“Dis is for still being de radio-champ of de Golden Gloves*!”

- We’re sure you’ll pardon us if we do a little strutting and shadow-boxing during this brief speech, but we’re feeling fairly cocky—
  — you see, we’ve just completed our third highly successful season as radio’s only officially-sanctioned Golden Gloves sponsor—and we’ve been practically swept off our feet!

Aside from drawing more entries and more contestants than ever before, our 1940 Golden Gloves tournament again broke all records for jam-packed audiences, for publicity, and for hearty cooperation by Iowa merchants, civic clubs, and yes!—even by dozens of newspapers! And as a result of the entire State’s tremendous interest, everybody in Iowa is saying that WHO is now without question the Iowa leader in sports!

So that’s why we’re cocky! Shall we put on the gloves and get into the ring for you? Bill Brown’s “Sports Review” is now available for sponsorship, starting April 28. Wire for the surprisingly low costs!

*The Golden Gloves was originated by the Chicago Tribune, who conduct the finals in Chicago, among 44 teams sponsored by 43 other newspapers—and Station WHO.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
“Sure, WLS will do a swell job outside of Chicago, but what about the metropolitan area?” For an answer, let’s look at the record.

During 1939, WLS received 355,961 letters from listeners in Metropolitan Chicago.

This represents 30.7 letters per 100 radio homes in that area.

In two years (from 1937 to 1939) the mail response from Metropolitan Chicago has increased 34.8%—from 231,917 to 355,961 letters.

Chicagoans like the friendly, cheerful and helpful nature of WLS programs. They listen regularly and respond just as freely as do their neighbors in Illinois, Indiana, Wisconsin and Michigan.

Throughout its entire area *WLS Brings Results.*
Latest available figures show that savings deposits in New England have increased $30,841,000, totalling $3,448,702,000. The six states per capita savings of $515, compares with $195 average for the United States, and is 33.9% higher than any other section of America.

New Englanders save more because they earn more. They spend more because this intelligently applied thrift provides spendable surplus, as evidenced by the high per capita purchasing power of $415. Consider, for example — that in cities of 25,000 or over 59.9% of the homes are single houses — 28.4% of all homes are owned by occupants.

This market is so prosperous — so important that it requires the wide cultivation possible only thru the 18 locally-effective stations of The Colonial Network — covering the audience with the highest per capita savings at the lowest per capita cost.
Forty-seven members of RCA among 572 industrial engineers and scientists given awards as "Modern Pioneers on American Frontiers of Industry."

Since its beginning, the Radio Corporation of America has held that Research in all fields of radio and sound is one of its major obligations to the public and to the future of radio.

Research is the keystone of every operation of RCA. RCA Laboratories are the fountain head of many of the spectacular radio and electronic developments of the past twenty years.

Back of these developments...back of the term Research, in fact...are men. Men make discoveries. And we at RCA are extremely proud of the man-power which has elevated RCA Research to a position of leadership.

We wish to add our own congratulations to the public recognition these men have already received. And, in addition, we extend equally warm congratulations to the many other RCA engineers and scientists whose brilliant work is contributing so much to the progress of their industry.

RCA Manufacturing Company, Inc.
National Broadcasting Company
RCA Laboratories
R.C.A. Communications, Inc.
RCA Institutes, Inc.
Radiomarine Corporation of America
Of the 572 industrial engineers and scientists chosen by the National Association of Manufacturers to receive awards as "Modern Pioneers on American frontiers of Industry," forty-seven were members of the RCA organization. The awards were given for original research and inventions which have "contributed most to the creation of new jobs, new industries, new goods and services, and a higher standard of living."

Special national awards were given by the National Association of Manufacturers to nineteen of those receiving honors. Dr. Vladimir K. Zworykin of the RCA Manufacturing Company was chosen to receive one of these national awards.

47 RCA "Modern Pioneers on American Frontiers of Industry"

Randall Clarence Ballard  
Max Carter Betson  
Alda Vernon Bedford  
George Lisle Beers  
Harold H. Beverage  
Rene Albert Braden  
George Harold Brown  
Irving F. Byrnes  
Wendell LaVerne Carlson  
Philip S. Carter  
Lewis Mason Clement  
Murray G. Crosby  
Glenn Leslie Dimmick  
James L. Finch  
Dudley E. Foster  
Clarence Weston Hansell  
O. B. Hanson  
Ralph Siera Holmes  
Harley A. Iams  
Ray David Kell  
Edward Washburn Kellogg  
Winfield Rudolph Koch  
Fred H. Kroger  
E. Anthony Lederer  
Humboldt W. Leverenz  
Nils Erik Lindenblad  
Loria E. Mitchell  
Gerrard Mountjoy  
Harry Ferdinand Olson  
Richard R. Orth  
Harold O. Peterson  
Walter Van B. Roberts  
George M. Rose, Jr.  
Bernard Salzberg  
Otto H. Schade  
Stuart W. Seeley  
Terry M. Shrader  
Browder J. Thompson  
Harry C. Thompson  
William Arthur Tolson  
George L. Usselman  
Arthur Williams Vance  
Arthur F. Van Dyck  
Julius Weinberger  
Irving Wolff  
Charles Jacob Young  
Vladimir Kosma Zworykin

Radio Corporation of America
Radio City, New York
Remember!
YOU'RE BUYING Coverage, NOT WATTS!

POWER ALONE, of course, does not determine coverage. Frequency and other important factors enter into the picture. That's why WRC, with its favorable frequency of 950 kc continues to offer the best "coverage buy" in the Washington market.

On the basis of scientific measurement, factual data—

**WRC** today has larger daytime coverage than any other Washington radio station

**WRC** covers more square miles adjacent to Washington, within the ½ millivolt area, daytime, than any other Washington radio station

**WRC** cover 9.4% more radio families, daytime, than any other Washington radio station

**WRC** does this complete daytime coverage job for 30% less in cost than any other Washington radio station.

But, this is only part of the full story of WRC leadership in the Washington trading area. Let us prove it ... to YOUR satisfaction.

**WRC will operate NIGHT as well as day on 5,000 watts within sixty days.**

Represented Nationally by NRC SPOT Sales Offices
SURE SIGNS OF LEADERSHIP

Presented to WSM by impartial judges are these trophies reflecting WSM's leadership... WSM's ability to build programs with a purpose... programs that interest... programs that sell!

They are the yardstick that measures the value of acknowledged supremacy and shortens the gap between advertising and... action!

Truly, they are the marks of merit that guide wise advertisers.

Ask for the proof!

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM
How to sell all the West

...without adding a penny to your Big City Budget!

Here in the West at least, coverage of Metropolitan distributive centers isn’t enough—not by half of the business...no matter how thoroughly you cover these seven major centers and their seventy-eight suburban cities and towns.

For forty-eight per cent of Pacific Coast annual retail sales are made outside of these Big City trading areas!...in hundreds of small towns and wealthy farm communities...scattered in a patchwork of farflung business areas...widely separated...remote.

Yet all close at hand to radio! Ready, at an instant’s notice, for you to sell.

For only radio has the ability to span the West’s great areas...to leap rivers and scale mountains...to get beyond every barrier of nature...to speed your sales story—warm with the extra persuasiveness of the human voice—into every home...in Big Cities, towns, and rural areas alike.

Not in a hundred separate, hard-to-control campaigns, but—ever-so-simply on the Columbia Pacific Network—in one! And without adding a penny to your normal Big City budget!

For here is how the Columbia Pacific Network covers these areas, day and night...

<table>
<thead>
<tr>
<th>COLUMBIA PACIFIC NETWORK COVERAGE</th>
<th>BIG CITY Trading Areas</th>
<th>TOWNS 2500 And Over</th>
<th>RURAL AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAY</strong></td>
<td>100.0%</td>
<td>84.4%</td>
<td>82.8%</td>
</tr>
<tr>
<td><strong>NIGHT</strong></td>
<td>100.0%</td>
<td>97.7%</td>
<td>97.3%</td>
</tr>
</tbody>
</table>

All three...cost not a penny more! When you join hands with most of America’s ablest advertisers who are selling all the West by using...

Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • PALACE HOTEL, SAN FRANCISCO • COLUMBIA SQUARE, LOS ANGELES • REPRESENTED BY RADIO SALES—NEW YORK, CHICAGO, DETROIT, CHARLOTTE, N.C.
60 PER CENT OF THE TIME

A new personal interview survey, conducted by Benson & Benson, of Princeton, N. J., in twelve prosperous Bluegrass counties which rank among the most prosperous agricultural counties in the Nation, reveals that WHAS has the largest audience in this area 60 per cent of the time.

THESE findings reflect the listening habits of both urban and rural audiences and demonstrate the predominant preference for

WHAS 50,000 WATTS
BASIC CBS OUTLET
LOUISVILLE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by

The Courier-Journal
The Louisville Times
When business is so good in any market it makes the front page of an important New York newspaper—it's a good time and place to sell your products.

WTIC can help you make the most of this prosperous market—where per capita retail sales are consistently 40% above the national average—year in and year out. It's a market where people have more to spend on themselves because they have to spend less on sales, income and other taxes!
Here they are, Mr. Time-Buyer—the cold facts of WOW coverage of the Omaha market. The facts are: (1) this is a big market, with nearly two billion dollars of Effective Buying Income; and, (2) WOW offers complete coverage of the market at consistently economical cost.

WOW delivers more impacts, in more homes, in more counties in the Omaha market. It covers parts of six states, an area bisected by the Missouri River, a market of more than 876,000 radio homes; more than four million population.

If you want the Omaha market, you want WOW.

John J. Gillin, Jr., Manager... Owned and Operated by the Woodmen of the World Life Insurance Society... John Blair & Company, Representatives... On the NBC Red Network... Write for Comprehensive Surveys and Maps.

5,000 Watts Day and Night On 590 KC Covers the Omaha Market

YOU ADD • EM UP
One of the most versatile and accomplished men in the Free & Peters organization, Russel Woodward of New York is automatically one of the best men in the radio representation business. Before coming with us, he had years of big-agency experience, as well as other business experience—he is particularly equipped to give the kind of radio help that every agency needs and wants.

But like every one of our other thirteen top-notch men, Woody's effectiveness is far more than a result of purely personal resources—it is a result of intelligent team-work among fourteen radio specialists whose combined background and experience and facilities for helpfulness probably exceed those of any other organization in the radio industry today.

If you're using the services of any Free & Peters office, anywhere, you're in some way benefiting by Woody's talents, and the talents of thirteen other rather exceptional fellows as well. That's the way we work in this group of pioneer radio-station representatives.
Parties to Spend Millions for Broadcasts

Agencies Again Likely to Place Political Campaign Time; Expanded Use of Spot Through Discs Is Foreseen

THE PROSPECT of several million dollars worth of political time placements during the 1940 election season as the major party headquarters are beginning to lay plans for the most effective use of radio this summer and fall. Although ideas for political broadcasting are only now beginning to crystallize, enough has been cleared from Democratic and Republican National Committee headquarters to report that:

1. At least as much will be spent for radio time in the national campaign as in 1936, perhaps a little more. Expenditures were, roundly, about $850,000 by the Republicans and $600,000 by the Democrats. This does not count local and regional expenditures by State and local parties and candidates, which cannot be estimated but certainly ran as much or more in dollar volume. Nor does it include expenditures by minor parties such as the Socialists and Communists, which were also buyers of time, though on a relatively small scale, in 1936.

2. Much more of the party radio budgets will be spent this year on spot broadcasting, chiefly via transcriptions, due to the expected inability of the national networks to clear time as readily as they have in previous campaigns.

Will Use Agencies

3. Most if not all of the national time placements will be made through advertising agencies in pursuance of a practice first established in 1936 when nearly all of the major party radio time was purchased through agencies.

The same radio placements will probably function for the Democrats and Republicans as in 1936—namely, Robert I. Berger, for the former, and Wells (Ted) Church for the latter.

These are the highlights of the developments thus far as the major parties prepare, with radio contemplated as the foremost instrument for reaching the public, for their nominating conventions. The Republican convention will open in Philadelphia June 24, and the Democratic convention will start in Chicago July 15. After the conventions and the presidential candidates' acceptance speeches, which will be carried sustaining, everything goes on a commercial basis under a policy originally laid down by the networks and accepted without question by the political parties.

The quadrennial conventions, of course, will be carried fully by the networks as they have been since 1928, and network public events directors are already at work on plans, A. A. Schechter is handling details for NBC; Paul White for CBS; G. W. (Johnny) Johnston for MBS. These public events will require considerable clearance of daytime, now much more at a premium on the networks than in previous years when daytime serials were not so much in vogue and much more open time was available.

That coverage of the campaigns could disrupt regular program schedules more than ever, goes almost without saying. More network and local time is now on a sponsored basis, and the politicians learned early that their broadcasts, chiefly in the national networks, the audience when they displace regular programs. Thus the radio director of the national network might expect to turn more and more to transcribed talks and to late evening hours in order to keep down interference with regular schedules. Less than $250,000 is spent by the Democrats and Republicans combined on spot time out of the more than $1,500,000 expended for radio in 1936. The networks got by far the bulk of the bookings. They probably will get most of the bookings again this year, but probably in smaller proportion.

Working on Plans

Exactly how much the respective parties will spend on radio publicity has not yet been determined.

Will Again Handle Radio

Mr. Church Mr. Berger

Network Billings of Political Parties For 1936 Campaign Nearly $1,275,000

NETWORK billings for political time sold during the 1936 national elections campaign alone accounted for nearly $1,275,000 of the total amount spent by the national parties, according to data supplied by Broadcasting to NBC, CBS and MBS. This does not take into account spot time used, largely for transcriptions of speeches and foreign language programs, which the party headquarters advise probably ran into another $250,000, with the Republicans accounting for approximately $150,000 and the Democrats for about $100,000.

Nor do these figures, except for limited local and restricted hookup time bought through MBS, include the amounts spent in local and State campaigns which cannot be estimated for the country as a whole. There has been no effort has been made to secure station and regional network billings.

NBC reported that it sold $394,993 worth of time to the Republicans, $323,656 to the Democrats, $31,119 to the Communists—a total of $749,668.

CBS reported $300,428 from the Republicans; $249,298 from the Democrats; $917 sundry, which includes small Communist billings and billings to other lesser parties. The CBS figure also includes $29,187 from the Republicans and $23,106 from the Democrats for talent charges, representing payments to contracted talent displaced for political broadcasts.

Mutual's 1936 political bookings were reported as follows: National Democrats, $39,419; National Republicans, $4,927; New York State Democrats, $14,609; Fr. Coughlin, $41,660; National Jeffersonian Democrats, $2,449; miscellaneous, $2,253, a total of $105,407.

All of the parties have laid up all of their obligations to the networks, the remnants of their debts having only recently been cleaned up.

Agencies Must Guarantee Payments

The tentative plan of both parties is to employ advertising agencies for the placement of both network and spot time again. This worked quite well in 1936, when it was first tried and when the Republicans and Democrats split up money for broadcasting among about a half-dozen agencies. Little effort has been made by the agencies thus far to capture these political accounts, however, because the agencies are expected to guarantee payments to the outlets and no commitments can as yet be made by the party treasuries.

The Democrats unofficially state they believe they will spend about as much this year as in 1936. Less time may be bought because the July 15 convention has considerably shortened their campaign and because commercial rates on network time generally are higher. But this will be equalized by the more intensive campaign.

The Democrats look to the use of combined networks for major speeches, particularly by the candidates for President and Vice-President, in which case they will want cream time, and will accept the obligation of paying contracted talent on the sponsored shows they displace.

Republican National Committee in 1936 spent around $150,000 for transcriptions placed lo-
ARMOUR

EVEN the Communists, less popular than ever because of the international situation, will be entitled to buy time on an equal basis with other candidates during the 1936 national campaign as they did on a rather small scale in 1936. Despite an antipathy which led several stations in 1936 to refuse to carry talks by Communist candidates and their spokesmen, they were finally obliged to do so when the letter of the Communications Act of 1934 was called to their attention by the FCC.

Thus if the Republicans and Democrats buy time for the candidates when political broadcasts go on a commercial basis, immediately after the nominating conventions, an equal opportunity must be accorded duly registered Communist candidates under Sec. 315 of the Act which reads:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use any broadcasting station for the broadcast announcement of his candidacy, he shall accord equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect. Provisions for the broadcast announcement of the candidacy of any political party, organization, or group, shall be made in the following manner:

(a) "A legally qualified candidate" means any person who has met all the requirements prescribed by local, state, or federal authority, as a candidate for the office for which he seeks election, whether it be city, county, state, or national, to be determined according to the applicable local law.

(b) "Other candidates for that office" means all other legally qualified candidates for the same public office.

- The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to rules made by the Commission.

Section 3.102 Definitions—The following definitions shall apply for the purpose of Section 3.101:

(a) "A legally qualified candidate" means any person who has met all the requirements prescribed by local, state, or federal authority, as a candidate for the office for which he seeks election, whether it be city, county, state, or national, to be determined according to the applicable local law.

(b) "Other candidates for that office" means all other legally qualified candidates for the same public office.

Section 3.105 Rates and practices.

- The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to rules made by the Commission.

Constitutional Video

TELEVISION will be introduced at the Republican National Convention in Philadelphia June 24 and at the Democratic National Convention in Chicago July 19, according to present plans. Mobile transmitting units, with receivers in strategic places, including some in the convention halls, will show the politicians exactly how the visual art works. Arrangements are now being made by RCA-M-C television executives with the cooperation of the party radio chieftains. This will be the first use of television at national political conventions. It is expected the acceptance speeches of the major party presidential nominees will also be televised, linking the first use of television for actual campaign speechmaking.

Need Not Take Programs

The Commission's Rules and Regulations do not impose any requirements as to the rendering of free service by broadcast stations. This is a matter to be determined by the stations.

With respect to program content, Section 326 of the Communications Act provides, "Nothing in this Act shall be construed or used to prevent or to restrict in any manner or for a purpose whatever, the giving of the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated by the Commission which shall interfere with the right of free speech by means of radio communication.

The regulations prohibits the Conceded in the Communications Act with respect to program content that a television station shall make any discrimination in the broadcasting of lottery information contained in Section 316, and the provisions in Section 326 that no person "shall utter any obscene, indecent, or profane language" on the air.

Clifford M. Taylor

CLIFFORD M. TAYLOR, commissioner of WFAL, Buffalo, since it was founded in 1930, died suddenly in a Jacksonville, Fla., hotel room on the morning of July 29, following an overnight fishing attack. He had mortored to Florida with E. H. Twamley, WBEN manager, for a vacation fishing trip with two friends who lived in his home. Mr. Twamley was at the bedside when he died. Mr. Taylor was 45, and had left the advertising staff of the Buffalo News to join the station. He was a native of Darien Center, N. Y., and was survived by his widow and mother and two children, Mary, 15, and Clifford Jr., 7.

WFMJ Joins Blue

WFMJ, Youngstown, on March 24 will take over the NBC Network's new 500-watt station to the Blue Basic Network, bringing the total of NBC affiliates to 189. The station operates with 250 watts on 1420 kc. and has an evening hour rate of $100. It is operated by William F. Moore, publisher of the Youngstown Vindicator.

DRAWN FOR BROADCASTING BY SID HIX

"Are You Dead! What I Said Was "Let Me See Your Script, Please!"
CINNATI’S three Crosley stations—WLW, WSJ and WLWQ, international shortwave outlet—at 12:01 a.m. on March 1 inaugurated Associated Press leased wire service on a 24-hour basis through a new working arrangement with The Cincinnati Enquirer. The stations also will carry local news coverage from the new service started with a special broadcast during which Peter Grant (right), chief of the newscasting staff, handled the first AP bulletin, and then introduced all his newscasting colleagues, each of whom read a bulletin in his own particular style. Nearest the microphone in the line is Dick Bray, while back of him in order stand Harvey Miller, Paul Allison, Gordon Shaw, Ken Peters, Roger Baker and Michael Him. The AP service augments the stations’ full leased-wire service of INS. A new glass-enclosed newsmroom is being constructed in the main lobby of the Crosley studios to enable studio viewers to watch the news processing.

AP Polling Its Newspaper Membership For Views on Sponsored Radio News

THE Associated Press, which last year for the first time made its news available for use on sponsored broadcasts, is currently polling more than 1,400 member newspapers on the advisability of liberalizing radio activities to make possible a larger income and at the same time to meet, insofar as appropriate, the radio policies of competitors. Robert McLean, Philadelphia Bulletin, AP president, on Feb. 29 sent a letter to all AP members in the nation to be available. The letter was adopted by the 1939 meeting urging the board of directors to consider the question of permitting the use of AP news on the air by members [Broadcasting, May 1] and the board’s subsequent action in permitting the use of AP news on the air by members [Broadcasting, June 1].

"The steps that have been taken, however," the letter states, "have not been productive of much increased revenue." It continues that, since "additional revenue is now required to meet the increased news collection costs," the board would like an expression from the membership on the expansion of the radio activities.

Board to Study Replies

The letter asks each member to give a yes or no answer to the following question: "Do you favor the Associated Press liberalizing its radio activities to the extent that necessary revenue therefrom can be provided to meet the increased news collection costs which confront the Association?" Replies are "dribbling in" at the present time, it was stated at AP headquarters, but no attempt has yet been made to analyze them. This will probably be done by the board’s executive committee, which is expected to meet later this month.

Sponsored Forum Is Slated on Blue Squibb Capital Series First Of Kind Under the Code

SPONSORSHIP of a forum type of program, featuring outstanding Washington news commentators and addressing current radio news topics of the week, by E. R. Squibb & Sons, pharmaceutical manufacturers, has been announced. The program, tentatively arranged, with the weekly half-hour series slated to begin on an NBC Blue Network March 19.

While plans have not been definitely set, it was understood the program, to be placed by Cecil & Frasier Co., would be placed on a test basis and might not be under way by March 19 from Washington. The creation of Theodore Granik, conductor of the Forum of the Air on WOR and MBS, the program would have as principal talent such commentators as Gen. Hugh S. Johnson, Dorothy Thompson, Mark Sullivan and Jay Frank. The forum’s purpose is to give advertisers talent to include other commentators week-to-week. The commentators were said to be under contract.

Others Interested

While last-minute arrangements had been completed with Squibb for sponsorship, it was also reported that several other sponsors were interested in the program and that those may be effected. Among others, Knox Gelatine Co. was reported interested.

The program, first of the forum type slated for sponsorship since the furore over the NAB code prohibition of the use of controversial issues except in forums, would be divided into two sections: a half-hour program, the first would be devoted to comments on the topic of the week by the selected commentator, with the last 15 minutes given over to a question-answer period on the same topic with a selected studio audience of some 50 to 75 Government figures participating. Such tentative names as Washington and WOR have been bandied.

Ed Kirby, secretary of the NAB Code Committee, advised Mr. Granik that the recent forum sponsorship indicated a new trend in commercial programming and "something forward," while Mr. Granik’s pioneering efforts in forum type broadcasts during the last ten years."...the program is entirely consistent with the NAB code and in my opinion is the outstanding example of the forum type of broadcast envisioned in the code," he wrote. "By lining up outstanding commentators in a forum you have devised a distinguished means of bringing diverse opinion to a radio audience hungry for thought-provoking comment on all important public matters."
By Copyright

Justice, coming own music General named since New York.

While no formal word is forthcoming from the Department of Justice, it is reported that the Department has increased its staff dealing with copyright, looking toward the revival of the Government anti-trust action against ASCAP, still pending in the Federal District Court for the Southern District of New York. Whether the action will

continue or develop as entirely new litigation, remains to be seen. Attorneys General Robert H. Jackson, is reported.

-anti-trust suit, seeking to dissolve ASCAP as a monopoly in restraint of trade, has been pending since 1935. Recently Assistant General Victor Waters, special assistant, to make an entirely new study of the case and within the last week he has given two assistants, one of whom already has been assigned to outside investigation.

Is Looking Into AFM Meanwhile, the anti-trust division of the Department also is understood to be scrutinizing conditions surrounding the forlorn employment by broadcast stations of fixed quotas of musicians, growing out of the 1937 contracts with AFM. This study under Holmes Baldrige, former FCC telephone counsel, is believed to be into the AFM anti-trust suit. It is reported that when AFM originally made its demand upon broadcast stations three years ago, it was understood to have collaborated with officials of ASCAP. Meetings between AFM and ASCAP board room, it was reported then. Also presumed to have a bearing on the anti-trust suit situation was the presence in Washington during the week of March 4 of Ed Craney, general manager of KGIL, Butte, Mont., and one of ASCAP's most persistent critics. Mr. Craney, it is understood, conferred with Justice attorneys March 8. A close friend of Senator Wheeler (D-Mont.), Mr. Craney is believed to have been the key figure in the anti-trust suit. At that time it was understood that he would relieve the board of regents about the matter. On at least two occasions Senator Wheeler, one of the most powerful figures in the Senate, has been known to have been pressuring the President to act. On a recent letter to the President, the President was thought not to have been official in Washington that he might make a third request for action direct or from the Senate floor.

BMI Goes Ahead While BMI, with approximately $1,300,000 of its $1,500,000 fund accounted for by its third quarter of its fiscal year, has increased its staff and size of its organization to bring its activities in line with the activities of ASCAP. BMI has announced that it will continue to operate in its own way.

CREATION of annual public service awards to radio—the counterpart of the Pulitizer awards in the national and the arts—is under active consideration by the School of Journalism of the University of Georgia and may be anticipated within a month. The University has access to the George Peabody Foundation, whose philanthropies are well-known in the South.

Proposed initially by Lambdin Kay, director of public affairs of WBUL, Atlanta, who recently assisted Mr. Kay in the creation of an award to each of three American cities (local, regional and national) for outstanding public service during the preceding calendar year. Mr. Kay and Ed Kirby, NAB public relations director, on March 12 conferred with officials of the University, and with Mr. Smith, prominent Georgia attorney and president of the board of regents, regarding the project. It was suggested that a meeting of the board of regents would be held April 6 to consider the entire plan.

As projected by Mr. Kay, who has established national awards of merit for radio for a dozen years, the plan is one under which the old

est chartered State University would recognize and encourage the award of special responsibilities of the youngest of the media of communications. The awards would be for the most disinterested and meritorious public service projects. In each classification the awards would be announced and bestowed publicly by the president of the University, upon recommendation of an impartial advisory board of 12, maintained by the Henry W. Grady School of Journalism.

Several years ago, the NAB adopted a convention resolution authorizing studies looking toward creation of annual awards of merit in radio. Mr. Kay was named chairman of a committee to pursue the study. It was felt such awards should be made by a group or foundation entirely outside of radio, patterned largely along the lines of the Pulitzer prizes. The University of Georgia plan is seen as one which appears to meet all prerequisites.

AT&T Goes on Red BELL TELEPHONE System, New York, on April 29 will start an institutional program The Telephone Goes to School on an NBS basis, to more than 70 stations, with more stations probably to be added later. Program will be heard Mondays, Wednesdays and Fridays. Stations include WOFC, WAKR, WNYC, WOR, WABC, KGO, K Giá, WISN, WBBM, WBBM, WSVN, WSPD, WINS, WOR, WABC, WNYC, and WABC, WBBM, WSVN, WSPD, WINS, WOR, WABC, WNYC, and WABC.

The program will be heard on the radio of school, bringing to the homes of children the story of American history and culture. It is believed to be the first time a major radio network has undertaken such a project.

ASSOCIATED TRIES COLLEGE BASEBALL TIDE WATER ASSOCIATED OIL Co., Associated Division, is experimenting with a schedule of intercollegiate baseball broadcasts in the San Francisco area, according to Harold R. Deal, advertising and sales promotion manager. These broadcasts, which started March 2, are being conducted on college campuses already provided for the Pacific Coast League, professional football and basketball seasons.

Seven games from Seals Stadium, San Francisco are listed on the schedule. The games broadcast are those of the California Inter-Collegiate Baseball Assn. KLD, Oakland, is carrying the broadcast of the major college baseball and a desire to cooperate in further popularizing the game will be entertained as advertisements behind the broadcast move, according to Mr. Deal. The account is handled by Lord & Thomas, San Francisco.

Active Merchandising Drives Planned For General Mills, Goodrich Baseball AGAIN sharing baseball sponsorship on the West Coast, General Mills and B. F. Goodrich Rubber Co. will take the air April 1 as the season opens. All Pacific Coast League games, home and away, in California and Oregon, and all Pacifique games of the Western International League in Washington will be included. KLZ, Denver, is to recreate National League games.

R. W. Stafford, general manager of Westco Adv. Agency, General Mills Coast agency, along with General Mills and Goodrich executives, will travel to metropolitan centers and hold separate regional meetings of the Western International League in Washington will be included. KLZ, Denver, is to recreate National League games.

A program of merchandising and promotion is planned for both General Mills and Goodrich. As last year General Mills will employ the Wheaties Quotient, a "biblical" musical novelty. This program will be broadcast on the radio of school, bringing to the homes of children the story of American history and culture. It is believed to be the first time a major radio network has undertaken such a project.

Goodrich, too, will go into an elaborate program of merchandising. The program will be regularly in the printed or written form to announce the products. Again this year General Mills will utilize the Welcome Home merchandising plan. When a team returns to its home stadium, all grocery stores handling Wheaties will be supplied with special posters and displays. Wheaties boxes will contain pictures of the ball players in the locket and Gretchen manicurists will be given during the games by the announcers at the field. The sportscasters will make frequent personal appearances at various grocery stores where Wheaties are sold and signs autographs for fans. It is also planned to have photos of outstanding diamond stars in advertisements to be used by Wheaties in newspapers and magazines. The good word will call attention to the Wheaties baseball broadcasts.

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The best radio buy in Detroit—based on greatly enlarged primary area day and night coverage resulting from WXYZ's new high power transmitter... at no increase in rates.

MORE MARKETS THAN EVER BEFORE...

MORE LISTENERS THAN EVER BEFORE...

MORE VALUE PER DOLLAR THAN EVER BEFORE...

WXYZ's new RCA transmitter and Blow-Knox vertical antennae located seven air miles from downtown Detroit has more than doubled the nighttime guaranteed good service area.

NO INCREASE IN COST
Full Commercial Status Sought For FM at Hearing Before FCC

Many Organizations to Testify on Merits of 'Static-Free' Service in High Frequencies

FULL COMMERCIAL operation of frequency modulation broadcasting as a corollary of "standard" broadcasting, a project that expects to provide the listener with a quality which enables him to hear and enjoy programs as though they were broadcast in the same room, over one of the three existing networks, rather than as the transmission and reception of radio waves, has been brought about by the FCC chairman, John F. Kernan. The move is expected to preclude the development of a new area of public service. The case, along with that of other applicants, is interwoven with the nationwide frequency modulation system developed by Maj. Edwin H. Armstrong, inventor of the superheterodyne circuit.

A Matter of Policy

The basic issue boils down to determination of policy by the FCC on the allocation of sufficient bands in the ultra-high frequencies above 25,000 kc. to permit establishment of a new counterpart of standard broadcast service on a nation-wide basis. The Commission must weigh many factors, including the status of other radio services, as against the pros and cons of FM broadcasting, it now appears. The FCC has been asked to review the application of contemplate FM stations.

FCC Chairman Kernan declared prior to the hearing that he does not regard it as one in which there should be a "fire for all" for ultra-high frequencies by various services. He is looking for an affirmative presentation by proponents of FM broadcasting of the type of service they propose to render in the ultra-high frequencies with the new transmission method, rather than a comparison of other potentially competitive users of the same bands. Requirements of other services, actual or potential, are incidental to the main issue, he said, though he felt that perhaps some reference to other services could not be avoided.

Ascertaining that he regarded the hearing as one on FM broadcasting rather than on television, education, Government or other services, he declared the Commission obviously will take into account the whole picture before finally deciding upon the matter.

Status of FM Licenses and Applications as of March 13

**FM STATIONS LICENSED AND OPERATING**

<table>
<thead>
<tr>
<th>Location</th>
<th>Call Letters</th>
<th>License</th>
<th>Power in Watts</th>
<th>Frequency in Kc.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>WIXMN</td>
<td>Edwin H. Armstrong</td>
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<tr>
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<td>WIXX</td>
<td>Jansky &amp; Bailey</td>
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<td>Cincinnati, O.</td>
<td>WIXY</td>
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PENDING APPLICATIONS FOR FM STATIONS

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<td>The Olden Corp. (WLW)</td>
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**FM STATIONS AUTHORIZED FOR CONSTRUCTION**

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<th>Frequency in Kc.</th>
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<td>WIXS</td>
<td>WIXT</td>
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<td>1,065,000</td>
</tr>
</tbody>
</table>

Now licensed for high frequency A-M, with 50 watts on 42000 kc. Application also asks for CP to change site to Boston-Worcester area.

