUGHLIN’S failure to make his customary Sunday address over a tailor-made network Feb. 4 remained unexplained following his appearance Feb. 11, during which he volunteered no information on the suspension of the previous Sunday’s talk.

Speculation was aroused when the Father made his customary appearance Feb. 4, particularly in the light of events which followed. Front in the Coughlin mystery, perhaps the announcement on the program, which was filled with music, advised listeners to “pay no heed to idle rumors” and entreated them to listen the following Sunday. Fr. Coughlin devoted his Feb. 11 address largely to an explanation of the event and of the occasion from the report of the National Catholic Welfare Conference, issued the preceding week in Washington. His entrant in introducing the priest said “a multitude of rumors” had been circulated but that the Father was on the air “evidently that is not news. The moment he refrains from broadcasting it is news.” He was appalled by the page comment from Florida to Alaska—yes, even in the British press.

DECISION is expected soon from the National Labor Relations Board concerning the status of American Federation of Radio Artists, AFL-CIO, Ciro. In the meantime the NLRB has held hearings to determine if AFRA is the proper bargaining agency at WCPO.

Page 86 • February 15, 1940 • BROADCASTING • Broadcast Advertising
For years... "produced in the studios of the Nation's Station" has been the hallmark of outstanding radio production. WLW has always prided itself upon the infinite care taken by its production men in making their shows listenable... entertaining... worthwhile. In most cases these production men are specialists... and are assigned to the type of shows their experience and capabilities equip them to handle efficiently. And because production has always been given so much attention at WLW, an enviable reputation has been gained among clients... and listeners.

Supplementing WLW's galaxy of outstanding network programs is its own array of productions... vibrant with showmanship... sparkling with listener-interest... radio entertainment at its best... because WLW's production men are skilled workers... doing an outstanding job day after day... another reason why so many millions listen regularly to the Nation's Station.

HAROLD CARR, WLW Production Manager, directs the production activities of the Nation's Station. His 15 years radio experience producing and directing programs of all kinds, not only at WLW but throughout the nation, has given him a background not equalled by many in radio business. His outstanding efficiency and ability has made his department an important reason why so many people listen to WLW.

ARTHUR RADKEY, Educational Department production man, is responsible in a large measure for the success of so many of WLW's distinct and exclusive educational programs.

CHARLES LAMMERS directs while GORDON WALTZ assists in the production of WLW's great new program, "This Land of Ours." The theater and air experience of these two men plus that of CHESTER HERMAN (top picture), who was stage director with the Shuberts and associate director of the St. Louis Municipal Opera, means they are capable of handling every type of program efficiently... brilliantly... and distinctively.

THE NATION'S most "Merchandise-Able" STATION

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION - NEW YORK - CHICAGO
Since those early days of 15 years or more ago when the tremendous commercial possibilities of ultra-high frequencies first began to loom on the engineering horizon, RCA Tubes have continued to maintain unquestioned leadership in this field. Many existing RCA Tubes were such that they could be redesigned to step up their performance at the higher frequencies. Where this could not be done, new tubes were developed, usually far ahead of any great demand. Today, from the small Acorn type, to the latest high-transconductance Television tube, RCA offers a complete, time-tested line for every UHF requirement.

**TYPICAL EXAMPLES OF RCA LEADERSHIP IN UHF TUBE TYPES**

<table>
<thead>
<tr>
<th>Type No.</th>
<th>Date Announced</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>904</td>
<td>March '35</td>
<td>Detector, Amplifier Pentode</td>
</tr>
<tr>
<td>955</td>
<td>Sept. '36</td>
<td>Amplifier, Detector, Oscillator Triode</td>
</tr>
<tr>
<td>956</td>
<td>Dec. '38</td>
<td>A-F and R-F Amplifier, Oscillator Triode</td>
</tr>
<tr>
<td>957</td>
<td>Dec. '38</td>
<td>Amplifier, Detector, Oscillator Triode</td>
</tr>
<tr>
<td>852</td>
<td>March '52</td>
<td>Oscillator, R-F Power Amplifier</td>
</tr>
</tbody>
</table>

Announced for experimental use five years ago, these popular Acorn types will maintain unchallenged leadership for receiving tube applications at frequencies in the order of 300 megacycles.

Essentially the same in construction as the above Acorn types, these tubes feature low filament current and pave the way for important developments in portable equipment designed for UHF.

Three well-known RCA types representing an outstanding achievement in the production of high-transconductance tubes for use at high frequencies, and particularly for use in television video service.

Each tube in this group, especially popular among radio amateurs, features the ability to operate at full ratings at 60 megacycles. Although some of the units date back a number of years, they remain in widespread demand today thanks to the RCA program of constant improvement which has kept their performance fully abreast of today's exacting ultra-high-frequency requirements.

Can be operated at full input up to 50 megacycles.

Can be operated at full input up to 150 megacycles.

Large air-cooled tube with an input rating of 1250 watts in class C telephone service up to 30 Mc.

Operates at full ratings up to 100 megacycles.

A long-time leader because of its high-frequency capabilities—full ratings up to 30 Mc with 300 watts max. plate-input rating for class C telephone.

These two RCA developments feature input rating of 1200 watts up to 300 megacycles.