NOW LET ME SEE

... there are four fifty-thousand watters covering Greater-New York. But WOR delivers a signal three times stronger than the signal delivered by any station anywhere. This, of course, gives me a greater chance of being heard by more people, more often, at more profit. Hm-mm, there's no choosing about it. WOR's the buy for me. Seems most of the country's biggest timebuyers agree on that.
The WLS market is big! It includes Chicago—a *must* market in itself—and the four great agricultural-industrial states of Illinois, Indiana, Wisconsin and Michigan.

WLS covers this entire market . . . and we honestly believe no other advertising medium does so more effectively. Furthermore, we have the proof to substantiate our belief. Our new coverage map, based on a breakdown of 1,117,956 letters received during 1939, shows exactly where WLS is listened to, county by county—and how intensively it serves that area.

We will gladly send you a copy on request—or ask any John Blair man.
NEW ENGLAND HAS HER OWN 18 LEAGUE BOOTS

They cover the six states in giant strides, leaving clear-cut footprints on the sands of radio time in all of the key localities so completely covered by the 18 stations of The Yankee Network.

There’s no magic in this. It’s the development of an essential service to provide intensified local coverage of every area where there is the greatest concentration of population and buying power.

And because each of the 18 stations of The Yankee Network combines the two-fold appeal of programs of community interest with blue-ribbon network shows, the local acceptance gives listener-value double-plus on all radio advertising, from cut-ins to live talent presentations. In radio, The Yankee Network IS New England.
"As Winchell might put it,

Lotions of Listeners

says BOB BEUCUS


Sounds by the surf... On vacation in Florida, Midnighter Winchell caught these cuties cooing... "I heard about this lotion on Winchell's program Sunday," cooed the beauitette, "and it's grand!"... "Bet it costs a million for that show," bet the blonde... Her crack is coo-coo—and we're laffing. Because "you don't need a million bucks to do a national sales job."
the Blue gives us...

at Lowest Cost!'

V. P. in charge of Advertising, Andrew Jergens Co.

Blue Network helps Jergens attain overwhelming leadership in hand lotion field! Hooper study reveals 40% use of Jergens by Winchell tuner-inners! Moral: You don’t need a million dollars to do a bang up sales job on the Blue! Here is “Money Market” coverage at lowest national cost!

WE HAD LUNCH the other day with Bob Orr, v. p. of potent Lennen & Mitchell. He told us a story we know you’ll be interested in hearing: A story about Jergens Lotion—and how the Blue Network has helped it go places! Bob said Jergens ranked third in hand lotion sales before Walter Winchell said “Hello Mr. and Mrs. America” on the Blue. Today Jergens is so far out front “there isn’t any second.”

Last week, along came the results of an amazing survey. It was made by C. E. Hooper who calls it “the strongest sales story for any medium ever compiled.” Of the 2356 people studied six out of ten proved to be Winchell-Blue listeners. And 40% of the regular tuner-inners are Jergens customers! While only 10% of the non-listeners use Jergens.

All of which is very significant, and in the words of Jergens v. p. Beucus, is “confirmed by our sales figures.” It proves the Blue’s ability to produce big sales—at the lowest national cost of any medium!

This low cost, the result of the famous Blue Network Discount Plan, is one reason why the Blue is now being used by America’s smartest advertisers. They also consider it 1940’s best advertising buy because it provides concentrated coverage of America’s “Money Markets,” where 72% of the country’s effective buying power is located.

70% of the Blue’s 1938 advertisers renewed in ’39. 17 new clients joined up. Because they know that sales begin where the Blue begins—at all-time low costs! We’ll be mighty glad to show you how this network can help you “up” your sales for less than $5000* per nighttime half hour, coast to coast! With lotions of love we remain your nationwide sales maker . . . National Broadcasting Company. A Radio Corporation of America Service.

*Network time only, of course
PACIFIC COAST'S BIGGEST
ALL-TIME RADIO CONTRACT

Doubled for 1940-41

ALKA SELTZER, PLACER OF
COAST'S LARGEST RADIO
CONTRACT, BREAKS OWN
RECORD...DOUBLES CON-
TRACT ON DON LEE NETWORK

MUTUAL DON LEE

1076 West 7th Street, Los Angeles, California
Thomas S. Lee, Prov.
Lewis Allen Weiss, Vice-Prs. and Gen. Mgr.
Affiliated with Mutual...Represented by Blair
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK
SPRING is open season on customers down South.
That's when they wake up, stretch themselves, and give everything—including their pocketbooks—a good airing.
They're biting now. But you have to be in the right place to catch them... to cast your advertising bait in the spots that count... where they are receptive. And one of the most receptive markets for radio advertisers in America is Shreveport and its rich tri-state surrounding area... More people live within 150 mile radius of Shreveport than live in the entire state of Louisiana.

KWKH
SHREVEPORT, LOUISIANA
50,000 WATTS

Member South Central Quality Network
WMC—Memphis • KARK—Little Rock
WSMB—New Orleans • KWKH-KTBS—Shreveport
Building keeps booming within the "Golden Horseshoe"... and construction workers here will have fifty million dollars more to spend this year!

Wielders of hammer and saw wield a mighty purchasing power within the "Golden Horseshoe", that prosperous territory blanketed by WJR Detroit and WGAR Cleveland.

Here, workers of the construction industry alone earn nearly a million dollars every week. Here, building soared 38% in 1939, compared to the national increase of 20%.

More than 15% of all the nation's wage earners live and labor inside this concentrated market. And activity of the past three months promises to put another layer on their healthy bankrolls.

Nail down your share of their business. Drive your sales message straight and true. Build sales quickly and economically through the Great Stations of the Great Lakes.
ASCAP 70% Rate Boost Stirs Industry

Seeks to Split Broadcast Ranks With Preferential Bait; Clearance at Source, 71% Net Levy Are Proposed

CULMINATING a five-year build-up which has had repercussions in Congress, the courts and many State Legislatures, ASCAP on March 21 delivered its newest ultimatum to the broadcasting industry under which it asks about a 70% increase in royalties for the right to perform its music—practically all from the networks.

Stipulating clearance at the source, at 71% of the gross income of the networks, the proposal, while viewed merely as the "asking price", nevertheless was held to be wholly unacceptable on anything approaching an industry-wide scale. There immediately developed an outbreak of charges and counter-charges which presaged widespread. There immediately developed an outbreak of charges and counter-charges which presaged bitter dealings before a solution, if any, is reached. Current contracts expire at the end of this year and ASCAP has notified broadcasters it will be ready to talk terms beginning April 15, hinting broadly that it is ready to accept 10-year contracts to replace the expiring five-year arrangements.

Another "Munich"

Within the industry, the general reaction was that, despite a sop to smaller stations offered by ASCAP along with readjustments downward to those in the middle brackets, the industry was not disposed to have another "Munich" paralleling the 1932 and 1935 situations. Generally, it was felt that ASCAP had simply changed the words but was using the same music, seeking to split it and force long-term contracts.

While the ASCAP proposition, delivered orally March 21 to a hand-picked group of broadcasters, caused a sensation, it did not occasion any surprise in broadcasting ranks. A plan of the nature submitted was foreseen. Moreover, the industry generally felt that it was better prepared to meet the ASCAP onslaught than in any previous crisis because of the status of Broadcast Music Inc., as a going organization, designed to introduce competition in the copyright-ed music field and to create an industry-owned music reservoir.

HOW RADIO FILLS ASCAP'S COFFERS

FOLLOWING is a tabulation, gleaned from various official and industry sources, indicating the rise in payments being exacted by ASCAP from 1928 through 1939, in relation to ASCAP's total income during those years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimated Gross from Radio</th>
<th>ASCAP Income from Radio</th>
<th>ASCAP Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1928</td>
<td>$4,820,000</td>
<td>540,756</td>
<td>772,336</td>
</tr>
<tr>
<td>1929</td>
<td>14,100,000</td>
<td>506,984</td>
<td>1,062,619</td>
</tr>
<tr>
<td>1930</td>
<td>26,800,000</td>
<td>966,983</td>
<td>1,803,164</td>
</tr>
<tr>
<td>1931</td>
<td>46,000,000</td>
<td>947,501</td>
<td>2,043,737</td>
</tr>
<tr>
<td>1932</td>
<td>56,000,000</td>
<td>835,496</td>
<td>2,004,496</td>
</tr>
<tr>
<td>1933</td>
<td>61,000,000</td>
<td>805,425</td>
<td>2,013,787</td>
</tr>
<tr>
<td>1934</td>
<td>57,000,000</td>
<td>1,432,000</td>
<td>3,000,000</td>
</tr>
<tr>
<td>1935</td>
<td>72,887,000</td>
<td>2,081,000</td>
<td>3,550,000</td>
</tr>
<tr>
<td>1936</td>
<td>87,627,000</td>
<td>2,680,406</td>
<td>4,000,000</td>
</tr>
<tr>
<td>1937</td>
<td>107,551,000</td>
<td>3,280,000</td>
<td>4,450,000</td>
</tr>
<tr>
<td>1938</td>
<td>144,142,000</td>
<td>3,875,732</td>
<td>5,926,942</td>
</tr>
<tr>
<td>1939</td>
<td>130,118,000</td>
<td>3,845,206</td>
<td>6,087,351</td>
</tr>
<tr>
<td>1940</td>
<td>171,114,000</td>
<td>4,300,000</td>
<td>6,550,000</td>
</tr>
</tbody>
</table>

Due to the ambiguities in the ASCAP proposal, many stations, particularly those in the intermediate group, found themselves stuck in attempting to calculate ASCAP's demands. As a matter of fact, except for the smaller stations ($50,000 annual gross or less) and the major networks, it was impossible to define precisely what ASCAP seeks in the way of performance royalties.

Based on 1937 industry statistics, as well as on anticipated 1941 income, it was generally concluded that the ASCAP demands are for at least a 70% boost. And in its own statement, ASCAP asserted it sought to place the burden on the networks by requiring clearance at the source at 71% of their revenue, at the same time relieving affiliated stations of payment on income from the networks.

Seeking a Split

While at first blush, it was thought affiliated stations might view the proposed shifting of this burden favorably, it soon became apparent to the industry that ASCAP's prime effort was to bring about a schism. Moreover, it was almost universally felt among affiliates that any such network fee as ASCAP proposed was not only impossible but could not be absorbed by the networks without some readjustment with affiliates. Based on 1937 figures, it is calculated that, as against $3,978,000 paid into ASCAP coffers under 5% of gross license, plus sustaining fee, the industry would have been called upon under the new ASCAP formula to pay some $4,500,000 on the same income for that year. Projecting the same figures for 1941, and basing them on a $5,000,000 tribute to ASCAP under the present arrangement, it is concluded that the proposed plan would bring to ASCAP something like $8,500,000, which represents about a 70% overall increase.

Miller Spurned

From NAB President Neville Miller and from the executive committee of Independent Radio Network Affiliates came pleas for a united front. While the major networks have refrained from formal comment and have referred all inquiries to BMI, it was readily apparent that they proposed to fight the ASCAP demands down the line. With a membership of some 380 stations, including network-managed and operated stations in BMI, the intention now is to put everything behind the industry-owned music company in an effort to have it supplying stations and networks with performable music in sufficient volume to make capitalization to ASCAP unnecessary when the year ends.

The clearance-at-the-source stipulation in the ASCAP contract caused some consternation, though it had been expected. The industry, at the last half-dozen NAB conventions, has gone on record in favor of both clearance at the source—and along with a "per-program" method of royalty payment—under which ASCAP would be compensated only for such programs as networks or stations use which employed its music. ASCAP, in its note to the industry, dismissed the "per-program" basis with the assertion that after an exhaustive analysis it found it was "uneco-

Observers saw in the ASCAP tactics reenactment of what transpired in previous years. The refus-

April 1, 1940 • Page 9
But Caesar Decrees Industry Motives

Broadcast Music Inc. was welcomed as an addition to the music publishing industry by Irving Caesar, president of the Songwriters Protective Assn., in an address March 36 to the SPA membership at the organization's annual meeting in the Hotel Astor, New York. Though he derided the motives of the broadcasting industry in endeavoring to set up its own source of music instead of continuing to rely on ASCAP's "great reservoir of the best of American music," he said that any SPA member was free to write for BMI so long as the new publishing company accepted the standard SPA contract conditions.

In answer to a question Mr. Caesar said although it is possible that in BMI the broadcasters intend to set up their own licensing agency in competition to ASCAP, there are already other licensing groups in existence and SPA is not bound to any of them but is organized solely to protect songwriters in their dealings with publishers. He pointed out, however, that if a writer assigning his rights to BMI cannot also assign them to ASCAP, or vice versa.

Stating he was a member of ASCAP's radio committee, Mr. Caesar said that he nevertheless did not agree with all their actions. In his opinion, he declared, only the right to use music on sustaining programs should be sold to the broadcasters, and the writers and BMI should go directly to the sponsors of commercial programs in allowing their music to be broadcast without sponsorship. He said the broadcasters do not want that; he stated, as they prefer the blanket arrangement that enables them to act as middlemen and to sell "package shows" to the advertisers.

"ASCAP has no fight with the advertiser," he said. "He pays and pays well. If the broadcasters don't like the ASCAP charges, let them step aside and we'll deal directly with the advertisers. They don't want something for nothing."

The new ASCAP plan, Mr. Caesar averred, will correct a serious abuse in the current contract. The 5% payment from the sale of time, he said, has turned out to be only 1 1/2%, since the networks sell their affiliates to advertisers at card rates but pass along to these affiliates only 25% to 30% of card rates, so that when ASCAP came to collect its 5% from the stations it received a variety of rates; 80%, 30%, 15%, 10%, or even less, of what the advertiser paid to the networks. But he said from the station's point of view he would like to have his cut at the source and the network will pay on the whole amount and the station will pay nothing for network programs.

G. Paine, there were present seven representatives of ASCAP and 12 for the broadcasting industry. NAB President Miller was not invited.

After Mr. Paine had read the ASCAP proposition, Mr. Klauer, it is reported, asserted that the NAB would take care of CBS' music affairs and then simply walked out.

Paine Writes to Paley

On the same day Mr. Paine wrote CBS President Paley, accusing Mr. Klauer of discourteous conduct at the recent ASCAP-CBS meeting, and threatened that in future CBS representatives would be selected by some person other than the executive vice-president of the network.

In his letter, Mr. Paine said that after the meeting got under way, he read the prepared statement giving the details of the plan and then invoked discussion.

"Without any further ado," wrote the ASCAP official, "Mr. Klauer arose and after delivering himself a few mumbled remarks, indistinct and unclear, peremptorily left the room. The committee feels that this man's conduct was unbecoming a gentleman and completely discourteous and certainly an abuse of the invitation extended to your company. We are certainly reluctant to believe that this discourtesy reflects in any degree the spirit of your company."

Mr. Paine concluded that he would "personally grateful if CBS will be represented by some person other than Klauer in any discussion it might have with CBS over the ASCAP plan." He added that he was not to be "completely discouraged that this letter will go unanswered."

Miller's Statement

Following the ASCAP session and the snubbing of NAB, President Miller made public a statement in which he berated the ASCAP demands. Asserting that a 10% increase was sought, he said the demand was made in spite of the fact that the broadcasting industry pays five times as much money as ASCAP in other industries and represents over two-thirds of ASCAP's total revenue. He added: "Having most of ASCAP's revenue..."
statement talks about the allevia-
tion of certain aspects of ASCAP's acti-
vities controlled by ASCAP's publisher and composer members. ASCAP's demand was put for- ward without previous negotiation with broadcasters and after a re-
fiusal to meet with the Negotiating Committee appointed by the NAB.

Moreover, ASCAP's new plan perpetuates the major issue about which broadcasters have always complained, and requires broad-
casters to pay to ASCAP a per-
centage of gross income from re-
venue, even that obtained for pro-
grams which do not utilize ASCAP mem-
ber music. Although ASCAP di-
vides the broadcasting industry by mak-
ing concessions to cer-
tain groups, the total amount of the re-
demands which is consid-
erable compared to the total amount involved.

Terms Offered in Latest ASCAP License Proposal...

THE SOCIETY recognizes in its li-
ensing programs the following specific group-
ate areas within the radio industry.
1. The ASCAP music of a specific broadcast-
ers group whose annual gross is in the neigh-
borhood of $50,000 or less.
2. A group of stations independent and otherwise, each of which has a program, service to the community
general radio policy, and amount of business
of similar type to the other stations in that cate-
gory from the small station.
3. A chain which does not operate any radio station such as it may own, stations it may have a controlling interest in stations), but that primary
business is not the operation of a sta-
tion but the sale of advertising, "on the air," and supply of programs
commonly known as "networks".

License Provisions

The license will contain the fol-
lowing:
1. Limited to non-visual broadcast-
ing networks, programming which includes
2. Network programs must be
presented at the source.
3. The stations are divided into three groups, paying license fees of 3%, 4%, and 5% respectively, to
4. The percentages paid by licensees are computed upon the gross amount paid by each licensee to the sta-
tion's broadcasting facilities with only the following deductions per-
mitted:
(a) 15% agency discount, if actual paid
(b) Amounts received from political broadcasts, from religious broadcasts

ASCAP at Colleges

ASCAP's "goodwill tour" program is re-
feated in the letter tour being made by S. Stephen-
son Smith, ASCAP educational counselor, to
various clubs and college audiences over the coun-
try. Recently Prof.

Argument for BMI

As an alternative, IRNA pointed to Broad-
cast Music. ASCAP pub-
lished its terms for a new deal
now instead of December in or-
der to encourage BMI (Continued on page 97)

ASCAP general manager Paine was asked by Broad-
casting how much he believed the Society would receive under the proposed plan. He said the amount could not be estimated now because it is impossible to figure the revenue to be derived from this new broadcasting. Defining a network program as one originated by one station and re-
broadcast on one or more additional
stations, ASCAP must be cleared at the source and covered by a network contract with ASCAP for which licenses at the rate of 4% or 5% must be paid in accordance with the type of network.

"ASCAP," he stated, "reserves the right to distinguish between networks and do not allow
among the other networks. Taking the Michigan Network as an example, he said this group was designed to compete with individual high-powered Detroit stations and that its ASCAP rate would prob-
Highest Court Upholds Free Competition

Business, Program Control Taken From FCC

By SOL TAISHOFF

ABSOLUTE POWER to license new broadcast stations, without regard for the effect which they may be suffered by existing stations, was won by the FCC in the Supreme Court of the United States March 25 in an opinion which at the same time clearly strips the Commission of supervisory control of programs, business management or policy of broadcast stations.