Now licensed for high frequency A-M, with 50 watts on 42000 kc.

Under the leadership of John Shepard 3d, president of Yankee Network and a pioneer experimenter in FM, the recently created FM Broadcasters Inc. will carry the burden of the presentation of proponents. Chief witness for the organization will be Maj. Armstrong himself. Philip G. Lounck, former NAB managing director, is chief of the group. It is by the witnesses are expected to cover all phases of the projected service.
more than 60 as BROADCASTING went to press. There are 16 FM stations already in experimental operation with another five construction permits issued.

Interest within the industry over FM has reached a new peak, and it is one of the main topics of conversation wherever broadcasters congregate. The fact that a half-dozen outstanding manufacturers also have gone into the production of FM receivers, planning to merchandise them in markets having this type of transmission available, also has given impetus to development. Dr. Armstrong and other proponents are in frequent demand for demonstrations and considerable literature has been issued dealing with it.

In some quarters the question has been raised as to whether FM will develop a broadcast service they expect to get their answer during the hearings. Troubling some broadcasters is the policy determination whether the proceedings would be disposed, under any plan of commercial operation, to authorize dual operation of standard and FM stations in the same city by the same owners, particularly since the trend in regular broadcast licensing has been away from that principle.

May Last Two Weeks

While the time requested by the 29 separate respondents amounts to about two days, it is conceivable the hearings may run as long as two weeks since the Commission itself will place in the record a considerable amount of testimony. Moreover, examination from the floor and by Commission counsel probably will consume more time than the original presentations, based on past hearing experience, and it is presumed that both Chief Engineer E. K. Jett and General Counsel William J. Dempsey will participate. William H. Bauer, senior attorney who handled the television hearings, and Andrew D. Ring, assistant chief engineer on broadcasting, also are expected to assist.

The Commission itself, whether the subject being opened during the hearings or is confined to executive conferences, will consider the economic feasibility of expansion of broadcast service into the ultra-highs and weigh the evidence against the requirements of all types of other services for frequencies in those bands. It also must decide whether FM, as a 200 kc. band for optimum performance, has sufficient advantages over the conventional amplitude modulation or over narrow band FM to warrant large scale channel allocations.

More Stations Possible

Since it has been estimated the present broadcast spectrum, ranging from 550 to 1600 kc., can accommodate another 200 to 400 stations as against over 815 now authorized, the Commission must judge whether it is economically feasible to open up additional frequency ranges. This is pointed out (Continued on page 50)
Bmi to Uncover New Sources of Music and Talent

Independent Music Supply Main Aim, Says Tompkins

For sketch of Mr. Tompkins, see p. 24.

MERRITT E. TOMPKINS, president of Associated Music Publishers and former vice-president and general manager of the Sterner Music Corp., on March 15 joined Broadcast Music Inc. as general manager. In announcing the position, Mr. Tompkins said that the opportunity to create a reservoir of music designed especially for the listener and a table at the same time give a hearing to new composers and its own supply of music to the broadcasting industry had proved irresistible.

Simultaneously, the appointment of Mr. Tompkins as the last vice-president of AMP, to succeed Mr. Tompkins as president, was announced. It was also announced that Mr. Tompkins had resigned the presidency of AMP Recording Studios, a subsidiary company, according to Warner & Co. W. G. Tompkins, chairman of the AMP board.

Encouraging Talent

"More than ten years ago," Mr. Tompkins said, upon taking his new post, "I tried to get the leading broadcasters in a plan for acquiring musical rights, and when I put my ideas into practice at BMI I simply could not turn it down. The present situation concerning the supply of music is one of the interests of composers, writers or listeners. With the source of music an ever-increasing circle of composers, broadcasters have given too many performances of too few compositions and have not encouraged creative talent. Through BMI the industry can now offer these artists a chance to use radio to obtain public acceptance of their works, and earn that offer on terms profitable to them.

Stressing that BMI is not being launched as an "Anti-ASCAP" movement, Mr. Tompkins attempted to "put ASCAP out of business" by suggesting that it would be ridiculous as it would be difficult to establish that BMI, by securing for the industry an independent supply of music, would inevitably lessen, as the catalog is increased and expanded, radio's dependence on any single source of supply and, incidentally, maintain their influence over music, as "the constructive function of BMI lies in uncovering and developing new sources of music which will continue to supply broadcasters, irrespective of whether or not a new contract is signed.s"

In addition to the development of new sources of music on the wide field of classical and standard works, many of which have been "locked" and developing, Mr. Tompkins said, adding that it is possible to secure music from both individuals and groups of composers and authors by any broadcasting station abroad that has not been exploited by any other copyright groups. At the same time, BMI will restrict the use of its music to broadcasters only, but will also make available the manufacturers of transcriptions and phonograph records, to motion picture producers and any other users of music. But radio will not be foremost in BMI thought, he said, and its personnel will maintain the closest contact with the program executives of its subscriber stations in order to insure its catalog being shaped to meet their needs.

Strictly Merit

BMI will not, Mr. Tompkins said, maintain a staff of writers as some music publishing companies do, but it will encourage the creation of the music it has by compensating composers and writers on a basis of merit rather than of seniority and by insuring them of widespread performance of their numbers. Disputing the frequently made claim that radio's repetition of popular music has ruined the interest in and the sale of these tunes, he expressed his belief that reasonable repetition is the most potent means of making a new tune popular. For unless the public hears a number often enough to get to know and like it, what incentive would there be to go out and buy it, either as sheet-music or on a record?

He urged the industry not to expect any miracles from BMI, but to look to it for gradual growth in both size and effectiveness. But "its success is assured already," he declared, "as the only thing that could possibly cause BMI to fail would be a lack of cooperation from the broadcasting industry, and that cooperation has already been pledged and given."

Finney's Career

An accountant and financial man with extensive training in engineering, as well, Mr. Finney, the new AMP president, is a University of Pennsylvania graduate with a varied background that includes ten years with Worthington Pump & Machinery Corp. as executive vice-president and six years as secretary-treasurer of Mack Trucks Inc. More recently he has been president of American City Power & Light Corp. and vice-president of Blue Ridge Corp., companies controlled by the Harrison Williams interests which are also large stockholders in the North American Co. utilities holding company which founded AMP.

No other changes in personnel

CLICQUOT DISC PLANS

CLICQUOT CLUB Co., Millis, Mass., has started its summer campaign for Pale Dry Gin for Ale Golden Ginger Ale and Sparkling Water with one-minute announcements daily on KPI, Los Angeles, and KBBM, San Francisco. The "whistle, whip, snap, and single-bell" sound effects as musical background were suggested by Ayer & Son, New York, the agency in charge, about eight or 10 stations, including those added in April, to the announcements also offered to Clicquot Club bottlers for local use.

WALGREEN EXTENDS TO MIDWEST CITIES

WALGREEN DRUG Co., Chicago, has expanded its advertising campaign for Walgreen's Moon Rose Soap Series to the Midwest, using a variety of programs and announcements. In addition to spot announcements on WGN and WBBM, Chicago, 100-word messages will be tied-in with the daily sports program on WSN, Milwaukee, on a 52-week basis, starting with the baseball season.

WJJD has been signed as the outlet for all home games of the Chicago Cubs and White Sox for the 1940 season, INDIANA stations besides WJJD will be used to broadcast two horse races daily during the turf season. WJJD and WTAM will release a varying schedule of 15-minute programs and announcements during the spring and summer. WENE, Chicago, was signed for musical spots from 5:13 to 6:45 p.m. and Sundays 1 to 2 p.m. Schwimmer & Scott, Chicago, is agency.

Moon Rose Series

COOTER BROKERAGE Co., Chicago (Moon Rose soap), has started a test spot announcement campaign on six stations for its Moon Rose Complexion combination consisting of soap and Cannon wash cloths. Stations being used are WIND, Chicago, WBBM, Chicago, WJJD, Chicago, WJR, Chicago, WLS, Chicago, WICB, Chicago.

Pepsico-Salt Spots

PEPSI-COLA Co., Long Island City, N.Y., is promoting its soft drink with programs and spot announcements on stations throughout the country, on March 11 started Ed East Jingles, a five-minute program promoting its new campaign. Four daily spots on WEAF and WJZ, New York, Newell-Emmett Co., New York, is agency.

Coast UtilitiesPromoting Spring Appliance Sales

ELECTRICAL Appliance Society of Northern California, San Francisco, is planning a radio campaign for electric refrigerators on about 14 stations in the San Francisco Bay area. Associated Appliance Society of California, San Francisco, also early in March conducted an intensive 10-day promotion campaign in participating and home economies programs on some of the stations.


Evansville, Ind., and the Chicago district.

Radio in a spring campaign which started March 1. Using an average of three transcribed announcements weekly on 15 Los Angeles area stations.

Iron Fireman's Plans

IRON FIREMAN MFG. Co., Cleveland and Portland, Ore., has increased its advertising budget in agreement with its advertising agency and in a drive to include radio in 50-50 dealer cooperative basis. Spot announcements are being done by dealers in various cities and towns. Previously the firm has used little radio, concentrating on print, trade, home-building and power publications and daily newspapers. James H.键, Co., Portland, is providing copy and market data for individual dealers throughout the country.

Ruud Dealer Discs

RUUD MFG. Co., Pittsburgh, is distributing to dealers of 39 consecutive transcriptions, featuring Ed East as “The Hot Water Salesman.” These were distributed to dealers and Ruud and Monel automatic gas water heaters free of charge. Ruud, a division of the company described by WBS, the announcer are also available as phonograph records in use in sales meetings, J. M. Merseth & Pratt, New York, is agency.
Given a sufficiently attractive program, WOR offers advertisers the greatest opportunity to attract a maximum audience. Why? Because WOR delivers a signal three times stronger than that of any station anywhere.* This signal is concentrated and directed on an area containing more people with radios who listen more often and buy more of what they are told to buy than any people with radios anywhere.

* Because of its directive array system and unique over-water approach to population concentrations.
13 Consecutive Years Without a Change

Cities Service Builds Up a Market By Merchandising Good Music

By ELLIOTT McELDOWNEY
Advertising Director, Cities Service Co.

T MAY SEEM a far cry from petroleum products to music—yet Cities Service successfully merchandises them both. And by merchandising good music consistently for 13 consecutive years, Cities Service has built up a tremendous market for its petroleum products.

The Cities Service Concert, broadcast every Friday evening at 8 p.m. on NBC-Red Network, is the oldest continuous network program on the air without interruption each week since Feb. 18, 1927.

Evolutionary, it was no novelty for Cities Service, whose first network program, broadcast on Dec. 29, 1926, had been heard by listeners of WAEF, New York, WEEI, Boston, WAB, Chicago, WOR, New York, and KSD, St. Louis.

But just what is the tie-up between merchandising music and merchandising petroleum products, and what is being done to increase the sale of the latter through our radio hour? For practically an eighth of a century the Cities Service Corporation has adhered to the formula adopted when it first went on the air. The emphasis always has been on good semi-classical music—something to amuse and thrill the heavier type, with an enticing sprinkling of the lighter, melodic popular tunes.

Getting Listeners

Because of this very consistency, the Cities Service program has succeeded in holding a far-flung audience of those who appreciate the best in music and thus increase sales by suggestion. The sales are made in two ways,

1. The products of the Dual Give-Away plan are featured.
2. The dealers receive touring in the form of sales and goodwill."There are two –month give-aways which have been national in scope. Thus the dual object is to attract sports lovers without annoying those interested only in the tuneful melodies. Key to Cities Service success is its well-rounded merchandising campaign, with a dignified motif predominating. Similarly dignified are the sales messages during the concert program. Though presented in conversational manner, they carry out the theme.

Gross Time Sales by Major Networks Continue Upward 18.8% Increase

Cities Service has increased its sales by 18.8% in the first two months of 1939 over the same period in 1938. This increase is further proof of the power of radio, as it is expected to run to nearly a million copies. This offer, coming at the beginning of the year and stressing a book which contains a houseful of household products for those who purchase the “Book” by September 15, again reaches a good cross-section of the motoring public.

The dual object is to attract listeners as much as possible to the 16,000 dealer service stations located in 39 States. It has been found to be an excellent sales stimulant, for most people who desire the book feel somewhat guilty if they drive into a service station without buying gas or some other product.

At the service stations, these indulgences offer listeners are featured every Saturday from 8 to 9 p.m. over the Radio Program at the point of sale. This is done quite frequently by means of two-sheet posters supplied in a format currently on the air, the dealers display posters on the offer. Similarly listeners over the air are reminded that, if for some reason they desire to use the facilities of the Cities Service Touring Bureau, they should drive to one of the Cities Service stations where they will find a card to mail for the desired information.

The Dealer Angle

Another reason for maintaining the same concert music radio formula at the sales stations is the desire of service station line and motor operators of fleets of trucks and to other commercial users is an important part of Cities Service's merchandising.
The central New England market — with sole primary coverage by WTAG — now listens to its favorite, number one radio station, 5000 watts strong (night 1000).

WORCESTER MARKET AREA IS IMPORTANT. It includes southern counties of New Hampshire, northeastern Connecticut, central Massachusetts, and the top of Rhode Island — an area twice as large as Rhode Island in square miles and populated by three quarters of a million industrial and agricultural people.

TEST IT! A trial WTAG campaign will reach, among others, employees of one thousand different industries, whose present payroll compares dollar for dollar with 1928, and whose per capita food expenditures, for instance, exceed the U. S. average by 64%.

ONE ENTRANCE ONLY. The Worcester Market Area is solidly walled by station coverage and preference. WTAG is the only entrance.

EDWARD PETRY & CO. INC. NATIONAL REPRESENTATIVE
NBC BASIC RED AND YANKEE NETWORKS
**First Telecast From Plane Successful As RCA Demonstrates New Equipment**

**By BRUCE ROBERTSON**

A NEW milestone in radio progress was passed March 6 when the New York television audience witnessed a moving aerial view of the metropolis in the first public demonstration of telecasting from an airplane.

The experiment was presented cooperatively by RCA, developer of the new lightweight electronic cameras and field video transmitter which made the stunt possible, NBC, which relayed the 45-minute program over its regular transmitter, W2XBS, and United Air Lines, which contributed its flying laboratory, a Boeing 247-D transport plane, as carrier of the equipment.

It was a dramatic illustration of the rapid strides television has made. Last summer an out-of-studio television pickup required an array of equipment too bulky and heavy that two 10-ton trucks were needed to transport it. The airplane telecast was made with ten small units, whose total weight was only about 700 pounds.

**Deemed a Success**

The audience, estimated at 10,000, watched the relief map of Manhattan filmed from the transmitters as the plane passed over the skyscrapers of the city, followed the course of the island's bordering Hudson and East rivers, and flew out over the harbor, with the Statue of Liberty below.

Quality and clarity of the pictured scenes was fine at times, with every detail of the streets and buildings clearly defined; but for the most part the shifting mist below the plane and the streaks of static from the electrical apparatus on the ship combined to distort the images. As an experiment, however, and especially as an experiment for apparatus designed for use on the ground, the venture was a great success.

While the majority of the press witnessed the demonstration on receivers in an NBC studio, a party of aviation editors accompanied the broadcasting plane in a companion ship and had the unique thrill of watching this own carrier on the screen of a receiver set up in the plane when the camera of the other ship was focused on theirs. Their reactions to what they saw, as well as the opinions of other watchers in the studio and at a television receiving post in the Hel-ders, 12 miles from Schenec-tady, were broadcast to the radio audience by the first program ever transmitted from a plane to a plane.

Transmission equipment, dubbed “vestpocket” by RCA engineers, consisted of a two-camera television chain with a lightweight relay transmitter, operating on a wave-length of 104 centimeters, short-wave frequency. The television test. The new iconoscopes used in the cameras are considerably more sensitive than standard pick-up tubes, it was explained, and their smaller size has enabled engineers to build lighter and more flexible cameras. The entire unit will be put to immediate use by NBC's television crew for televising both outside and studio events.

**New Type Generator**

Control equipment was strapped to felt-covered benches in the airliner, while cameras were mounted near ports in the fuselage, the transmission apparatus being stowed in the fore part of the ship, directly behind the pilots' compartment. Power was supplied by a gasoline driven generator, recently developed by D. W. Onan & Sons, Minneapolis, which represents the last word in lightweight equipment, it was stated, but since the motor was not built to the television work there were slight variations in voltage which caused distortions in the images.

A non-directional antenna array, fixed to the top of the fuselage, relayed the signal from the plane to a receiving point on the roof of the RCA Building, whence it was sent by coaxial cable to the main transmitter on the Empire State Building, for general broadcast.

Experiment was a sequel to the one conducted last October by the same trio, RCA, NBC and United Air Lines, when observers in a plane flying more than four miles above Washington, D. C., watched on a set in the plane a program transmitted from New York.
In New York

CHECK

WEAF & WJZ

NEW YORK

50,000 WATTS • 660 KC. — 50,000 WATTS • 760 KC.

FIRST

for choice time availabilities

The only MAJOR NETWORK KEY STATIONS in New York City offering GUARANTEED TIME
IN THE FLOODED region near Pescadero, Cal., is News Editor Al Hunter (standing in rear), of KFRC, San Francisco, and beekeeper Announcer Mel Venter (crouched), of that station, getting first hand information from one of the refugees. Pescadero, a coastal town, was inundated by flood waters and KFRC sent Hunter and Venter in a Don Lee mobile unit to record a quarter-hour interview.

By DAVID GLICKMAN

IN THE CRITICAL hours of Northern California’s severe rain storm and flood disaster as the storm continued Wednesday, radio again met its public service test. When waterways, turned into torrents by cloudbursts and melting snow, engulfed cities and hamlets, isolating and cutting them off from all other contacts, radio proved its value to humanity in distress.

Stations in and near the flooded areas and all through Northern California, disregarding expense, joined with countless amateurs, police, and Army and Navy personnel to announce and relay service for the various relief agencies. Federal, State and local authorities are warm in their praises for the services rendered. They declare that without radio’s aid, the loss of life would have been greater and the task of rescue immeasurably more difficult.

Faced with power failures, highway and bridge washouts, and many other obstacles, stations kept their crews on the job day and night during the crisis, giving utmost cooperation to the American Red Cross, American Legion, Salvation Army and various State and local relief agencies. Types of special service for the flooded areas were established by some stations, while others set up missing persons bureaus.

The steady downpour started Feb. 25, and by the evening of Feb. 26, weather-observation observers predicted that flood stages along the Sacramento River would reach an all-time high at Redding within 24 hours, KCVV mobilized its entire staff, and broadcast warnings throughout the night.

The following morning the Sacramento River moved down on Redding, destroying bridges and inundating the adjoining communities, completely cutting off communications and carrying away many lives and property. A soldier of KCVV, marooned across the river from Redding, directed operations by telephone, using the only available line.

He put the station facilities at the disposal of flood relief agencies and covered the flood activities, remoting them from a nearby cafe. Boys Scouts, American Legionnaires, police, deputies and volunteer workers were drafted into service by radio bulletins. With the exception of KFBK, a broadcast, additional forces were called into action. School children, unable to cross the river, were brought to central points to register, their names being broadcast to anxious parents and relatives.

Although within a period of 24 hours all communication with the outside world was suspended, and costs of completely isolating Redding, KCVV was kept in operation, broadcasting bulletins, directing rescue and giving messages of relief.

Chico Relief Work

KHSL, Chico, located in the midst of the flood, directed relief operations when reports of the impending disaster began to pour in from the Redding region, warnings were broadcast to the areas likely to be flooded. When the flood level was reached at Red Bluff, 50 miles north, every available member of the staff went to points of vantage, so the situation could be covered adequately, according to Ross Howard Snyder, production director. On Sunday, announcer, who was in Orland to handle a sports broadcast, was recalled rarely in time to announce a vital bridge was washed out. He reports.

(Continued on page 56)
"IN THE GROOVE"
ARE NBC CUSTOM-BUILT
RECORDED PROGRAMS...

Low Prices you’ll like!
High Quality you’ll appreciate!

NBC offers a complete service available in whole or in part including writing, talent, direction... recording, processing, manufacturing and distribution of duplicate pressings!

Programs—good programs—is our job! We’ve been building them for a good many years—for more years than anyone else. And because we’ve been at it so long, because we’ve discovered what appeals to audiences, because we’re chock-full of good, stimulating program ideas—and because we have a wealth of splendid radio talent at our disposal, we’ve become the program pace-setters of the industry!

Yes—and because of all this we can give you high quality you’ll appreciate in a custom-built show. And at low prices that offer you far and away the very most for your money!

We’re bubbling over with eagerness to do a real program job for you! Our experienced writers, actors and producers are yours! We offer you the finest studio and technical facilities in the world, bar none! And recordings are made by the sensational new Orthacoustic method—which gives your program an unmistakable surge of life... makes it sound like a live studio show!

You can have as much or as little of our complete custom-built program service as you want. Next time you have a recording job be sure to get a quotation from NBC. Take a few seconds and give us a ring. You’ll find the time well spent.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago
Sunset and Vine, Hollywood

March 15, 1940 • Page 27
NO "TIME OUT" FOR REPLACEMENT IN THE NEW WESTINGHOUSE 50 KW TRANSMITTER!

Added to its greater over-all efficiency the new Westinghouse Type HG 50 kw transmitter sets a new standard for simplicity in circuit protection.

All circuits are fuseless. Each low-voltage circuit is fed through a De-ion circuit breaker which provides inverse time overload protection. Each of these circuit breakers has a toggle switch control located on the front panel. When the circuit opens the switch drops to an "off" position giving instant, reliable, positive indication of the circuit in which the overload has occurred. Breakers may be reclosed manually but cannot be held closed if the overload condition persists.

All circuits in the equipment are fully protected by air and oil type electrically operated circuit breakers.

Control circuits provide full protection for both equipment and operator. Either automatic or manual starting may be used. Outages due to power surges or undervoltage conditions are reduced to minimum duration by automatic reclosing of all control and power circuits. Complete a-c and d-c protection is included and compartment doors are provided with interlocks for added safety.

For complete details of the distinctly new operating advantages provided by this new transmitter, get in touch with your nearest Westinghouse office.

A Complete Line of Westinghouse Radio Transmitting Tubes

This new bulletin contains descriptions and price lists covering the complete line of Westinghouse transmitting tubes for broadcast and other uses. Your copy is ready now—write for Bulletin TD-92, Westinghouse Special Products Division, Bloomfield, N. J.

Tune in Thursday nights to "Musical Americana," with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir . . . N.B.C. Blue Network . . . 8 P.M., E.S.T.
Below—Rear view of main power input cubicle showing stop-start “De-ion” circuit breakers for rectifier in foreground and main circuit breakers in background.

At right—a front view of the transmitter control cubicle with door open, showing control switches, relays, and pilot indicator lights.

OPERATING ADVANTAGES

1. Air-cooled tubes in all stages.
2. Extremely low operating costs.
3. Metal plate 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.
Effective in late March, W. Ayer & Son, the sponsor of the radio spot campaign that resulted in the successful replacement of the KVOA, Tucson, All bought radio originally subsidized by the radio faction with the radio has demonstrated a demonstrative in less time than expected. Pearce and others have also picked up and relay broadcast the program from WXMN, while listeners in New York heard only the first step in the relay, from New York and Boston indicated “satisfactory reception.” The broadcast range appeared considerably wider than usual wire lines.”

New KYUM Joins NBC
KYUM, Yuma, Ariz., which went on the air in early March as a new station replacing the deleted KYUMA [BROADCASTING, Feb. 1], on March 15 joins NBC as a bonus station when used on the 850-kc. band with KTAR, Phoenix, which is available on either Red or Blue Pacific. Also a bonus station in the same sector is KVOA, Tucson. All three stations are corporately affiliated. The new KYUM, 100 watts night and 250 days, will be controlled by the KTAR Broadcasting Co., Phoenix, the remainder of the station being locally handled. The KVOA are controlled by the interests publishing the Arizona Republic and Gazette.

Nebraska Esso Spots
STANDARD OIL Co. of Nebraska has selected three stations in its State for a 13-week one-time spot campaign. The campaign, and the frequency modulation broadcast to the New York press, FM Broadcasters Inc. on Feb. 29 put on a two-hour program at the Fitz Towers, where a group of more than 100 heard musical selections and sound effects broadcast from W2XAG, Yonkers, and W2XMN, Alphine, N. J. via the Armstrong FM system and also listened to a CBS program as broadcast by the regular method of amplitude modulation from WABC, New York, and by rebroadcast via FM from W2XMN.

First part of the demonstration was a repetition of the Jan. 4 FM play broadcast [BROADCASTING, Jan. 15], in which a program originating at W2XAG was picked up and rebroadcast by W2XMN, with W1XPW, Meriden, Conn., again passing it along to W1XJO, Paxton, Mass., whose retransmission of the FM signals was received by WEAN, Providence, WAAJ, Boston, and WIXR, Mt. Washington, N. H., all of which again rebroadcast the program on their AM transmitters for the benefit of listeners with standard but not FM receivers. WICC, Bridgeport, also picked up and rebroadcast the program from W2XMN, while listeners in New York heard only the first step in the relay, from New York and Boston indicated “satisfactory reception.” Boston adding that the broadcast range appeared considerably wider than usual wire lines.”

FM Goes to Hearing (Continued from page 19)
by those who are inclined to look askance upon what they describe as opening the floodgates for new stations. Among the issues set out by the FCC for the hearings are whether FM can render an acceptable regular and reliable service as distinguished from experimental operation; the relative merits of FM as against the conventional amplitude modulation in the ultra-highs; the relative merits of wide-band versus narrow-band FM; whether it is possible to accommodate FM to provide a satisfactory national service when the requirements of services such as television, Government, aviation, police etc. are considered; whether both AM and FM can be accommodated; the effects of ultra-high-fre- quency broadcasting on standard broadcasting service; whether existing allocations above 25,000 kc. should be modified to accommodate aural broadcasting. There will also be an inquiry into the patent situation.

... Press Demonstration
Demonstrating the frequency modulation broadcast to the Metropolitan area in cooperation with New York press, FM Broadcasters Inc. on Feb. 29 put on a two-hour program at the Fitz Towers, where a group of more than 100 heard musical selections and sound effects broadcast from W2XAG, Yonkers, and W2XMN, Alphine, N. J. via the Armstrong FM system and also listened to a CBS program as broadcast by the regular method of amplitude modulation from WABC, New York, and by rebroadcast via FM from W2XMN.

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Genuine Sounds
Following the relay broadcast, which consisted of piano, violin and steel guitar music and phonograph records, the Yonkers station broad- cast sounds of striking a match, pouring water, pounding nails, sawing wood, etc., to demonstrate the unusually faithful transmission and reproduction of such sounds afforded by FM. This program, like the one for the relay, originated in the Yonkers living room of Carmen E. Runyon Jr., who cooperated with Maj. Armstrong, the inventor of FM, in the development of this type of broadcasting. After a brief explanation of FM by Maj. Armstrong, the group listened to a CBS broadcast from WABC, New York, and then from W2XMN. The latter system’s freedom from interference was clearly shown when an electric saw was put into operation in the room, causing a complete blanking of the AM reception but having no noticeable effect on the FM.

WBS Asks FM Stations
APPLICATIONS for new frequency modulation stations in New York, Chicago and Los Angeles, where it maintains recording studios, were filed with the FCC March 5 by World Broadcasting System. The pioneer transcription company, headed by Percy L. Deutsch, controls programs in the ultra-high frequency range. Associated with Electrical Research Products Inc., and utilizing Western Electric equipment, it is presumed WBS would specialize in experimental equipment of transmitting equipment as well as high-fidelity reproduction of its wide-range transmissions.

Facilities of WBHP, Huntsville, Ala., 100 watts on 1200 kc., are sought for a new station there for which grant of a license by the FCC by the Huntsville Times, which is owned by the same interests that own the Birmingham News, operator of WSGN. Henry P. Johnston, WSGN manager, has been designated president of the applicant corporation.
FREQUENCY MODULATION
(ARMSTRONG SYSTEM)

Now REL
MODEL 521
50 KW F-M Transmitter

First to Develop
Original equipment at W2AG (Yonkers, N. Y.) and at W2XMN (Alpine, N. J.) was developed at REL in collaboration
with the inventor, Major E. H. Armstrong.

First to Produce
F-M Equipment for the following:
- 15 W Portable Mobile Transmitter
- 1000 W High Fidelity Broadcast Transmitter
- 50 W Portable Broadcast Relay
- 2000 W High Fidelity Broadcast Transmitter
- 50 W High-Fidelity Studio-Station Relay
- 5000 W High Fidelity Broadcast Transmitter
- 200 W High-Fidelity Studio-Station Relay
- 50000 W High Fidelity Broadcast Transmitter

Now in Daily Service
REL F-M Transmitters are no longer in the experimental
stage, as proved by the following list of stations which are
now servicing the public daily:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>OWNED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2XMN</td>
<td>Alpine, N. J.</td>
<td>Maj. E. H. Armstrong</td>
</tr>
<tr>
<td>W2XAG</td>
<td>Yonkers, N. Y.</td>
<td>C. R. Runyon, Jr.</td>
</tr>
<tr>
<td>W2XH</td>
<td>Paxton, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XG</td>
<td>Boston, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XO</td>
<td>Washington, D. C.</td>
<td>Stromberg Carlson</td>
</tr>
<tr>
<td>W2XV</td>
<td>Rochester, N. Y.</td>
<td>Jansky &amp; Bailey</td>
</tr>
<tr>
<td>W2XQ</td>
<td>Long Island City, N. Y.</td>
<td>J. V. C. Hoyen</td>
</tr>
<tr>
<td>W2XK</td>
<td>Milwaukee, Wis.</td>
<td>The Journal Company</td>
</tr>
<tr>
<td>W2XQ</td>
<td>Rochester, N. Y.</td>
<td>WHEC, Inc.</td>
</tr>
<tr>
<td>W2XQ</td>
<td>Newark, N. J.</td>
<td>Bamberger Broadcast Service</td>
</tr>
</tbody>
</table>

and the following are now being built by REL:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>OWNED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2XN</td>
<td>Portland, Me.</td>
<td>The Portland Broadcast Sys., Inc.</td>
</tr>
<tr>
<td>WWJ</td>
<td>Detroit, Mich.</td>
<td>The Evening News Ass'n.</td>
</tr>
</tbody>
</table>

A large percentage of the construction permits now on file
with the FCC calling for F-M equipment specify REL
transmitters.

We invite engineers and executives to profit from our expe-
rience as the pioneer builders of successful F-M Transmitters.

Various components of the REL 50 KW F-M
Transmitter are here illustrated.

Above—top—shows the power amplifier unit
before it is mounted in its shielded room.
Immediately beneath is the central control
desk, which contains all monitoring equip-
ment.

To the right—
1st—Power control.
2nd—Rectifier Unit.

These units are only part of the complete
station. All units are assembled in a
building particularly designed for the
purpose.
NBC's Revenues Comprise 36.9% Of RCA's Income

Parent Concern's Net Up 9%; NBC Grossed $40,707,032

THAT the NBC networks represented 36.9% of the consolidated gross income of RCA during 1939, a year in which the parent company's gross income increased 10% and its net profit 8%, is disclosed in RCA's twenty-first annual report made public March 2. The report shows broadcasting income for the first time the revenues from the various RCA operating units having never previously been broken down in annual reports.

A Profitable Year

According to the annual report submitted to the SEC, RCA broadcast stations, headed by James G. Harbord, chairman, and David Sarnoff, president, all operating on a profitable basis during 1939. Total gross income was $110,491,398, or $10,526,288 more than in 1938. Net profit was $5,682,811, or $670,739 more than in 1938.

This year's dividends on preferred stock, RCA paid 20 cents per share on common, and $5,992,909 in dividends was paid out. After providing for all dividends, and other deductions from the surplus account, the company's total cash dividend surplus for the year amounted to $20,531,335, an increase of $1,469,834 over the surplus at the start of the year. Bank loans were reduced during 1939 from $8,000,000 to $4,000,000. The number of employees increased 15%.

Cost of 1939 operations was $96,667,423 compared with $96,567,976 in 1938. The increase of $9,990,444, which reflected increased volume of business and includes a larger share of the cost of operating broadcasting, television and communications service and the cost of research, development, advertising, selling and administration. Taxes paid or accrued for the year aggregated $4,798,249.

Stockholders were advised that "RCA has enlarged the scope and usefulness of all its services to the public and the important position in every field of radio." It is pointed out that this country has more radio sets and receivers than the rest of the world combined. "With some of our products, such as RCA Victor radio sets, being heard in 100 feet steel tower. The system employs highly directional, or "beam-like", transmission, and RCA frequency modulation developments. The radiated power required for operation of each station is less than 10 watts. The distance between contributions ranges from 30 miles, and each relay station operates automatically and unattended.

"The other new television development is the improved projection of large screen television images, of a size and clarity suitable for theatre presentation. Large screen television will permit the showing of current events and other programs to large audiences. The relay system described above offers a practical means for distributing television programs to theatres in a single locality or in the several cities of a television network."
Eleven broadcasts of Hudson Coal Company's Thursday evening half-hour local show over WGY produced these 22,758 replies. First of these programs, placed by the Leighton & Nelson Agency of Schenectady, on December 5, 1939 brought in several thousand responses from 17 States and two Canadian provinces. (We'll be glad to send a city, county and state breakdown upon request.)
Facilities and programs of NBC Red Network make it America's first advertising medium! The facts—gathered in the first network circulation study ever made which covers both halves of the radio audience—prove it!

Tobacco advertisers using the Red have discovered its extra audience means extra sales results. Hence, during 1939, they invested 65% more in Red Network time than in 1938.

The Red's vast regular listening audience is the most important of several reasons why so many leading advertisers pick this network as their first advertising buy. And their confidence in the Red's ability to help sell merchandise is verified by the revelations of the "Other Half" of the national radio audience.

The "Other Half" is the 51% of the nation's radio owners never previously studied by network fact finders. To get their opinions—as well as those of the radio audience usually studied—investigators virtually fine-combed the country.

Things never known before...

They found that a CAB rating of a program on the Red actually underestimates, by a considerable margin, the audience this network reaches. Many other facts also came to light—facts no sales-minded man can disregard. Facts that suggest a more accurate method of determining network circulation and values.

This study provides graphic evidence that...
the Red Network's outstanding facilities and programs command attention from the maximum number of radio listeners nationally. That's why, again last year, the Red was America's first advertising medium in volume... 9.9% ahead of 1938.

Naturally, you're seeking value when you select an advertising medium. The facts show that the Red Network is one of the most generous values you can buy. Its thorough coverage means dependable results! National Broadcasting Company. A Radio Corporation of America Service.

Smoke gets on the Air... Via the Red!
Sunday... Chas. Denby and La Fendrich Cigars • Raleigh Cigarettes
Monday... Chesterfield Cigarettes • Sensation Cigarettes
Tuesday... Chesterfield Cigarettes • Philip Morris Cigarettes
Wednesday... Avalon Cigarettes • Chesterfield Cigarettes • Lucky Strike Cigarettes
Thursday... Chesterfield Cigarettes
Friday... Chesterfield Cigarettes
Saturday... Camel Cigarettes (two programs) • Chesterfield Cigarettes
Prince Albert Smoking Tobacco

NBC Red NETWORK
The network most people listen to most
Swinging into action in 90 stations

No wonder broadcasters like the 9A Reproducer. It plays both vertical and lateral recordings with highest fidelity—can be used with any equipment—priced within reach of all. Ask Graybar for Bulletin T1630—equip your present transcription tables with this pace-setting 2-in-1 pick-up!

Ask your engineer about the Western Electric 9A REPRODUCER

GE's Half-Cubic Video Antenna A SEMICUBICAL or V-shaped transmitting antenna which promises improved clarity and detail of pictures has been developed by General Electric engineers and installed in the company's new station W2XH, in the Helderberg Mountains, near Albany. The half-cube-shaped equipment somewhat resembles two large V's mounted one above the other and is made up of four radiating elements each about nine inches in diameter and seven feet long. Connected to the elements taper at the ends pointing to the apex of the V and are mounted atop a 60-foot pole adjacent to the transmitting station. The antenna is directional in effect and has been found in tests to result in a stronger picture signal than was obtained from previous types of antennas.

Text of New FCC Rules Governing Television

FOLLOWING are Rules and Regulations applicable to Television Broadcast Stations adopted by the FCC Feb. 28. These rules may be added to the text of Rules & Regulations & Standards published in broadcasting form. They became effective Aug. 1:

Television Broadcast Stations

Sec. 4.71 Defined.
The term "television broadcast station," unless specifically licensed for the transmission of simultaneous or multiple oral or visual programs" except for the provision that Class II licenses may be made up of visual and audio programs to cover the cost of programs produced for the respective sponsors; and such programming schedules involving material, may be transmitted as part of the station's experimental service but without charge for such transmission. The rules further specify that the limited commercialization permitted (Continued on page 68)

3. That the program of research and experimentation will be conducted by qualified personnel.
4. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
5. That public interest, convenience or necessity will be served through the operation of the proposed station.
6. That the program of experimentation will be issued only after a satisfactory showing has been made in regard to the following, among others:
1. That the applicant has a definite plan of operation and organization in the television broadcast program service which indicates reasonable promise of substantial contribution to the advance- ment of television broadcasting as a service to the public.
2. That the program of experimenta- tion will be conducted by qualified personnel.
3. That the program material is available and will be utilized by the applicant in rendering broadcast service to the public.
4. That a minimum scheduled program service of ten hours per week will be maintained throughout the license period.
5. That the applicant will install and operate transmitting and studio equipment technically adequate to render a service suitable for reception by the public.
6. That the operation with respect to the suppression of spurious emissions and carrier noise, safety provisions, etc., will be in accordance with good engineering practice.
7. That the applicant's technical fa- cilities will be adequate to serve all area appropriate for the program of experimentation.
8. That a competent engineering

study has been made of the nature, extent and effect of interference which may result from the simultaneous opera- tion of the proposed station and other Class II television stations.
9. That public interest, convenience or necessity will be served through the operation of the proposed station.
10. That the program of experimental- lization permitted under subsection (b) above shall not take precedence over the experimen- tical service, but shall be sub- ordinated to it.

Sec. 4.74 Reports by Class II Stations
Quarterly reports on forms pre- scribed by the Commission shall be made by Class II television broadcast stations of their charges and costs as well as of other pertinent information which the Commission may require in the interest of the public. The Commission in evaluating the economic feasibility of television broadcasting, shall determine regular service to the public on a commercial basis.

(Continued on page 55)
Merchandising & Promotion

Talking Trade-Mark—Wakened by Rudy-Cowles Belt—For a Week—More Confucius—Briefcase

WCCO Presentation.

WCCO, Minneapolis, has compiled an 84-page presentation, portraying in Layman's language the growth of radio and WCCO, which is being shown before various civic and business organizations in the Twin Cities and Northwest to promote word-of-mouth advertising of the station. The presentation is titled "The Story of WCCO," fits in a stand 8 x 6 x 2 feet. A fluorescent light strip bordering the cover and the whole presentation fits into three specially designed suitcases for transportation. Each page of copy is faced by a page of blown-up art, and with preamble and elucidations the average showing takes an hour.

Clocks From Rudy

RADIO editors in the New York metropolitan area on March 7 received via Western Union boys large colorized alarm clocks, sent by National Dairy Products Co., through McKee & Albright, to promote the Rudy Vallee program starting that evening on NBC-Red. Alarms were set for 9:30, starting time of the program, and bore the inscription "My Time Is Your Time," Vallee's theme song, over a smiling picture of Rudy.

Spring in Jamestown

IN PREPARATION for spring merchandising of NBC-Blue and local programs, WTN, Jamestown, N. Y., has made arrangements for an extensive display campaign, including lobby exhibits in the two largest local hotels, tie-in windows with all appliance dealers, and a series of advertisements in Jamestown newspapers.

Fun With Hams

THREE Swift hams are given away daily on the new Just for Fun contest just started on KDYL, Salt Lake City, carried by its Radio Playhouse and handled by Emerson Smith and Jake Wool.

FREE HOT DOGS for 6,622 and more Denver kiddies, along with kites for the boys and Pinocchio statuettes for the girls, were the piece de resistance of the store in serving notice for the thrice-weekly transcribed Pinnochio series, which started March 4 on KOA, Denver, under sponsorship of the local K & B Packing & Provision Co. The cuties behind this battery of automatic weiner roasters, located in the KOA lobby, put in a hearty effort for hot dogs. KOA staffmen had a field day coping with demands for Pinocchio Club membership cards and carrying on sidewalk interviews for KOA brokers. A steady call for KOA for several days before the event, conducted jointly by the station and Raymond Keane Adv. Agency, Denver, handling the account.

SEARS, ROEBUCK & Co., Seattle, to start the annual King for a Week sale, on Feb. 26 broadcast its "kick-off" breakfast, sales meeting and coronation of King Oscar I, over 9 Pacific Northwest Mutual-Don Lee stations (KOL, KMO WFG, KKO, KYK, KEK, KRK), from the New Washington Hotel, that city.

Broadcast opened with a mock battle and "war" songs and to "war" comments by Jerry Geelan of KMO, Tacoma, who described the action. Larry Huseby and Dick Ross, announcers, were cut in to explain that it was a barrage of Sears values—the revolt of employees while the bosses were away—and that the assistant managers and were King for a Week. Assistant Manager O. T. Anderson of the Seattle store was crowned king.

Following musical entertainment by the firm's quartet and orchestra, assistant managers of stores located in other cities were cut in for five minute rounds of sale specials. Unique program was directed by Bill Cloes, display advertising manager of the firm.

Reaction Getter

CERTIFICATES naming individual civic leaders and educators as members of the station's "listeners panel" has been a big promotion for leading local citizens by KGNC, Amarillo, Tex. Sent along with the certificate was a questionnaire pertaining to NBC public service features carried on the station, designed to bring in information on popular reaction to the programs.

Little Letters

NABEL treatment in a testimonial letter program was inaugurated by KOMA, Oklahoma City, in its latest promotion piece. Held secure in its position, the "Confucius Say" sales message are miniature reproductions of actual testimonial letters.

BROCHURES

NBC—Black folder simulating leather briefcase, promoting Alma Ritchell's briefcase, among other items, contains listener letters in the "briefcase".

WIRX, Utica, N. Y.—Monthly mimeographed "six point help" booklet, for distribution to clients and handlers of advertised goods.

KTFI, Twin Falls, Idaho — Two-color coverage map brochure.

WSM, Nashville, Brochure presenting coverage data, using "Broadcast" maps, and printed on stiff simulated wood paper.

WPIL, Chicago—Two-color brochure combining a success story with coverage data.

WBIG, Greensboro, N. C.—Printed pictorial cover for weekly program schedules.

CKAC, Montreal—Humorous cartoon booklet detailing various CKAC services, facilities and programs.

WEEI, Boston—Eight-page gray booklet, Measurements. From a Back- cast-Size-Stick to the preference of Boston advertisers.

WNAX, Yankton, S. D.—Picture and facts on NBC advertisers, to the station's rural audience and programs.

WE ARE GLAD so many broadcasting stations are beginning to realize that it does not pay to "Poll Harlem". With about 28,700,000 radio homes in the United States and only approximately 12,500,000 telephone homes, it is obvious that telephone surveys cover only a small part of the listening audience.

That is the chief reason why so many broadcasting stations, advertising agencies and advertisers are calling on Hooper-Holmes to measure audiences.

On one recent Hooper-Holmes study in one market the results gave Edward G. Robinson's "Big Town" a rating of 28.3% in telephone homes and a rating of 34.6% in non-telephone homes. In the same study the "Court of Missing Heirs" had a rating in telephone homes of 6.6% and in non-telephone homes of 17.3%.

Obviously stations and agencies which are trying to sell time as a result of telephone surveys have a much better sales story than they are presenting.

Many sellers and users of time are beginning to realize this situation and every day more of them are asking Hooper-Holmes to make these listening studies for them.

Of course, another important reason for calling on Hooper-Holmes is that we have Branch Offices in 82 cities and therefore, are able to conduct these personal interview studies in almost all important markets.

WHAT IS THE HOOPER-HOLMES BUREAU?

For 41 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK
Further Intrusion On Clearsls Feared

FURTHER duplication of stations on the remaining clear channels as an aftermath of the impending reallocation under the Havana Treaty is seriously threatened, James D. Shouse, vice-president in charge of broadcasting for the Crosley Corp., told the Dayton (O.) Advertising Club March 8.

Declaring that because of the Havana Treaty "a strong likelihood exists" that the entire broadcast band will be reallocated, Mr. Shouse said this may mean duplication of remaining clear channels. Such a move, he predicted, would affect every station in the country and throw the economics of radio advertising into confusion.

"The whole structure of the American system of broadcasting is dependent upon its continued existence as an advertising medium which can deliver selling impressions at a reasonable cost for the advertisers," he said. "Anything which threatens part of the structure threatens all of it."

Mr. Shouse pointed to the decrease in the number of clear channel stations since the 1928 reallocation, when 40 exclusive waves for high-power station operation were set aside. Under the Havana Treaty terms the number would be reduced to 22.

The only effort to improve service to rural and small town audiences had been the 500,000-watt operation of WLW, terminated a year ago, he said, declaring the tendency toward lower power, with the present maximum power of 50,000 watts. This, he declared, seemed to date from the adoption by the Senate in 1938 of the so-called Wheeler Resolution, which expressed opposition to power in excess of 50,000 watts.

Razor to Use Radio

AMERICAN Safety Razor Corp., Brooklyn, is planning to use radio as part of its increased advertising campaign for Gen. Ever-Ready and Gein-Electric razors, although up to date no details have been worked out, according to Federal Adv. Agency, New York, the agency.

WJSV Goes to 50 kw. As Official Washington J oins in Ceremonies

A WEEK of dedication festivities marking the jump of WJSV, Washington, from 10,000 to 50,000 watts was concluded March 7 with an inaugural broadcast and party in which official and social Washington participated.

The transmitter had been operated in the daytime for a week, using the full 50,000 watts, but its debut in regular night operation occurred to the dedication ceremony when A. D. Willard Jr., manager of WJSV, threw a switch formally putting the $300,000 transmitter plant into service. He presented the switch to District Commissioner Melvin C. Hazen as a symbol of WJSV service to the community.

The inaugural program included a special call from the Presi- dential residence, asked Harry C. Butcher, CBS Washington vice-president, radio questions about the new plant. Other Columbia talent participated.

Among well-known radio figures at the ceremonies were: A. M. Craven, FCC commissioner; Lieut. E. K. Jett, FCC chief engineer; Thomas J. Slowie, FCC secretary; Robert A. Dungan, Du Pont vice-president; Eugene Meyer, publisher, Washington Post; Frank M. Ruth, WCBS Washington vice-president; Kenneth Berkeley, WRC-WHALL general manager; Carleton D. Smith, WJ ZAL manager; E. K. Cohran, CBS director of engineering; A. B. Chamberlain, chief engineer; and William S. Paley, CBS superintendent of buildings and construction.

In a cable to WJSV March 5 was read a letter from President Roosevelt to William S. Paley, CBS president, congratulating the network on completion of its powerful Washington outlet, and lauding radio's contribution to a better understanding of public affairs.

Notables Greet WIRE In Dedicating Studios

FEATURING greetings from such notables as President Roosevelt, Vice President Garner, Al M. Landon, Herbert Hoover, Paul V. McNutt, Averell Harriman and others, the new $75,000 studios and headquarters of WIRE, Indianapolis, occupying the west wing of the ninth floor of the Office Building, were to be dedicated March 15. The new setup includes three hotel audio studios with a seating capacity of 1,500 for public broadcasts.

Radio notables, including Lenox R. Lohr, Niles Trammell, Sidney Stroitz and Fred Weber, were among those invited to the banquet and stag dinner preceding the inaugural ceremonies.

The studio setup is the result of much planning and special emphasis on observation facilities so that unobstructed views are available for the master control room, news teletype room and all studios, John-McManus did the acoustics, and the master control room which WIRE calls "the most modern in the Midwest today."

WLOB are the call letters assigned for the station, which is expected to be authorized in Orlando, Fla. [BROADCASTING, March 11].

CONGRATULATIONS on a magnificent job are extended by A. D. Wil- lard Jr., WJSV, Washington, to James Middlebrooks (left), CBS liaison engineer, and Clyde M. Hunt, WJSV chief engineer. Middlebrooks designed and supervised construction of the new 50,000-watt CBS dial outlet, with its Western Electric transmitter and three 350-foot Blaw-Knox directional towers. The CBS construction engineer told visitors on its "WJSV Week" opening that he regarded it as the "finest radio plant in the world as of this date."
Youngstown’s only full-time station

WFMJ

is pleased to announce its affiliation with the

BLUE NETWORK

of the

NATIONAL BROADCASTING COMPANY

effective

Sunday, March 24

Your Youngstown campaign is not complete without the large listening audience of this popular and enterprising station.

WFMJ

News every hour from the Youngstown Vindicator

HEADLEY-REED COMPANY, National Representatives

New York • Chicago • Detroit • Atlanta
Ray Clark, WNAX News Editor, is the favorite newscaster of 3,837,323—population of the WNAX Primary Area. So much is he a part of life in this great area, he often makes news.

In February, conducting the WNAX Finnish Relief Fund—he received from Nebraska—for auction—a toy fire engine. Highest bid—$12—came from North Dakota. But, Teddy Gantt, 7-year-old infantile paralysis victim in Iowa, offered the contents of his bank—$2.53. Clark phoned the highest bidder, explained Teddy’s bid. The North Dakotan gave the $12 to the fund, and the fire engine to Teddy.

Clark personally presented the fire engine to Teddy in a special broadcast from WNAX’s Sioux City Studios—picture above.

Result No. 1—Clark again made news. UP carried the story of Teddy and the fire engine as its outstanding human interest story of the day.

Result No. 2—WNAX again proved that with 5,000 watts that do the work of 50,000, plus smart showmanship, it has the coverage and influence to do a good job for you.

Standard Program Formula Advised

Walker Says FCC Should Set Proposed Basic Service

ESTABLISHMENT by the FCC of proposed standards of programs which should be met by broadcasters, was urged by Commissioner Paul A. Walker in an address March 1 before the Commonwealth Club of California in San Francisco. While censorship of programs is prohibited by statute, Commissioner Walker said the Commission nevertheless must see that licenses are granted to applicants who propose a worthwhile program service. “Personally,” he declared, “I see no reason why the Commission should not propose standards of programs which Mr. Walker might hope could be met by broadcasters who apply for licenses.”

Declaring that a station to justify its existence must provide worthwhile service, the Commissioner, who has specialized in telephone matters from the inception of the FCC in 1934, declared that outlets which would violate the law or public interest by promoting lotteries, fraudulent advertising, or vulgar programs hardly would be expected to be in a favorable position at its showing for license renewal.” He cited legal precedent for revocation on such grounds.

Video Progress

The address, broadcast over the California Radio System, was devoted largely to communications through the Commissioner covered broadcasting, television, frequency modulation, facsimile and other non-public utility services. He classified television as “still in the experimental stage” and pointed out that visual radio development in England has been more rapid than in this country.

Declaring that only 2,500 television receiving sets have been purchased by the public in this country, he said that in England five receivers have been sold where one was sold in the United States, “largely because in England television, like broadcasting is Government-owned and operated and the Government defrays all program expense and also because television programs started in England approximately three years earlier than in this country.”

Describing FM as today’s “most engaging new question in radio communication”, Mr. Walker declared the claim that FM programs can be transmitted to remote stations by “direct radio beam rather than by wire path” is significant. Whether this claim is justified, he said, will be revealed during the March 18 hearings on FM before the Commission. The hearings should demonstrate the place of FM in television and facsimile as well as regular broadcasting, he asserted.

In discussing programs, Mr. Walker declared that notwithstanding its inability lawfully to censor programs the Commission is...
called upon to consider complaints as to the character of programs. While it occurs only in exceptional cases, complaints may be of such character as apparently to involve public interest and therefore cannot be "ignored." He cited as instances the Charlie McCarthy-Mae West "Adam & Eve" broadcast of two years ago and the Orson Welles Martian invasion.

Public Interest

"These incidents not only illustrate some of the mutual problems confronting the broadcasters and the FCC but illustrate clearly the vital place of the radio in our every-day life," he said. Broadly speaking, it appears that although the FCC does not have the right of censorship, it has an important function to perform in the public interest. Clearly, its duties should be so exercised, within the law, as to encourage and eventually bring about a higher standard of broadcasting and programming, responsive not only to the entertainment, but to the educational, religious and cultural needs of our people and of the nation at large.

Citing the difference between American and foreign broadcasting, Mr. Walker said that whereas private enterprise under license conducts stations in this country, abroad, especially in Europe, the broadcasting is done largely or wholly by the Government. "This accounts, perhaps, for the claim that in England, for instance, programs are more educational and cultural than in America, while in this country they are, admittedly, more entertaining, and, it is said, more popular." On March 2 Commissioner Walk-

**NEW STATION OPENS IN PEANUT MARKET**

Using spot announcements on neighboring stations WTAR, Norfolk, and WGH, Newport News, as well as billboards and newspaper advertising to introduce itself, the new WLPM, Suffolk, Va., is ready to make its formal debut March 17. The station has just been completed, with Collins equipment throughout, and will operate from the studios in Suffolk's Russell Bldg., and a new modernistic transmitter house on the Richmond highway. It will use 100 watts night and 250 day on 1420 kc.

Fred L. Hart, local druggist and president of the Suffolk Retail Merchants Assn., is general manager of the station. Robert Wasdon, former sales manager of WRAI, is commercial manager. Jack Siegel is chief engineer. Other personnel includes Ray Reeve, sportscaster; Ray Brown, announcer, formerly with WGBR, Goldsboro, N. C.; Preston Pearson, engineer, formerly with WGBR; Margaretta Smith, sales. Two other announcers will be added.

The station will use NBC Theatres and UP news, and will re-broadcast WLW programs by permission. It is licensed to Suffolk Broadcasting Corp., in which Mr. Hart is one-third stockholder.

Er spoke on communications and their value to the nation and civilization on a half-hour interview with Stuart R. Ward, executive secretary of the Commonwealth Club, carried by KSFO, San Francisco.

**SMILES**

SMILES are in order as Joe Pratt (seated), representative of the Atlantic Co., signs a WLPM contract for 52 weeks of nightly sportscasts over that new Suffolk, Va., station. Robert Wasdon (left) WLPM sales manager who handles the account, and Ray Reeve, sportscaster who will conduct the programs, look on. The programs will promote the sale of Atlantic beers.

C & S New York Visit

STANDARD BRANDS, New York, is moving the Chase & Sanborn Hour, heard on NBC-Red, Sundays, 8-8:30 p.m., from Hollywood to New York for the broadcast of March 17, 24 and 31, with the possibility of two additional broadcasts from New York before the program returns to the West Coast. J. Walter Thompson Co., New York, is agency.

Spring Renovation Campaign

GYPSUM LIME & Albastine Canada, Toronto (wall tints, insulating materials), on March 7 started a spring campaign with five-weekly one-minute transcribed announcements on 39 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

**Lochman to Broadcast K.C. Baseball on Hookup**

THE QUESTION about "What's going to happen to baseball?" in Kansas City found an answer March 8 when Karel Koerper, vice-president of KMBC, announced that services of Walter Lochman, popular KMBC sports commentator, had been sold to Knox Reeves, Minneapolis, for General Mills sponsorship of play-by-play reports of Kansas City Blues games over a hookup of WRE, Lawrence, Kan., and KCKK, Kansas City.

Under the arrangement with Knox Reeves, Lochman continues as KMBC staff sportscaster, both for his two daily sports commentaries, and other sports events, and thus will continue to be heard on KMBC through the baseball season. Lochman received honorary mention from Sporting News last season for his part in building box office for games in Kansas City. When he started broadcasting in 1935, season ticket sales were less than 100,000. At the end of his fifth season last year, he was given a great part of the credit for building it to more than 500,000.

Mr. Lochman leaves Kansas City March 18 to cover the Blues camp in Haines City, Fla. During his two-week stay he will make a series of transcriptions for broadcast on KMBC, Kansas City.

**WJSV**

WASHINGTON, D. C.

50,000 WATTS

CBS

Washington's most powerful station is Washington's most popular station.
“BEEN THINKING FOR MONTHS WHAT I RATHER HAVE THAN...”

FIFTY GRA\_ GRA

WITH

COLUMBIA

“FIVE HUNDRED GRAN...
AND in Watts
Programs
IN WATTS & COLUMBIA
L.B. Wilson
WCKY
The Record Blunder

DESPITE the popular conception that radio literally rolls in wealth, it is an established statistical fact that nearly one-third of the stations lose money. They are what might be described as the ill-fed, ill-clad fringe. They are stations located for the most part in small towns, usually within a 9% net or less. This red-ink contingent is forced to rely largely upon recordings for its programs. Network affiliations are out of question, and in some instances even transcribed libraries are luxuries they cannot afford.

Recently, the FCC modified its rules governing the identification of mechanical recordings. It specified that the words "transcription" and "record" be used without variation. National Independent Broadcasters Inc., in behalf of non-network stations, and the NAB, for the industry as a whole, petitioned the FCC to liberalize its amended rule to permit the use of other descriptive language which would not tend to deceive the public yet would break the monopoly of mandatory repetition of same words. The FCC did liberalize the rule on transcriptions, but records must be announced as such.

Therein we believe the FCC has erred. While it is true that transcriptions made exclusively for broadcast purposes are more desirable than records, it is nevertheless a fact that many non-network stations cannot get along without records. Perhaps such stations cannot justify their existence economically, but the Commission now licenses them almost indiscriminately and thus encourages their existence. Certainly it is not consistent to license new stations and then impose regulatory hardships which hamstring their ability to provide acceptable service.

As the record rule stands, such stations must identify records as "records". They cannot say "recording" or "recorded program". Such monotonous repetition lessens the opportunity of the small station to compete for audience with large stations in its service area. It is difficult to believe that the FCC, whose working interest has been critical of the bigger interests in radio while professing sympathy for the plight of the little fellows, really means to penalize them this way.

WITH the advent of commercial television this fall, the FCC will become a species of radio advertiser, going heavy for station-break spot announcements. The new rules and regulations to govern "limited commercial" operation of visual stations require that at each station-break the announcer must intone: "This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes".

Radio Planks

IN A FEW short months both major political parties hold their national conventions. Aside from selecting their candidates for the Presidency, party platforms also will be drafted—the campaign creeds in which they commit themselves to betterment of the economic, social and political fabric of the nation.

President Roosevelt, as titular head of his party, has said repeatedly radio must be "as free as the press". The Republican Program Committee, in the so-called Glenn Frank report, preaches the gospel of minimum Government interference with private enterprise. Both edicts fit radio to the queen's taste.

Without questioning the sincerity of these utterances, it nevertheless is refreshing to note that politicians are beginning to romance radio here and there. To broadcasters the reason is somewhat obvious. The campaign year requires a "good radio" just as the boys hanker for a "good press". They have learned well the lesson that radio is their anchor campaigning medium and that the gentle art of kissing babies is the only way to "measles".

It seems to us the organized parties can do more than give broadcast lip service in the pre-campaign thrusts. Radio deserves consideration in each party platform. Nothing short of clear-cut platform commitments that radio should be maintained as a free, unfettered service through private initiative is satisfactory to our industry.

Forum Sponsorship

A FEW MONTHS ago there raged in the industry and outside a battle over the industry code provisions which barred the sale of time for the broadcast of controversial elections issues, except in forum discussions. Father Coughlin was the vortex of that oratorical tornado.

Today the issue has almost been forgotten. And to prove that the provision works, an important national account—Squibbs—is about to undertake sponsorship of a new forum over NBC-Blue, featuring the outstanding Washington columnists who typify controversy in the extreme.

It has long been apparent that forum discussions using big national names get and hold audience. The sponsors America's Town Meeting of the Air and the American Forum of the Air have been notable examples. Now the new Squibbs forums, directed by Bernard Goldmann, who has conducted the American Forum for 11 years over WOR and later MBS, opens a new program vehicle for sponsorship—one we feel is destined to click just as well as a sponsored program as it would sustaining. There isn't any reason why America's Town Meeting also should not be sponsored by a firm interested in the institutional approach, as is Squibbs.

Aside from the network presentations, forum type discussions can be adopted for local station-type discussions can be adapted for local sponsorship. There is no valid reason why such programs should be maintained only as sustaining features. Lecturers, debaters, columnists, controversy types all prefer the profit made in this field no less than entertainers. So long as they appear on forum presentations, with all shades of opinion represented and voiced, the code authorizes their sponsorship. It should make no difference whether they hire a hall or a mike is hired for them for forum discussions. As long as they can contribute something the public wants, it is good radio.
MERRITT EDWARD TOMPKINS

AS THE newly-appointed general manager of Broadcast Music Inc., Merritt Edward Tompkins, brings to that position as operating head of the broadcasting industry's own music enterprise a wealth of experience in the musical world that has given him an intimate personal knowledge of practically every phase of the production, merchandising and popularization of music.

As a music student he learned the rules of musical composition and rendition. As a church soloist he gained experience in translating the words and notes of the printed page into vocal melodies. His years in the music publishing business, which he entered as an apprentice and left as a top executive, gave him first-hand knowledge of all the countless details of this great industry.

As an advertising agency account executive he created and carried through an extensive campaign for player piano rolls so successfully that the company hired him as assistant sales manager in charge of this department. As executive secretary of an association of music publishers and, later, as a member of the board of directors of ASCAP, he learned the ins and outs of administering musical copyrights. And as head of a recording and transcription producing organization, he gained not only a practical knowledge of the mechanics of creating, producing and selling transcriptions but also a keen insight into the likes and desires of both broadcast and liseners.

Born March 6, 1887, in a suburb of Waterbury, Conn., where he received his elementary and secondary schooling, Merritt was practically inclined from childhood and when high school days were over, instead of heading for New Haven to acquire the turtle-neck sweater and bull-dog pipe then the mark of every Yale man, he went to New York to study at the Institute of Musical Art, famed predecessor of the present day Juilliard School of Music. Here he studied violin, piano and voice.

After graduation, however, his New England practicality overrode his musical ambitions and he took the concert hall for the business office, signing on as an apprentice with the music publishing house of J. L. Johnson. One Sunday morning, however, young Tompkins could be seen and heard as soloist in one of New York's fashionable church choirs, singing his voice in trim and at the same time augmenting his weekly earnings. Time passed, and having completed his apprenticeship in the publishing business he sought new fields to conquer. In those pre-war days advertising was the field, or so everyone said, where a clever chap could make a fortune over night, so Tommy, as he was and is generally known by his associates, joined the H. K. McCann Co., which has since become McCann-Erickson.

During his four years in the agency field, Tommy maintained a constant in creating and managing a series of "comparative recitals" for the American Piano Co. Audiences flocked to concert halls throughout the land to hear Leopold Godowsky and other artists perform and to marvel when, midway through a piano selection, the artist pushed back his bench while the music continued to fill the air, produced by an Ampico roll and the instrument's player machinery. Yes, they marveled and they bought the rolls and the instrument in such numbers that Tompkins soon found himself out of the agency and in the piano business, as assistant sales manager in charge of sales of music rolls and also of the Chickering piano division.

In 1919 he returned to Schirmer as sales manager, successively general manager and vice-president until he left again in 1929 to join the North American Composers Guild as its head. His experience and great expectations of winning the listening public away from commercial broadcasting and turning the radio listeners into subscribers for its entertainment and wired radio service. Tompkins' assignment was to develop for Wired Radio a supply of music that would make it independent of any single source of music (ASCAP). Forming Associated Music Publishers, a group of publishers of standard and classical music, and also securing the rights to a great amount of European music, Tompkins succeeded in achieving the desired result.

Meanwhile, however, the idea of wired music to the public at home had been gradually discarded, and the housewife, concentrating on the production and recording of music for Muzak, an offshoot of the wired radio idea which supplies music without announcements or commercials to restaurants and hotels.

Handling the music and recording ends of Muzak might well have been considered a fulltime job, but in 1935 Tommy was struck with the new "hobby" that resulted in a flood of his recordings, he entered for the NAB convention at Colorado Springs. When he returned to New York, Associated entered the transcription business, offering both a library service to stations and customers in charge of sales of music rolls and also of the Chickering piano division.

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PAT CAMPBELL, Hollywood manager of WBS, is recuperating at Palm Springs, Calif., after an illness of several months, and is expected to return to his desk in early April.

HARVEY J. STRUTHERS has joined the sales department of WCGO, Minneapolis.

JACK CHARTERS, salesman of WICB, Bridgeport, Conn., is to marry Ada Reh in April.

JAMES KANE, publicity director of CBS, Chicago, is the father of a girl born Feb. 24. Baby has been named Janet Elizabeth.

AL ROSE, formerly sales promotion manager of WMCA, New York, on March 18 will join Electrical Manufacturing Co., an industrial publication, as sales promotion director.