In the most important ruling yet rendered by the highest tribunal in the dozen years that have elapsed since radio regulation began, the court sustained the Commission’s contention that the “survival of the fittest” theory should prevail. In the same opinion, however, the court pegged the sort of super-traffic-crop of radio and pointed out that regulation of rates and charges and other measures which were necessary in the opinion is to be permitted were specifically forbidden by Congress.

The court held that the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast and his conduct is in accordance with rules fixed by the Commission. In other words, if he shows his competency, the adequacy of his equipment and financial ability to make good use of the assigned channel.

Right of Appeal

While winning its main contention of unlimited competition, the FCC lost its argument that existing stations have no appealable interest and the court specifically asked a review of the Commission’s decision. To the contrary the court broadened the scope of appealable actions to the decision in what is now known as the Sanders case, in which the new fundamental law was written.

Because of the wide scope of the opinion, the FCC may regard it as a smashing victory. As a matter of fact, it was felt that many points remain to be clarified, and the view was expressed in some quarters that the industry “lost the battle but won the war.”

The unanimous opinion was delivered by Associate Justice Owen J. Roberts. Associate Justice James C. McReynolds did not participate. The appeal was on certiorari by the FCC from the decision of the Court of Appeals for the District of Columbia which had reversed the Commission on the ground that its action in granting the application of William Dempsey for a new station in Pottsville was contrary to the Havana Treaty, in which United States has the right to use the 720 kc. band.

The court held that the instrument which is open to anyone, provided there be no channels presently occupied remain free for new assignment to another licensee in the interest of the listening public.

Economic injury to an existing station is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license.

It does not follow that, because the licensee of a station cannot resist the grant of a license to another, on the ground that the resulting competition may work economic injury to him, he has no standing to appeal from an order of the Commission granting the application.

See page 48 for comments by Washington radio attorneys on the recent Supreme Court decision.

Excerpts from the Supreme Court Decision

THE ACT contains no express command that in passing upon an application the Commission must consider the effect of competition with an existing station.

The Act does not say to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy.

The broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

No person is to have anything in the nature of a property right as a result of the granting of a license.

Licenses are limited to a maximum of three years’ duration, may be revoked, and need not be renewed. Thus the channels presently occupied remain free for new assignment to another licensee in the interest of the listening public.

"Survival" Theory Upheld

The court went beyond the scope of the issue in the Sanders case and wrote new law which may be even more significant than the free competition issue. Justice Roberts said that the policy of the Act is clear that “no person is to have anything in the nature of a property right” as the result of the granting of a license. This appears to negative a previous Supreme Court judgment that something in the nature of an expectation of renewal by the court even went beyond that and stated that licenses are limited to a maximum of three years’ duration and “may be revoked and need not be renewed.” It added that the channels presently occupied remain free for new assignment to another licensee in the interest of the listening public.

On this score, observers saw delegation to the Commission of far-reaching new powers transcending anything it has ever before possessed. This section of the dictum might be interpreted as meaning that the Commission can reallocate at will. This point was viewed as particularly timely, in the light of the impending revision of allocations under the Havana Treaty, in which all stations above 720 kc. are slated for changed assignments.

Whereas it has generally been accepted that this reallocation would be virtually automatic as provided under the treaty terms, the so-called rigid regulation majority of the Commission might use the new structure and “survival” theory to strike down any reallocation of channels which it might use with devastating effect.

Practically all observers felt that by virtue of the Supreme Court ruling the Commission must follow its forays into programs, station policies and fiscal operations. Such things as voluminous questionnaires invading innermost phases of station operation, inquiries into programs whatever their nature (unless they are danse, profane or indecent) and certain other FCC activities presumably would go by the boards, under these interpretations. What the Commission will do is the unknown, but followed course, or devise some way of continuing the practices, remained conjectural.

Page 12 • April 1, 1940
After the Supreme Court Victory, What? — An Editorial

IT'S THE "survival of the fittest" henceforth. The U. S. Supreme Court has held that the FCC can license stations indiscriminately, insofar as competition with existing licensees is concerned, so long as the public interest is served. A licensee, to use the court's language, will "survive or succumb according to his ability to make programs attractive to the public".

While many broadcasters may not like the opinion, it may prove a blessing, depending upon its administration by the FCC. In holding that free competition should prevail, the court at the same time restated unequivocally that broadcasting is not a public utility and cannot be subjected to rate regulation. More than that, it stated without mincing words that the Commission is given no supervisory control of programs, business management or station policy.

From that standpoint, the decision can only be viewed as a victory for the American system of broadcasting. It means that the FCC itself must mend its ways. The court has ruled that scrutiny of programs, unnecessary snooping into fiscal operation of stations, voluminous questionnaires seeking information on profits, losses, salaries, nepotism, and other operations of stations are no concern of the licensing authority.

A good station, well-managed, does not fear legitimate competition. But broadcasters have come to depend on monopoly and a few specific regulatory tactics indulged in by the FCC. The Supreme Court's opinion spells out the limitations of the FCC's authority over broadcasting.

If the Commission adhers to the letter and the intent of what henceforth will be known as the Dubuque case, many of broadcasters' worries will be over. The court admonished the FCC not to disregard competition where it exists, and the new and the existing station might "go under" or where the public might be deprived of service. That is a safety valve which, if it is to be hoped, the Commission will observe.

Should the FCC flout the new opinion and continue its rampages into programs, as well as figuratively search the file cabinets of stations, it seems to us cane be taken to the court under the new law. It is true that the Supreme Court's ruling, except for the technical right of appeal by licensees (which the court broadens) follows closely the philosophy of the FCC's general counsel, William J. Dempsey. For him it is a brilliant victory. But it is also true that while the Legal Department espouses the "free enterprise" theory and "traffic cop" duties as a primary FCC function, the Commission itself has followed an unbridled course of regulation of anything and everything it pleases to take within purview.

Thus it becomes a question of man-power and follow-through. If the FCC adheres to the letter of the Supreme Court ruling and continues with its technical regulation, it needs no defense. But if, as many suspect it intends, it persists in traveling in its present groove, the only answer will be new court tests and new legislation. "Survival of the fittest" is a laudatory democratic principle just so long as it is not used as a device to hamstring the very service Congress intended to provide—public service.

Mr. Justice Roberts delivered the opinion of the Court.

We took this case to resolve important issues of substance and procedure arising under the Communications Act of 1934. Jan. 20, 1936, the Telegraph Herald, a newspaper published in Dubuque, I., applied for a construction permit for a new station WKBB at East Dubuque, I., directly across the Mississippi River from Dubuque, I., applied for a permit to move its transmitter and studios to the last named city and to install its station there.

Aug. 24, 1936, respondent asked to intervene in the Telegraph Herald proceeding alleging in its petition that the area appropriately served by the new station would be insufficient of advertising revenue to support an additional station in Dubuque and requesting the Commission to grant the application for an additional station there. The court entertained the appeal and held that one of the issues which the Commission should have tried was that of alleged economic injury to the respondent by the establishment of an additional station and that the Commission had erred in failing to make such a finding. It determined that, in the absence of such a finding, the Commission's action in granting the application for the additional station must be set aside as arbitrary and capricious.

Mr. Justice Roberts delivered the opinion of the Court.

The petition of the Telegraph Herald was not under the Communications Act; it was not a proceeding to determine whether an application for a broadcasting license was or had been allowed. The appeal by the Telegraph Herald substantially the same as one served by the registration of the Telegraph Herald substantially as the same as that served by the respondent, or the respondent relied on to support the Telegraph Herald in the opinion of the court.

In an examiner reported that the application of the Telegraph Herald was not granted. On exceptions of the Telegraph Herald, and after oral argument, the petitioner made an order granting both applications. The court ruled that the public interest, convenience, and necessity would be served by such action. The division pronounced a statement of the reasons for its conclusion, reciting that both applicants were substantially qualified to undertake the proposed construction and operation; that both were well-located and the surrounding territory for the services of both stations was described in terms which indicated the absence of interference between the two stations involved.

The case was presented to the court; the court set aside as arbitrary and capricious the order of the Commission in granting the application of the Telegraph Herald for the additional station.

First, we hold that resulting economic injury to a rival station is not in and of itself, and apart from considerations of public interest, or necessity, an element the petitioners have failed to make findings in passing on an application for a broadcasting license. S. C. 161, 1934, 201-221. 1308(b). The Act contains no express command that in passing on an application for a broadcasting license consideration must be given to the effect of competition with an existing station. Although the Act directs that the application should consider the subject must be determined in accordance with the purposes of the Act and subject to the interests, or necessity, an element the petitioners have failed to make findings in passing on an application for a broadcasting license.

The Act recognizes the fact that the field of broadcasting is one of free competition. The sections dealing with broadcasting recognize that, in the exercise of its powers of discretion, the Congress may, insofar as it may under "Survival of the fittest" is a laudatory democratic principle just so long as it is not used as a device to hamstring the very service Congress intended to provide—public service.

An important element of public interest and convenience affecting the issue of a license is the ability of the licensee to render the best practicable service to the community reached by his broadcasts. That such ability may be determined by the nature of the service to be rendered by the Commission, inter alia, into the applicant's financial qualifications to operate the proposed station.

Open to Anyone

But the Act does not say to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or station policy. Insofar as the broadcasting field is open to anyone, provided there is an available frequency over which he can broadcast without interference to others, if he shows his competence, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

The policy of the Act is clear that no protection is afforded to the existing owner of a license because of the nature of a property right as a result of the granting of a license. Licenses are limited to a maximum of three years' duration, may be revoked, and may be granted the Commission to abandon the use of transmission equipment because the result would have been an impairment of the effective use of these facilities by anyone. The fundamental purposes of the Act in respect of broadcasting was the allocation and regulation of the use of radio frequencies by prohibiting the broadcasting of stations occupying the same or substantially the same frequencies.

Not a Common Carrier

In contradistinction to communications by telephone and telegraph, which are declared to be common carriers and can be required to provide a common carrier activity and regulated accordingly in analogy to the regulation of carriers by the Interstate Commerce Commission, the Act recognizes that broadcasters are not common carriers and are not to be dealt with as such. Thus the Act recognizes that the field of broadcasting is one of free competition. The sections dealing with broadcasting recognize that the new broadcasting service will be given the same consideration as to the competition to which the rates and charges, and other measures which are applied to other services. But if free competition is to be permitted.

An important element of public interest and convenience affecting the issue of a license is the ability of the licensees to render the best practicable service to the community reached by their broadcasts. That such ability may be determined by the nature of the service to be rendered by the Commission, inter alia, into the applicant's financial qualifications to operate the proposed station.

Open to Anyone

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Spence Resigning From NAB Post
C. E. Arney Is Named as Neville Miller's Assistant

WITH the long-expected resignation of Edwin M. Spence as secretary and general manager of the National Association of Broadcasters, president Neville Miller announced appointment of C. E. Arney, a former executive of the association, as his successor.

Mr. Spence, whose resignation becomes effective May 1, has been on the executive staff of the NAB since its reorganization. He joined the Portland, Ore., station in 1929 and has served for several years as a member of its board and as its vice-president in 1950-1951. He has been active in the annual convention committee for the last 14 years.

Seeks New Station

Interested in other broadcast activities, Mr. Arney has been associated with Capital Broadcasting Co., which recently filed an application for a new location on Channel 2 in Bedford, Va. In the Washington area, he has been active with Capital, WTOP and WJZ in Washington, and stations in Los Angeles, Salt Lake City, Denver, Kansas City, Chicago and other cities to consider stations for the purpose of taking up his official duties here.

A lawyer, Mr. Arney was graduated from Western Reserve University in 1916 and spent the next three years in the A-101 office in Washington. During the war he returned to the North West where he engaged in association work with various organizations until 1939. At that time he became assistant commentator and reporter at KOL, Seattle, and afterward engaged in the programming office of KOMO for several years. He is the father of twin daughters.

Cigar Participations

WEBST - EISENLOHR, New York, on April 1 will start a spring campaign for Henrietta and Cinco cigars using six-weekly participations in Musical Clock programs on KYW, Philadelphia, and on the program weekly on Tony Weisman's Sports Page of the Air daily program on WOL, Washington. N. A. Auer & Son, New York, handles the account.

CBS Aids Press

REPORTS of shortwave broadcasts from Europe are now given to press associations and other media by CBS, which started this service in March. The reports cover government broadcasts to European stations. The new service has been carried more rapidly than any other available to publications and is frequently quoted in the news columns.

Fagan Returns to CBS As Asst. Sales Manager

WILLIAM J. FAGAN, formerly business manager of the radio department of Benton & Bowles, New York, on April 1 rejoins the CBS network sales department as assistant sales manager, according to William C. Git- ting, CBS vice-president in charge of sales. Mr. Fagan had been with CBS from 1929 to July 1937, first in the sales promotion department and later as assistant sales manager and account representative.

Mr. Fagan will specialize in the development and extension of the service end of CBS operations, and he has been associated with station personnel in the solicitation of new business.

AP Meets on Radio

ANALYSIS of the replies of Associated Press members to the questions on further commercialization of AP news on the air [BROADCASTING, March 15] has been post-poned until the AP board of directors meets in New York April 17 to 18, preceding the annual membership meeting April 19. The question was to have been considered by the AP board's executive committee at a meeting late in March, but that meeting was canceled because of the loss of two members -- Frederick E. Murphy, Minneapolis Times-Tribune, who died Feb. 14, and Frank Gannett, who resigned from the AP board when he announced his candidacy for the presidential nomination.

Congress Slates Two Radio Bills

Administrative Court, Liquor Measure Due For Action

DESPITE a jam of general legisla- tion and housekeeping matters, a Congressional path appears to be opening for two legislation important to the broadcasting industry -- the Johnny Bill (S-317) prohibiting the broadacc of alcoholic beverage adver- tising over the network, and the Arthur Bill (HR-6324) for reorganizing administrative court procedure. Accom- panying this, the two-week in April is predicted by House Rules Committee leaders and they are in the measure has strong House backing.

When the Senate Judiciary Com- mittee recently approved the controversial Wagner-Van Nuys anti-lynching bill, voting to put the measure in the Senate cal- endar, it left open the door to the Johnson proposal. The anti-alcohol advertising measure had been stif- fied in mid-February when Sen. Clark (D. Mo.) threatened to attach the anti-lynch bill as an amendment [BROADCASTING, March 1].

Lynching Stymie

Though it is still problematical when the anti-lynching measure may reach the floor of the Senate, it is generally thought that the full floor session is considered good, despite the certainty of a long filibuster by Southern Senators. In any case, Sen. Johnson (D-Col.) told BROADCASTING March 28, he will call up his measure for consideration as soon as the stymie is broken.

With the return of Chairman Bone-D-Wash. of the Senate Patents Committee after a long ab- sence due to a fractured hip, the committee on March 25 considered the Wright Bill (S. 3043) and decided to take no action. The measure was introduced early in the session and considered only. It was presented after the Wright Committee had been postponed pending the arrival of Chairman Bone. The committee chairman, Mr. Bone, in his opening statement, explained that the proposal was too long and involved to be given consideration at this time. It was also pointed out that the matter would require extensive hearings and that there would be no time in the views of the prospects for an early adjournment.

Although the prospects for com- mittee action in the Ditter Bill (HR-8599) continues problematical in the House, earlier action may come in the Senate on the com-

HAPPY birthday to Ben Hadfield (center), dean of Yankee-Colonial announcers, was wished by staff members, who held a party in his honor at Hadfield's, who has been with the firm 15 years. The watch was inscribed "To Ben Hadfield from his friends of the Yankee Network, March 15, 1940." Cake was baked by Yankee's home econ- omist, Gretchen McMullen.

Mason-Dixon Stations To Join Mutual April 1

SIX STATIONS of the Mason-Dixon Radio Group, regional net- work of stations in the Pennsylvania- Delaware area, will join MBS on April 1, bring the total of Mutual affiliates to 130. Negocia- tions were completed April 28 by Fred Weber, general manager of MBS, and Clair R. McCollough, general manager of the Group. Stations are WMIL, WADI, WGL, WAZL, Hazelton; WKBO, Harris- burg; WDEL, Wilmington, Mon- ey, Del.; WAZL, Lancaster; WA- ZL, Hazelton; WKBO, Harris- burg. MBS, formerly WGEN, New York, WDEL, Wilmington, is the only member of the Mason-Dixon group not affiliated with NBC. The new afiliates, WAGL, WKBO and WAZL are also affiliated with NBC as supplementary stations avail- able. MBS is to broadcast a salute program to the Group for including stations in New York and Chicago.

WARNER BROTHERS, Hollywood motion picture producers, has bought the titles rights to the NBC Sunday afternoon series J Wani a Dynamic sponsored by Food & Beverage Broad- casters Assoc., and Broadcasters. An orig- ingal story will be written for a film starring Joan Blondell and Dick Pow-

LATEST of the several applicants for new stations in Miami and envi- rons (BROADCASTING, March 13) is Leonard L. Abess, certified public accountant, seeking 250 watts on 1000 kc. in Miami Beach, contingent upon WAKT being granted its requested change in frequency.

HOTEL Sage, Chicago, handles the account.

Hamilton Watch Test

HAMILTON Watch Co., Lan- caster, Pa., on April 1 started 100 watch tests as a result of the commit- ments on WOW, Omaha, andWHO, Des Moines. H. W. Kastor & Sons, Chicago, is agency.

Panion measure (S-3515) intro- duced by Sen. Bailey (D-N.C.). The House Interstate & Foreign Com- merce Committee is now under order with other legislation, and it is not believed it will consider any radio legislation this session. In connection with its pro p osal to amend the Communications Act of 1914 [BROADCASTING, March 1], the panel is working on the nation-wide broadcast in the near future on the subject of freedom of speech on the air.

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BROADCASTING • Broadcast Advertising
Baseball Sponsors to Use 100 Stations

General Mills, Atlantic Refining Schedules Are Announced

AGAIN making baseball broadcasting a major part of its summer advertising for Wheaties, General Mills is sponsoring one of the most extensive promotions in the history of minor league baseball games covering in whole or part of the games of 29 professional clubs. N. W. Ayer & Son, Philadelphia, is the Atlantic agency.

'Welcome Back' Campaign

General Mills, as in former years, will extensively merchandise its baseball broadcasts to the trade and the public. For the promotion activity is a "Welcome Back" campaign announcing the return of the baseball season, the home team and the broadcast schedule. In addition to display material in grocery stores, this initial campaign will entail special broadcasts and other promotions welcoming the team's return for another season. The Welcome Back drive will cover all cities in which games are to be broadcast.

This year for the first time General Mills and Procter & Gamble, co-sponsor of the Brooklyn Dodgers games on WOR, Newark, are broadcasting a full series of pre-season games of the team, reconstructed in the studio from wire reports, as an audience-building stunt. Games of the Yankees and Giants, New York teams of the American and National Leagues respectively, are being exclusively sponsored by the R. J. Reynolds Tobacco Co. for Camel cigarettes on WABC, New York, so the Dodgers gain the pre-season series to the metropolitan audience accustomed to listening to baseball on WOR. Last year General Mills, Procter & Gamble and Socony-Vacuum Oil Co. shared sponsorship of the Giants and Yankees broadcasts on WABC as well as the Dodgers contests on WOR and WHN, New York. Mel Allen will announce the WABC games.

General Mills lineup for this year, with a few more deals still in negotiation, includes three cities in which this company is sponsoring baseball broadcasts. There are 22 in which Socony-Vacuum Oil Co. is co-sponsor, 12 with B. F. Goodrich Co. co-sponsoring, six with Atlantic Refining, two with Procter & Gamble Co., one with Coca-Cola Co., one with Sperry Flour Co. and six cities in which the co-sponsors are not set.

Atlantic’s Success

The Atlantic Refining baseball campaign is the largest since the firm started sports broadcasting in 1956, utilizing 48 stations from New England to Florida, with 25

COMPLETE schedules of General Mills and Atlantic Refining baseball games, with co-sponsors, names of announcers and stations will be found on page 95.

Sterling, American Home To Place New Campaigns

AMERICAN HOME PRODUCTS Co. and Sterling Products are expected to announce additional radio advertising campaigns within the next few weeks. No details of the plans were forthcoming from Blackett-Sample-Hummer, agency for these accounts, but it is reported that a transcription campaign on the West Coast and an expansion of the present broadcasting on the Texas State Network from 3 to 1 1/2 hours daily will be included in the announcement. These companies have approved expenditures of several million dollars last fall for programs on the proposed Transcontinental Broadcasting System but held in abeyance following the brief strike negotiations between TBS and BSH.

La Palina Cigar Test

CONGRESS CIGAR Co., New York, is testing one-minute musical transcriptions sponsored so that the series will be expanded. Marschalk & Pratt, New York, is agency.

Squibb Abandons Plan For Washington Forum; Offered Other Sponsors

PUBLIC forum type of program tentatively scheduled to start soon on NBC sponsorship of E. R. Squibb & Sons [BROADCASTING, March 15], has been shelved, Cecil & Presbrey, New York, agency handling the Squibb account. Meanwhile, David Hale of Squibb is working with Cecil & Presbrey in offering to other prospective sponsors an extended edition of the Squibb Calling Washington program, which places more emphasis on listeners sending in questions for discussion on the program. Titled What Do You Think?, the program would award cash prizes for questions used.

Three Stations Granted Better Facilities by FCC

KJMJ, Fresno, Cal., operated by the McClatchey Newspapers, on March 29 was granted by the Federal Communications Commission to increase its night power from 1,000 to 5,000 watts on its frequency of 1410 kc. The increase in power was taken pursuant to the new allocation rules permitting 5,000-

Transformer Firm Tests

GENERAL TRANSFORMER Corp., Chicago, new to radio, has started a schedule of six-weekly time announcements on WDGZ, Tuscola, III., promoting its Porta- Power equipment which transforms battery power to alternating current. The campaign will be expanded to other rural areas if test is successful according to Karl F. Evers, executive of Newby, Peron & Flitcraft, Chicago, the agency handling the account.

SEVEN-UP BOTTLING Co. will sponsor Taylor Grant in a series of 'Douglas Interviews on WCAU, Philadelphia.'

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**Havana Treaty Now Effective; FCC Drawing Up Reallocations**

**Mexico Deposits Its Ratification Without Any Reservations; Border Stations Seem Doomed**

THE HAVANA Treaty became an accomplished fact March 29 when Mexico formally filed with the Cuban Government its ratification of the North American Broadcasting Agreement, and thereby clearing the way for what is destined to become the "reallocation of 1940." Word was received with satisfaction by the State Department March 29, after weeks of delay, that Mexico's Ambassador to Cuba, Ruben Romero, had deposited the ratification papers with the Havana Government, as the repository nation, and that the final essential act had been taken preliminary to the development of the North American reallocation.

The FCC was notified of the action at its broadcast meeting March 29 and its engineering department immediately was set to the task of completing all preliminary allocation lists for Commission action as quickly as possible. Because the engineering staff has been occupied with matters relating to both frequency modulation and television allocations during the last few weeks, work on preparation of the Havana lists had been delayed.

May Take Several Weeks

It was expected, however, that the lists might be completed within seven or eight weeks. Necessary procedure will require detailed staff consideration and evolving of means to notify all stations of their new assignments at the time they are deposited, through the State Department, at Havana. FCC sanction, of course, is required and there is no forecasting what exigencies may be involved in final approval of the changeovers.

JAMES D. HOUSE, vice-president of the Crosley Corp., in charge of the radio division of that company, and WSAY, Cincinnati, has been elected to the board of directors of the company, although reservations.

C. C. Corvoe, recently named vice-president in charge of manufacturing, were chosen at the annual stockholders meeting March 26. Mr. Shouse (right) is here shown being introduced by Lewis Crosley, executive vice-president of the Crosley Corp.

**THY'RE from Missouri and the St. Louis Star-Times Stations. The plates are made of the same material, design and size as the Missouri auto tags and are helpful in driving through crowds to cover special events like their identification value. Oh yes, the names of these plate holders: Miss Wink, the one in plaid, is Receptionist Carleen Davis; Miss FKRU is Ruth Mahler, secretary to the program director; Miss XOKK is Ann Haeyte, music librarian.**

**House Deletes Radio Education Fund; Studebaker May Ask Revival in Senate**

RADIO services of the Office of Education appeared likely to continue on an emergency rather than a permanent basis following the report of the House Appropriations Committee in refusing an item of $40,000 for the fiscal year. The Senate Appropriations Committee has set the stage for the Office of Education considered by an appropriations subcommittee Feb. 20, and on recommendation of the subcommittee was deleted by the full committee in the Federal Security Agency budget estimates for the Office of Education.

The proposition of setting up the Office of Education's radio department by the Subcommittee on Appropriations, and will probably be brought before the Senate in a short while.

The Senate Appropriations Committee, which has control of the bill, has been promised by Mr. Boutwell and William D. Boutwell, director of radio publications and exhibits of the Office of Education, testi- fied, mirrored a Congressional reluctance to establish the unit on a permanent basis. Subcommittee members, led by Chairman Tarver (D-Ga.) questioned the "propriety" of conducting the agency's radio activities as "primarily a relief project" under auspices of the Office of Education. Mr. Boutwell pointed out that a point of order probably would be raised against the appro- priation since the radio activities were not specifically served in the act creating the office.

In describing the functions of the radio section, Dr. Studebaker and Mr. Boutwell stated that its activities extended to the national networks and local stations, colleges and schools, and that some 40 radio programs have been carried by NBC and CBS, he estimated, and that the networks have donated about $3,500,000 worth of time.

 Mostly Relief Funds

While $278,799 in relief funds were made available for operations this year, the 1941 plan encompasses, in addition to the $40,000 as an outright appropriation, $200,000 from relief funds. Aside from $5,600 included in the departmental salary item of the Office of Education, covering the small portion of other money made available to the radio department has come from relief funds. It is estimated that this $5,600 item was to be included in the $40,000 appropriation, which would provide funds for a basic skeleton organization and various types of work related to education by radio. Chairman Tarver questioned the increasing of the appropriation to $200,000, expecting a larger staff to increase the scope of the radio department's activities.

Answering this query, Dr. Studebaker pointed out that it is not possible to say that we might as well face frankly, is whether it is your judgment that the project is worthwhile, or in the act of creating a new personnel to care for the activities, that we have created a "general textbook business," if it can write a document covering and make it available to the general public, it can create broadcast similar material, "I think it is perfectly logical that we might, with a little adjustment and form in the style of the medium, utilize another medium of communication to people the same ideas that we would put in written documents," he declared.

Big Ice Dealer Drive

NATIONAL ICE ADVERTISERS

Chicago, cooperative association of ice manufacturers and distributors, will sponsor a transcription series during the big radio buying period in 80 stations. Discs, cut by NBC, will be titled Time Out With Allen Pres-cott. They will feature ice dealer advertising and merchandising placed by local ice dealers. Forty-five stations have already signed for the first week in April, ten the fol- lowing week, with others added until the list is complete in late spring.

Agency is Donahue & Coe, New York.

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FCC Renews Prize Contest Onslaught

Five More Programs Are Sent Justice Dept.

For Rulings

AGAIN SWINGING into action on programs construed as possible violation of the lottery laws, the FCC March 29 referred to the Department of Justice for ruling on a new batch of five prize contest programs. Already pending before the Department by reference last Feb. 8 are the NBC Pot o’ Gold, and a local bakery prize contest on a station in Texas. [Broadcasting, Feb. 15.]

The new citations are against programs broadcast over individual stations, ranging from locals to 50,000-watt outlets. Cited were WMBD, on WGN, Chicago; Songs on WJP, Philadelphia; Especially for You, on WPIL, Philadelphia; Sears’ Grab-Bag, on WISE, Asheville; treasure Chest, on KRLD, Dallas.

Ruling in Illinois Case

The FCC, in referring these prize contests to the Department of Justice, seeks a ruling as to whether they violate Section 316 of the Communications Act which bans the broadcast of “any advertisement or information concerning any lottery, gift enterprise or similar scheme.” It is known that in the case of one of the programs (Muñeco) a Federal court already has held it does not violate lottery statutes. [Broadcasting Dec. 1, 1939.]

In this case, Federal Judge Joseph E. Daly, of Peoria, in a test case brought by the owner of the program idea, held that the prize contests sponsored over WGN, Chicago, and WMBD, Peoria, did not violate any statutes or laws dealing with lottery.

This ruling was regarded as one which legally sanctioned prize contest programs of this character. The decree was regard as stronger by the court several days following its judgment, when it added a provision that Muñeco does not involve considerations forbidden directly, from any participant and that the game is one of “skill and not of chance.” The program had been sponsored over WMBD by Kroger Grocery & Baking Co.

In the case of Pot o’ Gold, it was learned that the Post Office Department late last year advised the postmaster in St. Louis that newspapers carrying advertisements on this program could be accepted under the second class rules. This was regarded as tantamount to a ruling that there was no violation of the lottery statutes insofar as the postal laws are concerned. Section 316 in the Communications Act was not cited specifically by the postal authorities.

At the Department of Justice it was reported March 29 that staff attorneys were still working on the Pot o’ Gold case. Mead’s Bakery [KBST, Big Spring, Tex.] references from the FCC and soon would reach an opinion. The opinion will be given to the FCC and will not be made public by the Department. Attorneys have held that programs similar to Pot o’ Gold do not contain an element of consideration, as the lottery laws are now construed, but it is conceivable that the Department, at the instance of the FCC, might deem it advisable to have a court test to see if a new decision would hold that a “consideration” is involved, since the recipient of an award, under certain circumstances, must be listening.

Fly Critical

Whether or not the programs constitute a technical violation of the lottery statutes, Chairman James Lawrence Fly of the FCC has stated informally that he does not consider them as in the public interest, since in effect radio is in the position of “buying” its audience. Fly recently expressed that view to a group of broadcasters [see page 28].

In the new citations, the FCC did not issue temporary licenses to the stations, as was its former custom. Instead, by referring the matters to the Department, it circumvents a procedure against which there had been serious complaint. Presumably, should the Department hold the programs to be violations of the lottery laws, the FCC then would be in a position to take punitive action.

From New York came word that, despite the recent citations of Pot o’ Gold program has been referred to the Department, the Lewis-Howe Co., St. Louis (Tune), the sponsor, is considering a similar series on MBS. Executives of the sponsor company and of Stack-Goble Advertising Agency, in charge of the account, were said to be discussing the matter with MBS executives who were represented as reluctant to clear time for the program until an adjudication from Washington is procured. The new series is reported to have been tentatively titled Rainbow’s End, and would follow closely the model award formula of Pot o’ Gold. Meanwhile, WWII, Detroit, is understood to have given NBC notice it will follow the program, following the examples of WFBF, Baltimore, and WDAF, Kansas City.

Cited Programs Described

The FCC, in its announcement regarding the five program references to the Department of Justice, described them as follows in a press release March 29:

“Muñeco [WGN] is sponsored by the National Tea Co., Chicago. Cards are supplied by National Food Stores and other sources. Each card has five rows of squares and five squares in each row. Names of songs are involved. To win a cash prize in this game one must be lucky enough to get a card with the songs listed that are broadcast, must listen to the program broadcast, must fill out or check the correct names of the songs or musical selections broadcast, and must be the first to telephone the answer to the radio station.

“Songo [WJP] has similar characteristics, employing cards furnished by the Nevins Drug Co., Philadelphia.

“In Especially for You [WPIL] a wheel is spun to determine from Philadelphia and suburban directories the person who is to be given a chance to win a Turnaround radio. If the party his card is exchanged, he is called. If he answers the phone and answers two questions satisfactorily he receives a radio. If he does not respond correctly he is given two tickets to Mystery History, a network show.

“Sears’ Grab Bag [WJSD] involves a number of slips of paper in front of the Sears’ store in Asheville. The advertising manager of the station and his broadcasters, the holders of the numbers are in the broadcast audience they receive prizes. If they are not listening in the nearest numbers get the prizes.

“In the Dixie Treasure Chest [KRLD] program the announcer selects a number from the Dallas telephone directory. If the party answers the telephone he or she is asked, ‘What is the color of the flower in a Welch Margarine label?’ If the party answers correctly, a prize of $50 is the stake.”

Inquiry Develops Ulmer Ownership

First Texas Citations Heard; Others Slated for April

HEARINGS on five of the seven Texas station revocation citations, involving purported "hidden ownership," in the Ulmer case in Tyler, Tex., were closed in Dallas March 21 by the FCC, after the pastor-broadcaster admitted that sworn statements made to the Commission were in error. Yet to be heard, probably in later April, are the Rev. J. F. Kellison, a. KAND, Corsicana, which was continued, and KGBI, Brownsville, cited to order all reports as to an unauthorized transfer of management, control and operation.

The FCC in its March 29 order, which was held to be closed individually and it is presumed proposed findings shortly will be issued by the Commission. In the March court hearing of Dr. Ulmer and the testimony of other principals, it was thought that a谓 action would be recommended.

At the hearings in Tyler, Dr. Ulmer’s home town, the broadcaster testified he was in error in connection with reports made to the FCC regarding his voting of his wife’s stock and the amounts of stock he owned, and in connection with other data required by FCC license forms. He also had voted his wife’s stock by proxy in several.

The FCC in its March 22 order revoking the license of the Brownsville station, alleged to Ewol Wilson and Ernest E. Wilson, of Corpus Christi, by contract had transferred to Dr. Ulmer and M. D. Gallagher, of Brownsville, possession of the station without having first procured the FCC’s consent. The order also allowed the FCC to demonstrate to the Brownsville station, which was held to be without a license after having lost its license for violation of the law. Under FCC procedure, the parties involved have 15 days in which to request hearing.

WSAL Loses License

FOLLOWING a brief oral argument March 28, heard by the Commission en banc, the FCC on March 29 affirmed its order revoking the license of WSAL, Salisbury, Md., as of March 31. The action climax is a long inquiry, which started in mid-December, into the financial background f the station. An originally issued Oct. 24, 1959, was premised on grounds of false statements as to local ownership and financial statements furnished by Frank M. Stearns, WSAL license, in his application for a construction permit in 1957 [Broadcasting, March 1].
The Birth of Commerical FM This Year Seen

Opposition Dwindles at FCC Hearing; Expect Gradual Transition

By SOL TAISSOFF and LEWIE V. GILPIN

The birth of a new system of broadcasting—likely to have its commercial onset this year—was foreseen after eight days of hearings March 18-28 before the FCC during which a solid phalanx of advocates testified in favor of opening up the ultra-high frequency bands for frequency modulation or "static-free" broadcasting.

If there is any real opposition to FM as a new commercial service to supplement rather than supplant the present standard broadcast structure employing amplitude modulation, it was not evident during the proceedings. There were allocation conflicts, however, with advocates of television, notably RCA, resisting strongly the efforts of organized FM proponents to have assigned to wide-band FM the No. 1 television channel, covering the range from 45 to 50 mc., which, together with the 42-44 mc. range presently earmarked for FM, would provide a sweep of 8,000 kc., or a total of 40 channels of 200-kc. blocks.

Victory for Armstrong

What was expected to be a battle royal between opponents and proponents of wide-band FM turned out to be almost a cakewalk for the disciples of Maj. Edwin H. Armstrong, noted inventor whose basic patent position in wide-band FM made him the key figure in the proceedings. With a personal investment of more than $750,000 in FM development, Maj. Armstrong carried the five FCC members through more than a decade of FM development and predicted the day when listeners voluntarily will tune FM receivers in preference to AM because of its interference-free, high-fidelity characteristics. He stoutly supported FM as a "perfect" broadcast medium.

A gradual transition to FM, covering a period of seven to 10 years, was seen by key witnesses. From John Shepard 3d, president of the Yankee and Colonial networks, organizer and president of FM Broadcasters, Inc., and the industry's foremost proponent of FM, the Commission heard of experimental operations in which he personally has invested some $250,000 over the last two years.

There were no far-fetched predictions that FM would supplant standard broadcasting overnight. Moreover, the preponderant opinion was that standard broadcasting would never be entirely replaced because FM affords no secondary coverage. The prevailing idea was that there should be a dual system—AM and FM. Insofar as FM is concerned, it also should be broken down into two systems, witnesses suggested, one of high-power stations serving areas of perhaps 100 miles, with limited duplication on channels, and then a multiplicity of stations, as many as 106, on other "local" channels, serving small areas of perhaps 15 to 30 miles.

RCA Favors FM

FM networks were foreseen through use of ultra-high frequency relays (above 100 mc.) with automatic unattended repeaters carrying the same program and spaced at specified distances. Therein witnesses predicted substantial savings in the future, since radio today is estimated to be paying to AT&T and other wire companies some $8,000,000 a year.

The big surprise came when RCA itself plumped for commercial FM, though it appeared to favor narrow-band rather than the Armstrong system of wide-band FM. The RCA case was premised largely on the contention that television should not move side by side with FM (as FM Broadcasters, Armstrong, et al proposed) and that it should be recognized that it will always be necessary for those in outlying and rural areas to be served by standard broadcasting. Moreover, witnesses agreed, that FM receivers will cost more than standard sets but, based on past radio history, they predicted that under mass production the price would decrease substantially. The round figure for an FM receiver was given at about $100.