DON INSELEY has been appointed commercial manager of KXIV, Val d'Or, Que., replacing Tom Darling, manager of CFCH, North Bay, Ont.

LENNOX R. LOHR, president of NBC, April 3 will speak at a luncheon meeting of the Advertising Club of Baltimore. His address will be broadcast on WBAL.

BRUCE POWELL, formerly of Wilson, Powell & Hayward, New York, has joined the sales staff of Columbia Records, replacing Walter Smith, resigned.

FOX CASE, CBS Pacific Coast director of public relations, Hollywood, has been appointed to the California State Board of Agriculture for a term of four years by Gov. Culbert L. Olson, who served last year on the State Fair Board.

CHARLES GODWIN, night program supervisor of WOR, Newark, is the father of a girl born March 1.

DEWEY HARRISON, son of Walter M. Harrison, managing editor of Daily Oklahoma-A vis, Oklahoma City, who is chief announcer of the new staff of WKY, Oklahoma City, as city editor. Perry Wynd, WKY news editor, has been promoted to chief of special events. Harrison, former WKY news editor, resigned March 1, to accept a position elsewhere. Bob Eastman has been promoted to succeed him.

ROLAND HAMEL, formerly of the station's department of WHN, New York, has been transferred to the station's publicity department.

BILL KILMER, announcer and former president of KFRC, San Francisco, has joined the sales staff of KGKE, Ogden, Utah. Before leaving the KFRC station, he was associated with Betty Goodall, William C. Buckner, formerly of M-G-M's recording department in Hollywood, has joined KFRA as announcer.

JOHN PINTER, sports commentator of WWJ, Detroit, is spending his vacation with the Detroit Tigers at their spring camp in Lakeland, Fla.

LESLIE EDGLEY, formerly an NBC continuity writer, whose first published novel, "No Birds Sing," has been setting excellent reviews, is a guest of the "Bible" Writers' Guild at the New York World's Fair.

JACK COSTELLO, NBC announcer in New York, and formerly of KSTP, Minneapolis, was appointed official "Ambassador of Good Will" for the World's Fair by Harold E. Swens, of Minnesota.

PAUL BRENTSON, formerly of KMBC, and a graduate of the University of Chicago, has been appointed director of the West Coast operations of the Western Artists Bureau, Inc., and has joined the announcing staff of WBBM, Chicago.

RAYMOND RICH, formerly of WLS, has joined the announcing staff of WCAU, Philadelphia, succeeding Fred Marshall, who resigned to join the program department of WOR, New York.

WALTER GUTHRIE, son of F. P. Guthrie, Washington manager for RCA Communications Inc., a pioneer industry figure, has been elected into the MCA Kappa at Washington & Lee. He graduates in June.

JOHN F. WALLEY, NBC-Central Division office manager, is vacationing in Guatemala.

R. W. DUMM, formerly sales promotion director of KSFO, San Francisco, has joined RKO-Pathé as special events director of the station.

TRAPTON ROBERTSON, announcer of WPTZ, Charlotte, N. C., and Mrs. Robertson recently adopted a three-month-old girl.

HAL TATE, conductor of the Movie Theater Association program on WJJD, Chicago, is writing a column in a new monthly Chicago publication called "The Theater Magazine."

STARR YELLAND, formerly of San Francisco, has joined the announcing staff of KOA, Denver.

TOM DAILEY, formerly of KYOO, Tulsa, has joined the sports announcing staff of WJK, Omaha.

DALE ARMSTRONG, KFI-KECA, Los Angeles, commentator, has resigned to join Russell Byrd & Associates, Beverly Hills, Calif., for publicity concern.

BOB MENAFEE, formerly of WIBG, Chicago, has joined the announcing staff of WAFK, Winston-Salem, N. C., to announce the program staff of WPTF, Raleigh, N. C., for publicity concern.

FRANCES MYERS, formerly in the business office, has been made assistant traffic director of KOY, Phoenix.

SOUTHERN CALIFORNIA'S MOST POPULAR FEATURE

Double Feature

NBC RED NETWORK 50,000 WATTS CLEAR CHANNEL

KFI 1020 AM 50,000 WATTS KFCA 1430 AM

Two Major Outlets FOR THE

Third Major Market

Page 48 • March 15, 1940 BROADCASTING • Broadcast Advertising

Halloween Martin

Every morning since Jan. 7, 1940, the cheerful voice of "Halloween Martin" has been heard over the entire country as to time and temperature during "Music Clock." A stack of worn out records for the theme melody has long since passed the 100 mark. This one-girl show marked its 12th birthday Jan. 7, for Prudence Perry started the program on KYW, then a pioneer Chicago station. 

Halloween made her debut when she pinch hit for Prudence back in 1929 and every morning since has been heard in studio at 5:45 a.m. A DePaul graduate, Halloween gave up her job as assistant to a newspaper editor for the old Chicago Herald & Examiner to enter radio. Sponsored since April 15, 1930, the program is presently heard on WBBM, Chicago, under sponsorship of Sears, Roebuck & Co.

Cletie Roberts, who conducts the nightly quarter-hour "Let's Talk Over the News," on KMPF, Beverly Hills, Calif., has been appointed station news editor. At one time he was the night manager of Transradio Press Service.

JAMES CROSS and Louis Quinn, Hollywood writers, have been signed to write Jackie Coogan's scripts for the weekly "Hillman Hour" sponsored by KFDB, the Hillman Co., Los Angeles (autos).

ARTHUR GILMORE, CBS Hollywood announcer, and Glenn Middleton, head of the network's transcription department in that city, are co-authors of a new correspondence course on announcing which is being offered through several national publications.

MAURICE WEBSTER, CBS Hollywood announcer and president of Canadian's Camera Club movement, which has a large membership, will be toastmaster at the annual dinner of the third annual Western Photo Dealers convention in that city March 20.

CHARLES THEISS, newspaper writer 20 years in Cleveland, Cincinnati, St. Louis, and Detroit, has joined the news staff of WBOX, Cincinnati.

BOB RICHARDSON, conductor of the Automatic Reporter on KWK, St. Louis, has been named to the St. Louis Traffic Commission.

WILLIAM C. GILLER, formerly head of Public Broadcasting Co. of America, has joined the recording studios of Warren C. Jones Recording Service, Chicago, as sales manager.
JOHN RUSHWORTH, of the production department of WEAI, Boston, has been appointed supervisor of all transcribed programs. He also will direct all transcription activities of WEAI.

JAY CALDWELL, announcer of WBMT, Danville, Va., has been named publicity director. Woody Leifer, formerly of WCNW, Brooklyn, recently joined the announcing staff of WBMT.

LEON W. CRAGER has resigned as program director of KYAN, Vancouver, Wash., moving to Washington, D. C.

DICK POST, announcer on the CBS Scattergood Raisins series, and Helen Corbin have announced their engagement.

ALLAN FRANKLIN, announcer of WJJD, Chicago, is on a speaking tour for a nationally-known travel agency. His itinerary includes the Western portion of the United States and Honolulu. He will return to Chicago April 13.

MILDRED VAN, formerly home economics director of KFOX, Long Beach, Cal., and KFW, Glenendale, Cal., has joined KMPC, Beverly Hills, Cal., and is conducting the five-weekly quarter-hour Consumers' Home Research. She is currently sponsored by two national firms headquartered in Los Angeles—Coffee Products Co. of America (coffee and spices) and M. A. Newman Co. ( canned food).

ALLAN JENSEN, formerly of the reception staff of KSL, Salt Lake City, has been promoted to the announcing staff. Early in March the 18-month-old boy of Glenn C. Shur, KSL, production manager, and the week-old girl of Stanley Rees, control operator, died after sudden illness.

JOSEY STOPAK, NBC conductor, and Celia Stopak, NBC contralto, are the parents of twin girls born early in March.

JOE NICKELL, newscaster for WIBW, Topeka, Kan., for 16 years, has been elected vice-president of the Missouri-Kansas chapter of the Rainbow Division of the Veterans of the World War.

JIMMY WALLINGTON, Hollywood announcer on the CBS Yarns of Old Theatre, sponsored by Texas Co., has recovered from hand injuries sustained in a recent yacht accident.

HUGH WEDLOCK and Howard Snyder, Hollywood radio comedy writers, have been signed by Paramount Pictures Corp., to do additional dialog for the film, "A Night at Earl Carroll's".

HEN GAGG, NBC Hollywood announcer and vocalist, has a collection of more than 30 pins and badges which he won for bowling scores over 250.

JOHN J. ANTHONY, conductor of the Original Good Will Hour, sponsored on MBS and WMAA, New York, by Sterling Products for Ironized Yeast, is writing a second book based on his clinical observations of marriage problems as presented on the program.

EDWARD SHERMAN, formerly RCA-Victor record supervisor in Chicago and recently with the RCA-Victor Distributing Co., Kansas City, has rejoined the company as record merchandising specialist for the Kansas City district.

FRED LAWS, assistant to the president of KSTP, St. Paul, is convalescing after a recent operation. Don Hawkins, formerly of WXYZ, Detroit, has joined the KSTP announcing staff.
One on Clark

THAT announcers must watch their casual Ps' and Q's is indicated in the following postcard communication received from a listener by Ray Clark, announcer of WNAE, Yankton, S. D.: "Yesterday—Feb. 29—you said that a mother was going to make a Crisco cake for her little boy's birthday party and that he was 6 years old on Feb. 29. Please explain how anybody could be 5 on Feb. 29."

F. MORDAUNT HALL, former film critic of the New York Times and previously with the Boston Transcript has joined the CBS press department to handle magazine contacts under Edward Summings.

GEORGE REUTER, WBHM-CBS, Chicago, continuity writer, was a guest speaker before the radio writing class of Northwestern U on March 4.

LES MITCHELL, WBHM-CBS, Chicago, producer, will give a series of lectures during the two-day Vocational Conference for Seniors in Gary, Ill., April 1-2.

VAUGHAN BRADSHAW, production manager of WTRF, Norfolk, Va., is convalescing after an operation to remove a kidney stone.

JUNE NELSON of the KMPC, Beverly Hills, Calif., secretarial staff has been made night receptionist.

LOU WITHERS, KPIKE, Los Angeles, announcer, is the father of a girl born March 1 in Oakland.

JEANETTE SPIEGELMAN, formerly of NBC San Francisco, has joined the continuity staff of KMPC, Beverly Hills, Calif.

JACK O'REILLY, formerly in Metro West New York radio, has joined the sports announcing staff of WMFF, Plattsburg, N. Y.

MARY JANE HERDMAN, formerly with KOIL, KFAB, KOIR, Omaha and Lincoln, has joined the program department of WMFF, Omaha.

JACKSON WHEELER, formerly of KNX, Hollywood, has joined the CBS staff of announcers in New York.

Neblett Goes to KWK; Bowin Gets Promotion

JOHNIEE NEBBLETT, well-known sports caster formerly heard on WNS, Columbus, O., has joined the sports staff of KWK, St. Louis, to conduct his regular One Man's Opinion under supervision of Fall staff beer as well as broadcasts of hockey games and boxing and wrestling matches. In another shift at the station Martin Bowin, for

Mr. Neblett Mr. Bowin
five years on the KWK announcing staff, has been appointed supervisor of announcers, replacing Allen C. Anthony, who resigned to free himself up on the baseball game.

Neblett has broadcast sports over WNS since 1937, including play-by-play descriptions of all Cleveland Redbirds games in the American Assn. In 1937 he was awarded the trophy as "most popular baseball announcer in the American Association" by League President George Trautman. For two years he was secretary of the American Assn. of Baseball Broadcasters. Bowin entered radio in 1926 as a bookkeeper-adjacent assistant in Cleveland, working into part-time and later full-time announcing on the station until joining KWK.

Radio Career Tips

RADIO from a career standpoint is discussed in the new occupational monograph, Occupations in Radio, published by Science Research Associates. The study is written by Kenneth G. Bartlett, director of the Syracuse U Radio Workshop, and Douglass W. Miller, assistant to the dean of the Syracuse U school of journalism. The monograph reviews station and network organization, functions and opportunities in organizations allied to radio, qualifications and training for radio and technical jobs, opportunities for women in the field, and general advice on getting started and looking at future developments.

Walter Logan

WALTER LOGAN, musical director of WTMAM, Cleveland, for the last 17 years, died at his home in Cleveland March 11. He had been ill with heart disease for nearly a year, during which time he has been absent from his station duties. Mr. Logan, who was 63, was a composer and band leader of Cleveland orchestra leaders as well as a pioneer in radio music. He was said to be the first to produce operas for radio and directed Fritz Scheff when he first sang on a commercial program.

WBMM Pages Trained

IN AN EFFORT to give WBMM-CBS page boys an opportunity to show their radio talent, Lee Mitchell, producer of the Chicago outlet, is operating a page boys school for the boys. Every phase of radio production is being studied and in the near future a complete show, manned throughout by present page boys or graduates from the ranks who now work in other departments, is scheduled for broadcast over WBMM.
Vallee Series Features Commercials by Talent NATIONAL Dairy Products Corp., New York (Sealtest milk), on March 7 started its Rudy Vallee Show on 61 NBC-Red stations, Thursdays, 9-10 p.m. (EST), with Vic Knight producing. It is a musical comedy type of program with fantasy, based on historical events and stressing humor of character and situation rather than gag spots. The program has no announcer, the commercials being handled by Vallee and members of the cast, with cut-ins by dealers in various parts of the country. Besides Vallee, featured on the weekly program is Maxie Rosenbloom, Hollywood prize fighter, cafe proprietor and movie actor, who furnishes comedy relief.

Different guest artists are featured each week along with a 25-piece orchestra and 16-voice chorus. Ken Darby and Elliott Daniels head the musical contingent. Sidney H. Fields, Norman Panama, Melvin Frank, Paul Henning and Lynn McNamara will handle writing assignments. Although Sealtest is not merchandised on the West Coast, the program is being released over KFI, Los Angeles. Herbert Korholz, radio director of McKee & Albright, New York agency servicing the account, recently established a Hollywood production office and will divide his time between the two cities for the duration of the series.

Old Gold Makes Ready CAL. KUHL, Hollywood producer, has been commissioned by C. Care & Mitchell, to produce the new variety and dramatic show, featuring Don Ameche, which starts April 5 under sponsorship of P. Lorillard Co., New York (Old Gold cigarettes), on 60 or more NBC-Red stations.

An American Airlines plane was equipped as a flying studio on March 8 for the Quaker Oats Cris Cereal broadcast heard over 38 NBC-Red stations. Joe Rife, NBC-Chicago engineer, installed approximately 600 pounds of equipment for the show which was short waved to pickup receivers on the Civic Opera Bluf, for relay to the studios in the Merchandise Mart. Left to right are Ed Wilde, Chicago manager for Tom Fidzdale Inc.; Katherine Haney, Ruthrauff & Ryan, Chicago; Art Trask, same agency, who was responsible for the stunt; Betty Winkler, star of the program; Warren Johnson, also of Ruthrauff & Ryan; Pat Murphy, writer; June Travis, actress; and Axel Grunenberg, director of the program.

BOOK on Crashing Radio Written by Frank Arnold ADVICE on how to enter and develop in radio is presented in a new volume Do You Want to Get Into Radio? [Frederick A. Stokes Co., New York, $1.50], written by Frank A. Arnold, former director of development of NBC and now a New York radio consultant. The 133-page book affords a functional discussion of the various departments of the radio broadcasting business, slanted to inform the young person with an eye on entering the field.

Concluding with an appendix covering a list of the colleges offering radio courses, important broadcasting stations and selective biography, the volume includes chapters covering the organization set-up of a network, program building, time selling, talent selection, promotions and public relations, department of information, announcing, opportunities for women, junior executive posts, television and future prospects.

Here's The Picture in Rochester

HIGHEST in number of hours of sponsored NATIONAL network and NATIONAL spot programs — WHEC

HIGHEST in number of hours of sponsored LOCAL programs — WHEC

HIGHEST in listener's preference — WHEC

HIGHEST in sponsor's preference — WHEC

LOWEST in cost per listener for complete coverage of Rochester Territory — WHEC

BROADCASTING • Broadcast Advertising

March 15, 1940 • Page 51

WHEC Runs Full Column Promotion Advertisements on Its Programs in the Rochester Newspapers Seven Days a Week

WHEC Rochester, N. Y.

Nat'l Representatives

Paul H. Raymer Co.
HELEN ADAMS
conducting
"IT'S FUN TO KEEP HOUSE"
Five Days a Week
on ST. LOUIS KWK

HELEN ADAMS
conducting
"IT'S FUN TO KEEP HOUSE"
Five Days a Week
on ST. LOUIS KWK

DOORWAY (Ky.) IS CLOSED TO BIG SALES!

Simply because few people live there, Doorway (Ky.) is pretty much a closed proposition so far as sales are concerned. That's why Doorway and a thousand other Kentucky hamlets, combined, can't give you a market to compare with the rich Louisville Trading Area. THE MILLION BUYERS who live in and around Louisville make two-thirds of all Kentucky purchases! And these ready-made customers tune to WAVE because we give them the newest news, the best on N.B.C., and the finest local programs. Broadcast over WAVE, your story reaches only the people who matter! . . . How about it?

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

WBBM Expansion
A $60,000 construction project that is expected to take four months to complete is under way at the WBBM-CBS studios in the Wrigley Bldg., Chicago. Three new studios, additional facilities for the Columbia Recording Co., a photographic studio and darkroom, and new offices to care for department expansion will be provided. The present newsroom, mail department and several offices will be moved to another floor to make room for the studios, which will be located on the second floor. During the construction period, a number of regularly scheduled shows will be broadcast from studios in the penthouse of the Chicago Daily News building. Largest of the new studios will be 40 x 23 feet, smallest 18 x 14, with the third studio 31 x 19.

WJSV BANS BEER
Small Loan Accounts Also
Denied Renewal

RESPONDING to "a growing articulated opinion" that beer advertising via radio is not in strict good taste, Manager A. D. Willard, of WJSV, CBS key station in Washington, told BROADCASTING March 2 that the station has cancelled all beer advertising and will accept no more in the future. The ban hit only a single account—Globe Brewing Co., Baltimore (Arrow beer and ale)—but brought a temporary revenue loss of about $700 per week from one of the station's oldest sponsors, it was stated. The brewing firm sponsored four five-minute newscasts daily and one hour-quarter-hour news spots Sundays.

In explaining the new policy, put into effect in February, Manager Willard pointed out that since beer programs must sell beer—and to do so must make beer appealing—it was concluded such advertising was not in good taste and should be discontinued by the station. Because the sales messages are received in family circles, by children and grownups alike. For similar reasons, the station also has placed a ban on the renewal of outstanding small loan accounts.

Vox That Popped
VOX POPPED to a turn was Frank Nicholson, man-on-the-street announcer of KFBK, Sacramento, Cal., during a recent sidewalk interview program. Nicholson confronted with a reticent German refugee, graced him on to answer queries concerning his fatherland with the observation, "You needn't be afraid. This is America. We have free speech here. Go ahead and say all you want." Taking his cue, the German shot at the mike a red hot barrage of expletives and curse-words about Hitler and the Nazi regime. After shooing his guest away, Nicholson apologized profusely to listeners. Next day's mail brought numerous letters accepting the apology and indicating listeners held no hard feelings toward anyone, including the interviewer.

Griffin Psychic Series

GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on March 6 will start its annual spring campaign, using a dramatic program titled 'Who Knows?' on four MBS stations, Saturdays, 8:30-8:45 p.m. The programs will deal with psychic phenomena, dramatizing incidents which actually occurred taken from the case books of Dr. Heward Carrington, psychic investigator. Birmingham, Castlemann & Pierce, New York, is agency.

TED MORDE has resigned as news editor of KMFC, Beverly Hills, Cal., to head an expedition to Honduras which will map unknown tributaries of the Patuna River. The group will also search for a lost city and is scheduled to leave from New Orleans in mid-April.

MAJOR project in the current CBS expansion program in New York is this modern eight-story studio and experimental laboratory annex within the shell of the building formerly housing the famous Juilliard School of Music. The new $700,000 structure, across the street from CBS New York headquarters at 485 Madison Ave., is expected to be ready about May 15. It will house seven studios embodying the latest technical advances, including a radical innovation for improvement in sound projection—acoustivanes patterned on fundamental principles of the violin, with hard resonant wood on one side and soft porous wood on the other, which can be turned for various tonal effects from a central control.

New Hollywood Studios Of CBS About Complete

WITH construction practically completed, the new $200,000 building housing two additional audience studios, which adjoins the main CBS Hollywood structure at Sunset Blvd. and Gower St., will be in use by early April, according to Donald W. Thornburg, the network's Pacific Coast vice-president.

New building, designed by John and Donald B. Parkinson, Los Angeles architects, is harmonizing with the modern functional style of the main studios and executive building of CBS which were opened April 30, 1938. Dimensions of the two story addition are 135 x 105 feet. It is located directly east of Columbia Square Playhouse. Entrance to the new studios face the patio on Sunset Blvd.

The new studios are soundproofed and will be equipped with latest RCA broadcasting facilities. Stages are 60 x 36 feet and each studio will seat more than 400 persons, all on the first story level. Second floor of the air-conditioned building is planned for script department offices, public lounges and artists' dressing rooms. CBS neon signs will be placed on the building corners at both Gower St. and Harold Way. Space in the rear of the building for Gower St. will be retained for parking.

WHAL, Baltimore, has signed Gene Robb, business letter author and newspaper columnist, to do a Saturday 7 p.m. series titled The Business Areas From Washington.
“We know White Rock Buttermilk is a mighty superior product, but before people can use it they must know about it and KLZ has certainly done a swell job of telling and selling.”

—Gold Coin Creamery Company
Don L. Reed, Manager

White Rock Buttermilk was introduced to Denver by Gold Coin Creamery last April, sailed along until September keeping pace with its competition. Then KLZ’s “Lady, Lend an Ear” program was made a part of White Rock’s sales plan for the Rocky Mountain region.

Came November, December, and January, whose snows and sub-zero weather usually mow down the demand for buttermilk. But White Rock sales continued stable... in some cases exceeded those of June, July, and August. Today White Rock buttermilk sales are estimated by creamery officials to be 40% above the average for the industry.

Another local advertiser feels the power of KLZ to produce sales... learns why KLZ carries more quarter-hours of locally sponsored time than any other station in the Denver area.
More than 3,000,000 French-Speaking Canadians Make the Province of Quebec and Eastern Ontario a Rich and Productive Sales Territory

LIKE A POWERFUL SEARCHLIGHT, CBC in Canada not only covers the entire Dominion from sea to sea, but its facilities can be focused on any specific Province.

Typical of this specialized coverage is CBC's dominance of the Province of Quebec... a Province whose 3,135,000 people have an annual retail spending budget of $161,864,000. With the CBC Key Station, CBF (50,000 Watts), directed to the French-speaking population... with CBM (5,000 Watts) reaching the English-speaking people... the CBC network serves 80% of all radio homes in the Province, with an overflow that extends to French-speaking Canadian homes in the Maritimes and Eastern Ontario.

Here is truly an outstanding coverage... and it is made all the more valuable because radio in Canada is an organized medium... serving the people with the finest entertainment... and enjoying a listening audience from coast to coast that is unsurpassed anywhere for its loyalty and goodwill.
Text of the New FCC Rules Governing Television

(Continued from page 57)

Sec. 4.75 Announcements

At the time station identification announcements are made, there shall be added the following:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Sec. 4.76 Scope of Experimentation, Limitations and Restrictions

(a) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate to render a regularly scheduled television broadcast service to the public.

(b) No Class I station shall operate when objectionable interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

(c) Class II stations shall operate to conduct television broadcast research and experimentation for the development of the art in its program phases and in connection therewith may carry out experiments with respect to power and antenna requirements for a satisfactory service to the public.

(d) Class II stations shall make all equipment changes necessary for rendering safe and reliable transmitter performance as the Commission may at any time require.

(e) Class II stations shall maintain a minimum scheduled program service of ten hours per week throughout the license period.

Sec. 4.77 Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

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<tr>
<th>Group A</th>
<th>Group B</th>
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<tbody>
<tr>
<td>No.</td>
<td>No.</td>
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<td>1</td>
<td>44,000-50,000</td>
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<td>2</td>
<td>50,000-60,000</td>
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<td>3</td>
<td>64,000-72,000</td>
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<td>4</td>
<td>70,000-80,000</td>
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<td>5</td>
<td>80,000-90,000</td>
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<td>7</td>
<td>102,000-110,000</td>
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<td>17</td>
<td>240,000-260,000</td>
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<td>18</td>
<td>260,000-280,000</td>
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<td>19</td>
<td>280,000-300,000</td>
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</tbody>
</table>

(b) Each Class II television broadcast station will be assigned only one channel. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized for both Class I and Class II stations but no emission shall result outside the authorized channel. The assignment of a channel to a Class II television broadcast station does not preclude the assignment of that channel for use by Class I stations, but such a Class II television station shall have priority for the use of the channel for its scheduled program service. Licenses for both a Class I and a Class II station may be issued to a single licensee only upon a showing that the development of the television art will be assisted thereby, particularly where authority to operate on channels in Group B or C is requested for the Class II operation.

(c) Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

For the second consecutive year WGBA, Cleveland, has been awarded the C.I.T. plaque as the station giving the most effective and consistent support to local traffic safety measures. John W. Darr (left), trustee of the C.I.T. Safety Foundation, presented the plaque to Gene Carr, assistant manager of WGBA, who did the accepting.

(d) For the present no Class II television broadcast station will be assigned a channel for time sharing operations.

Sec. 4.78 Power

The operating power of a Class I

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This provision modifies Section 4.4(a) (Continued from page 24) insofar as it applies to television broadcast stations.

---

...! BUT It's "hitting the right spot" that counts

Represented by THE BRANHAM CO.

N. B. C.
1,000 Watts

KTBS

SHREVEPORT • LOUISIANA

MEMBER SOUTH CENTRAL QUALITY NETWORK

WMC—Memphis • KARK—Little Rock • WSMB—New Orleans

KWHK-KTBS—Shreveport

“CALLING all advertisers, calling all advertisers—Be on the look-out for PUBLIC HARD-TO-CATCH-CUSTOMER No. 1, alias the LITTLE FOX.”

Slyer than a fox is the advertiser who goes after the little fox of the popular KTBS way. When you use KTBS, Shreveport, Louisiana, for your spot or network advertising you command one of America's most receptive markets ... You know you'll reach that foxy customer and sell him into WANTING to be caught.

We invite 1940 radio advertisers to investigate the possibilities of the Shreveport market and the coverage offered by KTBS. We hit the spots—high and low—and make "bagging your game" no longer a sport of chance but a sure thing.

Let KTBS help you "bring back the brush."
Radio Aids Stricken
(Continued from page 36)

remained on the job for three days, taking only time out for rest. Earl Wright, commercial representative of KHSL, covered by airplane.

With its entire staff on 24-hour call, its remote service crew standing by throughout the entire flood period, KFBK, Sacramento, rendered excellent service to both residents of the ravaged communities and various relief and rescue agencies involved. At the first indication of flood danger, KFBK established direct lines to the U. S. Weather Bureau offices in the Sacramento Bee, and kept its listeners informed.

As the crest of the flood moved down the Sacramento River towards Sacramento, KFBK flashed frequent warnings. Early in the morning of March 1, KFBK was informed by Mattland Pennington, publisher of the Mercedian Independent, of a levee break in that district, about 40 miles from Sacramento. KFBK went on the air with warnings and continued the broadcasts until the 1,000 inhabitants had been evacuated.

Supervised by Howard Land, manager of KFBK, the station's flood broadcasts were directed by Tony Koester, chief announcer. The KFBK staffmen on duty were Larry Gartner, Verne Parklow, announcers, and Stam Sronce and Merwin Jones, engineers.

Shortwave Helpful

KROY, Sacramento, virtually turned over its facilities to law enforcement and relief organizations. Headed by Will Thompson Jr., manager, the entire station crew was on duty. Milton Cooper, chief engineer, and Winston Bull, announcer-operator, operating shortwave stations WQOL and WQRA, played an important part in securing flood news from many isolated spots.

KROY, under supervision of D. E. Lundy, sales manager, aided the Red Cross in obtaining supplies for refugees in Winters, approximately 50 miles from Sacramento, which was completely inundated. Communications to farmers in the Sacramento Valley were broadcast at frequent intervals by Miss Garland Schulter, KROY agricultural director. In recognition of its public service, KROY through its manager, Mr. Thompson, was presented with a special citation from Gov. Culbert L. Olson at the State Capitol March 4.

When the heavy rains caused overflow of the Russian River and flooded the Redwood Empire area, KSRO, Santa Rosa, under direction of Wilt Gunzendorfer, supplied listeners with bulletins on flood conditions. KSRO sent an airplane over the stricken area and listeners were informed, if they were in need of food, supplies or medical attention, to fly a white cloth and that aid would be sent them.

KSFO, San Francisco, kept the general public and the affected residents informed on the flood stage road conditions and warned residents in the paths of onrushing waters. KSFO chartered a United Airlines plane and flew Tro Harter special events announcer, over the entire Sacramento Valley area. His summary of actual conditions was broadcast from KSFO over the CBS Pacific Network Feb. 29. KFRC, San Francisco, besides giv-
WHO'S INVESTMENT IN YOUTH
Sponsorship of Golden Gloves Contest Leads to Development of Amateur Athletics

By WOODY WOODS
Publicity Director, WHO, Des Moines

PLOWING profits from its annual Golden Gloves amateur boxing meet back into amateur athletics, WHO, Des Moines, is investing in young American manhood. The Des Moines meet, the only Golden Gloves contest in the country sponsored by a radio station, has been drawing increasing credit to the station for developing wholesome athletic training and competition since 1938, when WHO started sponsoring the event.

Each year crowds and entries have increased. The 1940 tournament attracted more than 1,000 requests for entry blanks, more than 500 entries. More than 200 contestants passed the rigid physical examination and were certified by attending physicians to enter the tournament. On Feb. 12, the night of the semi-finals and finals, more than 6,500 fans packed the auditorium—a complete sellout, with several hundred turned away.

Funds for Athletics

What becomes of the profits? In some towns Golden Gloves sponsors turn them over to specified charities. But at WHO profits are plowed back into amateur athletics. Specifically, gymnasium equipment has been supplied to Easton Heights Community Center, Bourland's gymnasium, South Side Community House, Highland Park Community Center, Rosedale Settlement House, Hayes gymnasium in Lenox, and many Chamber of Commerce gymnasiums in Winterstem, Iowa, and the National Youth Administration boxing team as well as many others.

What's the result of all this? Many lads who have stayed off the streets and out of trouble because of these profits have maintained supervised gymnasiums which may be used by young men who cannot pay for such facilities—a year-round contribution to the welfare and development of young American manhood, made possible by the continued patronage of lovers of clean sport and neat young fellows who pay a penny of their profits from the tours.

Director of the tournament is Bill Brown, WHO's sports editor. Harold Fair, WHO program director, handles production, acts as

GUIDING genius of the Des Moines Golden Gloves amateur boxing meets, sponsored since 1938 by WHO, Des Moines, is Bill Brown, sports editor of the station. As director of the only tournament sponsored by a radio station (42 others being sponsored by newspapers), he has been responsible with the aid of his WHO conferees for its increasing success in bringing credit to WHO for developing its solid American young manhood. Caricature by Benne Actor.

clerk of the tournament, and is directly responsible for activities of a working crew of 52 men, plus an aggregate of 39 doctors, judges, referees and timers. The house staff, consisting of doormen, ushers, police officers, stage hands and box office crew totaled 76 more.

It is noteworthy that in spite of the almost universal feeling of newspapers toward a large radio station, reams of publicity were given to WHO's Golden Gloves tournament by newspaper writing of all kinds and many newspapers all through the State. And the newsworthiness of the meets is further attested by fine cooperation of Des Moines dailies, themselves operators of their own radio stations. Noel Hickey, from the standpoint of the station, was the situation in the big Chicago tournament where the WHO team was thrown in with teams sponsored by 42 newspapers—sponsored by a radio station stood out like a sore thumb.

Store's Events
THE 100-year-old Leon Godchaux's Clothing Co., New Orleans, celebrating its centennial, has signed with WVL for sponsorship of nine special events, including interviews from the store, a style show from the Hotel Roosevelt, the city's Spring Fiesta and other occasions. Among those to be interviewed are J. B. Hickey, president of Hickey-Freeman Co., and Harold Keith, president of Walk-Over Shoe Co. Same sponsor bought all of the station's special events during 1939, through Fitzgerald Adv. Agency with Henry Dupee handling.

Beardsley Adds
J. W. BEARDSLEY'S SONS, New York, on Feb. 5 started quarter-hour daily participation in the two-hour Musical Clock program on KXW, Philadelphia, on behalf of代替 caddie cakes, already promoted twice weekly on Phil Cook's Morning Almanac program on WABC, New York, and twice weekly on the Make Believe Ballroom on WNEW, New York. No further stations will be added at the present time, a cord to Neff-Rogow, New York, the agency.

WITH the bulk of increased appropriations going to radio, newspapers and weekly magazines, advertising budgets are running 5 to 10% over a year ago with most spring campaigns now setting under way, according to The New York Times.

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WMC

FIRST IN THE POLL-PARADE

- Here, in four separate and disinterested surveys by U.S. and Canadian radio editors, radio programs heard regularly over WMC were awarded first distinctions by overwhelming margins. Popular proof of WMC's widespread popularity in the Midwest listen area.

7 out of the first 10 in the World Telegram Poll

1. Favorite Program...JACK BENNY
2. Outstanding New Star...ALEC TEMPLETON
3. Popular Male Singer...BING CROSBY
4. Favorite Studio Actress...DON WILSON
5. Popular Classical Singer...NELSON EDDY
6. Popular Quartet Program...RED WARGING
7. Best Comedy Team...JACK BENNY
8. Popular Orchestra...GUY LOMBARDO
9. Favorite Sports Announcer...BILL STEIN
10. Favorite Quiz Program...INFORMATION PLEASE

9 out of the first 10 in the Cleveland Plain-Dealer Poll

1. Favorite Personality...CHARLIE McCARTHY
2. Favorite Program...CHASE & SANBORN
3. Best Classical Male Singer...NELSON EDDY
4. Best Classical Female Singer...LUGILLE MANNE
5. Best Popular Male Singer...BING CROSBY
6. Best Classical Singer...BING CROSBY
7. Best Dramatic Serial...ONE MAN'S FAMILY
8. Best Light Comic...STERN
9. Best Dance Band...GUY LOMBARDO
10. Best Light Musical...DELIANE IRWIN

7 out of the first 10 in Radio Daily Poll

1. Jolt-O Program
2. Chase & Sanborn Program
3. Kraft Music Hall
4. Information, Please
5. Fred Allen Show
6. Bob Hope Program
7. Lux Radio Theatre
8. Ford Hour, Developing Hour
9. Kay Kyser's College One
10. Good News of 1940

WMC

9 out of the first 10 in the Motion Picture Daily and Motion Picture Herald Poll

1. Open Broadway...EDGAR BERGMAN
2. Film Stars on Air...DEN AMES
3. Dramatic Series...ONE MAN'S FAMILY
4. Comedians...FANNIE BROOK
5. Comedians...STERN
6. Variety Troupe...FRED WARE AND NOLLY
7. Popular Singers...BING CROSBY
8. Classical Singers...BING CROSBY
9. Classical Singers...NELSON EDDY
10. Popular Dance Orchestras...GUY LOMBARDO

5,000 WATTS DAY 1,000 WATTS NIGHT

WMC NBC RED NETWORK

MEMPHIS

Owned and Operated by

THE COMMERCIAL APPEAL

National Representative: The Brannam Company

March 15, 1940 • Page 57
THE BUSINESS OF BROADCASTING

WTPF, Raleigh
Armour Fertilizer Works, Atlanta, t series, thru Gottschald-Humphrey, N. Y.
William R. Warner Co., New York (Shona), as series, thru Warwick & Legler, N. Y.
Greyhound Lines, Cleveland, t series, thru J. Walter Thompson Co., N. Y.
Olin Roug Co., Chicago, 48 t, thru Presa, Fellers & Presa, Chicago.
Chattanooga Medicine Co., Chattanooga, daily, thru Nelson Chester & Co., weekly.
Rotany Lanolin Products, New York (cosmetics), 3 t weekly, thru Alfred J. Silverstein Inc., N. Y.
Park & Tilford, New York (Tintex), Adv., thru Charles M. Storm Co., N. Y.

WDAY, Fargo, N. D.
Interstate Nurseries, Hamburg, Ia., 6 sp, thru Buchanan-Thoms, Omaha.
Thomas J. Lipton, Hoboken (tea), 130 sa, thru Young & Rubicam, N. Y.
American Chicle Co., New York (gum), 50 t, thru Badger & Browning, N. Y.
Household Magazine, Topela, sp series, thru Presa, Fellers & Presa, Chicago.
Northrup King Co. & Minneapolis (seeds), 78 sa, thru Olmsdell-Hewitt, Minneapolis.

KJH, Los Angeles
Lindauer & Co., San Francisco (moth deterrent), 4 sp weekly, thru Heints, Pickering & Co., N. Y.
Dryden & Palmer Inc., Los Angeles (cat food), 13 t, thru Samuel C. Croot Co., N. Y.

KGGG, Fort Worth-Dallas
General Mills, Minneapolis (Softasilk), 21 t, thru Blackett-Sampson-Hummert, Chicago.
Miller Cereal Mills, Omaha, 104 sa, thru Miller Co., Omaha.

WCAU, Philadelphia
Land O'Lakes Creameries, Minneapolis, 2 t weekly, thru Campbell-Mithun, Minneapolis.

WHO, Des Moines
E. J. DuPont de Nemours & Co., Wilmington, Del. (O-Glass), 2 sp weekly, thru BBDO, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club), 180 sp, thru Ruthrauff & Ryan, Chicago.
Oliver Farm Equipment Co., Chicago, 39 t, thru Buchsbaum & Co., Chicago.
P. Lorraine Co., New York (cigarettes), 10 sp, thru Lennes & Mitchell, N. Y.

Condor Bros., Rockford, Ill. (seeds), 15 t, thru John B. Dwyer Co., Minneapolis.

Olsen Rug Co., Chicago, 8 sp weekly, thru Presa, Fellers & Presa, Chicago.
Williamson Candy Co., Chicago (Oh Henry bars), 60 sp weekly, thru John H. Dwyer & Co., Minneapolis.

Borg Fishing Co., Wilmington, Cal. (Prune-olino), 15 sp weekly, thru Dan B. Miner Co., Los Angeles.

Lever Bros. Co., Cambridge (Spry), as renewal, thru Ruthrauff & Ryan, Chicago.

Chase & Co., Sarasota, Fla. (celery), as series, thru Glaser-Gottschald, Boston.

WOWO, Fort Wayne
H. H. Butler Stores, New York (clothing), 78 sp, direct.

Chromadino, Inc., national market contract, thru Ruthrauff & Ryan, Detroit.


Park & Tilford, New York (Tintex), 39 t weekly, thru Charles M. Storm Co., N. Y.

WNEW, New York

Gordon Baking Co., Long Island City, N. Y. (Romain Meal Bread), 11 sp weekly, thru Maurice Bar & Sons, Los Angeles.
Charles Guellich Mfg. Co., Chicago (mustard), 3 sp weekly, thru Chas. W. Hoyt Co., N. Y.

Kirkman & Sons, Brooklyn, N. Y. (soap), 6 sp weekly, thru N. W. Ayer & Son, N. Y.

Sebastiani Wineries, New York, 3 sp weekly, thru Carlo Viniti Adv., N. Y.

Marble & Stone Institute, New York (Statuettes), weekly and ap, 4 weeks, thru T. -:.

KGBM, Honolulu; KHBC, Hilo


Colgate - Palmolive - Peet, Jersey City, N. J. (Palmolive soap, Sulfaros, 20 t weekly), 5 t, 5 sa weekly, thru Benton & Bowles, N. Y.

KMPC, Beverly Hills, Cal.

Vogel & Hathaway, Los Angeles (cosmetic made up), 6 sp weekly, thru Mayers Co., Los Angeles.


WIZJ, New York

Studebaker Corp., South Bend, Ind. (autos) 2 weekly t, thru Roche, Williams & Cunyngham, Chicago.
PETRSON to KFI-KECA

E. P. PETRSON, nationally known in radio advertising, on March 1 became directo of advertising for KFI-KECA, Los Angeles, the appointment being announced by Norman Ross, from the stage at the meeting of the National Radio Club, also in Los Angeles.

B. DICKSON, of DEAN, BRIDGES & DICKSON, sponsors for the program, mentioned James Elliott, of the NBC Advertising Department in Los Angeles, and said, "We will be glad to have him with us for the next six months." The agency, which represents the company, has been associated with the program for a number of years.

Mr. Pederson is the first advertising manager of the company to be transferred from the advertising department of the company's office in Los Angeles to the advertising department of the company's office in Chicago. He has been with the company for five years, and was formerly a member of the advertising department of the company's office in New York.

 Biggest Account?

BURT'S Inc., Cleveland department store, said to be the largest buyer of local radio time in the United States, added a half-hour daily to its radio schedule March 4 when it started sponsoring Music of All Ages on WCLE, Cleveland. The addition brings to a total of 13 the number of sponsors participating in the program, which is heard in the morning on WCLE. The show is conducted by Alton Wilcox, who is also the program director at WCLE.

SWIFT & CO., Chicago, on March 2 started a daily 15-minute television show, featuring Norman Ross, from 10:30 to 10:45 a.m. on WBBM, Chicago. This show is in addition to spot announcements on 40 stations (Broadcasting, March 1) which began Feb. 29.

RED & WHITE STORES, Los Angeles (chain grocery), new to radio, is sponsoring a twice-weekly hour-long program, "The John W. Harvey Presents," on KFI, that city, and Heintz, Pickering & Co., Los Angeles, has the account.

RELIANCE LUMBER CO., Tacoma, Wash., is a sponsor of the half-hour question and answer program, "Reliance Lumber Quiz," on KKO, that city, which is broadcast from the offices of the company.

SUNNYVALE PACKING Co., San Francisco, is a sponsor of the "Radio Talk" program, on KGO, that city, sponsored by the American Federation of Labor. The program is conducted by Harry L. Weingarten, and spot announcements, conduct the quiz program.

MISSION BELL WINES, Madera, Cal., on March 2 started two Saturday morning programs on WBBM, Chicago—"Norman Ross Revue," for 10 to 11:15:11; "Words & Music," featuring Jay Simms, 9:30 to 9:45. Beginning with the March 23 programs, the Norman Ross portion of the sponsor- ship will be expanded to 30-minutes, 10:30 to 11 a.m. Ralph Heineken, program director of WBBM, Chicago, handles the account.

CHALLENGE CREAM & BUTTER ASSN., Los Angeles, a frequent user of live and recorded announcements on all California stations, on March 16, started the weekly half-hour his- torical series, "The American Challenge on KFI, that city. The series is for 13 weeks and is being written by Samuel B. Dickson. NBC San Francisco continues the program, and Heinz, program manager of KFI, will produce. Agency is E. B. Bricher & Staff, Los Angeles.

Ascanio, a frequent user of live and transmitted announcements on all California stations, on March 16, started the weekly half-hour historical series, "The American Challenge on KFI, that city. The series is for 13 weeks and is being written by Samuel B. Dickson. NBC San Francisco continues the program, and Heinz, program manager of KFI, will produce. Agency is E. B. Bricher & Staff, Los Angeles.

MASSEY HARRIS CO., Toronto (farm implement), has started new- est six-time weekly on various West- ern Canada stations including CICJ, Edmonton and CKY, Winnipeg. Placements are made by local dealers.

LINDAUR & CO., San Francisco (Lindy's Treat & Cereal), new to radio, on a four-week test campaign, on March 3, announced participating in the "Young's Happy Homes" program on KFRC, San Francisco. Agency is Heintz, Pickering & Co., Los Ange- les.

CHICAGO & NORTHERN Refining Railroad, Chicago, has renewed its six-weekly once-hourly quarter-hour clock on WJAC for 52 weeks effective March 23. This will be the fourth con- secutive year that this program has been under the same sponsorship.

SPOHN MEDICAL Co., Goshen, Ind. (One-Strong Aid) is using the "Canada- threeweek," featuring The Buck- ston, WN, Des Moines, and early morning news programs on WLS, Chicago, for an indefinite period.

HECKER PRODUCTS Co., New York, on April 14, will enter a new program for three weeks, carrying the threeweek-quarter-hour transcribed series "Superman for Force."

VANTI PA-A Co., New York, on March 13, added WTVT, Miami, to the list of stations carrying weekly spot announcements promoting the company's new melted wax. On WTVT, 40-word spots are used together with 100-word announcements. Erwin, Wasey & Co., New York, handles the account.

LYDIA E. PINKHAM Medicine Co., Lynn, Mass. (proprietary), during the week of March 11 started a 12-week test campaign of one-minute announcements, one to three daily on four radio stations: "The Lydia E. Pinkham Medicine Co.," Erwin, Wasey & Co., New York, is agency.

HILLSIDE FLOUR MILLS Co., Minneapolis, Minn. (flour), using participa- tion six times weekly in the combined "Simulations of Success" and "of Pro- gressive League programs on KNX, Hollywood, for the past 20 weeks. The show began in February and will run for 52 weeks. Hutchinson Ad. Co., Minneapolis, has the account.

GLOBE GRAIN & MILLING Co., Los Angeles (paeance & flour), sponsor of a quarter-hour program, "The John Harvey Program," from the offices of the company, on KNX, San Francisco, and KNX, Hollywood, for six months, on March 4 renewed for 13 weeks. Agency is Dan B. Min- er Co., Los Angeles.

PALMER'S Ltd., Montreal (Mint's Madame), started on March 4 a weekly half-hour quiz show on CBL, Toronto. Account was placed by Norris-Patterson Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont., and Salt Lake City, Utah (Salt Lake Co.), started on March 1 for one year the three weekly quarter hour "Quaker Oats in Your Life" program of Monte Cristo programs on CHNS, Chicago; WHUR, Washington; CFYQ, Sydney, N.S.; KFDC, Charlottetown, P.E.I.; CJYQ, Yorkton, Sask.; CJRM, Regina, Sask.; CJYK, Saskatoon, Sask.; CFCQ, Grande Prairie, Alta.; CJWA, Edmonton, Alta.; CJWA, Saskatoon, Sask. Account was placed by Lord & Thomas of Canada Ltd., To- ronto.

FRUIT WINE Co., America, New York, on March 11 started a campa- ign on three New York stations for Lord Jean and Goldberg's monumental and planned to add that to their list later this spring. Current radio is 48 spot announcements weekly on WJZ; 60 spots weekly on WMCR; fivequarter-hourers weekly, featuring the "Beverly Hills" magazine, the Jewish program Sundays on WHOM, Trenton, N.J.; and "Emoigog No. 1," weekly, on both Southern California radio and is now completing its list. General Adv. Agen- cy, Los Angeles.

M. A. NEWMARK & Co., Los Ange- les (canned foods), new to radio, on March 4, started a campaign on KPMC, Beverly Hills, Cal., using five-minute participations, six-weekly. Agency is the "M. L. Home Research Program, conducted by A. B. Miller, of M. L. Re- search Co., that city. Agency is the Southern California radio and is now completing its list. General Adv. Agen- cy, Los Angeles.

HELMER OIL & REFINING Co., Houston, has started a series of 70 spots, "Young's Happy Homes program" on KHJ, Los Angeles, in a four-week series which started March 4. Agency is Ives F. Wallin Jr. & Staff, Los Angeles.

REMEMBER, pet, you were the second transcription library to have ever been conceived. People thought your nucleus of 30 subscribing stations was small, and that you would dissolve each month—why, that was bingo and pot of stuff!

BUT MIGHTY oaks from little acorns, you know, and today everyone in six major cities—well, mighty Oak. Imagine—a perfect 1800 basic chest with an expansion up to 100 selections a month! Through the subscribers you now measure 27, and growing so fast we can hardly keep you in talent.

THOUGHT YOU'd like to know that Robert MacLeod of KFYR, Bismarck, writes: "this is a personal hobby—the first transcription library is the finest in existence, and I've used them all during my radio career. The quality, the quantity, and the price is pretty good enough: better than nine out of ten radios can reproduce the talk and music. This is the finest I've ever seen."

AS YOUR birthday bonus we're sending subscribers more of the ALVINO REY ORCHESTRA recordings they love to hear, and they're even more frequent wish of your fathers, your subscribers, and the finance company...

Are Your Transcriptions Up to Standard?
ANA Spring Meeting
ASSOCIATION of National Advertisers will hold its spring conference May 12 through May 15 at the Westchester Country Club, Rye, N. Y. The Association's annual meeting will be Oct. 23 through 26 at The Greenbrier, White Sulphur Springs, W. Va.

AGENCY executives and broadcasting directors in the New York area on March 14 were guests of the Ham- mond Instrument Co. at a special concert in the Hammond organ studio, New York, with music by Virginia Oman and Gladys Stevenson, of Perdue Crofe's New World Ensemble, on the Hammond electric organ and novachord. The concert was sponsored to acquaint the audience with the capacities of the two instruments.

ALL DIMENSIONS of radio—executive, program and regulatory—are represented in this group photographed in Dallas March 4. E. (Ted) Dealey (left) is the newly-elected president of A. H. Belo Corp., owners of WFAA and the Dallas News, having been elevated from the vice-presidency. Smiling countenance, his left hand is to the right is J. M. Moroney, who has become vice-president and secretary of the Belo company, having been elevated from the secretary-treasurership. At extreme right is George P. Porter, assistant general counsel of the FCC, who was in Dallas in connection with revocation proceedings involving six Texas stations [see page 62].

Australian Restrictions
Hit Coast Disc Market
HOLLYWOOD transcription producers who in the past exported much of their product to Australia are feeling the effects of new restrictions imposed by that country. Under the new statute, which permits the import only of mother matrices, the effect spread to a prohibition of takeout of stampers, masters or pressings. Catch in the law was disclosed when it was specified that Australian firms could import only one-sixth of the amount brought in last year. Since no matrices were brought into Australia in 1939, it leaves the import quota at nil. Another interpretation of the law is that Australian companies must spend their purchases in equal al- locations in parts of one month, or each, if they are to be granted import licenses.

On Feb. 1 Australian transcription concerns asked Parliament to amend the law to read one-sixth of last year's transcriptions purchased, instead of one-sixth of last year's matrices, because there were none. Under the present set up Australian transcriptions are not being sent to Australia until the law is amended. It is reported that New Zealand will impose similar restrictions but this will not affect the Hollywood transcription business as no trade exists with that country has been conducted for the past 16 months because of money restrictions.

Martha Deane Time Shift
MARTHA DEANE, conductor of the popular human interest series of five times weekly programs heard on WOR, Newark, regularly for the last six years, on March 4 shifted the time for the programs for 5:30-6:30 p. m. to 11:15 a. m. -12 noon. Present sponsors for her Women's Hour include: New York Telephone Co., Philadelphia Dairy Products Co., John Morrell & Co., A. P. W. Paper Box Co., Wesson Oil & Soapworks Sales Co., Kirkman & Sons, R. B. Davis Sales Co., Yecke-Eichenbaum, Lamont Cornelia Co., G. Washington Coffee Reding Co. and Grocery Products Mfg. Corp. Late in March it is understood that Martha Deane, under her own name of Mary Margaret McFride, will start a similar program on an NBC network.

GOTTFRIED BAKING Co., New York, which on March 4 started the quarter-hour Junior G-men series three-weekly on WHN, New York, for Golden Crust Bread, was the first sponsor to sign for the 78 new serial programs produced by Donald Peters- son, and offered to stations and sponsors as a package deal. Programs were transcribed by Pete Fertel, Roth Adv. Agency, New York, is the agency for Gottfried. Other stations using the program, under a season-long season of local bakeries and food companies for the most part, include WCBS, Spring- field, Ill.; WABI, Bangor; WBAX, Wilkes- Barre; WHBL, Sheboygan, Wis.; WIG, Detroit; Grand Forks, N. D.; KARK, Little Rock; WCHS, Charleston, W. Va.; KRMG, Jamestown, N. D.; WJED, Hagerstown, Md.; KKV, Pittsburgh; KGKO, Fort Worth; KXOK, St. Louis.

KASPER-GORDON, Boston, is offer- ing two transcribed series of Short, Short Programs for exclusive use on one station in a cycle of bakeries and for storage firms. Titled Bread Time Stories and Short Short Far Storages, each series consists of a 30-second transcribed drama, allowing local copy tie-in of 30 seconds.

C. P. MACREGOR, Hollywood transcription concern, has recorded 706 fairy tales, complete in each quarter hour. The series was adopted for radio by Dr. Kimball S. Sant, who also supervised production. Harry Bechtel is narrator.

WHAI, Greenfield, Mass., has subscribed to the complete World Transcription Service Broadcast package for a six-hour inaugural show March 3.

UNITED STATES RECORD CORP., has established West Coast headquarters at 1701 S. Grand Ave., Los Angeles, with Jack Lee as manager.

Charles L. Seary
CHARLES L. SEARY, 55, network news director of Medford (Oreg.) Adv., Chicago, and previous to that an ac- count executive of W. T. Kastor & Sons, and a member of the Chicago Tribune staff, died Feb. 29. Mr. Seary left the Chicago staff in 1933. He is survived by his widow.

CAMPBELL SOUP Co., Camden, N. J., on March 31 will discontinue sponsorship of Grace Wells' Mercury Theatre on CBS Sunday nights. It is understood CBS may continue the se- ries on a sustaining basis, but no con- firmation could be obtained.

South Carolina's
ONLY Regional CBS Station
WVSC
Charleston, S. C.
1000 watts
Free & Peters, Representatives

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BROADCASTING • Broadcast Advertising
**Agencies**

**CHARLES MILLER,** formerly a partner in Heilwig-Miller Co., New York agency, is president of the newly-named agency, C. L. Miller Co., formed following the death of Edward Heilwig on Feb. 19. Offices at 9 E. 42nd St. and all accounts remain the same.

**RICHARD MARVIN,** radio director of Wm. Esty & Co., New York, and Edward Lehn & Fink Co., New York, on March 11 flew to the West Coast to look over the former offices, which Lehn & Fink sponsors on CBS through the Esty agency.

**ARTHUR LANDAU** has changed the name of his Hollywood-Broadway to the San Francisco office. The move was announced by James R. Adams, executive vice-president of the Detroit advertising agency. West Coast headquarters will be in Los Angeles. The Harry Elliott organization, San Francisco, has been representing the agency on the Pacific Coast. W. J. Mougey, for several years manager of Pontiac's Chicago zone, will succeed Berend as Pontiac advertising manager.

**GENE DUCKWALL,** business manager of the Lord & Thomas Hollywood office, has taken on additional duties of radio time buyer for the agency's Southern California division. Harwin Mann of the Los Angeles office, continues as manager of the media department.

**Agency's Coast Plans**

**F. A. BEREND,** for six years advertising manager of Pontiac Motor Division of General Motors Corp., Pontiac, Mich., has resigned to take charge of the new West Coast offices of MacManus, John & Adams, to be established in Los Angeles and San Francisco in early April. His appointment was announced by James R. Adams, executive vice-president of the Detroit advertising agency. West Coast headquarters will be in Los Angeles. The Harry Elliott organization, San Francisco, has been representing the agency on the Pacific Coast. W. J. Mougey, for several years manager of Pontiac's Chicago zone, will succeed Berend as Pontiac advertising manager.

**Illinois Bell Spots**

**ILLINOIS BELL** Telephone Co., Chicago, on March 10 started an 18-week campaign of 100-word announcements and time, weather and temperature reports on all 27 radio stations in the territory covered by its services. Advertising promotes the classified sections of telephone books. N. W. Ayer & Son, Chicago, is agency.

**FRANK O. BARDEN,** since 1928 advertising and merchandising director of Ben E. Keith Co., Fort Worth fruit and vegetable marketers, has been named radio director of Hi-Johnson Adv. Agency, Fort Worth. Starting in radio in 1929 at WGN, Chicago, he has been active in the field ever since through association with Swift & Co., and automobile manufacturers, and in production work at the 1933 Chicago World's Fair.

**HILL BLACKETT,** president of Blackett-Sample-Hummert, and his wife are vacationing in Mexico.

**SALESLOOGLICALLY CORRECT**

20 small markets
always tuned to
KFWY
for news, markets, top chain programs means
I BIG MARKET
for your sales story

**LET US SELL IT FOR YOU**

<table>
<thead>
<tr>
<th>550 Kilocycles</th>
<th>NBC - Red or Blue</th>
<th>KFWY</th>
<th>5000 Watts Days</th>
<th>1000 Watts Nights</th>
</tr>
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**MEYER BROADCASTING COMPANY**

Bismarck, North Dakota

**JOHN BLAIR & CO.**, National Representatives

**Lithuanian Program Agency**

**PAUL SALTIMIERAS,** who for the last four years has conducted daily Lithuanian programs in the Chicago area, has announced the opening of Saltimieras Radio Advertisers, succeeding Lithuanian-American Radio Advertisers, with new offices at 6012 S. Western Ave., in addition to daily one-hour programs and a weekly serial, The Baritius Family, on WHIP, Hammond, Ind., which this company produces. Saltimieras promotes a Lithuanian Independence Day celebration, a Radio Review and a Lithuanian Day Outing. More than 30,000 attend these events annually.

**Miss Bush Joins Agency**

**ADA LILLIAN BUSH,** for the last five years chief of the Consumer Market Section of the Dept. of Commerce Bureau of Foreign & Domestic Commerce, resigned as of March 5 to become vice-president of R. J. A. McLoughlin & Associates, advertising agency in Washington, D. C. Miss Bush, who had been with the Department of Commerce since Herbert Hoover was Secretary, is widely known as a business consultant on merchandising problems. She has made important studies in marketing research and is author of many publications in that field.
FCC Recesses Revocation Hearings of Texas Stations to Perfect Its Case

AFTER COMPLETING testimony in only one of six cases involving Texas stations cited for revocation of license because of purported hidden ownership, the FCC March 7 recessed the proceedings in Dallas until March 14. It was indicated the recess was prompted by desire of the FCC staff handling the hearings to make further preparation.

In Austin March 5 and 6 testimony was taken in proceedings against KTBC, 1,000-watt regional, particularly in connection with the purported undisclosed interest of J. G. Ulmer, Tyler, Tex., broadcast-minister, who proposed to sell the station for $50,000 to interests headed by J. M. West, millionnaire Houston industrialist and owner of the Dallas Dispatch-Journal and Austin Tribune.

On March 7 hearings were begun on revocation proceedings against owner of KGGB, Waco, but were deferred until March 14 by Commissioner George H. Payne, presiding. First case to be heard involving KGGB, Tyler, scheduled for Dallas March 14, was deferred until March 18, now to be heard after intervening hearings. Accordingly other stations cited because of alleged undisclosed interests of Mr. Ulmer and Roy G. Terrell, 1,000-watt WACO, Waco, are KRBA, Lufkin; KSA'M, Huntsville, and KAND, Corsicana.

Purchase Option

A. W. Walker Jr., professor of law at Texas U and one of a partnership of three who obtained the KTBC license, traced steps leading to the award of the license from an initial conference in 1935 to approval in 1937. Following the approval, Texas A & M College applied for fulltime for WTAW, with which KTBC shares, but the application was denied and KTBC went on the air in July last year.

Mr. Walker explained he understood Mr. Ulmer would manage the station. A contract was culminated last April, he said, under which Mr. Ulmer had an option to buy the interest of Mr. Walker. R. B. Anderson, former State tax commissioner, and R. A. Stuart, of Fort Worth, former State senator, for $60,000 at the end of six months. These three would then obtain a secondary option of buying the properties constructed by Mr. Ulmer for $20,000.

It was developed that a balance sheet filed in connection with the proposed fulltime application showing which Mr. West would acquire the station, showed a net worth of $1,081, Mr. Walker said, and under which Mr. Ulmer had an option to buy the interest of Mr. Walker. R. B. Anderson, former State tax commissioner, and R. A. Stuart, of Fort Worth, former State senator, for $60,000 at the end of six months. These three would then obtain a secondary option of buying the properties constructed by Mr. Ulmer for $20,000.

Correspondence between the partners and Ulmer and other parties was introduced by George Porter, FCC assistant general counsel. A letter from James H. Hanley, former radio commissioner and counsel for the KTBC partners, advised Mr. Ulmer he doubted the FCC would approve the WTAW application for fulltime "even though Elliott Roosevelt does recommend it." At the time the younger Roosevelt, president of Texas State Network, was a member of the board of directors of the college.

Mr. West testified that before the station went on the air he had inquired of the possibility of buying it, and after negotiations and conferences he and Ulmer had agreed on a price. He said Mr. Ulmer advised him that three others were interested and that he held the contract to purchase their interests for $6,000.

"He said the license was obtained in their names, as I recollect it," the witnesses than testified. He added that Ulmer had "left the impression he had put up all the money in building the station." When FCC Counsel Porter asked if Ulmer had explained why the others were to be paid $6,000, Mr.

FLAMINGO SALES Corp., Los Angeles (nail polish), to Milton Weinberg Adv. Co., that city, effective April 1. Fought extensive radio campaign, including spot announcements, starting in early April.

SOCK HOLE Co., Boston (Mideo Freese), to Ingalls-Minter Co., Boston.

CHICAGO TECHNICAL COLLEGE, Chicago, to Buchanan & Co., Chicago.

HEMPHILL DIESEL SCHOOLS, Chicago, to Buchanan & Co., Chicago, for Midwest division.

WHITMORE BROS. Corp., Cambridge, Mass. (soap polish), to Badger & Browning, Boston.

DENTUR-SEE Co., Seattle (Dentur-See), to Erwin, Wasser & Co., San Francisco, planning use of radio.

SCOTT HOTEL Co., Dallas, to Harry Atkinson Inc., Chicago, plans to use radio.


CONNECTICUT ICE MBRS. Assn., Hartford, to J. W. Preble Co., Hartford. Radio to be used, beginning March 18.

AXTON-FISHER Co., Louisi- ville, to Weing & Geller, New York and Chicago. Plans radio duplication. Agency also handles the company's Twenty Grand cigarettes, for which extensive radio is used.

Railroad to Use Spots

MISSOURI-PACIFIC Railroad has selected St. Louis, Omaha and Kansas City for spot announcements, promoting its first streamliner, The Eagle, whose run is St. Louis to Kansas City. Station had not been selected as broadcasting went to press. D'ArCY Adv. Co., St. Louis, is the agency.

West replied he had not "except for getting the permit as I understand it".

Mr. Hanley, in rebuttal testimony for KTBC, March 6, brought the hearings to a sudden close as he presented no witnesses. He directed primary attention to prior testimony in an effort to overcome charges that Ulmer's interest had been shown out to be the only one. Mr. Stuart testified at the hearing in Washington on the application that Ulmer had been a consultant of the college in preparing the application and technical data to support it. Testimony along the same lines from the third partner, Mr. Anderson, he added.
MEMO to Broadcast Engineers - The Exceptional WIDE RANGE of this New Stromberg-Carlson Speaker Makes it

* ESSENTIAL for FM MONITORING
* UNEQUALLED for AM MONITORING

PATENTED LABYRINTH AND DUAL COAXIAL CARPINCHOE SPEAKER SYSTEM BRING YOU THE UTMOST OF FM'S INCREASED FIDELITY

This new Stromberg-Carlson Speaker has an audio range to meet every monitoring need. It gives new perfection to AM broadcasts. It brings you the utmost of the extra fidelity of FM broadcasts... thanks to the patented Labyrinth that assures bass notes ordinarily lost, and to the Dual Coaxial Carpinchoe Speaker System that delivers more accurate treble tones than ever before heard from radio. Housed in a beautiful modern cabinet finished in metallic Beige lacquer with black trim. Mail coupon for complete details. Net price to broadcasting stations $83.70 f.o.b. Rochester, N.Y.

MODEL NO. 35
MONITOR SPEAKER

THE Labyrinth in this Stromberg-Carlson Speaker in effect multiplies the baffle area available for the speaker. In addition, the long tube of the Labyrinth properly loads the speaker for most effective operation at high volumes.

Two speakers are used in the Coaxial System, both operating on the same axis. This makes possible the reproduction of high and low tones in proper balance.

Yes, Stromberg-Carlson is ready now with a complete line of staticless radios that offer FM, Standard and Short Wave Bands. There is the No. 480-M, equipped with Labyrinth and Dual Coaxial Carpinchoe Speaker System. There is the popularly priced No. 455-M Console and the No. 455-PL Automatic Radio-Phonograph. There is the No. 435-M value-leader Console. All of these are equipped with Labyrinth and Carpinchoe Speaker. In addition, there is the No. 425-H Frequency Modulation Band (only) Table Radio, which may also be plugged into the phonograph jack of a larger console to give FM broadcasts through the larger set's speaker system.