At the outset, it was felt that receivers would have two chassis and one speaker, so that with the flick of a switch either FM or AM bands could be tuned.

Favorably Inclined

The effort was made to convince the Commission, which had only five or seven of its members sitting throughout the hearings, that present broadcast licenses generally should be the FM licenses, operating with full commercial status. There were differences in views and points, however, as to whether the same programs should be transmitted over both FM and AM.

Reaction from the bench could only be regarded as favorable, though Chairman James Lawrence and Commissioner T. A. M. Craven ran practically every witness and the FM reception were intermittedly in the questioning. Chairman Fly cracked the whip with many witnesses, determined to cut the hearings as short as possible, and during the very last hour of the hearing clashed with Paul F. Thompson, Jr., consulting engineer; John V. L. Hogan, consulting engineer; Paul A. DeMass, technical director of the Yankee Network, which already has an FM station in operation.

Forsterers of FM during the FCC proceedings were (1 to r) J. R. Poppele, chief engineer of WOR and chairman of the FM Broadcasters, Inc., engineering committee; Paul W. Morency, WTMJ, Hartford; Walter J. Danon, WTMJ, Milwaukee; Dr. Franklin Doolittle, WDRC, Hartford; John Shepard 3d, president of FM Broadcasters, Inc.: Dr. C. M. Jansky Jr., consulting engineer; John V. L. Hogan, consulting engineer; Paul A. DeMass, technical director of the Yankee Network, which already has a FM station in operation.
While there was no indication when the hearing got into actual taking off of the ultra-high range, it was hardly anticipated that the action would be swift. Because of the interrelatedness of television allocations, both problems must be tackled together. The fact that the two issues have been reopened, with hearings scheduled April 8, portends a delay of at least several weeks beyond that date.

Based on the questions from the bench, it was apparent that FM proponents made a deep impression. But it was pointed out that, totally aside from the considerations involved on television-FM allocations, the Commission must take into account the requirements of all so-called safety-of-life services, even those of Government services. Aviation, ship, police, forestry and other noncommercial services have also acknowledged problems. Since the hearing issue was restricted largely to a "day in court" for FM, it is conceivable that the FCC may deem it advisable to hold a hearing or perhaps a conference within 60 days for user license fees to assure an orderly allocation.

No Strong Dissenters

Melting of RCA's anticipated opposition left virtually no strong dissenters to hamper the Armstrong-Shepard project. As for the FCC itself, it appeared that several members see in the projected new service a means of diffusing service and perhaps establishing station ownership in such fashion as to relieve what they have regarded as a tendency toward concentration of control of broadcasting.

Many of the observers and participants were intrigued by the questionings which revealed a preparatory newcomer to the FCC who began his service only last fall. His display of technical knowledge and understanding of the issues surprised engineers particularly. Like Commissioner Craven, himself former FCC chief engineer, Mr. Fly is a graduate of the U.S. Naval Academy, where he learned the rudiments of radio while serving as Government lawyer during the last decade, specializing much of the time in power matters. He was added to his background on electricity and related sciences.

Many of the 400-odd broadcasters, engineers, attorneys and observers who attended the sessions had preconceived notions about FM. A substantial majority had viewed FM as a prospective Frankenstein that might turn on their established stations and operate without compunction against competition of a character that might prove ruinous. As the story of FM unfolded, particularly the study of the dual system of operation, with a transition period of 10 years, this viewpoint appeared to subside.

RCA Attitude a Surprise

RCA's cryptic pronouncement, through Chief Counsel Wozencraft, that FM high-frequency broadcasting is ready for commercial use, and that the public interest would best be served by opposition thereto, was not taken seriously by the witnesses. As the light, got, the FCC and the assembled audience by surprise. Commissioner Craven's summary statement of the hearings, on March 27, the pronouncement was viewed as somewhat, if not that contrary.

Mr. Wozencraft said RCA has concluded that u.h.f. broadcasting, when sound alone is employed, should use FM because of technical advantages and that it would come should be defeat as a public service. If the new service can be offered by u.h.f., it would be treated more generously, according to RCA's rather tentative position. It was pointed out that the FCC may deem it advisable to hold a hearing or perhaps a conference within 60 days for user license fees to assure an orderly allocation.

Patents Not Discussed

Taking FM proponents wholly by surprise, the RCA position was seen as one which eliminated the greatest non-official obstacle to development of the projected service. At the outset of the hearing, observants anticipated a rather bitter contest with the Armstrong-Shepard group on one side and RCA on the other. During the hearings, RCA questioning of FM Broadcasters' witnesses tended to indicate stern opposition.

A dispute over patent holdings also failed to materialize at the hearing. While Maj. Armstrong added to his position on wide band FM and claimed that RCA's earlier policy was anticipated, he did not directly assault the company. RCA in its testimony stated its research engineers have experimented with FM for many years. In laboratory and field tests, it was stated, RCA engineers were "able to establish facts" and "the patent situation has been subordinated to the desire to obtain these facts."

With Chairman Fly anxious to conclude the hearings as rapidly as possible, many witnesses originally anxious to submit their cases in exhibit form. It became apparent too, as the second week of the hearings got under way, that in deference to the Commission's desire, cross-examination of witnesses all down the line was cut appreciably.

As Maj. Armstrong unfolded the story of FM development, five of the seven FCC members listened in "evident" fashion. On the bench (1 to r.) T. A. M. Craven, Thad H. Brown, Chairman James Lawrence Fly, Paul A. Walker and F. I. Thompson sat throughout the hearings which began March 18 and lasted two weeks.

Five Commissioners Hear Major Armstrong's Testimony

NEW APPLICATIONS ARE FILED FOR FM

APPLICATIONS for FM construction permits continue to pour into the FCC at the rate of about one a day, among the latest being filed from NBC seeking FM adjuncts to its stations in Washington, Cleveland, Chicago, Denver and San Francisco. Except for Cleveland, where the 43.4 mc. band is requested with 1,000 watts, all of the applications seek for 1,000 watts on 43 mc. The NBC applications leave it to the Commission to determine, after hearings, to assign wide- or narrow-band FM.

To list the FM applicants published in newspapers, much time and motion might also be added new applications received since that date, all for 1,000 watts, from the operators of WELJ, New Haven, Conn., 42.6 mc.; WNBH, New Bedford, Mass., 43.4; WMBD, Detroit, 45.2; WGBR, Cleveland, 43.2; WHDD, Boston, 42.6; WLVA, Lynchburg, Va., 42.8; WJAS, Pittsburgh, 43; WLSA, Winston-Salem, N.C.; KROC, Rochester, Minn., 43.2; KPAC, Houston, 43.

Fly Promises Fair But Threshold Hearing

With an estimated 300 participants and spectators overlooking the large hearing room in the Interstate Commerce Building, and another 100 standing in the corridor, Chairman Fly opened the hearing March 18 with a synopsis of the purposes of the proceeding, promising "an expedition, fair and thorough-going" hearing for FM's "day in court." In addition, chairman Fly Commissioners Brown, Craven, Walker and Thompson attended the proceeding on the opening day. At the FCC table were General Counsel William J. Dempsey, Attorney William H. Bower, Engineer E. E. Horace L. Lohnes, Maj. Armstrong and Assistant Chief Engineer Andrew D. Ring.

Schedules for a two-hour appearance, Maj. Armstrong in presenting his case as inventor of the Armstrong FM system accounted for all the FCC members, whether it shall March 18 and did not complete his testimony until well into March 19. Under questioning by Broadcast Engineer Horace L. Lohnes, Maj. Armstrong traced the history of his radio experience from 1906, when he built his first amateur outfit, through his development of the regenerative circuit in 1912, the superhetodrye circuit in 1917-18, the super-regenerative circuit in 1920, and finally his patenting of an FM system in 1925. His work on the elimination of static in radio reception dated from 1914, he stated, after he had been graduated from the Columbia University engineering school and joined Michael Pupin, the noted scientist.

Citing the various approaches taken to the static problem during this 25-year period, he commented that although both modulation based on power (AM) and "wave-length modulation" (now known as FM) had been considered, neither was able to push the vacuum tube modulator. After that attention was concentrated on amplitude modulation and the present regular broadcast system developed.

Problem of Splitting Signal and Static

About 1920 FM turned up again, Maj. Armstrong related, when it was anticipated that the regenerative circuit amplifying both the broadcast signal and static, researchers were trying to separate two things—the broadcast signal and static—that really were the same. With static at a level of 4%, it was decided by 1923 that about all that could be done with circuits to eliminate static was to make them smaller as possible to still pick up the broadcast signal—and what static trickled in had to be "eliminated"—pointing out that the components of static correspond in effect to a series of AM signals.

In the interest of high-fidelity reception, to achieve the greatest differentiation between signal and noise, it is necessary to make the receivable bandwidth as large as possible at the receiver, rather than narrow, Maj. Armstrong declared. He pointed out that it was "very difficult" to develop a transmitter that would allow this, swinging between two distant limits and still "hold fast" in the center to escape distortion.

In June, 1934, Armstrong FM apparatus for experimental operation was installed on RCA's 2 kw. television transmitter in the Empire State Bldg. in New York. Experiments started there immediately,
but in April, 1936, when RCA de-
clined to increase the power of the
transmitter apparatus, Maj. Arm-
strong said he undertook to con-
struct his own transmitter, result-
ing in his present FM experimental
station, W2XZN, at Alpine, N. J.
Experiments with the RCA trans-
mitter ceased in October, 1935, he
said, after a series of demonstra-
tions of FM’s and AM’s relative re-
cision and adaptability to multi-
plex operation.
To illustrate FM development at
the time of these 1936 tests, Maj.
Armstrong presented a sound on
recording of the relative AM and
FM signals of the 50 kw. WEAH
and the 500-watt WMCA, recorded
at that time during a severe thun-
derstorm. The audible demonstra-
tion indicated the static effect in
AM transmission, reflected in a
partial drowning of the WEAF
signal and the almost complete
drowning of the WMCA signal, and
on the other hand the relatively in-
ference-free reception of the fre-
quency modulated signal for the
same programs. To supplement this
evidence Chairman Fly requested
Counsel Lohnes to furnish the exac-
t date of the broadcasts, along with
prevailing U. S. weather reports
for that day in the vicinity.

Height a Vital Factor In FM Operation

Describing the W2XZN plant at
Alpine, Maj. Armstrong stated that
although it was constructed for 50
kw. operation and licensed for 40
kw., it is actually operating at 50
kw. during present experimenta-
tion, which started in the summer
of 1938. Its location on a high bluf
of the west bank of the Hudson
River is advantageous, he declared,
since height is a ruling factor
in frequency transmission, and
ductivity, on the other hand, is a
relatively slight factor in FM, he
added.
Due to the increasing number of
spectators, Chairman Fly in re-
cessing the opening morning session
announced that the hearing would
move to the large departmental
auditorium. As the afternoon ses-
tion started, the estimated 450 peo-
ple were present.
Resuming the stand, Maj. Arm-
strong stated that FM was first
brought to public attention in No-
ember 1934 with a 500-watt paper
covering the results of his FM ex-
periments at a New York meeting
of the Institute of Radio Engineers. Since then developments have
fulfilled the predictions he made at the high-
frequency allocations, in June, 1936.,
Maj. Armstrong declared.
The broadcast performance of FM
stations now operating justi-
tifies “from any angle” aural broad-
casting.
In frequencies above 25.000 kw., he de-
scribed his response to a question. So far as
transmitting and receiving equip-
ment is concerned, he said, 50 kw.
already are licensed and ready to
produce the necessary apparatus,
transmitters, receivers, trans-
mitting and receiving stations,
and three receivers now on the
market. Citing W2XZN as one of the
successfully operating transmit-
ters, he stated that during 900
hours on the air, it had been for-
ted off the air for only a total of 70
minutes. That was because of dif-
culties with the 200 and 250-watt
power lines which have since been
largely remedied.
No failure had resulted from deficien-
cies in the high-frequency or
low-frequency circuits, he said.
A report on the operation of
W2XZN from July 18, 1938, to
date, given by Maj. Armstrong,
showed that the station since that
day has operated for an average of
5-days-weekly 7-hours-daily, to
determine the reliability of high-
frequency operation and cover-
tained by Maj. Armstrong, showed
the station since that day has operated
a similar performance. By an
arrangement with another com-
pany, he said, broadcast شمال
receivers had been installed at a
FM radio station programs by other
FM transmitters.

Claims Superiority

In Signal Quality

Responding to queries by Com-
nissioner Craven, Maj. Armstrong
stated that although there are
spots of high signal intensity—
which may be present in any trans-
mmitter—where there is little dif-
ference between an AM and an FM
signal, from the standpoint of noise,
the FM system is superior due to
a 10-mile radius of the transmitter
area, and is beyond superior both in
quality and range. Asked for an
estimate of the superiority limits of
FM broadcasting, he explained
that although FM reception extends
beyond usual primary service areas,
there is no secondary service area
for FM. Within this general range
he estimated that 50 kw. service
would extend about 100 miles; 1
kw., about 25 miles.

The conflict between wide-band
and narrow-band transmission, re-
garded as a major bone of conten-
tion before the hearing was broached
by Chairman Fly when he asked
Maj. Armstrong flatly whether he
had concluded that “more experi-
ence has been all in the ex-
periments I have made that the
wide band is better and the
wider the better,” the in-
ventor declared.

He credited with queries on the
relative merits of AM and FM
transmission in frequencies above
25,000 kw., Maj. Armstrong declared
that in test on through his years of experimenting “FM trans-
mission was incomparably better.”
The ability of FM transmission to

discriminate against noise has the
practical effect of increasing the
reception range, he pointed out.
Pursuing further the disparities
between AM and FM operation, he
explained that because of reception
of only the stronger of two or more
stations, AM radio, at times.
Frequency in FM transmission, more
stations can operate with freedom from interference, thus
increasing the service areas, in addition, he
said FM lends itself to better re-
ception, since the successful
FM transmission, while under the
FM system distortion is dependent on
hearing rather than tubes, as
in AM operation.

From every standpoint of trans-
mittance design the FM transmitter
is “the ideal,” he declared, explain-
ing that it employs only receiving
tubes and the FM circuit, alone,
with simple Class C amplification.
W2XZN’s high-power amplifying
tube has operated 9,000 hours, he
stated, observing that it would
not have been possible under AM.

Predicts Network

Using Radio Links

Asked for some predictions on
FM’s future service, Maj. Arm-
strong replied that although the
network of FM stations is readily
possible, “the bottleneck of the wireless” will remain the
advantage—noise-free reception.
Therefore, he continued, he fore-
saw “radio linked” or “linked by radio,”
citing the relay tieups and increasing
ly operated during joint experi-
ments by FM stations in the
New York-New England area.

Due to the fault of “eight wise
men, of whom I was one,” high-
fidelity FM is a speed bump.
“Wide band AM broadcast band is ‘hopeless’,” he declared, explaining that the 10,000 kw.
generated upon it at a Hoover
radio conference years ago is not
eough to allow a sub-
significant dividend at the
FM. In the ultra-high frequencies, high-
fidelity AM transmission is not
possible, he said, but FM still yields higher fidelity,
not only in freedom from noise but
also in range and other charac-
teristics.

Speaking of the success of relay
experiments, Maj. Armstrong said
that although there is no great
difference in delayed FM signals,
and that difference has been elim-
inated by a new relay system that
cuts effects of remodulation and
demodulation. Automatic re-
lays also have been developed and
can be used, he added. As for serv-
irn sparsely populated regions,
he said that although he couldn’t
at this time go into the economic
possibilities of extending relays to
all areas, he saw the development
eventually.

Discounting any attempt to in-
terpret his championing of FM as an intentional as-
streamlining of all AM activities and ex-
pertimentation in the ultra-high fre-
quencies, he stated, “I have
wanted to show that he only
FM to be allowed to go
ahead. Amplitude modulation
is not effective in developing the ultra-highs, he
added.

Discusses Advantages
Of Wide-Band Service

In a technical discussion with E.
K. Jett, FCC chief engineer, on
the wide-band versus narrow-band
to.
orversy, he declared the wider the
band within the capabilities of the
transmitter and receiver. In
in the 200 kc. separation employed in the
Armstrong FM system, only two
stations could actually operate
within the 200 kc. space, he
stated, and these not in the
same narrow-band transmission, the inter-station ratio
of interference will be such as
to cause Armstrong’s “lanes” from the
listeners’ standpoint, he
said. In short, he declared, one
does not get the same immunity
in narrow-band transmission as
by}

Continuing on this tack, Maj.
Armstrong explained that the
narrow-band radio receiver
becomes the receiver design. Any
set designed for 30 kc. operation
would not function well in 200
kc. He cited the conclusions presented
at the time by RCA engineers after
making many measurements and
experiments in which it was stated
tall narrow-band FM operation
increased the service radius 100 to
2.6 times, and that a system going
from 20 to 100 kc. further
added 1.4 to 2 over AM.

Reviewing frequency assign-
ments for aural broadcasting above 25 mc., Maj. Armstrong stated that FM operations had been assigned to 42.5-45.5 mc., 107-118 mc., and .8 mc. in the vicinity of 36 mc. Thus, he said, about five channels are provided for FM. From a practical standpoint, but he added, skywave interference in frequencies below 30 mc. is too pronounced for practical purposes, and the 117-118 mc. bands are too high. Among other adjoining assignments are 42-42.5 for AM; 43.5-44, facsimile; 41-42, educational. If the 42-44 mc. channels were turned over to FM, it would afford ten 200 kc. channels, he then observed.

Service Problem in Densely Populated East

Using bands in the 42-44 mc. assignment, it would be possible to furnish satisfactory service to large parts of the country, he predicted—enough channels "probably for years to come" in sparsely populated sections, but only enough for "service of a sort" in the densely populated East. Pressed for his estimates of what could be accomplished on 10 channels, Maj. Armstrong said he thought a "pretty good job could be done" in the North Atlantic and New England States if there were no duplications on the 10 channels among New York stations.

He pointed out also that in June, 1936, he had suggested setting aside 5 mc. for FM operation, in the 40 and 80-100 mc. bands, and that recently he advocated a 6 mc. band, taking up the equivalent of one television channel, in view of the rapidly expanding interest in FM development. Questioned on the advisability of taking up one of the channels assigned for television operation, he remarked that "as FM develops, television may find it in the wrong place and should have started higher" in the frequency spectrum.

Balancing the relative services of FM as staticless radio, and television he declared that FM service in the lower frequencies yields greater possibilities for public service and would be better used in the frequencies than television, since television is neither as available nor dependable at such distances as 80 miles from the transmitter. He estimated that with 10 channels available, FM could serve about 50% of the potential listeners over the country.