STROMBERG-CARLSON TELEPHONE MFG. CO.
263 Carlson Road, Rochester, N. Y.

Send full details of Model No. 35 Stromberg-Carlson Monitor Speaker.

Name
Street
City
State

March 15, 1940 - Page 63
Thrown by Gulf

THE KSFO, San Francisco, transmitter was thrown off the air last week when a Gulf gull, seeking rest from buffeting headwinds on a high tension power line, roosted to a post, pulled on the wire, and fell the telephone wire below. Chief Engineer R. V. Howard reports that no commercial air time was lost by the station, because the standby power plant was immediately thrown into operation.

AFRA and Disc Firms Hold Code Conferences

CONFERENCES between executives of the American Federation of Radio Artists and a number of broadcast manufacturers have been held during the past two weeks, according to Mrs. Emily Holmes, secretary of the union, who said these preliminary meetings had been arranged in order to clarify possible misunderstandings as to the views of the employers of talent regarding the proposed transcription code.

Stating that AFRA has found these employers pleased with the care the union is taking in approaching them before its code is finally written instead of postponing discussions until afterwards, Mrs. Holt said the transcription committee is beginning a revision of its first draft of the code, with full consideration being given to the suggestions of both the record manufacturers and the AFRA locals in preparing the agreement which, after it is approved by the union's membership, will be submitted to the recording companies.

IN Volving an expenditure of $25,000, WBDP, Toledo, has acquired land adjoining its present transmitter site to provide for expansion necessary in connection with its authorization to increase night power from 5,000 watts, FCC, Industry Co. licensees, purchased 9½ acres, on which construction immediately will begin in addition to the towers, the aluminum radiator. The three towers will constitute a three-element directional antenna used at night to protect other stations on 1640 kc.

FM Versatility

DON STANLEY, formerly of WIBA, Madison, Wis., has been hired by the Milwaukee Journal as one-man staff announcer, program arranger and general manager—its new FM station, W9XAO, recently granted full experimental license by the FCC. From Milwaukee, he goes to the 27th floor of the Wisconsin Tower. Stanley will handle a program, currently consisting principally of music on a regular daily schedule. Although at this time there are only a dozen or so FM receivers in the whole Milwaukee area, management of the hands of Journal and WTMJ executives, a regular program service will be developed in accordance with an increasing number of listeners among the general public.

STORM PUTS WABC OFF AIR 6½ HOURS

WABC, New York, suffered more than the other New York stations on March 28 when a fierce thunderstorm wreaked havoc, especially with electric facilities, in New York City and vicinity and forced the station off the air for 6½ hours because of power failure at the transmitter. WABC was off the air at three times during the day, 7:01-8:42 a.m., 9:31-11:52 p.m., and 2:53-3:57 p.m., with the losses in unfulfilled contracts with sponsors estimated by CBS executives between $5,000 and $7,000. The power failure at the transmitter, it is reported, was attributed to the ice which caused the Jersey Central Power Co. lines to fall.

The only other metropolitan station affected by the storm was WINS, which was silent for nine minutes beginning at 10:30 a.m. when its transmitter at Carlstadt, N. J., went dead. A 40-foot short wave aerial mast 50,000 watts from 1450 Broadway where WOR, Newark, has its studios broke in two at 1 a.m., but was replaced on the roof and did no damage.

NBC, MBS and other metropolita stations in broadcast bulletins explained WABCs power failure, and at Mayor F. H. LaGuardia's request broadcast bulletins at intervals were put over the road, asking persons to report all fires by telephone as fire alarm stations were in service and announcing the closing of many of the city's schools.

WLS Hit by Lightning

A BOLT of lightning which struck the WLS transmitter at Tinley Park, Ill., and damaged the colls, condensors and tuning house equipment, put the station off the air for almost an hour on March 2. A switch on the emergency antenna put the 50,000-watt station back on the air at 11:17 p.m., and the station's power until the main antenna could be repaired.

Patents Freezing Unit

PAUL BIRKNER, radio engineer of WING, Dayton, Ohio, recently was granted a patent covering an application of a transmission station to radio transmitters, using a refrigeration unit to remove the heat from a transmitter cabinet in place of the usual forced air or water cooling system. Use of the refrigeration system permits complete enclosure of transmitters, closed cabinets, and atmospheric boaters is claimed. Original work on the patent application was done in 1933. Mr. Birkner stated that according to his patent attorney some present transmitters and systems may violate his patent, specifically new stations in which transmitter units are built in a room and then air conditioned.

APPLICATION for a shift in frequency from 1500 to 1330 kc., conditional upon the Havana Treaty relocations when 1330 kc. assignments go to 1360 kc., has been filed with the FCC by WKTQ, Miami Beach, Fla. It also asks for extension of the time for filing of the required report and renewal of approval of a new transmitter site.

THE Yankee Network-owned stations, WNAO and WEAH, Providence, and WICO Bridgeport, Conn. are now among the New England group of broadcast stations in the Associated Broadcast Technicians unit of IBEW (AFL).
PRESTO offers a new
Dual Turntable Transcription Recorder
...complete in a single unit

DONALD McBAIN, CBS Hollywood engineering, has taken on the added responsibility of relief co-pilot twice weekly with the Wilmington-Catalina Airlines. McBain recently completed requirements for his commercial license, and handles his new job on days off from CBS.

TED DENTON, CBS Hollywood engineering, is the father of a girl born March 8.

GEORGE PATTERSON, formerly chief engineer of KASA, Elk City, Okla., has joined the engineering staff of KFJA, Amarillo, Tex., replacing Ralph Canno, former chief engineer, who resigned. Howard Blake has been promoted to chief engineer of the station.

ARTHUR DORAN, engineer of WWJ, Detroit, is the father of a girl born recently.

ARTHUR W. HOLMES, of the engineering department of Canadian Broadcasting Corp., has returned after two months in England. He accompanied Bob Bowman and the first contingent of Canadian fighting forces, handling the engineering and recording of all CBC broadcasts on board ship and in England.

ART BREALEY, J. C. Riehenberg and Jimmy La Shaw, formerly on the engineering staff of the old KEHE, Los Angeles, have joined KFJ-KBGE, that city, in a similar capacity. Norman Leonard, formerly of KMPC, Beverly Hills, Cal., has also joined the technical division of KFJ-KBGE.

LAWRENCE DUTTON, engineer, and Ed Davis, baritone, of NBC, Chicago, won fourth place in the Chicago city bowling tournament with a score of 1253.

BILL DAVIS, transmitter engineer of WTAR, Norfolk, Va., has returned to work after three months' sick leave.

LOUIS PADBERG, for the last five years radio supervisor in the St. Louis police department, has joined the engineering department of WWJ, New Orleans, specializing in shortwave operations.

BILL CARTER, chief engineer of CKLW, Windsor-Detroit, participated in a photographic exhibit in Windsor early this month. Photography is his hobby.

CARO RAY, chief engineer of WJCC, Bridgetown, Conn., is recovering from an infected eye resulting from injury by a flying piece of wood.

GLEN R. GLASSCOCK, KCA Denver, engineer, is the father of a 71-pound boy born late in February.

RAY HARLOW, engineer of WWSW, Pittsburgh, is the father of a girl born recently.

PAUL KRANTZ has been added to the engineering staff of WIDW, Glenside, Pa.

Named Award Judge

R. HENRY NORWEB, recently appointed U. S. Ambassador to Peru, has been named one of the five judges for the 1939 William S. Paley Amateur Radio Award to fill the position left vacant by the recent death of A. E. Kennelly, Harvard professor emeritus. Serving with Mr. Norweb on the board of awards are: Norman H. Davis, American Red Cross chairman; Dr. J. H. Dillingham, radio section chief of the U.S. Bureau of Standards; Lieut. Commander Charles P. Edwards, air services chief, transport depot, Ottawa, and Rear Admiral Russell R. Waesche, U. S. Coast Guard commandant.

This new, moderately priced Presto Model F recorder makes the perfect installation for broadcasting stations, colleges, advertising agencies and personal recording studios. It records continuously, without interruption, on records up to the 17½" master size and also re-records from one record to another. The quality of the recordings made on the model F recorder makes them suitable for use by any broadcasting station.

Note these operating conveniences:

- The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shift-lever changes instantly from 78 to 33⅓ R.P.M.
- Tables are equipped with the Presto 1-C high fidelity cutting head which records uniformly a range from 50 to 8,000 cycles and completely modulates the groove at a pitch of 112 lines per inch.
- A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.
- A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33⅓ R.P.M.
- Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 33⅓ R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.
- The complete equipment mounts in a wood table (Length, 67” - Height, 14” - Depth, 21” - Height, 49”) attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32”.

For descriptive folder and price quotations, write:
EXPERIMENTING in musical appreciation, Bob Shields has starred "Pictures in the Air," quarter-hour transcribed light and semi-classic music program on WDCA, Pittsburgh. Listeners are asked to write in their emotional reaction to a specified selection, telling what mental pictures and impressions the selection creates in their minds. Prizes are awarded to the best letters. The feature is slanted to the 'teen age group, and is being publicized in the city schools with permission of Dr. Ben Graham, superintendent of schools.

Guest of the Week
A 100% AUDIENCE response is the record set by the Guest of the Week, Mr. N. M. This program, based on the Pot O'Gold idea, is sponsored by the Court Cafe. A number is chosen each week from the city directory and this person receives a free dinner for two, a corsage for his lady . . . or can nominate one for a boy friend, tickets to a local theatre and a taxi for the evening. The number "Guest of the Week" is called on the air and the lucky winner is asked to call the station if coming, but this phone call is not a requisite to receive the prize. The series has been aired six weeks and every week the recipient has telephoned the station while the program was still on the air.

For California Farmers KSFO, San Francisco, recently inaugurated Farm Journal, first daily offering of a San Francisco station pointed directly at the rural population and broadcast at a time when the farmer starts his day. It is conducted by John W. Chapel, Mon. day through Friday, 5:30-6:30 a.m. The program incorporates information concerning agricultural legislation, market reports, crop reports, frost warnings, temperature reports, weather reports and entertainment features. A question and answer portion deals with farmers' problems ranging all the way from pest control methods to household hints and recipes.

Duke's Fluke
WALLACE WEST of NBC's publicity staff wrote a radio drama, "The Laughing Duke," and sold it to the network's script division. That was on Thursday, Feb. 29. On Friday, March 1, the production department cast and rehearsed it, and on March 2 it was broached as the Bobbiodio Guild program on the Blue Network. Assignment to publicize the program and its rapid progress from sale to broadcast was handed to Wallace West.

Bigelow's Has It
MAKING a play for clientele from contiguous areas for its sponsors, WJTN, Jamestown, N. Y., carries this theme for the largest local department store: "If you can't find what you want in your home town, come to Bigelow's." WJTN also is using selection out of the regular merchants division of the local Chamber of Commerce in carrying a sus- tainer titled Around the Town, designed to induce out-of-town people to come to Jamestown to shop. Features are descriptions of items and prices available in local stores, which are simply identified as "downtown stores" and not named. Also carried is a "bulletin board" of events occurring locally which might attract people to town.

Curbstone Motoring
UNUSUAL motorizing safety drive is conducted on Curbstone Court, heard Mondays through Fridays on KFXM, San Bernardino, Calif. As Curbstone Court Reporter, An- nouncer Hugh Mosher steps to cars hailed to the curb at random by a motorcycle cop on special as- signment, gets the driver's name and address, and with his police car, another policeman poses a couple of safety questions to the motorist. Answers, right or wrong, bring the driver a theatre ticket.

New Racket
SOMETHING new in the way of all-request programs has been started on WKBW, Youngstown, on the half-hour early morning trans- cribed music session, Early Bird. Will Douglas, m.c., invites listeners to make their requests by num- ber rather than name. When numbers are phoned in, the record with the corresponding number is taken from the files and played back. Result is a variety program covering everything from hillbilly to classical selections, without regard to conscious planning.

WINNOWING for Platters
WINNOWING the week's news to get the most interesting items from special events, speeches and inter- vies, WDAY, Fargo, N. D., on Saturday nights presents its Sound Camera of the Air. The program revolves quarter-hour, with quotations of actual voices in the news included via transcriptions. The show emphasizes local angles.

Benlah Karney
director of the KMBC Happy Kitchen

is One of Ten members of the Home Economics in Business group of the National Home Economics Association . . .

...in Radio
...in the entire United States

That gal knows her groceries—and national advertisers are hep...they bought 266 quarter-hour particip- ations in 1939, including a wide variety of products
—ScotTowels, Pond's Danya, Maytag Washers, Kellogg's All-Brand, Knox Gelatine, Calavos, Maca Yeast, Swift's Allsweet Margarine, and many others!

Call Free & Peters for some swell availabilities, coming up soon!

K M B C
OF KANSAS CITY
Winner 1939
VARIETY PLAQUE
Program Originating Station

BROADCASTING • Broadcast Advertising
CAUGHT BY ORGAN
Church Service Gets Lively
Music From WFMJ

ENGINEERS of WFMJ, Youngstown, O., recently were called upon to eliminate the disquieting reception of WFMJ swing music on a local church organ. One Sunday the pastor had just begun his sermon when popular piano music was coming up somewhere in the church. He motioned his son to shut off the "radio"—but it wasn't on. He made a fresh start, and the organist grinned at a second outburst of popular music. The organ was shut off when its reception was tracked down.

A few strains of a popular ditty were heard a third time near the close of the service when the organ was switched on for the amen. The choir finally took its cue from a pitch pipe. WFMJ explained that if a radio station is in the immediate vicinity of an electric organ, it may strike contact resistance in the amplifier, causing "external crosstalk," a phenomenon also experienced by the users of the church's audiophone aids for the hard of hearing.

Ice and Gags

PLACED cooperatively by National Ice Advertising and the local ice dealer, Time Out With Allen Prescott on KHSL, Chico, Cal., employs an RCA-NBC transcription incorporating gag buildup to a middle commercial, using a novelty orchestra and comedian, with local commercial announcements. The thirteenth quarter-hour has satisfied the sponsor, who has told the station it was his first program that ever brought local inquiries in numbers.

Wandering Boy

PROBLEMS dealing with juvenile crime and how it is handled in different states form the basis of NBC's series of weekly quarter-hour programs Youth in the Tides, presented in cooperation with the American Law Institute as a public service series.

In Chicagoland

300,000 Lithuanians Listen to one program

The LITHUANIAN HOUR

Over 5,000 Watt WHIP

10:00 to 11:00 A.M. daily

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.

2. Drew 53,221 letters in December, 1939.

3. Five current participants have been represented a total of 19 years.

for participation details, write

SALTIMIERAS

RADIO ADVERTISERS

6912 S. Western Ave.

Telephone: Republic 0515

CHICAGO, ILL.
New Television Requirements  
(Continued from page 57)

shall not take precedence over experimental service, but shall be subordinated to it."

Then the rules require that stations submit quarterly reports or forms prescribed by the Commission of their charges and costs, as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

It is with this provision too that some attorneys quarreled, on the ground that the law does not authorize the Commission to distinguish between experimental and commercial operations and that it has no jurisdiction whatever over rates, charges, or other fiscal operations of stations. Such compliance usually is vested in agencies regulating commercial carrier activities and since radio broadcasting is differentified as a non-public utility in the law, it is felt that the Commission may be setting a precedent veering from the intent of the statute.

Minimum Schedule
In connection with operating requirements, the new rules specify that Class II stations shall maintain a minimum scheduled program service of ten hours per week throughout the license period. Class I stations, or those which will engage in technical research work, will be required to operate any specified number of hours and shall not operate to render a "regularly scheduled television broadcast service to the public." Both Class I and Class II stations can be assigned to the same frequency but no Class I stations shall cause objectionable interference to a Class II station, designed to engage in research and experimentation, not the development of the art in its program phases.

In its unanimous report (Commissioners Case and Walker absent) the Commission emphasized the need for further improvement in the technical quality of television. It said it felt the public should have available various sizes of screens and that it regarded as essential development of greater definition of image before widespread public endorsement of television will be realized.

Justifying its action in declining to approve transmission standards, the Commission said that to have done so would have tended to freeze the art and result in an abatement of research. It added that nothing should be done "which will encourage a large public investment in receivers, which by reason of technical advances when ultimately introduced, may become obsolete in a relatively short time."

Effective Date
Some questions arose as to the Commission's intent in this statement, particularly whether it would view as improper widespread promotion by manufacturers to stimulate sales of visual receivers. In this connection a number of manufacturers, led by RCA, already are perfecting plans for sales and merchandising activities in areas having available visual transmission.

While the rules permitting limited commercial operation do not become effective until Sept. 1, all other provisions of the new regulations are immediately operative. Nominally, the FCC can act immediately on pending applications for new television stations, of which there are 25, but it is expected that it will be in no great hurry to do so until the allocations questions are settled following the FM hearings. Similarly, plans of NBD, GE and perhaps others to establish television relay lines, looking toward networking of visual radio may be forced to await definite allocations policy stemming from the March 18 hearings.

In repeatedly emphasizing in its report that television still constitutes an experimental medium, the Commission stated that it was not unsympathetic with the desire of manufacturers to recoup their investments in development and experimental apparatus. It pointed out that the loss to the public by premature purchase in a rapidly advancing field might in a relatively short time exceed many times the present total cost of research, estimated at some $25,000,000.

Holding Back Standards
"Such an economic loss in the long run can redound only to the harm of the industry," it was stated. "In view of the apparent proximity of improvements and of the resolution of disputed technical questions, these risks should be taken. The Commission is, therefore, reserving the matter of issuing standards for consideration at some future time."

Assuring that standards of engineering performance ultimately should be issued, the Commission said that at the appropriate time it would endeavor to issue standards "promptly.

In the interim, it expressed the hope that the industry would make every effort to maintain a free exchange of ideas and scientific information and that attention will be directed toward building receivers capable, consistent with reasonable cost, of receiving or of being adjusted to receive any reasonable change in methods of synchronization. Such a practice will keep to a minimum the economic loss to those acquiring receivers at this state of the art, it said.

Somewhat offsetting these words of caution, the Commission asserted that they should not be construed as an expression of a lack of confidence in television's future. Describing television as a "mighty achievement" the Commission said pioneers in the field have made great advances and that potentially television is of tremendous value to the public generally.
**Television Notes**

### Diathermy Troubles

THE NEED for a strict control over diathermy apparatus to reduce and eliminate the static its operation causes to both regular broadcasting and television is becoming increasingly urgent as television developments continue, according to Allen B. DuMont, pioneer television engineer and manufacturer. Pointing out that diathermy interference "simply breaks up television images and renders video entertainment just about impossible," he declared that although the FCC has stated it has no legal power to regulate or control diathermy, since it operates in a practical sense as communication equipment, seriously interfering with broadcast communication, it therefore should be subjected to the same policing as other signals placed on the air. He recommended that diathermy operators be required to employ crystal oscillator controls and shielded cages for their equipment to cut down static.

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Television Company Financing

AMERICAN Television Corp., New York, has filed a registration statement with the SEC seeking public financing to the extent of $425,000 through issuance of 425,000 shares of $1 par common stock. The statement also covers 100,000 common warrants to be distributed to dealers at one warrant for each 4% shares sold. New finances, if secured, will be used for the production of the company's video television receiving sets for the home, for development of the Tele-Sales department store television, and for a new magnetic wave system to penetrate deeper.

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**Video Prizes**

**FIRST PRIZE** contest for television viewers will start March 16 on W2XBS, New York, with NBC offering $25 for the correct answers to 15 questions based on a 10-minute mystery film which will be telecast. Contest, a pictorial version of the "Minute Mysteries" newspaper series, will be given a four-week trial by NBC, which has scheduled it at 8:30 p.m. Saturdays. Question cards will be mailed in advance to set-owners receiving NBC's program service, with the network expecting that the contest will add a quantity of new names to its list.

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**More Television Stations**

TO BACK up its promises that "New Yorkers will be able to watch the inauguration next January on their television sets," NBC is expected to file applications with the FCC for television transmitters in Washington and Philadelphia. Once these construction permits have been granted, it is said RCA will begin work on a radio relay chain connecting Philadelphia with New York and Washington with Philadelphia. Despite lack of official confirmation, it is believed that this action will begin in the immediate future, so that completion may be assured before Jan. 20, 1941.

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**THOMAS E. (Tommy) LEE,** head of the Don Lee Broadcasting System, is the subject of a personality sketch, in which he is called "Tommy Television" for his interest and work in that field, in the Feb. 10 Special magazine, published in Beverly Hills, Cal.

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**JOIN** committee of the Associated Artists & Artists of America for the administration of employment of actors in television (Broadcasting, Feb. 16, March 11) has as yet held no meeting nor have the four members decided on the selection of the fifth member.

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**PLAY'S THE THING**

**Video Audience Pleased by Broadway Hit**

PROOF that television need not be restricted to short subjects and that audiences will watch their receivers uninterrupted for more than an hour at a stretch if the subject matter is interesting enough was given by the enthusiastic response by set-owners to NBC's telecast of the complete stage play "When We Are Married," on March 3. Play, currently running in New York, was presented in its entirety, consuming about an hour-and-a-quarter on the air, including two three-minute intermissions. Only difference between the stage and the television production is that in the latter the scope of the action was cut down to meet the limitations of studios and equipment.

Cost of television stage productions, Actors Equity Assn., having ruled that each player must receive a full week's salary for appearing before the television cameras, combined with the natural reluctance of a manager to let the video audience view the show without buying tickets, will probably curtail frequent repetitions of this sort of telecast. It is possible, however, that arrangements could be made to televise plays at the end of their Broadway run, in which case ticket sales would no longer be endangered. The experiment was completed successful, however, in disproving the frequently-raised argument that television must change the type of its entertainment every 15 minutes or half-hour to hold attention.

---

**BRASS TACKS logic!**

- If 46 of Detroit's representative retailers use CKLW day in and day out, this repeat business means that their sales are on the up—
- and that they need the low-cost response this station gives them. If your product is sold at retail in the Detroit area—it's just brass tacks logic to tie up with a winner!

---

**CKLW**

...for low cost response in the DETROIT area!

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGilvra

MUTUAL BROADCASTING SYSTEM

March 15, 1940 • Page 69
KIDO, Boise, Ida., on March 4 made a Radio Day presentation the interest of radio as an advertising medium before the weekly luncheon meeting of the Boise Ad Club, of which C. G. Phillips, KIDO manager, is president. Covering radio and the consumer, radio and the retailer, and consumer coverage, the KIDO presentation was made with three announcers reading a script on each subject. Two 10-minute NBC movies, "Sores and Pestilences," also were shown. Manager Phillips plans to repeat the presentation for business men's clubs in neighboring towns.

JUDGE GIBSON E. GORMAN, pioneer radio court broadcaster of the Chicago municipal court, has returned to the air supplementing Judge John Guteck in the traffic court. Sessions are aired each Monday and Thursday at 10:05 a.m., and on Wednesdays at 7 p.m. over WIND, Gary, Ind. Judge Gormann formerly was heard in daily broadcasts from Safety Court in Chicago. Judge Guteck is currently campaigning for the Democratic nomination for state attorney of Cook County, Ill.

WJBC, Bloomington, Ill., has been advised by school officials that the broadcasting of the four local high school and two college basketball "tournaments" games has resulted in no loss of attendance, and probably accounted for the larger turnouts.

WTSP, St. Petersburg, Fla., observing women's Day, has offered facilities to prominent local clubwomen who handled regular commercial schedules, announced musical selections and performed all the incidental functions of management and production. Log on only male allowed to perform his regular duties was the janitor.

KVOO, Tulsa, on March 10 started a series of weekly half-hour Sunday broadcasts saluting the International Petroleum Exposition, of which Manager William Way is an executive, to be held in Tulsa May 15-25. The programs bring to the Mike 10 outstanding exibitors in the Exposition and offer music by a full-studio orchestra.

KTUL, Tulsa, Okla., on March 10 made its sixth plant expansion in six years, which occupies an additional 1,500 square feet of space in the National Bank of Tulsa, to house the television offices of WAO, W. O. Gillispie, vice-president, offices for sales and promotion and a large audition room. The new offices are furnished in Swedish modern style. KTUL now occupies the entire 21st and 22nd floors.

KSFo, San Francisco, on March 1 issued a new rate card, No. 4. The card does not embody higher rates but incorporates the latest revisions and additions for permits of easier rate calculation and offering for quotation several new services and features.

KYRO, Longview, Tex., has started a series of weekly hour-voiced programs, the League of the local Kiwanian Club. Representatives of various professions and occupations appear on the programs to outline the facts about their work and the training required. The Kiwanian Club has arranged for schools in the area to tune-in the program, beginning Wednesdays at 3:30 p.m. in.

JOSEPH SAOMASTER, foreign news analyst of the Cincinnati Times-Star, on March 1 started a series of programs titled "Sunday Masters Comment" on MBS, Saturdays, 6-6:30 p.m., originating from WKRC, Cincinnati.

WTMJ, Milwaukee, has started a new full-hour Sunday afternoon public children's show, "Tom Thumb," conducted in cooperation with the local Junior Chamber of Commerce. Broadcasts, over the YMCA auditorium, are open to the public. First half hour of the program presents guest speakers, while the second half open for audience questions of the speakers. Ray MacArthur, former Junior Chamber president, acts as moderator for the series.

WKBK, Youngstown, O., is distributing the booklet, "The Fellowship of Prayer," to listeners on the daily "Ade Service" program presented under auspices of the religious work committee of the local YMCA. The program is directed by Ernest E. Mark, president of the same group. The booklet contains daily scripture readings and prayers for Lent.

WBTM, Danville, Va., on March 9 opened its new 600-person "radiogram" station, the first station west of the weekly Don River Showboat feature, which is carried by WBTM and WLVA, Lexington.

J. ROY STOCKTON, baseball writer of the St. Louis Post-Dispatch, and half of the Stockton & Beeken sports team heard daily on KST, St. Louis, is in St. Petersburg, Fla., covering the St. Louis Cardinals' training camp activities. Ebben is handling the KSD broadcasts, sponsored by the Eben Park Breweries, while Stockton fills in with special dispatches and transcription interviews direct from the camp. Several direct pickups from Florida have been announced.

WNX, Vankor, S. D., and KTRI, Sioux City, Ia., early in March started a new series of market news broadcasts with a pickup from a luncheon in Sioux City attended by 20 leading stock brokers and livestock marketmen of the region. The daily series is carried 12:30-12:45 p.m. direct from the Sioux City stockyards through the Sioux City studios of WNX.

THREE women representing the radio industry have accepted appointments in the recently organized Women's Council of the Over-the-Year Broadcasters, beautifully arranged and sponsored by the Eastland Publishing Co., advertising editor, of Woman's Page of the Air on WABC and editor of the Woman's Page, Mary Margaret McBride, "Martha Dean" of WSGM and Lisa Sergio, WQXR commentator.

BROADCASTING, Broadcast Advertising

Mt. Hood Soap Company boasts volume over popular Northwest radio station!

Most folk like good advice, just as they like good soap. Realizing this, the Mt. Hood Soap Company of Portland has been using Oregonian radio station KEX to air a three-times-a-week day-time program to women. Stars of the program are two—Mt. Hood Soap Boys and the Oregonian's popular correspondent on personal affairs, Marian Miller. Miss Miller's radio visits to a receptive audience form an effective background for the sales story of Mt. Hood Soap Company. Just how effective is best told by Adolph L. Bloch, agency in charge, who reports: "Since the time that our program 'Marian Miller's Problem Corner' started on KEX we have had very good response in audience mail and dealer comments. There has been a marked increase in the sale of Borene Soap Granules due to this program.

KFWB, SYNDICATE, New York, which offers a news and display service to stations, has added the following eight stations to the list of approximately 100 stations throughout the country: WFBP, Syracuse; SOM, Yakima, Wash; KCGM, Albuquerque; KROD, El Paso; KVOA, Tucson; WFFA, Dallas; KVOD, Denver; KMAC, Indianapolis.

EMPLOYEES of KOIN, Portland, Ore., are planning to form a Ten Year Club of the station employees having served at least a decade. Among ten-year employees are John Walker, production man; Jack Evans, technician; Newton Hedlin, sales executive; Joseph Vampietro, music director; Art Kirkham, publicity director; Ruth Bjork, production staff.

WPTF, Raleigh, N.C., has started a new weekly news service to daily and weekly newspapers in its listening area. Proving both NBC and local ads, copies and notes are issued each Monday for use in Wednesday, Thursday or Friday papers. Mates include a two-column, hand-lettered head, "The Radio Week," with pictures and caricatures of artists, running two columns, by inches deep, with text, and can be cut in case of space limitations. Although no complete check is available, the service is sent to 300 daily and 240 weekly publications, six of which began immediately.

LOG CABIN BREAD Co., Los Angeles (bread), sponsoring the half-hour "Home Airs" on KFWB, Hollywood, has contracted for the program from the Paramount Theatre personnel in the Los Angeles station. Program, conducted by Ted Meyers, is built around a definite subject each week with interest, "The Radio Week," being awarded winning contestants. The program, sponsored by the West Coast Shills Adv. Service, Los Angeles, produces the program with Frank Goss announcing.
Almost Wealthy

Litten Spurns Chance to Join Treasure Hunters

GLEN LITTEN, formerly manager of KPBD, San Diego, Calif., and for six months a member of the KPI-KECA, Los Angeles, engineering manager, locally escaped being a millionnaire.

A few months ago he was approached by a treasure-hunting expedition to furnish and operate radio equipment for a cruise to Cocos Island, off Costa Rica. Litten turned down the offer. On March 3 he learned the treasure had been located, according to seemingly authentic reports.

If the jewels and gold were actually recovered, they will bring the finder an estimated $60,000,000. Litten's share, had he accepted the proposition, would have been approximately $1,000,000. When notified of the alleged find, Litten observed, "Narrow escape! Think of all the trouble I'd have with all that money!"

KOA, Denver, has four Naval Reserve officers on its staff. They include General Manager Lloyd Yoder, Service Manager Robert H. Owen, Control Supervisor Walter Morrissey, and Control Engineer Glen R. Glasscock.

Starting with a series of dramatics of true detective mysteries, WBIB's newly formed Playhouse group has begun its work over the Memphis station. Taylor Rogers, a member of the station's staff, directs the amateur group.

WBAL, Baltimore, is to broadcast exclusively March 25 opening of the city's Community Chest drive, the station announces. Announcements will be sent to school children to tune the program and Boy Scouts will patrol the streets carrying signs. A special program has been arranged by Joseph Ries, WLW educational director. WLW, Cincinnati, is placing its newsroom in the main lobby and the public will be permitted to see what goes on in the glass-enclosed room where nine men work under William Bailey, news editor.

2 NBC M&O PACTS SIGNED WITH AFRA CONTRACTS covering staff announcers at NBC's M. and O. stations in Boston and Washington, D. C., have been signed by the network and the American Federation of Radio Artists. Contracts follow the standard M. and O. basic agreement worked out some time ago, and include wage increases negotiated individually for each station.

Original contracts between AFRA and the networks for performers employed on network sustaining programs conclude their two-year term on Aug. 14. Contracts provide for negotiations of new terms to begin 60 days in advance of expiration, or either party can on that date ask for a renewal under the present terms. Mrs. Emily Holt, executive secretary of AFRA, stated that there will be negotiations.

Talent union has also sent Vic Connors of its San Francisco office to Denver, where he is starting negotiations with station managers with the aim of obtaining AFRA contracts with every station before the annual AFRA convention meets there in August.

Arbitrators to Ponder Chicago-AFRA Impasse

ARGUMENTS of the American Federation of Radio Artists and of NBC and CBS on the question of wages and working conditions for performers employed on local broadcasts in the Chicago area will be heard the first week in April by a three-man board of the American Arbitration Assn.

 Arbitrators Wesley A. Sturges and Nathan Isaacs, who also served on the panel which ruled the question a suitable one for arbitration (Broadcasting, March 1), will also be arbitrators in the new hearings, with George K. Bowen replacing George E. Medalie as the third member. Date was set so that the panel can hear the case.

FLORIDA'S licensing powers made special dispensation for Fred Burg, manager of WTSP, St. Petersburg, in allocating to him that station's frequency as the 1940 license number for his automobile.

KYDW, Salt Lake City, has solved the problem of getting time at night for important local sports events by recording major basketball games of the season on the spot, using portable transcription equipment in the hands of Sports Commentator Nelson McIninch, and then rebroadcasting the recording as late as 10 p.m. Sports fans have indicated they enjoy seeing the game and then hearing it broadcast later.

KMPC, Beverly Hills, Calif., has received an award from Phi Beta Kappa for its annual professional fraternity promoting the best in music, for its broadcasts of classical and early American folk music.

WWL, New Orleans, on March 5 was host to the monthly meeting of the Coca Cola Boosters Assn. of Louisiana, attended by 40 persons, at which W. H. Summerville, Coca Cola division manager, spoke. Summerville, a part of the entertainment, WWL presented a "Singin' Sam" transcription and music by the staff orchestra, with Henry Dupre interviewing attendants.

REQUEST relations division of WOR, Newark, has reported that during March a total of 106,620 persons attended commercial and sustaining broadcasts at the Metropolitan Playhouse in New York, the peak month being November when 12,000 individual requests were received. Total attendance for the year at other outside studies on WOR commercial shows, not including attendance at the Brooklyn Paramount Theatre, amounted to 2,964. According to Marian Crane, of guest relations, the greatest number of requests received at the present time are from listeners for the Laff 'n Swing Club broadcasts.

WFIL, Philadelphia, has started a week-end spot announcement campaign to promote sober driving, with a series of five dramatics of sudden death situations on the highway, printed words of caution in the WFLY Saturday newspaper advertising, and placards distributed in tap rooms throughout the day.
Bailey Introduces Radio Legislation; Pepper Bill Would Require Hearings

By LEWIE V. GILPIN

RADIO legislation aimed directly at the restrictions of the FCC received a shot in the arm early in March when Senator Bailey (D.-N. C.) introduced in the Senate a companion measure (S-3515) to the Ditter bill (Broadcasting, March 1) to amend the Communications Act of 1934. A second Senate proposal, made by Senator Pepper (D-Fla.), would amend the Act to require local public notice of FCC applications and provide automatic hearings on request by "any person".

In other Congressional deliberations radio came up for incidental attention. Most sensational action was the charge in the House that the Interior Department was using the broadcast medium to further its own ends and even promote certain favored legislation pending in Congress. Although delayed longer than was expected several weeks ago, House Rules Committee leaders have indicated that the Walter-Logan bill to revitalize administrative court procedure will be taken up in the House within three weeks despite "strong resistance" from Government administrative agencies.

Census Bill Cracked

The status of other legislation touching upon radio remains substantially unchanged. The Johnson bill prohibiting broadcast advertising of alcoholic beverages continues stymied by Senator Clark's (D-Mo.) threat to attach the controversial anti-lynching bill as an amendment.

The first deficiency bill, carrying a $6,000,000 appropriation to start the Housing Census, which will carry in its schedule a question designed to yield the number of U. S. radio homes, has passed the House and is now pending in the Senate. The Housing Census appropriation is drawing fire in the Senate, as did it in the House, stemming from questions going into personal financial matters. The radio section of the census has not been mentioned in the controversy, and the only direct effect on it could come from complete elimination of the Housing Census funds from the bill. This is deemed unlikely, since the only telling opposition has been directed at particular sections.

The Bailey bill differs from its companion measure in the House only in providing a 10-year maximum license period instead of the Ditter bill's five-year term, and in limiting the President's powers to take over broadcast stations to actual war in which the United States is engaged. The Ditter proposal would give this power to the President also in event of "insurrection within the United States equivalent to war". Both provide three-year minimum license periods.

Pepper's Measure

The Pepper bill (S-3512) provides that no license, renewal or modification application may be approved unless written notice of the application is published locally at least once weekly for four weeks, with publication expense paid by the applicant, and requires that the FCC hold a public hearing on any application upon request of an interested party. Senator Pepper's proposal is explained as a means of insuring interested local parties notice of FCC action and giving them the opportunity of being heard. It was pointed out that in some cases the FCC might take action on an application without interested parties knowing anything about it until it is too late to present their case.

Text of the Pepper bill follows:

Section 302 of the Communications Act of 1934, as amended, is hereby added at the end thereof the following new subsection:

"(c) Any application for a station license for the renewal or modification of a station license shall be approved prior to the expiration of four weeks after the first notice of such application is published. The Commission shall cause notice to be published once a week for four consecutive weeks in a newspaper of general circulation in the town or city in which the station is to be located, or if it is not located or is not to be located in a town or city, in a newspaper of general circulation in the county in which it is to be located. The expense incident to such publication shall be paid for by the applicant at the time of publication is filed. Such notice shall contain a statement that objections to writing in any such application may be filed with the Commission for the period prior to the expiration of the four weeks publication period and that a public hearing will be held if a request is made therefor prior to the expiration of such period."

Interior Dept. Fund

During House deliberation March 7 on the Interior Department appropriation bill following charges that the Department was using its radio facilities for political purposes, the House accepted an amendment by Rep. Gossett (D-Tex.) prohibiting the use of any part of the appropriation for "the broadcast of radio programs designed for or calculated to influence the passage or defeat of any legislation pending before Congress". The amendment was accepted following failure of an attempt by Rep. Taber (R-N.Y.) to strike from the bill items totaling $185,000, including funds for the radio section as well as propaganda and publicity, photographs and a power-polling committee.

Rep. Gossett, speaking on his amendment, asserted that concurrently with deliberation on a petroleum conservation measure in Congress an Interior Department What Prices America program was preaching the gospel of Federal control of the oil industry and appealed to "an imaginary Mrs. Murphy to see her Congressman" to declare that "several broadcasts have gone entirely outside and beyond the field of effective education."

Interior Department activity in promoting its views via radio programs also has been alleged in other quarters and was referred to in Congress. Secretary Ickes' use of national-radio facilities to make a statement to the President through a broadcast dramatization Jan. 8, 1939, was cited even by Standard Oil Co. of Cal. in a recent U. S. Supreme Court proceeding.

From Piccolo to Contra-Bassoon

f rom the high harmonics of a piccolo to the low harmonics of the contra-bassoon ... from the sound of a gentle rain to the din of a thunderstorm — radio programs require faithful reproduction of a wide range of sounds. Network programs rely on telephone facilities to guard these sounds in transmission from city to city — from coast to coast.

From the very beginning of multiple-station broadcasts, telephone engineers have co-operated with the radio industry. They have provided equipment and supervision which help to insure the quality of sound on any network. The work goes on continuously in Bell Telephone Laboratories to find new and better means of increasing the public's enjoyment of network programs.

Page 72 • March 15, 1940
Kobak Leaves L & T

EDGAR KOBAK, who resigned as sales vice-president of NBC just four years ago to become a vice-president of Lord & Thomas, New York, announced his resignation from the agency March 12. Mr. Kobak had been with NBC for two years in charge of sales when on March 15, 1936 he suddenly announced his decision to enter the agency field. His duties at the network were thereafter assumed by Roy C. Witmer, also a vice-president. Mr. Kobak, who came to NBC from McGraw-Hill Publishing Co., where he was managerial head, has not announced his future plans.


FEI & Co., Philadelphia, after the broadcast of March 31 will discontinue the Harry Hobby program, currently on 51 CBS stations, Sundays, 5-30 p.m., through Young & Rubicam, New York.

PROCTOR & GAMBLE Co., Cincinnati (Crisco), on April 1 replaces This Day Is Ours with Veg and Sade on 13 NBC-Red stations, Mon. thru Fri., 10-30-10:45 a.m. (also heard on 54 NBC-Red stations, Mon. thru Fri., 3-15-4 p.m.). Agency: Compton Adv., N. Y.

FOR SALE

BIGGEST MAIL- PULLING PROGRAM* ON KYW - "THE RED NETWORK STATION IN PHILADELPHIA!

* 13,789 LISTENERS SENT IN OVER 16,000 DINES FOR A BOOKLET OFFERED ONLY ONCE DURING ONE WEEK IN FEBRUARY, 1940!

THAT'S PULL - WITH LISTENERS!

WRITE, WIRE OR PHONE

KYW • PHILADELPHIA
OR NEAREST NBC SPOT SALES OFFICE
He's thinking about a terrific smash over the center field wall; about a sensational shoe-string catch; about a tied score. He's thinking baseball.

And what's he thinking when he reads BROADCASTING? He's thinking radio.

Everyone reads BROADCASTING to read about radio. It's 100% radio all the time. Small wonder that BROADCASTING is just right for your story if it's radio you're selling.

They're Radio-Minded when they read BROADCASTING
Progress of Radio Technical Unions

IBEW Alone Claims to Have Organized 150 Stations

By JOSEPH L. MILLER
Director of Organizing, National Assn. of Broadcasters

SLOW BUT STEADY organization of engineers and technicians has been the outstanding development in broadcasting during the past year, since the threatened musicians' strike was averted.

The leading union in the field has been International Brotherhood of Electrical Workers (AFL) with its affiliate, Associated Broadcast Technicians. The IBEW says it now has about 60 contracts with radio stations.

American Communications Assn. (CIO) also has been active, but its organization has been confined, for the most part, to the larger cities in the East.

Efforts of the IBEW to enroll broadcasting's technicians, on the other hand, have been nationwide. The AFL union has been able to reach into stations throughout the country for many years it has had a local in almost every city. These locals take in all types of electrical workers. IBEW has staked a claim to technicians, to work who make, install or operate electrical equipment.

Recent Growth

Under a plan adopted last year, however, all broadcasting employees in IBEW belong to Associated Broadcast Technicians, an affiliated union with the status of a local even though affiliated with the parent organization. The CIO has been reported to have won concessions.

The IBEW local has no control over the affairs of broadcasting station members in the local's territory.

The Communications Service was incorporated as a non-profit organization to help local groups sponsor a complete talent program on a regular basis. The Barn Dance pattern was generally preferred and all present shows are modeled after it. Since then more than 2,000,000 have attended the 2,000-odd WLS home talent shows produced in Illinois, Indiana, Wisconsin and Michigan communities.

On the Big Show

At least one act from each show is given the opportunity of appearing on the Saturday afternoon shows, on which a considerable amount of professional talent has been started, among them Rusty Gill, Bill Newcomb, Essie Martin, "Little Alfalfa" of Our Gang comedies. Six acts from the afternoon show are used in the half-hour section of the big evening show. Four are chosen from a selected group in the WLS area, and a special tribute is paid the country through a prominent local citizen who is asked to appear on the show. Another feature of the home talent shows is an announcing contest, with the winner appearing on the WLS broadcast. The most popular act of the afternoon show also appears on the evening broadcast, along with a sixth act presenting regular WLS staff artists.

The promotion provides the services of 15 experienced directors who give their full time to selecting, training and rehearsing acts, spending about two weeks in preparation for each community show. Both WLS and Prairie Farmer publicize the shows through announcements of dates and location of the performances, with the WLS publicity department furnishing news items to local papers before and after the show.

Commenting on the benefits accruing from the non-profit project, WLS General Manager Glenn Snyder declared: "We really get a great deal. We have the satisfaction of rendering a specific and worthwhile service to a large group of our listeners which in turn builds listener interest and listener loyalty for WLS throughout our area. But above all, we feel that we are bringing farm and city people closer together, making them understand each other a bit better and thus making them more neighborly."

FOLLOWING up its long policy of fostering development of home talent, WLS, Chicago, has added a half-hour Hour "Home Talent Barn Dance" feature to its regular Saturday night Barn Dance show. The station also presents a special Saturday afternoon broadcast along the same lines, with talent drawn completely from neighboring towns.

The new feature is the outgrowth of a plan started five years ago when the Communications Service was incorporated as a non-profit organization to help local groups sponsor a complete talent program on a regular basis. The Barn Dance pattern was generally preferred and all present shows are modeled after it. Since then more than 2,000,000 have attended the 2,000-odd WLS home talent shows produced in Illinois, Indiana, Wisconsin and Michigan communities.

Executive Membership Picked for Committees Of NAB Sales Group

COMPLETE executive personnel of the NAB Sales Managers Committee, under chairmanship of William R. Cline, commercial manager of WLS, Chicago, was formally announced March 8 by NAB President, Neville Miller.

Members of the steering committee in addition to Chairman Cline, are Craig Lawrence, KSO-KRTN, Des Moines; Ellis Atteberry, KCKN, Kansas City; Charley Caley, WMBD, Peoria; Barney Lavin, WDAY, Fargo; Owen Bridger, WJR, Detroit.

District chairmen appointed by the NAB director in each of the 17 geographical areas to which the NAB is divided, are William Malo, WDRC, Hartford; Clifford M. Taylor, WBEN, Buffalo; Lester W. Lindow, WCAE, Pittsburgh; John H. Dodge, WRC, Washington; Maurice Coleman, WATT, Atlanta; Vernon Anderson, WJBO, Baton Rouge; Edward Y. Flanigan, WSPD, Toledo; Ford Billings, WGOO-WGEE, Fort Wayne; Charles Caley, WMBD, Peoria; Karl Koerper, KMBC, Kansas City; Barney Lavin, WDAY, Fargo; Ellis Atteberry, KCKN, Kansas City; Sam Bennett, KGKO, Fort Worth; W. E. Wagaaff, KDFL, Salt Lake City; Will Gromen, WRIT, Cleveland; KSBO, Santa Rosa; Wilbur Eickelberg, KJH, Los Angeles; Loren B. Stone, KIRO, Seattle.

The steering committee will meet occasionally with Samuel J. Henry Jr., of the NAB staff, and other staff members to discuss industry sales matters and the work of the recently organized Bureau of Radio Advertising.

NAB Names Carpenter

H. K. CARPENTER, vice-president and general manager of WCLE, Cleveland, March 1 was named chairman of the NAB Research Committee by President Neville Miller. Other members of the Committee are H. M. Beville, research director, NBC; Arthur B. Chilvers, head of the research department, James D. House, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, CBS research director; Theodore C. Streibert, vice-president, WOR-MBS, and Scott Howe Bowen, WIBX, Utica.

NEW subscribers to International News Service announced since mid-February, 1940, have WDAE, Tampa; WRJN, Racine; WGCN, Gulfport, Miss.
Sponsor to Fight Pot o' Gold Sale
Lottery Angles of Program Studied by Justice Dept.

LEWIS-HOWE Co., maker of Tums and sponsor of the Pot o' Gold program, now under investigation by the Department of Justice, will fight the suit of C. C. Dumont of Albany, according to Abner Ruben, attorney for the sponsor. Dumont claims that his name was chosen on the program of Jan. 9, but that because his telephone number had been changed since then, he was not called up to answer the phone.

Charging that the company was negligent in failing to learn his correct number, Dumont is asking for the additional $900. Since the Lewis-Howe Co. is a Missouri corporation, a levy secured under the writ of attachment issued to Dumont by the Albany Supreme Court was served by the sheriff's office on an account owed to the company by a local dealer.

Defense Claims

Defense will be based on the fact that the call made on the program is announced as being made "to a number selected from phone books here in the studio" and that furthermore no call is made station-to-station and not person-to-person to a name.

With the program's continued success, and with the liberal rule on station coverage, the defensive argument is expected to be strong.

Copyright Action by Justice Dept. Seen

(Continued from page 16)

Copyright action against broadcasting companies is expected to be taken in the near future by the Attorney General, following up the lead of the State of Florida seeking a temporary restraining order to stop ASCAP from collecting fees from Florida stations.

On the State copyright fronts activity is continuing, with ASCAP seeking to knock out State statues designed to prevent it from doing business on other than a State-to-State basis. ASCAP has brought suit against the State of Florida seeking a permanent injunction to prevent the State from enforcing its laws which have been set for trial before a three-judge Federal court in Des Moines.

In the Omaha hearing scheduled March 25 before a Federal court on the suit to test the constitutionality of the anti-ASCAP law enacted there in 1937.

State Developments

In the Florida case, likewise based entirely on the constitutionality of the statute, the three-judge court will determine whether a temporary restraining order and permanent declaratory judgment should be granted. The State law should be made permanent. The suit involves both the 1937 anti-ASCAP statute and the amended state statute enacted by the Legislature in 1939. Andrew W. Bennett, NAB special copyright counsel, and John Boggs, Jack- sonville, and KVO, Missoula, the latter having been one of the stations involved, are being sued without notice of their own request.

Defense, as the case is expected to be heard, will be based on the fact that the call made on the program is announced as being made "to a number selected from phone books here in the studio" and that furthermore no call is station-to-station and not person-to-person to a name. With the program's continued success, and with the liberal rule on station coverage, the defensive argument is expected to be strong. Copyright activity by the Justice Department is now expected to be taken in the near future by the Attorney General, following up the lead of the State of Florida seeking a temporary restraining order to stop ASCAP from collecting fees from Florida stations.

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RCA Plans Television Network To Connect Principal Centers

Applies for Philadelphia, Washington and Chicago Channels, Using High-Frequency Air Relays

CONSTRUCTION of new television stations in Philadelphia, Washington and Chicago as part of its television expansion program, along with the establishment of a television relay system between New York and Chicago, was announced by RCA, as part of the expansion program of NBC's present television program service.

This was announced March 12 by David Sarnoff, RCA president and NBC chairman, as he disclosed an active merchandising campaign for moderately-priced television receivers [see page 86] as his company's response to the recent action of the FCC favoring limited commercial operation of television [see page 37].

Applications for the new stations were forwarded to the FCC March 13, asking 1 kw. on the 84-90 megacycle band in Philadelphia, 44-50 mc. in Washington and 84-90 mc. in Chicago. Philadelphia and Washington sites have not yet been selected. The Chicago station will be located atop the Civic Opera Bldg.

Relay Facilities

It was disclosed, in connection with the high-frequency relay service designed to make network television possible without the need of wires or inter-city or coaxial cable, that RCA will shortly file an application for relay frequencies to be used between New York and Philadelphia, then extended to Washington and Boston and when the Washington television station is authorized and a station is secured in Boston, the relay service will supplement RCA's radiotelegraph and radio facsimile services already in operation.

“Our invitation of a television radio relay system, as recently announced [Broadcasting, Feb. 1], provides the means for interconnecting television centers for simultaneous delivery of programs in centers outside New York,” Mr. Sarnoff stated. “Our initial step will be to construct such a relay system between New York and Philadelphia, and thereby enable these two great metropolitan centers to exchange programs and the varied forms of education and entertainment made possible by television.

“It is anticipated that later Washington, Boston and other cities will be interconnected by this method, so that eventually television program service may be extended to cover the nation.

“RCA has licensed other and competing radio manufacturers for the use of its inventions in the field of television for the manufacture and sale of television transmitters and receiving sets. RCA and other manufacturers are ready to build television transmitters for broadcasters who may wish to enter this field.

“As soon as radio relay systems are established, NBC will be prepared to provide a television program service to the independent stations that are interconnected, similar to the manner in which it now furnishes a sound program network service. The television network radio relays to be constructed by RCA will provide a service available for use by other broadcasting companies in the same way that trans-oceanic facilities of RCA are now made available to competing broadcasting systems.”

NBC's radio program schedule, which in the last few weeks has included a Broadway play, an air-play view of New York and grand opera, will be expanded, Mr. Sarnoff declared.

WFLA Group Buys WLAK

WLAK, Lakeland, Fla., 250-watt outlet on 1310 kc., would be sold for $1 and other considerations under an application for transfer of ownership filed with the FCC by the Florida Central West Coast Broadcasting Co., operator of WFLA, Tampa, which owns 55% of WLAK, 25% by J. P. Marchant, Lakeland, 63 shares; D. J. Carey, Eaton Park, 25 shares, and Melvin Moger, Tampa, 112 shares. Mr. Tison already owns one share, as does H. H. Baskin, former owner of Clearwater, who recently sold his interest in WFLA to the Tampa Tribune.

Kansas Group to MBS

FOUR stations of the new Kansas Network formed by Don Davis, manager of WIBB, Kansas City, will soon be affiliated with MBS, and be fed Mutual programs through WHB, according to an MBS announcement March 13. KSAL, Salina, and KVG, Great Bend, join March 16, with KFBI, Abilene, slated to move to Wichita by January 1, joining at that time. KTSW, Emporia, affiliated with MBS in December.

Tobacco Billings on NBC

Third Among Industries

BREAKDOWN of present NBC billings reveals that tobacco industry is to be the third leading industry in weekly expenditures on the Blue and Red networks, showing a 100% increase for the first month of this year over January, 1939. Figures show a total of $133,100 for January, 1940, as compared with $66,400 in January, 1939, and an increase of 125% over weekly billings in January, 1938, when the total was $59,100. The tobacco industry is headed only by drugs and food on NBC, which have respective monthly billings of $1,650,000 and $1,250,000.

Indications are that such weekly billings may continue to increase during the balance of 1940, according to NBC, in view of three new tobacco shows recently started or about to start on the network, none of which are included in the weekly billing figure of $188,100. These are the P. Lorillard Co. program for Old Gold starting in April; the R. J. Reynolds Tobacco Co. program for Camel starting Saturdays, which began Feb. 24, and the newly-started Axtong-Fisher Tobacco Co. local campaign for Twenty Grands.

Perry Bill Reported

THE Perry Bill, which would make it legal to broadcast commercials during the bal ance of 1940, as announced by Sidney Kaye, former chairman of the broadcasting committee of the Six Winners, is now before the Commerce Committee. The Senate Commerce Committee, by a 5 to 4 vote, reported favorably on the Perry bill, which would allow local advertisers to broadcast commercials over radio stations.

Special NBC Programs

Aid Metropolitan Opera

In Campaign for Funds

CONTINUING its radio participation in the campaign for funds for the Metropolitan Opera Assn., NBC on March 10 presented a special hour and a half program, during which Metropolitan stars sang operatic selections under direction of Edward Johnson, general manager. NBC's contest for the best 100-word letter on "What the Metropolitan Opera Needs Mean to Me" will close March 23, with the six winners to be announced shortly after that date. Winners will be offered their choice of a trip to New York to attend the opening night of the 1940-41 Met season, or a season ticket to opera.

Listeners to the NBC Saturday afternoon broadcasts have sent in thousands of letters since the first appeal for funds. All contributions have been received by the radio committee, of which David Sarnoff, RCA president, is chairman, and Mrs. August Belasco, wife of the late producer, is a member. Donations have come from listeners in every State and District of Columbia, Canada, Switzerland, France, the West Indies and Chile.

FCC Denies Local

because the limited service contemplated would not afford satisfactory use of the facility requested, the FCC March 14 announced denial of the application of C. T. Sherer Co. Inc., for a station in Westmoreland, Mass. The applicant sought 100 watts night and 250 watts day, and the Commission concluded that such a station, under the limitations, could not serve the public interest for the Worcester area, which already has two regional stations.

Title Injunction Granted

1 PERMANENT restraining against use of the title "Information Please" by Information Please, Inc., has been granted by New York Supreme Court Justice Carroll G. Walters to Daniel and other representatives of the program by that name sponsored on NBC-Blue by the Famous Artists Co. It alleged the publishing firm sought to take advantage of the radio program's popularity in reviving the magazine Information Please.

PADMAN ASSOCIATES, New York, specialists in "localized radio personalities," has been organized by Clifford Padman, m.c. of Canada Dry Ale. Information Please on NBC, with his two brothers, Edwin, a foreign film producer, and Miles, an eastern story editor for M-G-M. Offices are at 1501 Broadway.

SCOTT HOWE BOWEN, owner of Scott Howe Bowen & Co., was announced for the FCC for a new 250-watt station on 1420 kc. in Rome, N. Y.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU

Covers the Heart of Missouri

BROADCASTING • Broadcast Advertising

March 15, 1940 • Page 77
Joint Program Survey Of Children's Features Is Started in Midwest

THE national survey of children's programs, jointly sponsored by the NAB and the Radio Council on Children's Programs, is to be developed by a team of experts, including the NAB code, under way March 12.

The survey is being made by Mrs. Edwin C. Lewis, vice-chairman of the council and radio chairman of the National Society of New England Women, during a six-month tour of the U.S. to visit stations, sponsors and teacher and children's groups in 44 States. The NAB Board of Directors late in February allotted $1,300 for partial expenses for traveling involved in the study [BROADCASTING, March 1].

Mrs. Lewis, formerly connected with a radio station and also the advertising agency business, started her extensive tour in the Midwest, visiting Chicago March 12 and going from there to several points in the South by mid-March. Her itinerary through March and April is as follows:

March 17-20, Chicago area; March 21, Racine, Wis.; March 22-23, Milwaukee; March 24-25, Madison, Wis.; March 26-27, Rochester, Minn.; March 28, Minneapolis and St. Paul; April 1-2, Omaha; April 3-4, Des Moines; April 5, Amana and Cedar Rapids; April 6-7, Davenport; April 8, Chicago; April 9-11, Pittsburgh; April 12, Harrisburg, Pa.; April 13-15, Lancaster, Pa., and April 16-18, Philadelphia.

Broadway Blank

THE staff of WCNW, Brooklyn, has been enjoying a laugh on Announcer Olives Davis and Engineer Eliot Blank, who bravied the recent New York Blizzard to record a sidewalk interview at Broadway and 42d St., only to find that there was nothing on the record when they returned to WCNW. They laugh as it has only been discovered that the Minneapolis Tribune, which was due to broadcast the interview, and the fault was with a tube in the playback apparatus.

PRIZE winners in the Wayne U. Broadcasting Guild's second annual script writing contest were announced as follows: a $100 first prize, Max Weinberg for The Theatre of Power, and a $75 second prize, Richard Stein for the drama, Before You Go. The first place winner is a member of the American Guild, first place award was judge Myron Golden for WWJ, Detroit. In the graduate-part-time division, with duplicate prizes by the pool, winning entries were: Richard Stearns for Come Back; Richard Shinn for Angel on the Hill; and Robert Signer for Scop. Judges in this division were: Dr. Ralph Nottingham for the President, Dr. Robert Signer, and Myron Golden, WWJ educational director.

The institution will be formed by extending the American Radio School of the Air program, now heard on more than 100 CBS stations, to Canada and to all of the 20 Latin American republics which accept the CBS Invasion of the Air. To date Mr. Fisher has received acceptances from Canada, Mexico, Brazil and the Dominican Republic.

Nations to Offer Data

The Ministries of Education of all those countries being invited to designate a representative group of educational authorities to survey and transmit each year to CBS materials relating to their country's various fields of culture for the CBS script writers in New York to be used in the bid for Latin American stations. CBS translators will translate the scripts into Spanish to be sent free of charge to the Spanish-speaking nations. To non-Spanish-speaking countries, scripts will be sent in their own languages. All countries will be invited to make their own translations. All scripts will be in such form that each country can broadcast them over its own public or private stations, using its own production and acting staffs and orchestras. The Teachers' Credential Guide furnished by CBS to teachers in this country, will also be supplied enabling those countries speaking, not in a position to put on their own productions, to pick up the programs from short-wave broadcasts and re-broadcast them over their own longwave stations.

According to Secretary of State Cordell Hull in a statement to CBS, "It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the peoples of the Americas and the republics which may be of more general benefit to these countries."

Education Project Of CBS Extended To Latin America

Four Already Accept Project; Praised by Secretary Hull

CBS is planning to launch this fall an international educational radio project called School of the Air, a series that is to promote "greater understanding and appreciation on the part of all Americans for each other's culture, history and ideals." Announcement of the project was made by Sterling Fisher, CBS director of education, at the 70th annual conference of the American Assn. of School Administrators in St. Louis.

"This series will be produced and distributed under this program, and will be publicized in their respective countries as an exhibition of the services which CBS can render the American people. It is the hope of the American Broadcasting Corporation that the project may be expanded to include all of the Latin American republics."

Dr. R. J. Manion, leader of the National Association of Broadcasters, which sponsored the project, was invited to the conference to deliver the keynote address. He was introduced to the audience by Dr. W. Cliffe, President of the National Education Association. The address was described as "the most important event in the history of our country." Dr. Manion spoke on the importance of education in the development of the individual and the nation, and urged the need for increased public interest and support in educational programs. He highlighted the success of the School of the Air project in promoting understanding and cooperation between nations.

The School of the Air project is designed to create a network of educational radio stations across Latin America. It will feature programs that explore the culture, history, and current events of the region. The project aims to foster a sense of unity and shared values among the peoples of Latin America, and to promote the use of radio as a tool for education and cultural exchange.

The project is being implemented in collaboration with the American Broadcasting Company (ABC), which is providing the technical and logistical support. The project will be broadcast on a weekly basis, and will be produced by a team of experienced radio producers and directors.

The School of the Air project is part of a broader initiative by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to promote education and cultural exchange in the Americas. UNESCO has been working with CBS and other media organizations to develop educational radio programs that address the needs of the region's diverse populations.

The School of the Air project is expected to have a significant impact on the education landscape in Latin America. It will provide a platform for the exchange of ideas and knowledge, and will help to bridge the cultural divides that exist between nations.

The School of the Air project is a testament to the power of media to promote understanding and cooperation between nations. It is an important step in the ongoing努力 to create a more peaceful and harmonious world.
OWNERS of the 1940 Broadcasting Yearbook may keep their volumes up-to-date by making changes and corrections from the stories and items published in the regular issues of the magazine. The following changes and corrections, some representing errors on our part but most of them required because of a new development or an event after the Yearbook had gone to press, will bring your 1940 edition more or less up-to-date as of March 1. Since radio facilities and personnel are in a constant state of flux, there has been no effort in this list to add newly-established stations and studios or to correct the data on all stations and in all departments, or to bring up-to-date miscellaneous logs such as television, facsimile, high frequency etc. These are being reported as they occur. Only the more important personnel and changes, and those called to our attention, are here tabulated. Also not included are the listings of new stations authorized since Jan. 15, 1940. All 1940 new station grants, besides being reported as they occur, will be tabulated quarterly and published in regular editions of Broadcasting.

WWVA Overseas
UNICEF fan letter was re-ceived recently by the Lone Cowboy of WWVA, Wheeling, W. Va., from one of the 45 American seamen aboard the SS City of Flint during its last voyage, when it was seized by a German, the German pocket battleship Deutschland. The writer, Harry Heitman, of Massa-chusetts, told how much the American crew had enjoyed the Fifteen cowboy broadcasts of Western music heard nearly all the way across the Atlantic, and how earlier when the City of Flint was in Alaska and near Anchorage, he paired up 600 odd Athenia survivors, the shipwrecked passengers on the programs along with the crew. The program was called "thank you," Seaman Heitman requested the words to the song, "I won't need my Six-guns in Heaven."

FCC RULES & REGULATIONS
AND STANDARDS APPLICABLE TO STANDARD BROADCAST SATELLITES

AVAILABLE IN BOOK FORM AT 60¢ FOR A SINGLE COPY, 50¢ EACH FOR TWO COPIES OR MORE.

HIK 'EM HARD!
Strike where the irons stay HOT — where incomes are ready and good and the cost of living so much a habitat as eating three squares daily! Their buying guide is:

WINSTON-SALEM N.C.
National Representatives
Sears & Ayer

March 15, 1940 — Page 79

BROADCASTING • Broadcast Advertising

National Press Bldg., Washington, D. C.
JOSEPH N. WEBER, president of the American Federation of Musicians, is on his way to California, according to reports from APM headquarters. There he will continue the vacation started in Florida to recuperate from his recent illness, returning to New York about May 1.

CLINTON G. HARRIS, president of the Clinton G. Harris Adv. Agency, New York, has merged with Wesley Associates, New York, the combined agency to continue under the latter name at 847 Madison Ave. Mr. Harris will handle the former Harris agency accounts and will specialize in merchandising.

TOM HARRINGTON, New York radio director of Young & Rubicam, was in Hollywood during early March to discuss a new contract deal with Jack Benny, star of the Jell-O program, sponsored by General Foods Corp.

HARLAN WARE, author of the Story of Bud Barron, broadcaster over the NBC-Blue from Chicago, is author of "A Special Glory," a story about a youngster of the present generation published in the March 16 Colliers.

JUNIUS TRIBE, formerly with the Utah Power & Light Co., has joined the artists' bureau staff of KSL, Salt Lake City. Glenn Lee has been named conductor of the KSL staff orchestra.

JAMES L. FLY, chairman of the FCC, and Alfred J. McCook, president of WOR and chairman of MBS, will be heard over WOR April 2. A forum on "How to Build a recorded broadcast of the addresses they deliver each day at the Radio Day luncheon of the Advertising Club of New York.

MARIE W. VANDEGRIFT, managing director of WMAN, Minneapolis, has taken a two-months' leave of absence from her duties to go to Chicago to join her husband and daughter.

NED BURNAM, formerly with the RCA television unit at the Golden Gate Fair, has joined the announcing staff of KGW, San Jose, Cal.

WATER KOONS, Russell Nordvall and Don Gluckman, of the NBC publicity staff, have left the organization.

HAWLEY TURNER, formerly of Cosmic Weekly, New York, and previously with Hearst Newspapers on the Pacific Coast, has joined lensen Radio Engineers, Seattle, Wash., as president.