Pressed by Commissioner Craven for further comment on the potential New England service situation with 10-channel operation, Maj. Armstrong stated that two such stations as W2XMN at Alpine and the Yankee transmitter WIXJX on Mt. Asnebomskit, each with the same frequency assignment, would "build walls against each other", cutting down the respective service areas. He pointed to the need for two types of station—hundreds of local outlets with "definitely circumscribed" service areas on a single frequency, and others to serve larger areas.

In the ultra-high frequencies, AM service cannot be extended far enough for completely satisfactory service, he declared, because of interference, coverage characteristics and allocation limitations.

Gradual Transition Would Be Necessary

Maj. Armstrong was rather closely questioned by Chairman Fly as well as Commissioner Craven, particularly on service and coverage aspects. While he sought to emphasize the superiority of FM over AM, he nevertheless asserted there was no doubt that the present broadcast system will continue for many years and that the transition to FM, particularly incoastal and remote coverage is concerned, would have to be gradual.

It was pointed out that the relative advantages of wide-band FM vs. the 40 kc. narrow-band operation, Maj. Armstrong stated that it would be impossible, among other things, to multiplex other services on narrowband. For example, he pointed out that regular facsimile transmission can be carried on the 200 kc. wideband operation without disturbing the facsimile area.

Pressed for data on the necessary contiguous band desired for nationwide FM coverage, Maj. Armstrong said that if the band 42-44 mc. embraced ten 200 kc. channels were set aside, it would be possible to supply a satisfactory service for a large part of the country. This is particularly true in the Northeast, he said, where coverage of standard broadcast stations is poor, particularly during the "summer static" season.

Maj. Armstrong said he assumed that the present non-commercial educational band of 41-42 mc. would use FM rather than AM, and that this would tend to give FM a "clean sweep" from 41-44 mc. if the FCC followed the recommendations of the FM group.

When Commissioner Brown asked about using FM as a supplement to standard broadcasting, Maj. Armstrong said he felt that a very substantial portion of the population could be given service by FM "excluding the wide open spaces". The ten channels to which he had previously referred, Maj. Armstrong asserted, should "start a good service of a sort" in the Northeast. He again predicted that more than 50% of the public could procure adequate service from FM.

Assuming that difficulties would be encountered if stations were placed closer than 300-400 miles apart—since each would limit the other—Maj. Armstrong declared that he had not made a complete analysis of the allocations situation and that subsequent witnesses would cover it.

Tells of Interference On Same Frequency

Commissioner Craven specifically inquired whether ten channels with 50 kw. stations could cover the same area. Maj. Armstrong asserted that two stations of 1 kw. each could be placed on the same frequency in Washington and Baltimore, 40 miles distant, and each could render a satisfactory service over its metro area without serious interference and with no mush area. By the same token, if the 1 kw. station operated in Washington and an AM station operated on the same frequency in Baltimore, there would be no greater interference than if the two FM stations operated on the same wave, he said.

Observing that the industry is strongly supporting FM, Maj. Armstrong pointed out that the number of applications pending has passed the 100 mark. All of the applicants, he said, hope to be authorized to set up stations. He added he was not so sure all applicants for television stations have the same purpose.

Summing up, Maj. Armstrong cautioned that if the Commission grants FM full commercial status, broadcast stations in urban centers will discard their present "imper- perfect medium" in favor of a "perfect medium". The substance of his testimony was that at the outset, in any event, rural areas will have to depend upon AM stations of today unless networking of FM on a repeater station basis is developed.

Sees Gradual Shift To FM Receivers

Continuing to explain the attributes of FM operation through a major share of the March 19 session, Maj. Armstrong made it clear he did not expect FM to displace regular AM broadcast service overnight. He looked for AM broadcasting to continue "for a long time", commenting that it was just as foolish to believe AM operations would stop with the introduction of FM as it would be to believe that Model-T Ford cars would stop operating as soon as Henry Ford brought out his modern models.

However, in the normal course of events FM will replace AM, he declared, although it will take years even if all present operators and set owners were to decide to make the switch at once. In the process of evolution, he forecast, "the listener will be the judge", and he probably will start out buying combination AM-FM sets, finally buying only FM receivers as the FM service develops.

Questioned about manufacturing costs, Maj. Armstrong estimated that the present FM transmitter cost is comparable to that.

(Continued on page 80)
RCA is Called to Task for Video Activity

ORDERING suspension of its new rules which would permit "indirect and commercial" operation of television Sept. 1, the FCC March 23 in an unexpected action halted the carpet for its television merchandising and sales efforts, which the Commission said might "deadlock" development.

The Commission set April 8 for reopening of hearings to determine whether "research and experimentation and the achievement of higher standards" for television are being "unduly retarded" by RCA's intensive merchandising and sales campaign in New York. The FCC's action came without warning. The immediate effect was to bring to a dead end all of RCA's promotional activity. The action of the FCC was greeted with "amazement" by David Sarnoff, RCA president. It was announced that RCA, with a $10,000,000 investment in television research and equipment, might be disposed to consider dropping visual radio altogether. A $2,000,000 budget appropriated for the current year to bring television into homes and television operation likewise may be cancelled.

Extent of FCC Power

The FCC's summary action occasioned surprise in other quarters, too. It was clear that there would be repercussions on a number of fronts, particularly since the Commission's authority to move into the field of sales competition and merchandising is questionable. The action was the result of a 4 to 1 vote.

Commissioner T. A. M. Craven dissented sharply from this view. Commissioner James Lawrence Fly and Commissioners Brown, Walker and Thompson voted to reopen the hearings. The two other Commissioners, Case and Payne, were absent.

In the New York metropolitan area, where merchandising of television receivers was being concentrated, the action stunned dealers as well as manufacturers. Cancellation of orders for television receivers, both from RCA and GE, were reported. The dealers group of the Electrical & Gas Association took public exception to the Commission's action and petitioned the Commission to rescind its action.

Little Fellows Protest

In protesting the FCC action, Robert Robbins, president of Cath-Ray Television Corp., New York, said he had been "surprised" by his business, and that he is "studying with counsel the possibility of investigating individual FCC members for damages resulting from their action". He said that when the FCC cracks down on us we put it all over but we little fellows can't!"

John E. Milliken, president of United States Television Mfg. Corp. in protesting the action, said it affects not only large strong companies which have spent enormous sums and time working to market television, but also smaller companies which have been working to market television, and that when the public wants television now, he said if the new ruling is put into full effect, it will harm smaller operators more than the "big fellows".

Aside from the brief "amazement" statement by Mr. Sarnoff, no further formal comment was made by RCA. It appeared it would hold its fire until the April 8 hearings.

More Rigid Regulation

To the industry as a whole the action was indicative of the new era of rigid regulation launched by the FCC over radio generally.

It marked the first time Commissioner Brown has faced the full regulationists. Commissioner Case, who has usually been aligned with Craven and Brown, is seriously ill. The month before, Payne, who usually votes with the crack-downers, is in Texas holding revocation hearings.

In its formal order (No. 65) suspending the "limited commercial" rule and ordering the hearing, the Commission recited that when it adopted its television report Feb. 29, it emphasized that nothing should be done which will "encourage a large public investment in television" which by reason of technical advances may become obsolete in a relatively short time. It is this provision which the majority feels RCA is violating with its newspaper and trade-paper promotion fostering visual receiver purchases.

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Referring specifically to RCA and NBC, the Commission said that not all types of television transmission can be received by any receiver. It is impossible now to decide what type of receiver will be needed, said the Commission. It stressed the need for further improvement in the technical quality of television.

In this connection the Commission said that not all types of television transmission can be received by any receiver. It is impossible now to decide what type of receiver will be needed, said the Commission. It stressed the need for further improvement in the technical quality of television.

Freezing of Television Feared By FCC, Says Chairman Fly

WHY THE FCC has switched the television signal from amber to red—until it can reappraise the situation—was revealed March 26 by FCC Chairman James Lawrence Fly.

Amplifying the formal order of March 23 reopening the television hearings on April 8, Mr. Fly told BROADCASTING the FCC was anxious that no false start be made. When the Commission deliberated on the FCC's order [see page 51] he said the majority felt it was most important that the interest protected at the outset than to risk a situation that might cause permanent injury to a service destined to become of lasting benefit to the public.

The whole purpose of the FCC's report on television of Feb. 29 was to inform manufacturers and experimental television licenses that caution should be exercised and re-examination inserted. The FCC proposes to fix transmission standards, he declared, but not until it feels an adequate price is available.

Public Reaction

Commissioner T. A. M. Craven, flew to Philadelphia to meet with some of the FCC members to discuss with them in private the FCC's decision. The chairman of the Board did not say whether he would try to get an FCC rule to remain in effect for television experimenters.

Mr. Fly is expected to go to Philadelphia to make a public appearance at the national convention of the National Association of Broadcasters Wednesday. The FCC chairman has a reputation as a strong ship's captain, and in an interview with Broadcasting last year declared that "if a ship is drawn up on a shoal, I will keep the FCC running dry".

Despite the fact that the FCC chairman had just made a trip to California to promote television, and the fact that the FCC had been awarded its second prize in commercial advertising, Mr. Fly issued a statement which has been described as "a quiet appeal" to the FCC to reconsider its television policy.

"There is a greater risk to the industry than the Commission has given recognition to," Mr. Fly said. "We need to proceed carefully. There is more than the FCC at stake in this matter. There is the whole future of television at stake. And the FCC is not the only one that is responsible for the future of television. It is up to all of us who have a stake in television to see that we move as slowly as necessary."

"Promotion activities directed to the sale of receivers," the release said, "must be regarded as a sort of experimental phenomena. The FCC feels that its电视的开发 and research and development deadlocked. In the light of this, he said, the FCC has already issued a warning that its note of caution has been disregarded.

For editorial comments and reactions to the FCC rehearing order, turn to page 192.

In a press release accompanying the order, the Commission said the current marketing campaign of RCA is at variance with the intent expressed in its report as its was released in January 1940. The Commission took disregard of its findings and recommendations for further improvement in the technique and quality sets as "defiant" to the public.

Need for Improvement

Pointing out that the Commission decided to establish television transmission standards because of the fluid state of the art, the television test N-81 directed the majority concluded that RCA's intensive drive for set sales, since it is the biggest single entity in radio, would tend to freeze standards at the 441-line 30-frame level which it espoused along with the Radio Corporation of America in the face of strong opposition from the Paramount-affiliated DuMont Laboratories and several other manufacturers. The reason behind the decision is that the Commission said the industry's own rule revision of the rules adopted Feb. 29 may be necessary to promote experimental use of frequencies for television service.

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Fears Crystalized Standards

The Commission said in its release, however, that public participation in television experimentation "is desirable only if the public understands that it is experimenting in reception and not necessarily in investing in television equipment with a guarantee of its continued usefulness." It added that "television is here to stay, but conceivably present day receivers may have practical purposes be gone tomorrow."

"Promotion activities directed to the sale of receivers," the release said, "cannot be handled by manufacturers gaining an unfair advantage over competitors by" canard standards. The possibility of further research and experimenta- (Continued on page 50)

Page 22 • April 1, 1940 BROADCASTING • Broadcast Advertising
"Tune to WHO
and see what happened!"

Without much further comment, we crave to quote from a letter received recently by our Mr. H. R. Gross of the WHO News Bureau. The letter was mailed from Tampa, Florida—some 1800 air miles away!

"Dear Mr. Gross:

"About an hour ago, from our hotel window, we heard some kind of an alarm, but it was left for you, way up in Iowa, to tell us that it was an airplane crash.

"We travel all over the country making several towns and cities a week and have developed the profitable habit of tuning in to you for complete details of last-minute happenings. You give us more than anyone else on the air.

"If we ever go to your city my wife and I shall take the liberty of dropping in to thank you personally for giving us such complete details each night."

Signed

(Name on request)

That's just one isolated case, of course. But every week, WHO receives dozens of letters from points as distant as Georgia, Oregon, Alaska, Vermont, New Zealand and West Virginia! . . . Plus an average of about 10,265 letters per week, from Iowa itself!

How'd you like for us to pull mail for you?

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Dallas News Buys Interest in KGKO

Campbell Would Be Head of KGKO-WFAA-WBAP Sales

SALE of one-half of KGKO, Fort Worth, to A. H. Belo Corp., of Dallas, publisher of the Dallas News and owner of WFBA, by Amon G. Carter, president of Fort Worth Star-Telegram, WBAP and KGKO, is proposed in an application filed with the FCC for approval March 31. KGKO has been licensed under the present owner; the proposed transaction is understood the transaction involves $250,000.

WFBA and WBAP divide the 800-kc. clear channel as a fulltime NBC-Red outlet, KGKO, 5,000-watt regional on 5,000 kc. is a SC-Blue outlet and key of the Lone Star Network.

After the sale, it is understood, KGKO would be operated in conjunction with WFBA-WBAP. Unlike the proposed KGKO ownership, however, WFBA and WBAP are individually owned but the sales operation is maintained jointly. The new KGKO manager and the corporate setup will be known, will have as its president either A. H. Belo or A. H. Bailey, president of the Belo Corp.

New Sales Plan

It is understood a new sales organization will be established, to be operated by Mr. Belo's general manager of WFAA, who will be as senior sales manager of both the Red and Blue Network operations. For the KGKO Broadcasting Co., a board of trustees would be established comprising the executive officers of WFAA, Grapevine, Tex., for WFBG, negotiations were begun for the sale to the Belo Corp., of Dallas, for the purchase of KGK, a new station in the WEMP.

WFAA and WBAP have promised to use the KGKO facility and the KGKO management as a new sales operation.

It is understood that Alex Keece, assistant to Mr. A. H. Bailey, will become manager of WFAA. George Grantson, now general manager of KGKO, will become manager of WBAP.

Mr. Carter announced that after the completion of the sale, a sales organization would be set up in Fort Worth.

WSJ is NBC's 188th

WSJS, Winston-Salem, N.C., on March 26 will join the NBC Southern Group, NBC's 188th affiliate. Operating on 250 watts, 1310 kc. both day and night, the station is a division of E. W. Scripps Co., of Des Moines, Iowa, who own and operate 31 stations in the major markets.

Shells' 19 in East

SHELL OIL Co., New York, on March 20 started a four-week campaign for Shell oil and two new Shell gasoline stations using twice-daily signals or station break announcements on the following 19 Eastern traffic reporting stations: WHAL, New York, WABC-WRAD, New York, WRIC, Richmond, Va., WJAR, Providence, R. I., WOR, WJZ, New York, WRGB, Schenectady, N. Y., WOR, Newark, N. J., WOR, Hartford, Conn., WOR, Boston, Mass., WOR, Providence, R. I., WOR, Buffalo, N. Y., WOR, Rochester, N. Y., WOR, Cleveland, Ohio, WOR, Detroit, Mich., WOR, Cincinnati, Ohio, WOR, Columbus, Ohio, WOR, Pittsburgh, Pa., WOR, Cleveland, Ohio, WOR, Atlanta, Ga., WOR, Charlotte, N. C., WOR, Nashville, Tenn., WOR, Jacksonville, Fla., WOR, San Antonio, Tex., WOR, Austin, Texas.

Wisconsin Group Organizes Chain

Glen D. Roberts President Of Seven-Station Hookup

INAUGURATION of a new State network, Wisconsin Broadcasting System Inc., comprising five basic and three auxiliary stations, has been announced by Glen D. Roberts, Madison agent who is managing director of WABE, WIBB, WIBK, and a director of WIBA, Madison. Key station is WEMP, with WJHN, Racine; WIBB, Sheboygan; KFIZ, Fond du Lac, and WHBY, Appleton, as other basic stations. Stations KGED, Burlington, and WIBA, Madison, are the supplementary stations.

Gene Dyer, general manager of WABE, Chicago, and a stockholder in WEMP, will be identified with the executive direction of the network. Purgason & Walker, station representatives, have been named to represent the new network.

Mr. Roberts, who, in addition to his activities as the manager of WIBA and a part owner of WSAU, Wausau, Wia., has been the manager of Wisconsin Broadcasting network. W. Wade Boardman and John Ernest Roe, law partners of Mr. Roberts, are vice-president and secretary-treasurer, respectively. Charles Lanphier, currently manager of WBAB, New Orleans, is sales manager for the network.

Program Service

At present the Milwaukee outlet is offering network Cavalcade twice-daily hours of sustaining programs daily. The talent staff of the key station has already been expanded.

In explaining the aims of the network, Mr. Roberts told BROADCASTING:

"Many Wisconsin stations have suffered a large degree because programs of network quality were not available. Quality will always be our byword. Many programs will originate in Madison, home of our program department and in the State government, where good talent and important program material abounds."

"We will invest as much money as is necessary to make this the outstanding radio network in the State of Wisconsin and the country. Our package rate for entire network will be low enough to attract sponsors of practically any product manufactured."

"Our coverage maps, now nearing completion, will show that these stations have 75% of the State's population in their primary coverage area. Another important advantage of our network is its pay-roll comes from this primary area."

Headquarters will be in the Empire Bldg., Milwaukee.

Absorene on 29

ABSORENE Mfg. Co., St. Louis (Absorene, HHB, Absorbens), new for 1940, will sell its network coverage over 29 stations in the Midwest in its 1940 advertising campaign. Ross Gould Co., St. Louis, is agency, and A. W. Page account executive.

Stations are:

WISCONSIN KFEL WATL WMHD WBAP WBAI WIBK WIBB KGLZ WIBA WEMP WHBY WMOV WMIB WIBU WING WAVE WIBS WIBC WIBF KFIZ WEMP WJHN KGED WIAU
Now...

5000 WATTS
daytime

WXZY's NEW TRANSMITTER AND BLAW-KNOX VERTICAL ANTENNAE LOCATED SEVEN AIR MILES FROM DOWNTOWN DETROIT

has more than doubled the

1000 WATTS
nighttime

GUARANTEED GOOD SERVICE AREA AT NO INCREASE IN RATES

WXZY
KEY STATION OF MICHIGAN RADIO NETWORK

5000 WATTS daytime  1000 WATTS nighttime
more MARKETS . . . more LISTENERS . . . more DOLLAR VALUE

NATIONAL SALES REPRESENTATIVE . . . PAUL H. RAYMER CO.
VISITING agency executives stepped backstage to meet stars of the new NBC Good News of 1940 program in Hollywood March 14, with Fred C. Hawkins, Southern California district sales manager of General Foods Corp., sponsoring the show. Among them (1 to r) were Tom Revere, Benton & Bowles, New York vice-president in charge of radio; Donald Cope, Hollywood agency producer of the program; Frank Kaltenborn, president in charge of General Foods accounts; Mr. Hawkins; Mary Martin and Dick Powell, singing stars of the weekly half-hour show.