VERA OLDHAM, writer of the Ellen Randolph serial sponsored on NBC-Red by Dale-Palms-Peet Co., is recovering from an attack of pneumonia in St. Luke's Hospital, New York, during which she continued to dictate material for the daily scripts.

RUPPE WERLING, production manager of WIRG, Glenside, Pa., is the father of a girl born March 9.

A. L. ASHBY, vice-president and general manager of KXW, Denver, was elected a director of the Railroad Employers Corp., which deals in small loans.

RAY LINTON, head of Ray Linton, Co., Chicago production firm, on March 1 married Donny Ackley in Louisville, Ky.

BILLY O'LEARY, Creighton U journalism and radio graduate, has joined the news and commentary staff of KGNN, North Platte, Nebr.

EDGAR T. DARLINGTON, studio-engineer for the engineer of WFIL, Philadelphia, has been selected to represent 150 local technicians at the Fifth National Convention of the ACA to be held in Chicago April 8-14.

HAROLD RITTER's appointment to the commercial staff of KTAR, Phoenix, is announced by Dick Heath, commercial manager.

WALTER C. PRESTON Jr., assistant to John F. Royal, NBC vice-president in charge of programs, has been elected president of the Male Assn. of Class Secretaries.

RICHARD BROOKS, news commentator; Allen Courtney, stage commentator, and David Lowe, movie commentator for the engineer of WFIL, Philadelphia, has bought the summer theatre at Roslyn, Long Island.

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NOXZEMA to Add
NOXZEMA Chemical Co., Balti-
more (skin cream), since Feb. 5
has been sponsoring a weekly quar-
ter-hour program of music titled
Pennies From Heaven on KGA,
Denver; WHC, Rochester, WBNS,
Columbus, and KNOX, Knoxvile,
and has probably added more stations
to the campaign following the suc-
cess of the unusual cash offer in-
duced by Denver, Rochester and
Columbus, the stations distribute
throughout the city four pennies
specially marked with the letters
forming the word "Noxzena." Per-
son bringing in a penny before 6
p.m. Friday, the night after the
broadcast, receives $25, and after 6
p.m. receives $5. In Knoxville, six
pennies are distributed, each earn-
ing the finder $10. Guthrie &
Ryan, New York, is the agency.

M&O Sales Up Again
TOTAL revenue for February,
1940, of local and spot sales on
NBC's 15-managed and operated
stations is $3,445,051, an increase
of 31% over the February, 1939
total figure of $853,100, according
to an announcement March 12 by
James V. McConnell, NBC national
spot and local sales manager. The
January, 1940 total revenue also
showed a 51% increase over 1939.

New Erie, Pa. Station
A new local station for Erie, Pa.,
was authorized by the FCC March
13 in a tentative decision granting
the application of Presque Isle
Broadcasting Co. The grant is for
100 watts' power at a location 250
yards from a road, at a height of
1500 feet. Stockholders are
listed as Jacob A. Young, president,
40%; William A. Sengel, secre-
tary, 25%; Gerald P. O'Connor, 25%;
Walker Sennett, treasurer, 5%;
Joseph V. Arceri, 5%. The appli-
cation was filed in September, 1938.

NOW YOU, TOO, MAY CUT
TELEGRAPH COSTS 15% TO 20%
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-Ana-
lysis—With No Obliga-
tion to You—Wire Collect: C. B. Allsopp,
Postal Telegraph, 235 Broadway, New York City.

YOUR GRACIOUS Host… FROM COAST TO COAST
The Gotham

NOXZEMA

M&O Sales Up Again

New Erie, Pa. Station

NOW YOU, TOO, MAY CUT
TELEGRAPH COSTS 15% TO 20%
Intercollegiate ‘Chain’ Organized in the East
By Brown U Students
AN INTERCOLLEGiate net-
work for the exchange of programs is being developed in a dozen east-
ern universities following forma-
tion recently of a United Col-
egiate Broadcasting System at a meeting called by ‘Brown Network’ at Brown U.
A radio station brings daily “wireless” pro-
grams to dormitories and fraternity
houses over a 30,000-foot net of trans-
mittance lines. The Brown Network, pioneer in campus broad-
casting, is headquarters for the new intercollegiate organization.
Charter members of IBS include
Brown, Cornell, Columbia, Holy Cross, Pennsylvania, Harvard,
Iowa, Indiana, State, Lawrence University of Connecticut, Wesleyan
and Williams. Fifteen other colleges and universities extending as far West as Colorado either have campus stations under construction or projec-
ted.
The first intercollegiate broad-
cast is scheduled for mid-April. At least five eastern colleges, including
some of the charter members, will be linked together by a combination of telephone lines and shortwave. Experimental exchange broadcasts of recordings are now being tried among the dormitory channels which have their stations finished.
While the system is a “non-profit associa-
tion for the furtherance of education, entertainment, and good
will among the member colleges,” according to the executive commit-
tee, plans are being discussed to make the system self-supporting by selling local advertising specialties. All proceeds, however, are to be turned back for improved facilities.

Willard Adds 4
WILLARD TARLETT Co., Chicago (stomach tablets) has expanded its varying schedule of 5 and 15-
minute broadcasts, using local talent, to WWL, New Orleans; WTMV, East St. Louis, Ill.; WJDZ, Tuscaloosa, III.; WBHC, Indianola, Iowa.
Other stations being used are: KID WJJD WLS WGBF WBHC KKM KMM-AM WATX WWVA. First United Broadcasters, Chicago, is agency.

PATRICK J. CARTY, associated with Media Records Inc., since its estab-
lishment, has been elected president, succeeding the late Charles E. Rock. William D. Nugent becomes vice-president and continues in charge of sales.

KOAM Talent
A four-page book of programs has been prepared for publication.

Tulsa Blankout
KOVO, Tulsa, had to call on the U. S. Army to help com-
plete one of its programs March 10. Announcer Herb Liban an original Gill recording by the KOVO sound truck and a recorder were sent 30 miles south of Tulsa, 12 hours before the broadcast was to start.

NEW FM STATION
GRANTED CROSLEY
CROSLEY Corp., operating WLO, and WSAI, Cincinnati, on March 12 was granted a construction per-
mit for an experimental high-frequency broadcast station in Cincinnati. The Com-
mission said Crosley presented a flawlless application.

One New Station
Authorized by FCC
Puerto Rico Granted Local;
KARK Increased to 5 kw.

IN ONE of the biggest routine docket's it has handled for several months, the FCC at its meeting March 12 authorized one new sta-
tion in St. John (V.I.) (KLM Little Rock) to extend its day and
night power of 5,000 watts and authorized a number of modified license to make changes in transmission facilities.

The new station in St. John will be Puerto Rico's six outlet, and was granted, with 250 watts on 1500 kc., to Puerto Rico Advertising Co. The same company, owned by Ralph C.mapping Camara and Esperanza de defillo, also owns WPRF, Mayaguez, a local station on the same frequency, which was granted a modification to make the station a regional radio station.

KARK, operated on 890 kw., was authorized to install new equip-
ment and increase its power from 1,000 kw. day and night to 1,500 kw., employing a directional antenna.

The only cloud on the FCC's re-
cent grant of a new regional station to Independent Merchants Broadcast- ing Co., Minneapolis-St.
Paul, was cleared up March 12, when the FCC authorized Minne-
sota Broadcasting Co. also to operate in the city.

Kanno, 1,000 Watts
WASHINGTON, D. C.
1,000 Watts
Day & Night
Affiliated With The
National Broadcasting System
1230 K.

WGVO
Dominates largest wholesale center between Buffalo and Spoken.
Statistics prove it!
Advertisers know it!
Send for ALL the facts.
National Representatives
BURN-SMITH CO., INC.
New York and Chicago
1000 w. day • 1000 w. night

Two Westinghouse shortwave
stations, WFTF, Pittsburgh, and WBOB, Boston, are handling the Westinghouse-
sponsored Musical Americas program to South America, South Africa and Europe. The program, heard at 8 p. m.
Thursday with repeat at 11:30 on NIB-Blue, is shortwave simultane-
ously during the broadcasts and by delayed broadcasts on Fridays.

Series of half-hour dramatic scripts will be available to small stations for a quarter each. A series of 1500 watts, sponsored by Recordings of Radio Events, New York.
Weekly programs are divided into sections, each a half hour in length. The first
featureing the characters who will act in the second part directing themselves to the audience in the way of introduc-
tion. Twelve stations will start broad-
casting the program during the first
week it is introduced, March 15-22, according to Joseph M. Kohler, presi-
dent of Radio Events. These are
WBOB, WFTF, WWH, WBN, WRJN, KFRC.

The Commission announced it had dis-
missed the petition for hearing and the protest against its action of Jan. 17 in granting the new station to the firm headed by former Judge John P. Devaney.

The FCC administrative board granted a construc-
tion permit for the Devaney sta-
tion, to be known as WLO, for a trans-
mission site in St. Paul rather than

The Commission approved a re-
vised form of application for ad-
mission to the air. Thereafter it
which includes a provision for statement by the applicant attorney as to whether application has been sus-
pended or disabled from practice before any governmental agency.

Another amendment to Section 3.51 (a) (2) of the rules gov-
erning standard broadcast stations extended the time within which existing stations are required to determine the operating power by the direct method from July 1 to Dec. 1. This proposal was occasioned by the delay in effectuat-
ing the Havana Treaty.

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Broadcasting • Broadcast Advertising
AFM Local Negotiation
Altering Few Contracts

ABANDONMENT of the national plan of a settlement between the American Federation of Musicians and the network affiliated stations has made little change in the situation, according to Thomas Gamble, assistant to the president, AFM.

Copies of new contracts, individually negotiated between local stations and local unions, are slowly coming into the union headquarters, he said, and for the most part they are duplicates of former contracts. The plan of two years ago by the AFM board and the Independent Radio Network Affiliates negotiating committee in many cities, he added, station-union relationships are being considered without new contracts, so the total effect is that the general employment of musicians in radio is just about what it has been.

MUSICIANS STRIKE
AT KWK SETTLED

AMICABLE settlement of a strike of union musicians at KWK, St. Louis, was announced March 7 after a week during which the musicians were idle because the station had refused to agree to demands for increased pay.

While no formal word was forthcoming either from union or St. Louis Local No. 2, it was generally believed in broadcasting circles that the settlement followed virtually the same basis as the former employment contract. The union had sought an increase in hourly rate from $52.50 per man to $60 along with a minimum guarantee of 11 rather than 10 cents. The strike was called March 2 when Robert T. Convey, KWK president, was in New York. The musicians returned to their work March 7.

Ray Dady, KWK manager, handled the preliminary conversations with the union and sought to defer the strike until Mr. Convey’s return. The union declined, however, and called the strike which was the outcome of the settlement will be divulged after further conversations between Mr. Convey and his attorney. When Convey was represented as being “entirely satisfied” with the outcome.

Salesmen Join CIO

TIME salesmen of WFIL, Philadelphia, have signed a two-year contract with Local 28 of the American Communication Assn., whereby they will be paid a percentage on all time sales rather than the usual 10-15% commission accounts sold. It is reported that technicians have been under an ACA pact since 1937, while the station’s announcing-production staff last year received an agreement under which they were providing usual safeguards and advantages in addition to set fees on all commercial programs.

WDAS-ACA Renewal

ENGINEERS of WDAS, Philadelphia, have renewed for another two years their contract with Local 28 of the ACA, which they have had since 1934. Hours have been reduced from 48 to 40, which, together with an advance in pay scale, netted the engineers a 30% increase in salaries.

RESTING at the press table after victuals and between interviews are these three Midtown special events announcers—(l to r) Ed Linchin, program manager of KSO-KRNT, Des Moines; Dale Morgan, news and special events announcer of KSO-KRNT, and Foster May, news editor of WOW, Omaha—as they covered the National convention in Denver late in February. Four stations and three national networks covered the event, at which leading national experts on agriculture, labor and industry discussed "The American Farmer and the European War" before 1,000.

A Life Saved

WBIG, Greenboro, N.C., was praised by Dr. Samuel F. Ravenel, a local specialist in children’s diseases, in a letter to Major Edney Ridge, general manager, relating how a 2-year-old boy had been brought to the hospital as a charity patient, with a blood transfusion the same night considered necessary to save his life. WBIG was asked to appeal for a Type 2 donor. Though it was after noon, seven Type 2 donors came to the hospital and 26 more called within 30 minutes. Stephen Douglas (grandson of Stephen A. Douglas, when Abraham Lincoln for the presidency of the United States) was the first volunteer and his blood was accepted. The lad recovered.

Bulova to Contact AFM

ARDE BULOVA, chief owner of WPEN, Philadelphia, and WOV, New York, has informed the American Federation of Musicians that his WPEN from Europe March 12, will personally attempt to reopen negotiations with the American Federation of Musicians in an attempt to solve the deadlock which has resulted in a musicians’ strike against both stations, it is reliably reported. Meanwhile, the stations are making use of recorded music to replace their former employees who are now picketing the studios.

WLW Weather Service

WLW, Cincinnati, planning to establish a weather report service, has appointed James C. Fidler, meteorologist, as a member of the WLW staff. Cooperative with the U.S. Weather Bureau and using reports of the airways radio system of the Civil Aeronautics Authority and the facilities of the Abbe Observatory, the contemplated weather service will furnish climatic data on a country-wide basis. In addition reports on road conditions and river stages will be included. While a student at Ball State Teachers’ College in Muncie, Ind., Fidler became interested in weather studies and organized a weather station there. At the same time he started twice-weekly weather broadcasts on WOLC, Muncie, which later became a daily feature.

NAPA Asks Shift

PETITION to transfer the suit of the National Association of Performing Artists against WPEN, Philadelphia (Broadcasting, March 1), from the Court of Common Pleas in Philadelphia to the Federal District Court for the Eastern District of Pennsylvania is being handled by R. W. Convey, ACA attorney. Petition states that he controversy involves suits in excess of $5,000 and is not now subject to jurisdiction by a Federal Court; also that the suit is actually between NAPA and WPEN and that the other defendants (sponsors of programs of phonograph records on WPEN) are improperly joined.

P & G Drops Fidler

PROCTOR & GAMBLE Co., Cincinnati, on April 23 will discontinue the Procter Fidler program for Drne, currently on 30 CBS stations, Tuesday 11:00-11:30 p.m. The company has sponsored Fidler for the past three consecutive years. Blackett - Sample - Henderson, Chicago, is agency.

Political Bookings

Heavy in Canada

PRIVATELY-OWNED Canadian broadcasting stations sold Canadian political parties 124 hours and 55 minutes of time during the last two weeks of February when political broadcasting for the Federal election March 26 and the Alberta provincial election March 21 began, according to a count by the Canadian Broadcasting Corp. This total includes time sold locally and on regional networks. No time is being sold on national networks, the stations on the CBC national commercial chain each contributing 12 3/4 hours of free time.

The station management, which had trouble finding enough paid time of the political broadcasters to meet the demand of the various parties. The regulations set forth by a joint administrative committee of the broadcasters, the political parties and the CBC (Broadcasting, Feb. 15) have been enforced, and in only a few cases have two political broadcasts been permitted without at least a 15-minute break for a sustaining or commercial program. Because of the amount of time that has been demanded by political parties, far beyond expectations, it has been difficult to make and radio advertisers have marked time with new spring and summer campaigns until the elections.

The tabulating by the CBC station relations department is made from large charts for each station showing the actual times political broadcasts have been scheduled. Permission for all political broadcasts, whether local or regional, must come from the CBC. Back broadcasts is a desire for proper programming and a control so that no one party will buy up all broadcast time available on any station or group of stations. There must be a lapse of 15 minutes between each political broadcast if possible.

Censorship regulations have not caused any difficulties. While trouble is, it is understood, ten censors being available throughout Canada, the policy of the stations is in interpreting wartime regulations. The station manager is responsible for enforcement of the rules. In one case, however, the station manager, who was faced with a difficult situation, called in the censorship rules.

A complete tabulation of the paid time used by the election campaign will not be available until the election is over.

(BROADCASTING, Broadcast Advertising

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
IN THE WORLD

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
IN THE WORLD

LANG-WORTH
FEATURE PROGRAMS

240 Madison Ave.
New York

P & G Drops Fidler

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MEDIA PROMOTION ASSN., open to all engaged in media promotion in the United States, recently was formed in San Francisco, with a number of radio men on the membership. Thor Smith, promotion manager of the California Broadcasters, named chairman of the group and R. Oppenheim of Western Advertising, is secretary. Among the radio members are Mills, Samuel, N B; Bob McCandless, P R; Bill Kehoe, KRON; Frank Kretsch, KFRC; William Shey, KFYA; W. C. Grove, KSN.

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(U.P.

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS

UNITED PRESS

COVERAGE

March 15, 1940 • Page 83
**FM Recess**

**Hearings on frequency modulation which begin March 18 before the FCC on ban, will be rescheduled March 19 until March 21 to permit the Commission to devote a week to the hearing of routine decisions. In order to keep its routine work current, the Commission decided on this procedure at its regular meeting March 15.**

**Applications**

**March 1**
- WOV, New York—License new station.
- WBF, Batavia, N.Y.—License increase 1.0 kw.
- WEF, Watertown, N.Y.—License to 20 kw.
- WOL, Portland, Me.—License to 50 kw.
- WWX, New York—License high freq.
- WPX, Proctor, Me.—License increase.
- WBF, Batavia, N.Y.—License increase 1.0 kw.
- WEF, Watertown, N.Y.—License to 20 kw.
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Mexican Approval
Of Radio Treaty
On Way to Cuba
FCC Prepares Allocations; May Defer Date of Shift

ASSURANCES have been received from Mexico by the State Department that filing with the Cuban Government of Mexico's ratification of the Havana Treaty, upon which hinges a Continental broadcast reallocation, will be effected without further delay.

The Department was advised that the Mexican ambassador to Cuba, Ruben Romero, left March 11 for Havana to deposit the treaty papers—the last act before the government parties to the broadcasting agreement will formally file their allocation with Cuba as the host nation.

While the FCC awaits this final move, it is whirring into shape completed or under way a series of lists dealing with domestic allocations which would be effected under the treaty terms. The tentative date of Aug. 1 arbitrarily set for the allocation probably will be extended until later in the summer.

Possible Conflicts

The allocation tables, it was indicated, might require from two to four weeks to complete since they are subject to preliminary FCC approval. Other nations—Canada, Mexico and Cuba—also must file these lists for international, so that an engineering conference of the nations can be called to work out conflicts which inevitably will develop.

Meanwhile, some concern was being evinced over shifts in assignments of high-powered Mexican border stations, causing interference in this country. A new official log of the Mexican Government indicated several such changes, all of which apparently have not yet been effected. In effect, it was likely that immediately following filing of the treaty papers in Havana by Mexico, overtaking might be undertaken to clear up these interference situations.

It was taken or granted in official circles here that the shifts of high-powered Mexican stations, such as the Brinkley and Baker outlets, from for the most part, to domestic channels are simply temporary expedients and will be eliminated when the treaty becomes effective.

The newest Mexican lot, dated March 6, shows XEAW, Reynosa, operated by the Crazy Water Crystal Specialists, licensed to 1050 kc, the clear channel of KNX, Los Angeles, after having operated at a rated power of 100,000 watts. Since that date, however, because of reported interference not only to KNX but to KLKD, Dallas, on adjacent 1040 kc, it is reported the station has shifted to 1020 kc, on which KYW, Philadelphia, is the dominant station.

FCC's Statement

The new Mexican log also shows XENT, Villa Acuna, operated by Norman T. Baker, former Muscata, ia., broadcaster, whose station was deleted a day before assigned to 810 kc, clear channel occupied by WCCO, Minneapolis, having shifted from 910 kc. As far as could be ascertained, however, the station has not yet changed its assignments.

Similarly, the 180,000-watt XERA, operated by Dr. John R. Brinkley, was listed on 960 kc, replaced by W giant, Minneapolis, shifting from 840 kc, but there was no verification.

In connection with the impending reallocation, the FCC March 13 made the following announcement: 'Tide date of Jan. 25, 1940, Mexico notified the North American Regional Broadcasting Agreement. In order to complete the allocation plan forth the enforcement of this agreement in effect, the frequency assignments of a majority of standard broadcast stations must be changed. Resistance measurements made in accordance with the Standards of Good Engineering Practice for the presently assigned frequencies will not be sufficiently accurate for the frequencies assigned under the agreement. Therefore, within existing standard broadcast stations shall have the necessary measurements and obtained authority to determine the operating power by direct measurement of the antenna power as required by Section 331(a) (2) is hereby extended from July 1, 1940, to Dec. 1, 1940.'

This in no way affects the requirement as set forth in Section 331(a) with respect to new standard broadcast stations, nor does it affect the requirement as set forth in Section 331(a) (2) with respect to the Standards of Good Engineering Practice in that the power will be determined by the direct method when making field intensity measurements.

'Showcase' Pushed

ALTHOUGH proposal of Dudley Chambers, Hollywood vocal director, to "showcase" radio talent for agency men and potential sponsors on KFWB, and other stations at Western Department of the sale rates was turned down, it will again be submitted to Los Angeles Chapter of AFRA March 10 for reconsideration. Chambers wants to broadcast eight consecutive hours a day of all types of programs on Saturdays for sponsor consideration. AFRA is holding tentatively for a rate comparable, determining that if some of the programs emanate from leading Los Angeles stores, as planned, performers would be entitled to the minimum scale.

DENVER's biggest March snowstorm since 1929 caused plenty of trouble, but nothing serious for KOA. Although about 45 telephone poles slumped down in the four miles between the suburb of Aurora and the KOA transmitter, the KOA studio-transmitter cable held. The KOA engineering staff set up an emergency shortwave pickup in Aurora in case the cable should break, but it was not put into service. Here Robert H. Owen (left), KOA chief engineer, and C. A. Peregrine, of the KOA staff, take a look at the straining cable, the only circuit still intact after the storm.

Agency Man Burglarized

THEFT of 30 pieces of jewelry valued at $15,000 from the apartment of Wilfred S. King, executive in charge of radio and motion picture advertising of J. M. Mathes Inc., New York, was disclosed March 12 by New York police. The robbery occurred during the Feb. 17 week end when Mr. and Mrs. King were away from home.

SHIFT TO 550 KC.
IS GRANTED TO KOY

KOY, Phoenix, key of the recently formed Arizona Network, was authorized March 15 by the FCC to change from 1390 kc to 550 kc with its present power of 1,000 watt fulltime. A CBS outlet, KOY is a sister of WLS, Chicago, both headed by Burridge D. Butler.

KOAC, Corvallis, Oreg., non-commercial educational station of Oregon University, had opposed March 15 by the FCC to change from 550 kc to 1390 kc with its present power of 1,000 watts, fulltime. A CBS outlet, KOAC is a sister of KOY, Phoenix.

The Commission said in its order that, under its engineering standards effective Aug. 1, the applications could be granted. In its proposed findings last September the Commission tentatively granted the change but KOAC objected.

The Commission said that its engineering standards are based on averages arrived at by measurement of a greater number of signals in all parts of the country over a long period. Their accuracy as reflecting the average situation is well established, it continued, pointing out that the theoretical separation requirements for the operation is 735 miles and the actual separation 977 miles. If objectionable interference develops, the Commission said, it will require appropriate protection.

ROMford CHEMICAL WORKS, Providence, R.I., (water softener), the started sponsoring on WITH, Brooklyn, the Housepund, counselor on family problems, and Wednesday night Yiddish program, handled by Rabbi Goldberg, which is executed by Wm. W. Hampey, Boston.
Drive to Promote Video Set Sales Started by RCA

Minimum of 25,000 Receivers In N.Y. Area Is Planned

DETAILS of an advertising and promotion campaign designed to push RCA's new television receivers into homes within range of NBC's video transmitter on the Empire State Bldg. were announced March 12 by Thomas F. Joyee, vice-president and advertising director of RCA Mfg. Co., at a meeting of more than 400 dealers of New York and New Jersey. Similar meetings had previously been conducted for dealers of eastern Pennsylvania and Connecticut, at Camden and Bridgeport.

Based on the success of a 12-week experiment in Poughkeepsie, Newburgh and other areas last fall, the new drive will emphasize NBC's present service of visual programs and the substantially reduced prices of receivers.

Price Cuts Retroactive

The largest RCA receiver, a 12-inch television receiving tube and containing an 11-tube all-wave receiver as well as a television receiver, has been reduced from $800 to $695. A similar model, but with a smaller television receiver, is now priced at $595 instead of $495, and there are similar reductions for smaller models. Larger dealer discounts and provisions for the purchase of video sets on time payments are provided in the sales campaign. Mr. Joye announced that these price reductions would be made retroactive, with rebates to all RCA set owners who had purchased their television receivers at the original prices.

The company will sponsor a radio campaign for television sets on WEA and WJZ, New York, details of which are now being worked out. Full-page advertising in New York dailies and several magazines will also be used in the direct-mail campaign directed at restaurants and taverns, which Mr. Joye said would be the largest ever attempted for the purchase of set sales in last fall's test. A one- reel movie on television is now being prepared for use in theatres, schools, clubs, etc., and, using television to sell itself, this picture will be telecast once a week on the NBC station W2XBS.

RCA has organized a special sales training television sales specialists to help dealers in this drive and will conduct a series of classes to train dealers in installing television receivers and antennas.

Meeting held in NBC's largest studio with an overflow group in an adjoining studio, was also addressed by A. H. Morton, NBC vice-president in charge of television, who described the past and present program service and who projected plans for the future. After two or three years the automatic recording of television programs would make this service available to televisioners along the Atlantic Coast from Boston to Washington.

At present, he said, the audience for NBC's weekly television programs is limited to 2,500 television homes. This is based on a mailing list of 1,253 for NBC's weekly television programs.

Formerly, the program service was limited to an average of 200 sets, which resulted in an average daily audience of 10,000. Now, with the new equipment ordered from RCA, the audience can be increased to 25,000, with an average daily audience of 15,000.

Hanging of 'Price Tag' on Television Expected to Speed Growth of New Art

PREDICTING a rapid improvement in television programs as a result of the recent FCC decision to permit limited commercialization of this newest means of communication (see story on page 27), A. H. Morton, NBC vice-president in charge of television, hailed the ruling as a tribute to the strides television has made in its first few years.

"Formerly," he said, "the members of the FCC were dubious about the entertainment value of the day television and they realized that there would be little point in allowing advertisers to use it, even experimentally and without paying for time, unless the entertainment was good enough to attract and to hold an audience. The Commission's recent television tour, however, convinced them that television is already ready to be put on a good show.

"After Sept. 1," he continued, "we will be permitted to charge advertisers and they will be able to pay themselves for the time when television will be a full-fledged advertising medium. The costs except those of actually transmitting their programs, and these charges will be paid. The fresh source of income which we can then pour back into the development of increasing better programs. At present we are allowed to televise a commercial if we think it good enough entertainment to put into our television schedules, but we cannot be assured that this cooperation must be paid for, as with other forms of commercial use, without any charge for it.

"Television," Mr. Morton concluded, "is bound to improve more rapidly under the stimulus of commer-

ual use than it has to date. Things always move faster when a price tag is attached."

Past and Current Tests

In the past NBC's cooperation with advertisers has been limited chiefly in the use of commercial films—travel shorts put out by railroads, for example—or in television style shows with credit given to the manufacturers or retailers supplying the clothing displayed. Recently, however, Lowell Thomas has been giving his newscasts for Sunoco in the television studio three evenings a week as an experiment in televising a regular commercial broadcast so that owners of television receivers can see as much as hear the broadcast.

In the near future other sponsored programs will be seen as well as heard. These developments may be viewed with at least as much enthusiasm as auditory advertising for this new medium. Before Mr. Thomas had been given a television program a week his sponsor had installed in the studio a large electric display sign which flashes his "Nu Blue Surfco" message. The set also received the program's closing words.

CBS May Start July

CBS has made no comment on the FCC ruling, except to say that it is "being carefully studied". Despite this silence regarding a possible starting date, which CBS executives have maintained ever since their first announced date proved premature, it is learned that regular programs from the CBS transmitter will begin about July 1. The story is that when the FCC first passed on the new equipment order from RCA, Delays in manufacturing have taken place, and the delivery date, originally set for Jan. 1 and now planned for April 1. Allowing 90 days for experimental sets to familiarize themselves with operating techniques, they now figure to be on the air by the first of July.

Praise for the FCC report as giving "the green light" to technical development, came from Allen B. DuMont, inventor and manufacturer of video equipment, who at the January hearings asked for "an open field" in the medium so far as standards are concerned. Stating that "this action will permit everyone to try the methods and to see the number of frequency channels to eliminate overcrowding of television stations in a given area," Mr. DuMont said in the report that such a "act" as that one has "made it possible for receivers to be developed which will be sufficiently flexible to be used 20 and 30 years from now, rather than becoming obsolete after 10 years.

E. A. Nicholas, president of Farnsworth Television & Radio Corp., hailed the FCC action as "an almost complete green light to the television progress. He said his company is ready to play its part in the development of television centers and its research and engineering facilities have been expanded "to a degree suitable for the purpose of declaring the Commission's action gives new impetus to his company's efforts, and it said its television activity is developing "with increased momentum."

IT WAS erroneously stated in the March 1 issue of Broadcasting that "The World Magazine" of Louis Bromfield had been secured by the Ted Collins Corp. Mr. Bromfield has assigns exclusive rights on those of his works not tied up by him to his New York "Green Bay Tree," short story and radio writer, for adaptation purposes. "It has been finally decided, only to Mr. Bromfield's "Green Bay Tree," short story and radio as for a series of quarter-hour scripts, but this is no longer the case.
EVERY client of the Nation's Station has the assurance that his interests are as well attended to as if Richard Garner, WLW’s Sales Service Manager were on his payroll. His experience with advertisers, agencies, radio stations and station representatives has well fitted Mr. Garner to continue the sales service work ably instituted by former Sales Service Manager Walter A. Callahan, now manager of the Chicago branch of Transamerican Broadcasting & Television Corporation. Whether it’s explaining WLW’s merchandisability to advertiser’s representatives or dealers, arranging special promotions, looking after advertiser’s network programs, making special Cincinnati appearances, or attending to the multitude of details every successful radio campaign needs, Mr. Garner is available... “Garnering” friends for WLW who believe that “Service is Showmanship.”

Garner explains WLW’s chart story, a story of the Nation’s Station that impresses dealers, distributors, advertising men and representatives with the selling power of WLW. If you or your organization has not seen this story, write, wire or call, Richard Garner, Sales Service Manager. WLW, Cincinnati.
RCA offers complete TELEVISION service to the broadcaster

- TELEVISION CAMERAS
RCA television cameras have been designed for studio or field use and for film transmission. They make use of the Iconoscope, the all electronic pick-up tube or the newly developed Orthicon— a low velocity Iconoscope. RCA cameras are equipped with first class optical systems and various focusing and framing devices to add to the ease of operation.

- NEW FIELD PICK-UP EQUIPMENT
Television has been given 7-league boots and a multitude of new program sources have been opened up by new field pick-up apparatus developed in RCA Laboratories. Costing about one-sixth as much . . . weighing about one-tenth as much . . . consuming about one-fifth the power required by former mobile television units, the equipment is built into cabinets about the size of a suitcase and may be carried easily in passenger cars or light trucks.

- VIDEO EQUIPMENT
In the studio, video equipment engineered by RCA is housed in racks. The synchronizing generator, the power supply units...and equipment required for amplification and for supplying suitable deflection voltages for the camera ... all are arranged for accessibility as well as for carrying off heat from components and tubes. RCA video apparatus may be obtained in rack and panel design for any number of camera channels or in simplified cabinet form for use with one camera only.

- RCA 1 KW PICTURE TRANSMITTER, TYPE T-1
Product of RCA’s extensive research and field tests is the RCA Picture Transmitter, Type T-1. Built to commercial standards, it offers a number of important circuit developments. It is crystal controlled and AC operated. The tubes have been designed expressly for this application. The transmitter is easy to install and easy to operate.

- TELEVISION TEST EQUIPMENT
RCA has developed a number of high-quality instruments to meet the exacting requirements of television. These include a 9” Special Cathode-Ray Oscillograph, a Square-Wave Generator, a Video Sweep Oscillator, R-F and I-F Sweep Oscillator, Sweep Rectifier, and other units essential to the television broadcaster.

- RCA VICTOR TELEVISION RECEIVERS
Completing the RCA television chain, are several types of RCA Victor Television Receivers. The performance of these instruments has justified over and over again the vast sums spent in research and in field tests prior to their introduction. Thanks to their excellence, the consumer has received a favorable first impression of television.