Kaltenborn Switches Programs to NBC; Swing and Hale News Series Expanded

After more than ten years of foreign news reporting for CBS, H. V. Kaltenborn, noted news analyst and commentator, has ended his exclusive affiliation with that network to present a series of twice-weekly commentaries on the NBC-Red network.

Kaltenborn started this sustaining series on NBC March 30 and will continue to broadcast Saturdays from 7:45 to 8 p.m. and Sundays 3:45 to 4 p.m., immediately following NBC's regular news roundups from its European reporters. Until April 27 when he sails for Rome. In Europe, Kaltenborn will travel extensively to study the progress of the war and report his findings on frequent broadcasts on NBC.

On May 28, Kaltenborn will begin a three-weekly series on NBC, the network and stations as yet undecided, under the sponsorship of Pure Oil Co., Chicago, present sponsors for his broadcasts on NBC when Broad- casting went to press. Kaltenborn will also be heard on NBC on a sustaining basis. It could not be learned from NBC when Broad- casting went to press whether Kaltenborn would present his broadcasts on NBC or Pure Oil from Europe or for how long a time he would remain abroad.

Ray Swing's Network

General Cigar Co. has added 13 MBS stations to the twice-weekly news casta by Raymond Gram Swing, who is particularly noted for his commentaries on international developments during the September, 1938 war crisis in Europe.

General Cigar Co. started sponsorship of Swing's program twice weekly on three MBS stations on Sept. 25, 1939, in the interests of White Owl cigars. On March 25, the company added 13 MBS stations for 52 weeks to Swing's Monday and Friday talks, 10:10 to 11:15 p.m.

Mutual stations not broadcasting Swing's sponsored programs, will present him Wednesdays, 10:10 to 11 p.m., effective April 3, and may present him sustaining on Mondays and Fridays with the White Owl commercials canceled. According to MBS, Swing has an audience in Great Britain consisting of 30.7% of the white-collar working class, which will hear him every fortnight on the BBC. He is heard in Canada on alternate Saturdays on the CBC.

A second MBS news program to receive additional stations is Arthur H. Maxwell's News broadcast, which will begin April 12. MBS news broadcast stations will be on WOR, Newark, as a sustaining feature for about a year, and last October was gained two sponsors after the Septem- ber war crisis—Vick Chemical Co. and Richfield Oil Corp. The latter company on Jan. 8 started the program on Mutual, Saturdays 7:30-8:45 p.m. On April 2 MBS will expand the program to Tuesday, Thursday, and Saturdays at the same time on 21 MBS stations. At that time Mr. Hale will broadcast his program from Philadelphia where he will make a personal appearance before a meeting of Richfield Oil's distributors at the Bellevue-Stratford Hotel.

Mr. Hale's program of "news behind the news" will gain still another sponsor on April 7 when the North American Insurance Co., New York, through the Franklin Adv. Agency, starts Confidentially Yours on WOR, Newark, Sundays, 9:30 to 9:45 p.m.

School Disc Series

AIR CONDITIONING TRAINING Corp., Youngstown, which sponsors Happy Jim Parsons Sunday morning series, has added NBC's new weekly quarter-hour programs starring Parsons and transcribed by NBC's Radio-Parsons Unit, to some 50 stations throughout the country. The transcriptions, supplemented with five-minute programs starring Parsons, started Apr. 17, and will run for 26 weeks. National Classified Adv., Youngstown, is agency.

OLD GOLD PROGRAM TO START APRIL 5

WITH Cal Kuhl having resigned, Mann Holiner, radio director of Lennen & Mitchell, agency servicing the accounts, will produce the first few programs of the new Hollywood variety and dramatic show featuring Don Ameche, which starts under the sponsorship of P. Lorillard Co., New York (Old Gold cigarettes), on 60 or more NBC-Red stations, Fridays at 10:30 p.m. (EST).

Who will become permanent producer of the show was not revealed. Several are under consideration. Kuhl is on the Hollywood staff of J. Walter Thompson Co., and has been producing the weekly NBC Chase & Sanborn program, reported that the show will cost P. Lorillard Co. around $7,500 a week, exclusive of network time. Claire McKnight is to take dramatic lead. Tom McKnight heads the writing staff.

MUSICAL DISC TIMES SPOTS PLANNED BY LUCKY STRIKE

AMERICAN TOBACCO Co., New York, has completed arrangements for a new national advertising campaign for Lucky Strike cigarettes to start April 1 on seven New York radio stations, with others to be added weekly. The campaign was announced by Reynolds, who expects it to start March 15. Transcribed by Victor, the announcements consist of a series of 30-second spots, each selected from that week's Lucky Strike Hit Parade program on CBS and NBC. The campaign was announced, as for instance, at 7:30 a.m. the Hit Parade number seven will be read by the broadcast of regular Hit Parade artists, including Barney Wood, Bea Wain, Orin Tucker and Bonnie Baker, and the orchestras of Mark Warnow and Kay Kyser.

Schedule for the announcements on the metropolitan stations follows: 17 times daily on WMCA; twice daily on WABC; 12 times daily on WEAF; 10 times daily on WNEW, and once a day on WNYC.

TOPS CIGARETTES SPOTS

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., late in February started a campaign for Tops cigarettes using 50-word announce- ments six times weekly on WREC, WJLA, WGST, WCMI, WLI, KTBS, WNAC, WBNS, WSPD, WGJ, WBBE, KROC, WCHS, WBLK, WMMN, WSAZ and WWVA. Campaign will run through May 11, according to Wm. Esty & Co., New York, the agency.

Radio to Plug Film

RADIO, the magazine, was plugged in plugging the world premiere of April 11 of "Biscuit Bearer," in Atlanta, Ga. Besides the CBS Your Pop program, sponsored by the Rank Bros., of London, the film was covered in full in the daily papers, with several other special event broadcasts. WSB, WAPT, and WGST, Atlanta, will broadcast the festivities. Program will be keyed from WGPC, Albany.
WHAS
50,000 WATTS
SELLS
A $2,214,269,000 MARKET

OWNED AND OPERATED BY
The Courier-Journal
The Louisville Times

BASIC CBS OUTLET
LOUISVILLE, KENTUCKY

Nationally Represented by Edward Petry & Co.
Clears Consider Treaty Allocation

Hold Luncheon With Fly; 'Pot o' Gold' Discussed

TAKING advantage of the presence of a number of its members to attend the FM hearings before the FCC, the Clear Channel Group, representing 50,000 watt stations, met in Washington March 20 for an informal discussion of the radio regulatory situation. Chairman James Lawrence Fridley presided at a luncheon meeting and is understood to have discussed primarily prize contest matters. Furthermore, Chairman Craig Witt, KGKQ, Atlanta, that a main prize in a general nature, particularly in the light of the impending reallocation under the Havana Treaty. While clear channels are retained under the allocation terms, many broadcasters see in the present trend a threat which might conceivably result in more extensive duplication of exclusive channels at night, particularly on opposite coasts.

Fly's Views on Prizes

Chairman Fly, it is reported, told the group that he personally looked upon a prize contest as a main prize context which in effect results in "buying" an audience. He added that studies of substantial rewards if listening. The Pot o' Gold program, together with a local program broadcast in Texas, has been referred to the Department of Justice for scrutiny to ascertain whether there is any infrac- tion of the lottery laws. Previous informal opinions have held that the Pot o' Gold, particularly, is not a technical violation of the statute. The Department, however, has had atten- tion assigned to the case for a month and it was thought possible that it might have in mind a new legal test of what constitutes a "consideration" in prize offers of that nature, particularly since this program technique has spread like wildfire through the industry.

Present at the luncheon session with Chairman Fly were Meara Craigy Mark Ethridge, WHAS, Louisville, former NAB president; Joseph O. Maland, W.H.O., Des Moines; J. M. Cox, Jr., WSB, Atlanta; Harold V. Hough, WBAP-KGK, Fort Worth, and Jack DeWitt, WSM, Nashville.

Illness Case Affects FCC Policies; Fly Programs 'Buying' Audience

The FCC appears destined to function as a six-man agency for several weeks - perhaps longer - due to the continued illness of Commissioner Norman S. Case, who is convalescing at his home in Washington.

Absent from the Commission since Feb. 20, Gov. Case is now said to be well on the road to recovery, but a number of complications which developed may make his convalescence slow. Initially, Case suffered a foot infection. Afterward he contracted pneumonia but passed the acute stage well. It is now being developed, with phlebitis, an arterial ailment. His physicians report that he has been virtually cleared up and that all effects of pneumonia now have been passed. The phlebitis was said to be still painful but his general condition is improving.

With the Commission divided on basic policy matters, it was thought Gov. Case's enforced absence might have an important bearing on the function as a six-man agency. He has been aligned rather consistently with Commissioners Craven and Brown on broadcasting policy matters. Commissioners Walker, Thompson and Payne have voted together in a rigid-regulation bloc more or less consistently and Chairman Fly has held the balance.

Because of the FM hearings, which got underway March 18 and are destined to run through the first week in April, few matters of importance have been considered by the Commission in recent days. Only five members have been sitting at these hearings, with Payne absent in Texas conducting revocation hearings.

'Pot o' Gold' Comes Up

Chairman Fly March 20 met at luncheon with a group of broadcasters representing clear channel stations and discussed informally with them matters pertaining to the regulatory situation. He is un- derstood to have admonished the broadcasters about prize award programs, and particularly mentioned the NBC Pot o' Gold as one upon which he looked askance. Without commenting on the legality of the Pot o' Gold, now under scruti- ny of the Department of Justice, at the FCC's behest, it was reported Chairman Fly held that any programs which place stations in the position of "buying" their audience cannot be construed as in general public interest.

On the Commission itself there has been little activity aside from the FM hearings. The Nationwide Monopoly report, long overdue, still reposes in the office of General Counsel William J. Dempsey in draft form and there appears to be no indication that it will be hur- ried along. Because members of the Network Monopoly Committee (Brown, acting chairman, Walker and Thompson) are sitting on the FM hearings, it is hardly thought the committee itself will have opportunity to review the preliminary draft until after the hearings are closed. Moreover, it is now generally expected that the Commission it- self, rather than the committee will pass on the report, which is likely to delay its publication even fur- ther.

Brown's Reappointment Due

Meanwhile, no inkling has been given of plans of Commissioner Brown, whose present term on the Commission expires June 30. Commissioner Brown has consistently refused to confirm or deny reports that he will retire upon expiration of his term, presumably to enter private law practice or perhaps to reenter Ohio politics. He was for- merly Secretary of State of Ohio. A Republican who has served with the FCC and its predecessor Radio Commission since 1929, first as general counsel, then as commissioner, Brown could be reappointed if he so desired, it is felt in informed circles. His reappointment has been urged by many broadcasters.
Another Western Electric 50 KW

WJSV transmitter building at Wheaton, Md., showing three tower array.

CBS Outlet for the Nation's Capital...

WJSV
WASHINGTON

The Doherty Circuit... improved stabilized feed-back... automatic line voltage regulators... emergency 5 KW operation... are just a few of the reasons why Columbia selected Western Electric for WJSV. Whether you want a 100 watt or a 50 KW, it will pay you to choose Western Electric—for Better Broadcasting!

Western Electric

Promotion Drives For 12 States to Include Air Time
Survey Reveals Plans Made To Draw Tourist Trade

TWIN States will use radio during the next 12 months to promote their advantages, the Council of State Governments, Chicago, announces in a compilation of State advertising plans. The States will spend $4,385,519 to distribute information during the year, the Council finds.

Of the six media used in recent years, radio ranks fifth, according to the Council which also says that 39 States, out of 50, and public and private groups will engage in 1940 promotion. Other media were used in this order: Magazines, 24 States; direct mail, 32; newspapers, 30; movies, 13; billboards, 3. Eight States have no tax funds directly available for promotion, private agencies caring for their needs. Still, determining radio, with advertising appropriations follow.

ALABAMA ($50,000)—State Planning Commission in a spring campaign intends to attract industry; its winter campaign is directed at tourists. It is estimated that the $50,000 spent this year will bring in a $50,000,000 tourist business.

ARKANSAS ($39,500)—Publicity Advisory Commission devotes its efforts to the encouragement of industry and tourists. The Arkansas Agricultural and Industrial Commission is reorganized, charged with development of new industries within the State and without use radio, although it has an appropriation of $50,000.

INDIANA ($25,000)—Division of State Publicity is devoted to encouragement of industry and tourists. Out of the general appropriation of $34,000, $25,000 is budgeted for radio advertising.

KANSAS ($90,000)—Industrial Development Commission will emphasize industry, promote markets for agricultural products and educational activities.

MAINE ($200,000 fiscal 1940; $185,000 fiscal 1941; plus approximately $100,000 for potatoes)—Development Commission seeks to attract tourists, develop industries and markets for agricultural products.

MINNESOTA ($38,900)—Development & Industrial Commission encourages industry, tourists and markets for goods. Publicity items are offered in some cases, and the Commission spends $28,000 for sales in available and favorable industrial tax situations.

MICHIGAN ($220,000)—State Administrative Board has as its purpose to develop and encourage industrial and recreational advantages, agricultural marketing, and industrial and educational activities.

MINNESOTA ($50,000)—Tourist Bureau will attempt to attract tourists.

MONTANA ($50,000)—Montana Inc. is a private agency, privately financed, whose purpose appears to bring tourists into the State. Highway Commission, with an appropriation of $10,000, will not use radio.

NEW YORK ($200,000)—Bureau of State Publicity seeks industries. Tourists, and to increase state-consciousness among New Yorkers, York Times advertises the Milk of Publicity of New York ($500,000) will promote the increase of milk consumption. It also will use radio.

NORTH DAKOTA ($50,000)—The Greater North Dakota Assn. will sponsor an agricultural campaign, with a $2,000 appropriation in the state. Highway Commission will promote agriculture.

SOUTH DAKOTA ($10,000 for biennial projects plus $9,000 for special projects)—State Highway Commission will promote agriculture.

MORE THAN 100 agency, station representatives and members of the press attended the NBC Breakfast Club broadcast March 20 and later a broadcast in the Merchants & Manufacturers Club, as guests of Sidney N. Strotz, NBC vice-president in charge of the Central Division.

During the broadcast Don McNeil, m.c., interviewed several station representatives briefly on the air and both thanked and joked with them for arising at the crack of dawn (studio doors were closed at 7:45 a.m.) to attend the affair despite the heavy snowfall and freezing weather with which Chicago greeted Spring. The stunt was one of a series of innovation designed by Mr. Strotz to help sell the Breakfast Club to local or spot advertisers.

At top (1 to r) are June Rollinson, of Russell M. Seeds agency; George Hartman, of the agency bearing his name; George P. Hollinbery and Walter Holden, of the George P. Hollinbery firm. Below (left), McNeil interviews Robert Boniel, of Edward Petry & Co., as Melvin Brorby (above McNeil's hand) watches. At right Dick Kopf, of Paul H. Raymer, submits to McNeil's mike.

Union Leader's New Discs

P. LORILLARD Co., New York, for its series of quarter-hour twice weekly programs featuring Arthur Godfrey, has arranged with NBC Radio-Recording Division for a second series of 26 programs in the interests of Union Leader Tobacco. These have been presented since February on the following stations: WOAI KPRC WRAP KNGC KYO WTVX WTBC WRLB WPBC WDBO WRUF and WOAI.

Omar's Long Series

OMAR MILLS Inc., Omaha, is currently running a 39-week schedule of quarter-hour musical programs on eight stations for its Blue Ribbon Flour, and a 52-week schedule on three stations for its bakery products. Programs, titled Blue Ribbon Melodies, run on a varying five and six-weekly basis. Stations promoting flour are WLS KVO KBB WAXO WMT WOJ WMKJ; bakery products are on WTMJ WINS WFBM, Lyle T. Johnston Co., Chicago, handles the account.

Capt. John J. Matheson

CAJT. JOHN J. MATHESON, president and principal owner of WHDH, Boston, died March 27 of heart failure at Gloucester. The 59-year-old former sea captain established WHDH ten years ago as the "fisherman's station," broadcasting fishing reports, fish prices, weather reports and other information of interest to fishermen on the banks. He is survived by his widow, three sons and two daughters. His son, Ralph G. Matheson, is general manager and treasurer of WHDH.

Harms Drops Suit On Record Rights

SUIT of Harms Inc. against RCA Mfg. Co., a test case planned to obtain a judicial decision on the question of whether the right to record a musical selection includes the right to record a single arrangement of the number, or whether the latter is a separate right for which a separate license must be secured from the copyright owner, has been dropped by the plaintiff. Decision not to proceed with the suit is based on the publisher's feeling that the defense of the recording company violates a previously made agreement between the parties that no technical defenses would be offered.

Copyright Act of 1909 gives to record companies the right to record any number which the publisher has previously allowed to be recorded, at a maximum payment of two cents a pressing. Copyright holders claim that this record right covers the privilege of recording a number according to its published arrangement and that if the recording company makes any changes in its arrangement it must secure this additional right from the copyright owner. Assuming that the opinion that the right to make special arrangements is included in the right to record is sustained, to settle this basic point, a test suit was arranged and Harms filed suit against RCA Mfg. Co., for violation of the publisher's right to the Harm's number "Rendevous Time in Paris" under the Victor label. In any event, Harms pleaded that it had a statutory license to record the number, that the selection had been previously arranged by another company, that there was no violation of fair use of the record and that the record was made at the solicitation of the copyright proprietor.

Answering charges that the fourth defense is a technicality and unfair in a test case, RCA states that this defense is not only true but of general application and is perhaps no more unfair than the exception. According to the company, publishers' claims "are phony, and unless they bring piano copies of new numbers to the recorders or recording bands and ask that records of them be made," it says. Usually, it is stated, only piano scores are provided so that it is necessary for each orchestra to make its own arrangement. If, says RCA, such a defense is unfair, then the publishers should stop the practice.

Cameel Signs Al Pearce

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N.C., has signed Al Pearce & His Gang for a new program for Camel cigarettes to start broadcasting in May, probably on CBS if time can be cleared. Pearce concludes his Wednesday program on KNOR, Minneapolis, this month. RCA Mfg. Co., on April 3, that period to be filled with Ben Bernie for American Tobacco Co. Wm. Esty & Co., New York, handles the Camel account.

SOIL-Off to Extend

SOIL-Off MFG. Co., Glendale, Calif. (cleaner); through Hillman-Shane Adv. Agency, Los Angeles, in a 13-week campaign started in early March, is using from one to six-weekly participations in programs on KOY KEX KQI KHG KGB KFO KFPK KVFD, and will expand coverage to include other territories.

BROADCASTING • Broadcast Advertising
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.

* Based on field intensity maps filed with F.C.C.

WRC covers 9.4% more radio families, daytime, than any other Washington radio station.

**WRC**

WASHINGTON, D.C.

5000 - 10000 WATTS - 950 KC.

Represented Nationally by SPOT Sales Offices

NEW YORK

CHICAGO

SAN FRANCISCO

BOSTON

CLEVELAND

DETROIT

HOLLYWOOD

PITTSBURGH

Beginning June 15 WRC will operate night as well as day on 5,000 watts
IN the winter of 1938, Hartford County was alarmed by reports of a fabulous wild beast similar to a wolf, prowling in the vicinity of Glastonbury. The beast was chiselled by the newspapers as a "Glawackus" and attracted national attention. The program's shortwave broadcast of a Glawackus hunt led by Jimmy Laneri, former airplane pilot for the Martin Aircraft Co. in Borneo. The hunt failed.

Squawk or Plug?

But on the following Monday night, Jack Says: Ask Me Another featured an intervention by Jimmy Laneri. And this interview brought out the salient fact that the hunt failed because not all the searchers were equipped with General tires. Generals, it was asserted, run so silently that the cat would have had no warning at this approach. Another comment, this attributed wide attention was the case of Zeke Peck's parrot. Jack had on the program as guest stars two characters from The Wrightville Clarion, a popular rural skit over WTIC, Editor Elisha Wright and Zeke Peck. Zeke's pet parrot was supposed to deliver the commercial, but after an elaborate build-up, the parrot refused to speak.

On the following Monday night the parrot made a bid after a few moments of coaxing by Zeke, and a tense hush, the parrot did chatter out a half-intelligible phrase. Immediately there was a heated argument, Elisha Wright claiming that the parrot had uttered only gibberish, and Zeke hotly protesting that the parrot had actually spoken.

To settle the affair Jack then appealed to the listeners whether or not the parrot had actually said anything about Generals and if so, what?

The mail brought over 1,000 different versions of what the parrot said. These covered practically every sales point Jack had ever used in selling General tires, as well as several good testimonials. It proved that Jack's radio advertising had registered effectively in the minds of the listeners.

These are but a few of the devices that have been used on the program to catch and hold attention for Jack's commercials.

In 12 years on the air we've learned some important facts about selling tires through radio. And we're constantly discovering new ones. There are definite appeals, and definite ways of presenting appeals that result in quick sales. A more tangible benefit of the program has been the good-will it generates. Jack Says: Ask Me Another has a friendly, sincere, personal tone that is faithfully followed in script and production. And people respond to this friendliness. The nearest approach to a test of good-will occurred on St. Valentine's Day, 1940. On the program two nights before Valentine's Day, Jack told about some of his listeners, a lady 87 years old, who was all alone in the world and living in a convalescent home. He mentioned the fact that he was going to send her a Valentine, but he doubted if she would get any others unless some of the listeners should happen to send her a valentine too.

Two days later Jack, the postman, and the lady were all surprised when over 636 valentines arrived at the convalescent home. In addition to the valentines, the lady received candy, cookies, cake, handkerchiefs, poems, and letters. She had received only a brief mention in the script over WTIC alone, and there was no prize offered, in fact nothing for the listener to gain.

With results like these it isn't hard to see why Jack Says: Ask Me Another is one of New England's most popular programs.

W. M. HICKEY

THERE'S questioning galore on WTIC, Hartford, when 'Jack Says: Ask Me Another' goes on the air, a habit of some 12 years. There's questioning and plenty of it all over the country when the subject of who started the quiz program is discussed, with the number of claimants to the title of Quiz Pioneer running into the dozens. Perhaps some will question the claim of Mr. Hickey that his tire firm started the cycle when it picked up the Ask Me Another fad back in 1928. But none can question Mr. Hickey's devotion to the quiz program as a method of selling tires and building good-will. He knows the answers, when the quiz business is discussed, and that goes for tires, too.
Spread it on Thick where it does the most Good

...in "America's Money Belt"

As Our Chinese Friend says, if you want to get rich — go where there's money.

In our primary area there are more than 1,403,000 radio homes . . . all representing folks who need and will buy somebody's refrigerators, or soap, autos, toothpaste, tires, rugs, cereals, shoes, tobacco, cosmetics—and whatever else any modern, 1940 American family needs.

They have the purchasing power, too. For the people who live within our area annually spend $1,576,659,000. That's more than a billion dollars to be spent this year for somebody's products.

Will they be yours?

With a 3-station combination of WMT* and WNAX, plus either of the Des Moines stations, KRNT or KSO, an attractive combination rate is available. In this way you effectively blanket a market of more than six million persons—for little cost.

For more details about America's Money Belt write the Cowles Stations, Des Moines, Iowa.
BOYS AND BONDS
WGN Show Offers Galaxy of Well-Known Folk

WGN, Chicago, produced a good example of station showmanship on March 12 when Quin Ryan, general manager, staged a show for 3,000 high school boys from Chicago's public and parochial schools on behalf of Bonds, Chicago clothing manufacturer, in promotion of Ryan's even- ning news broadcasts.

The show, staged in the Terrace Casino of the Morrison Hotel, included on its entertainment staff such personalities as Edgar Kennedy, movie comic; Chester Gould, creator of Dick Tracy, cartoon detective; Bill DeCorovant, much publicized Northwestern football star; Marshall Goldberg, former Pitt All-American who now plays for the Chicago Cardinals; "Eggs" Manski, and Jack Manders, members of the Chicago Bears, pro football team; Hack Wilson, onetime Chicago Cubs slugger; "Brick" Owens, former American League umpire; Wally Frommart and Tony Lawless, coaches, respectively, of Chicago's Mt. Carmel and Fenwick high school football teams; Barney Ross, former world's boxing champion; five members of the Chicago Blackhawk hockey team; the Northwestern Golf Club of 8 voices; Edward Cochrane, sports editor of the Herald-American, and three WGN stars, Guy Savage, jess Kirpatrick and Paul Fogarty. Only out-and-out carnival act was "Aussie", the boxing kangaroo. Bonds distributed tickets to the audience through their city stores via announcements on Ryan's news shows. The sponsor passed out 600 door prizes.

Gulf Plans Spot Drive, Summer Mystery Series
GULF OIL Corp., Chicago, for its spring Spray insecticide campaign, is preparing a new series of 32 twice-weekly quarter hour transcribed programs featuring Jack Berch. The series will be placed on a large list of stations, as yet unselected, in the entire country. AMP is doing the recording and Young & Rubicam, New York, handles the sales.

On April 28 Gulf will replace its Screen Guild Theatre on CBS with Adventures of Ellery Queen, mystery series, Sundays, 7:30-8 p.m. (EDST). As the Screen Guild show leaves the air this month it is estimated the program will have brought $570,000 to the Motion Pictures Fund also starting on CBS under Gulf sponsorship in 1938, some 200 screen stars and featured players have donated services with an estimated worth of $787,000. Among these have been 57 whose film contracts allowed only forbid radio appearances.

Census Aid Census
CENSUS Bureau officials indicated that the final results of the 1940 census that "very satisfactory" response has come from radio stations, both commercial and network, to the Bureau's requests for cooperation in explaining to the nation the purpose of canvassing of the 16th Decennial Census, to start April 1. Early in March the Census Bureau offered U. S. for- eign broadcasting stations access to Census Bureau's data in seven languages. Another indication of the availability of similar information in script form, designed to supplement the transcribed Uncle Sam Calling series produced by the U. S. Office of Education.

Amour Soup Spots
ARM & HUR Co., Chicago, (Luxor soda) in an effort to meet its twice-weekly schedule of its quarter-hour transcribed Musical Powder Box show on ABC, Chicago, WBBM-AM, Detroit; WTAM, Cleveland. Lord & Thomas, Chicago, handles the account.

HELEN MINKEN, the CBS star of the Zane Grey cycle of radio programs, on WOR, New York, April 24, was chosen radio's "best dressed woman" in a poll of fashion designers and stylists conducted during a broadcast from the Fashion Academy's annual spring luncheon in New York.
"Why must I always make allowances?" he yells. "Why can't people give me what I want?"

They had been explaining some of the Musts and Must-Nots of Advertising.

"If I want a daytime news-broadcast on some stations and a hill-billy band for an hour on another, why can't I have them?"

"If you want what you want when and where you want it"Whatever his budget for broadcasting, the advertiser who uses SPOT RADIO can fit it to his plan—flexibly, economically, and with immense satisfaction.

Any length of program, live or transcribed, on few or many stations—network or independent—at best available periods for every time zone. SPOT RADIO is for individualists.

He paused for breath. "You can do any or all of those things," says I. "You've got spots before your eyes," he answers. "You're right," I reply, "SPOT RADIO."
"new and endless source for music with Human Appeal"

— writes Josef Cherniavsky, Director of Music, WLW

From everywhere master showmen . . . who give character to music for today's radio . . . are writing their praises of the Hammond Novachord.

And you can quickly, easily discover all for yourself the many reasons for this vigorous enthusiasm for the Novachord—as the world's newest news in music for radio.

You'll find the Novachord is played like a piano . . . that it produces beautiful piano-like tones . . . and that, by just turning the Tone Selectors, you can bring in the amazing musical effects of 'cello, flute, guitar, French horn, and dozens of others.

Then, you'll see for yourself how the Novachord will add new appeal . . . new enthusiasm . . . to your program-building ideas. And you'll know how the Novachord's vast opportunity for musical expression will give your artists a versatility that never grows old!

Or, if you'd like the proof in advance, write today for the Novachord's Experience in Radio. Address: Hammond Instrument Company, 2989 N. Western Avenue, Chicago

Hammond Organ Studios: New York—50 West 57th Street
Los Angeles—3328 Wilshire Blvd. · Hammond Dealers in Principal Cities

As you play the Novachord, just turn the Tone Selectors. Let it add musical effects of violin, clarinet, mandolin, tuba—and actually dozens of others.

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

See . . . Hear . . . Play

THE HAMMOND NOVACHORD

at the Hammond Organ Studios . . . in the Hammond Building, 50 West 57th Street, New York
Disastrous Mine Blast Is Covered by WWVA
THREE hours after the disastrous March 16 mine blast at Willow Grove Mine near St. Clairsville, Ohio, the bodies of the victims were found in the mine. The blast was caused by a mine shaft explosion that occurred at 10:00 a.m. The blast was so powerful that it collapsed the mine shaft, killing all 15 miners inside. The blast was caused by negligence in the handling of explosives and inadequate safety measures in the mine.

New Benny Contract
GENERAL FOODS Corp., New York (Jell-O), through Young & Rubicam, that city, has signed a new contract which goes into effect on Oct. 6, after his usual summer vacation, when he resumes the weekly Jell-O-O program on 100 NBC-Red stations, Sunday, 7-7:30 p.m. (EST), with West Coast rebroadcast, 8-8:30 p.m. (PST). The new contract starts Benny on his seventh year with Jell-O and his ninth in radio. The expiring contract, which spanned three years until June, was the first long-term noncancellable agreement ever signed in radio. Although details of the new contract were not released, it is understood that Benny gets a substantial salary increase over his current contract. BBVA said it expected given leeway in production.

Kirkman's Sports
KIRKMAN & SONS, Brooklyn, on March 23, started a campaign for the new Gulf Spot announcements, with spot announcements weekly on WGAR, Cleveland, WSPD, Toledo, and WFMJ, Youngstown. On April 1, the company starts a three-weekly quarter-hour Italian program The Veiled Lady featuring Diana Baldi, on WOV, New York, and WPEN, Philadelphia; 12 foreign language spot announcements weekly on WENY, Buffalo, and five spot announcements weekly on NWC, Boston, and WBAL, Baltimore. Agency is N. W. Ayer & Son, N. Y.

Scott's List of 40
SCOTT PAPER Co., Chester, Pa., on March 25, started its annual campaign for Scott towels and tissues using participations on women's programs about 40 stations. J. Walter Thompson Co., New York, is agency.

Radio Journalism Book
A NEW book on radio journalism is being published by General Radio Advertising (GROSS RATES)

Spanish

Class A (9:00 P.M. to 9:00 P.M.)

Class B (9:00 P.M. to 9:00 P.M.)

Class C (9:00 P.M. to 9:00 P.M.)

Portuguese

Class A (9:00 P.M. to 9:00 P.M.)

Class B (9:00 P.M. to 9:00 P.M.)

Class C (9:00 P.M. to 9:00 P.M.)

English

Class A (9:00 P.M. to 9:00 P.M.)

Class B (9:00 P.M. to 9:00 P.M.)

Class C (9:00 P.M. to 9:00 P.M.)

Class D (9:00 P.M. to 9:00 P.M.)

Class E (9:00 P.M. to 9:00 P.M.)

Class F (9:00 P.M. to 9:00 P.M.)

Class G (9:00 P.M. to 9:00 P.M.)

Class H (9:00 P.M. to 9:00 P.M.)

Class I (9:00 P.M. to 9:00 P.M.)

Class J (9:00 P.M. to 9:00 P.M.)

Class K (9:00 P.M. to 9:00 P.M.)

Class L (9:00 P.M. to 9:00 P.M.)

Class M (9:00 P.M. to 9:00 P.M.)

Class N (9:00 P.M. to 9:00 P.M.)

Class O (9:00 P.M. to 9:00 P.M.)

Class P (9:00 P.M. to 9:00 P.M.)

Class Q (9:00 P.M. to 9:00 P.M.)

Class R (9:00 P.M. to 9:00 P.M.)

Class S (9:00 P.M. to 9:00 P.M.)

Class T (9:00 P.M. to 9:00 P.M.)

Class U (9:00 P.M. to 9:00 P.M.)

Class V (9:00 P.M. to 9:00 P.M.)

Class W (9:00 P.M. to 9:00 P.M.)

Class X (9:00 P.M. to 9:00 P.M.)

Class Y (9:00 P.M. to 9:00 P.M.)

Class Z (9:00 P.M. to 9:00 P.M.)

Dummies had their day as Bond Clothing stores in Detroit announced sponsorship of newscasts over WJW by such window display as this. Charles Arnold is newscaster. Neff-Rogow, New York, is agency.
Los Angeles Area
AFM Pact Looms

Higher Pay In Some Cases; Negotiations Harmonous

NEW WAGE deals and improved working conditions for musicians employed by Los Angeles area major broadcasting stations are being negotiated by Musicians Protective Association, Local 400 of American Federation of Musicians. Contracts under which stations have operated for the past year have expired. New agreements in several cases will cover more than the customary one-year term.

While details of all new contracts have not been revealed, it is known that a pay clamping for the various types of musical work will be increased materially. Most of the details have been worked out harmoniously and no hitches are anticipated to mar a mutual agreement being reached on all contracts, according to both management and union officials.

KJH Contract

KJH, the Don Lee Broadcasting System key station in Los Angeles, has appointed Dave Rose, Hollywood composer, arranger and pianist, as musical director succeeding Alvin Rey. The new contract was signed to spend a minimum of $50,000 in wages and employ a minimum of 18 men during 52 weeks of the current year. Wage scale is the current coast-casual rate. When the orchestra is used on transcontinental broadcasts, the scale will be at that prevailing rate.

If the orchestra is sold to an advertiser, the rate will be increased by $1 per hour of the amount paid in wages under sponsorship. The KJH contract for last year, arranged under the AFM blanket pact which expired in January, called for a minimum of $43,000, but Don Lee Network spent around $60,000, according to Willett H. Brown, assistant general manager.

KMPC, Beverly Hills, Cal., recently granted an increase in power and full-time personnel in its orchestra by that time, according to musicians union classification. The station has been a sister station to the network's new kWAD, becomes a Class A station by October, 1940, and will be using a quartet of talented musicians in its orchestra by that time, according to musical union classification. The station will also add one man each month until the quota is reached in October. Now a CBS affiliate, KMPC at present is in Class C and will be rated in Class B from July until October. With the new setup, Hugh Lawson has been appointed musical director of the station, succeeding Oliver Alberti. Formerly musical director of WAGA in Atlanta, he has been in Hollywood for the past two years doing radio and film work.

Irrigation From Mars' Study

THE 24-page study, "Irrigation from Mars," published by Princeton University Press (5,000 copies) at the instance of which was featured in the March 1 Bulletin, was prepared by the committee on book form April 15. Containing the complete script of the Orson Welles CBS broad cast, the study is "The Study in the Psychology of Panic" and is the work of Prof. Dudley Carman, Princeton, prepared with the assistance of Hazel Gautier and Berta Her gis, who have been making the one series of studies being made by the Princeton Radio Project.

New P & G Quiz

PROCTER & GAMBLE Co., Cin cinnati, is starting a new quiz program titled Truth & Consequences on four CBS stations—WABC, New York; WOR, Hoboken; WPRO, Providence, and WORC, Worcester. Saturday April 23, 1944, was the first quiz program, originator of the program is M.E. and Bill Meader, suppliers musical interludes on the organ. A total of $5 in cash prizes is given each broadcast. For each consequence idea and each question and an answer submitted in paragraph and $5 are awarded respectively. Contestants receive $15 for correct answers. $5 and three gold bars for each consequence attempted while $20 goes to the person best accomplishing a consequence. Compton Adv., New York, is the agency in charge.

Shredded Wheat in Canada

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs) started April 1 an eight-week campaign with 10 transcribed announcements weekly. These announcements in Western Canada are broadcast through their contractor, Mr. William Johnson, of Vancouver, B.C. Account was placed by Cockfield Brown & Co., Toronto.

ZOUNDS, my hearties, away to the battle, prithee! Thus, perhaps, spake Karl O. Wyler, manager of the CBS Columbia Broadcasting Systems, during a recent Chevrolet sales meeting dressed in this musketeer's regalia. The stunt worked so well that he was awarded Phoenix for a similar meeting. This campaign was presented in two-hour blocks with the Chevrolet intro and the Chevrolet song playing in between the blocks. The songs were "When the Chips Are Down," "I Love My Little Boy," and "I Love My Little Girl." The campaign was sponsored by the Chevrolet Export Department.

Stereophonic Music Recording

Bell Laboratories to Demonstrate Method Said

--To Yield Every Sound the Ear Can Hear

BELL TELEPHONE Laboratories will give the first public demonstration of stereophonic reproduction of music at Carnegie Hall, New York, April 9-10. New recording equipment and technique now make possible "recording and reproducing every sound that the ear could hear initially," according to the announcement statements, continuing that "the listener in Carnegie Hall will have the same spatial sense as to the course of the sounds as if he were seated at the original location, and in addition he will hear the music enhanced by variations of loudness, tone color and phase of the interpretation of the original director."

Technique worked out by Dr. Harvey Fletcher and his associates --E. C. Wente, J. C. Steinberg, W. B. Eddy, R. Biddle and L. A. Elmer and A. R. Soeffel--picks up the original sounds through three microphones at the right, center and left of the stage. Sound currents from each microphone are amplified and recorded on three separate sound tracks on moving film. Since an orchestra or an organ has a volume range much greater than that of typical reproductions, it is necessary to "compress" the original range of sounds before recording. A fourth track records the amount of compression as an automatic control for the left and right of the volume range which must be made in reproduction.

When the film is run through the reproducer the current from the left and right are combined, each creating its own set of loud speakers, located high above the right and left of the stage as were the pickup micro phones. This arrangement, with the wide range of reproduction of the system, gives "spatial and emotional values heretofore unknown," says the announcement.

Performances of Leopold Stokowski and the Philadelphia Orchestra, of the Tabernacle Choir and organists in and out of the Tabernacle, in addition to a full schedule of radio and Motion Picture releases will be played at the demonstration. Following the original recording, auditions were given at which the artist or director was able to vary his original interpretation at will, softening it to the finest pianissimo or amplifying it to a volume ten times that of any orchestra without altering the tone quality in the slightest. These self-enhancements of the original un-recored on film, are the permanent recordings which will be heard at Carnegie Hall.

KING baseball will reign over Pine Bluff, Ark, this summer because B. J. Parrish, manager of KITM, Pine Bluff, pinch-hit in time of trouble for the Pine Bluff Judges, local entry in the Cotton States League, where the franchise was jeopardized by lack of funds. When the situation was presented to Mr. Parrish just two days before the league deadline, he put several spot announcements between programs asking baseball fans to tune to KOTM that evening. The mayor, C. of G. secretary and several citizens appealed for funds to raise the necessary $750.

Radio-equipped cars were stationed in the various towns to collect all telephoned contributions. Determined to stay on the air until nearly 7:45, rather than 7:15, six hours later announced that contributions totaled $1,250 and that the Judges would play ball.

CBS Education Board

To Consider Proposals For Extended Service

FOURTEEN leaders in public education and public life, member of the CBS Education Board, have been invited by CBS President William S. Paley to attend a meeting in New York April 8. According to President Paley's announcement, the group will meet to review educational activities of the past year and discuss proposals for new educational projects and programs. Sterling Fisher, CBS director of education, will present his annual report at the meeting. According to advance analyses of Mr. Fisher's report, in addition to Americans at Work and Peace Platform, which were created at the instance of the board, two new series have been added to CBS' educational schedule -- Columbia's Country Journal and Which Way to Lasting Peace -- and changes effected in other programs to keep them abreast of educational developments. In addition, plans have been announced for two months of fall of CBS' American School of the Air to Canada and Latin America.

Members of the CBS Adult Education Board include: Lyman Bryson, Teachers College, Columbia; chairman; John E. Connecticut, chancellor, New York; William Gordon, vice-president, New York; Edward A. Mitchell, chairman, New York; Henry Sever, president, New York; Robert J. Gannon, S. J., president, University of Notre Dame; Raymond H. Dougherty, director, New School for Social Research, New York: Henry R. Luce, publisher, Time; W. Jaies, Chicago; Spencer Miller Jr., director, Workers Education Bureau of America; S. hugs, S. J., bishop, Seoul; U. S. minister to Norway; Rep. T.V. Smith, of the U of Chicago; Dr. George Edgar, vice-president, Rockefeller Foundation; William Allen White, publisher, Emporia (Kan.) Gazette; Rev. Edward G. Tocqueville, president, Stanford U; and Dr. Joseph H. Willits, Rockefeller Foundation.

NBC Inspects S. F. Sites

ON THE EVE of NBC's celebration of its western division's 13th anniversary April 5, Mark J. Woods, new network vice-president, who has been conducting inspections in television areas for the past two months, will make his first official visit to San Francisco. The inspection, which will cover all NBC stations east of the Rockies, will be conducted at the instance of the board. He will inspect KRON and KRON-3, the NBC-owned stations in San Francisco, Los Angeles, Seattle, Portland and Spokane. The western division, still the smallest and youngest in the network, now serves 11 western States and Hawaii, with 36 stations affiliated with the Red and Blue networks.

Film Commentators Organize

IN AN effort to raise the standard of film commentaries on the radio, the film critics of WNEW, New York, has organized the National Film Commentators Circle, which now numbers three from States. Eligible for membership are those commentators who have presented at least one program a week of screen news and comment on a station in his home city.
Of all the six major industrial regions in the United States, the Detroit area in 1939 was the only area to register an increase in factory employment over 1938, according to the Detroit Board of Commerce. Detroit's gain was 28.7%.

Continuing its rapid pace this year, Detroit's industrial employment index for February stood at 110.7 as compared with 99.3 for February, 1939. This increase represents a gain of some 40,000 workers and brings the total to 380,000 now employed in factory work, alone! Both automobile production and passenger car deliveries in Wayne County (Detroit), have shown a substantial increase thus far in 1940 over the corresponding period of 1939.

Just as Detroit leads the world in industrial activity, so does WWJ lead all Detroit radio stations in listener-interest, coverage of buying-power homes, community service and prestige—qualities of prime importance to advertisers.

Investigate the exceptional sales opportunities offered by Detroit—and WWJ—now!

**DETROIT**

The Greatest Industrial Market in the World Can Be Covered With One Radio Station—

**WWJ**

America's Pioneer Broadcasting Station

**National Representatives**

George P. Hollingbery Company

New York : Chicago
San Francisco : Atlanta

Member NBC Basic Red Network

**Broadcast Advertising**

April 1, 1940 • Page 39
ALTHOUGH the Perry Bill (Broadcasting, Feb. 1, March 1) was passed by the New York State Senate on March 1 without debate, the State's broadcasters are hopeful that the Assembly will give it approval. The bill implies transmitting a broad base of information and entertainment in the use of radio time from spot announcements to regularly scheduled formal programs.

When C. H. Ketchum, manager of the company, decided to branch out into formal programs, he recognized in his 8-year-old son, Bob, an unusual talent for homily philosophy. Pursuing a programming course of keeping all material within the understanding of the average listener, Young Bob was put on the air as a Sunday afternoon Boy Philosopher. He has been at it ever since, and today offers irradiation of substantially the same type program once each week. Ethel Hagen, who started at the same time, furnishes musical background for the program on the organ.

Five years ago an early-morning five-minute strip was added to the KSL schedule. Bob read poems. Although no offer was made, people began writing in for the verses. The format of this program has varied a bit, but Bob continues to be the permanent personage that keeps drawing response—and sales—more directly through radio than any other medium, "comments Mr. Ketchum to the elder. "From the very first announcement we felt a definite buying impetus. Although we were using only spot announcements, people would come into our store, would telephone and write in response to our radio program. As a result, from the time we first used radio, we've leaned on it more than any other advertising form. Occasionally we use supplementary stations, but KSL draws practically all the radio appropriation. Our business has doubled itself four times since we began using radio, and I believe radio has been a major factor in making the increase possible."

RALPH L. LEWIS, real estate and insurance agent, who since last May has applied for the FCC for a new 250-watt station on 1250 kHz in that community.

YOUTHFUL commentator on the homilies of life—and a veteran at it—is Bob Ketchum, head of the Boy Philosopher program at KSL, Salt Lake City. Young Bob, whose dad, C. H. Ketchum, is head of the Ketchum Broadcasting Supply Co., has been featured on the firm's programs almost since they were first started. He is 16 years old.

"Which customers more directly through radio than any other medium," comments Mr. Ketchum to the elder. "From the very first announcement we felt a definite buying impetus. Although we were using only spot announcements, people would come into our store, telephone and write in response to our radio program. As a result, from the time we first used radio, we've leaned on it more than any other advertising form. Occasionally we use supplementary stations, but KSL draws practically all the radio appropriation. Our business has doubled itself four times since we began using radio, and I believe radio has been a major factor in making the increase possible.

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FORD MOTOR Co., Detroit (auto), in cooperation with WMGO, through N. W. Ayer & Co., Philadelphia, has signed Leigh Stevens, Hollywood producer of the CBS Big Band program, sponsored by Lever Bros. (Rinso), to conduct the over-the-air Ford Summer Hour, which replaces the Ford Summer Band Hour that ended March 18. Jessica Drayton will be featured vocalist.

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...AND TO THE PEOPLE!

Carved now in marble in America's most noble memorial, are the immortal words of the Gettysburg Address. Few even among those gathered on the battlefield heard them as they were spoken. Days, weeks, and even months and years were consumed before the speech traveled to all parts of the world. Radio would have winged it to the people instantly.

A Service the Family of RCA Might Have Rendered

The Family of RCA has kept a good many dates with history. As we shape our plans for presenting all sides of the issues of democracy to the people in this election year, we recall one date with history we wish we could have kept. It was before our time.

Just suppose there could have been an NBC microphone before the speakers at Gettysburg! Then the greatest words ever spoken by an American would have received an instantaneous world-wide hearing. Out over the two major National Broadcasting Company networks! Across the world via R.C.A. Communications, the radio message service of the Radio Corporation of America! To ships at sea through the radio services of Radiomarine!

The assembled crowd on the battlefield would hear each word clearly, impressively, thanks to a sound system developed in RCA Laboratories and built by the RCA Manufacturing Company. Listeners everywhere would hear a lifelike reproduction of the speech on RCA Victor radios. And motion picture audiences would listen to the address recreated by the RCA Photophone Magic Voice of the Screen.

Record lovers would, of course, turn to Victor for a higher fidelity recording of the American masterpiece. And the Gettysburg Address would be relived time and time again on RCA Victrolas.

You may be sure that the members of the Family of RCA will continue to dedicate themselves to their responsibilities to the people. Whatever radio can do will be done to further the cause of government "of the people, by the people, for the people."

Radio Corporation of America
RADIO CITY, N. Y.
RCA Manufacturing Co., Inc. National Broadcasting Company RCA Laboratories
Radiomarine Corp. of America R.C.A. Communications, Inc. RCA Institutes, Inc.
WITH March winds howling, WLW, Cincinnati, recently sent a special events crew out-of-doors for a first hand description of sugarin—called by WLW as the first broadcast ever made from a maple sugar camp. Headed by a farm near Xenia, O., Ed Mason (left), farm program director of the station, leads on a big sap barrel to interview D. H. Keiter, 83-year-old farmer, as Mr. Keiter made his rounds among the maples. At right in background, standing in front of the WLW-WSAI mobile unit, is Charles Grismah, of the WLW farm department.

**KNX-Philco Campaign Gets Radios for Schools**

INSPIRED by a similar campaign conducted during early February by KSFQ, San Francisco and KROW, Oakland, KNX, Hollywood, with cooperation of Southern California Philco radio dealers, in March embarked on a two-week effort to secure receivers for more than 200,000 school children in 10 Southern California counties whose classrooms have no sets [Broadcasting, Feb. 15].

A mid-February survey conducted by KNX revealed that although every school in Southern California had at least one set, only one in five and a half did not have a number of receivers for use of all its students. With this information, KNX sought cooperation of Listenlater & Gough, Los Angeles Philco distributors, to remedy the situation. During the two weeks, the firm conducted a sales campaign accepting old radios as trade-in on new sets. The old ones were reconditioned and placed in classrooms throughout the Southern California territory without cost to schools. More than 1,500 sets were secured. So successful was the campaign that Philco distributors are continuing it with plans to place new sets in schools in other areas where children are deprived of radio educational programs.

Carrying out the campaign as conducted in the San Francisco area, the Philco distributors used newspaper space, display cards, window streamers, etc., to advertise the plan. Spot announcements before and after the CBS American School of the Air were purchased on KNX by Listenlater & Gough. KNX also contributed courtesy announcements.

**Edson K. Bixby**

EDSON K. BIXBY, 62, editor of Springfield Newspapers Inc. and part owner of KWTO and KGBM, Springfield, Mo., as well as KBIB, Muskogee, Okla., died March 17 following an illness of several weeks. Mr. Bixby held 90% interest in the Springfield stations and a 12% interest in KBIB. In poor health from a heart ailment several years, he suffered a cerebral hemorrhage the day before his death. Surviving are his wife, his mother and two brothers.

**Edson K. Bixby**

**Misquoted, Says Becker, Submitting File to FCC**

JUST to keep the record clear, says Frank Becker, manager of WTRB, Columbus, Ohio, had submitted to the FCC a file of letters and clippings involved in a recent talk before the local Lions Club. The incident arose, Mr. Becker points out, when a local newspaper quoted him as saying that radio is "one of the most taxed and censored industries." The newspaper, the Columbus News, retracted the story the following day and ran the text of Mr. Becker's remarks affecting Federal Airways.

**Misquoted, Says Becker, Submitting File to FCC**

THE IDEAL RELIGIOUS PROGRAM

**Moody Institute Survey Reveals Music-Dramatic Combination Is Preferred**

IN AN EFFORT to determine what constitutes the "ideal" religious program, WMIB, the Moody Bible Institute station, Chicago, sent questionnaires to 600 station managers throughout the country. More than 500 of the queries, which contained 20 questions and outlined every possibility for religious programs, were returned.

In the matter of music, the managers expressed a preference for variety, including original compositions, played without orchestration. Their votes indicated a desire for vocal rather than instrumental music, except for organ or novachord. In dramatics the portrayal of deep, personal religious experiences and the re-enactment of unusual situations in which the Bible has played a part, the dramatization of Bible stories, and portrayals built around well-known hymns, were preferred. Almost half the votes were against sermons, and those who did vote in the affirmative qualified their answer by asking for brevity.

Based on these replies, the ideal program, according to the Moody Institute, consists of a combination of music and dramatics, with music predominating.

Having compiled this information, the Institute is now working on a script for a series of five radio programs that will be broadcast over stations free of charge to be used once-weekly on a sustaining basis.

**Nielsen Honored For Radio Study**

Audimeter Is Main Factor in Award by Chicago Group

FIFTEEN awards for excellence in advertising were made by the Chicago Advertising Club, March 21, in the first of a series of annual awards devised to provide recognition for advertising talent. Competition was limited to work created and produced in Chicago for 1939.

The major award, issued to the man or woman who has done most in bringing recognition to Chicago, an award went to C. A. Nielsen, president of the A.C. Nielsen Co., market analysts. Nielsen has pioneered in many research techniques, but won the award principally for his new system of checking the effectiveness of radio advertising.

**Audimeter Research**

Basic of the technique is the Audimeter, developed by the Nielsen Co., [Broadcasting, May 15, 1939]. The Audimeter is a small microphone placed in each of a few radio sets belonging to a scientifically selected sampling of radio listeners. The instrument is tuned to a station and the exact time when these programs are tuned in or out. Use of the instrument is combined with inventories of consumer purchases.

In addition to the major award, proficiency in five other categories received recognition. They were listed under the headings of radio, national advertising, direct mail, mail order and Chicago retail.

**Radio Award for 'Fibber'**

In radio, C. S. Johnson & Son won first place for its Fibber McGee & Molly show on NBC-Bed. (Although this program has since moved to the West Coast, it was worked on by Broadcast Advertising, Chicago most of 1939.) Special acknowledgment was given to Newhouse, Land and Son, advertising agency, in production of the program, and to William Connolly of S. C. Johnson & Son.

Winners were announced and awards presented by E. R. Richer, chairman of the award committees. Assisting Mr. Richer with the judging were Walther Buchen, president of the Buchen Co., Chicago advertising agency; Emmons Carlin, advertising director and promotion manager of NBC-Chicago; Leo Burnett, president of the agency whose name he has; G. H. Cray, Jr., Fibber McGee & Molly; John Gibson of Western Electric; M. B. Herbert, advertising manager of the Celotex Corp.; L. E. Meyer, advertising manager of Internationa Cello-Cotton Products; Leo Nejelski, assistant promotion manager of The PepsiCo.; Fred Pabst, research director, Pabst; Carson, Pin & Scott, Chicago retail department store. Glen Goddard, advertising director of LaSalle Bank, Chicago, also present.

The major award presented to Mr. Nielsen was a polished wood trophy designed and hand-carved by Leo Wolf, Chicago artist. Other awards were encased scrolls.
Children should be seen and not heard!

From Canada to Mexico 1,913,588 families read what's on KGO and KPO tonight.

Newspapers don't give away precious space just for fun. So when 72 western dailies, with a combined circulation of 1,913,588, carry the schedules of KGO and KPO, there must be a reason. And there is.

These NBC outlets can be heard in Nanaimo, British Columbia . . . and in Nogales, Arizona. That they are listened to regularly in these cities (and in 44 other metropolitan areas in 30 counties, in 5 states and Canada) is evident—or they wouldn't appear in the radio logs.

No other San Francisco station can approach this total. No other is expected to, for KGO and KPO are the most powerful stations in the San Francisco Bay Region.

When KGO and KPO go on the air it's news in the West. When KGO or KPO transmits your program, you get this plus value of millions of impressions—and you get one whale of a market.

*Checked by Allen's Press Clipping Bureau.
An Old Dog Learns New Sales Tricks

By SYDNEY KLEEMAN

Secretary-Treasurer, Frankenberger & Co., Charleston, W. Va.

Five men sat around the table; two above 60, three below 30. The tension grew sharp and at times bitter. Then one man with grey hair spoke. It's true, we've been getting along pretty well, but what about you, without radio, but it's worth a trial!—and so it was! A trial it would be.

But how would we put radio on trial? What did we want radio to accomplish for us? Did we want merely the glory of a grand program with more publicity and goodwill tacked on for good measure to what we believed we already possessed, a vehicle for some individual's personal expression or an outlet for personal glorification of someone's theory? No, we would have none of that.

Five Objectives

Our objectives were definitely crystallized, as clearly defined as the basic elements in the chemist's formula:

1. To increase our distribution by means of direct radio sale.
2. To broaden our trading area.
3. To increase the density of our ads in our contiguous territory.
4. To pyramid our goodwill in institutional advertising.
5. Above all to publish and sell our institution to the people of Charleston and southern West Virginia.

To obtain these objectives as quickly as possible, we immediately began searching for a program that would represent our store in every way.

Our conclusion was that a sports program would have all the necessary characteristics. Our research also provided us with an additional definite conclusion: that no "connection" in sport entertainment, whether in the form of a radio program or in the form of material surrounding of composition of daily and weekly source to be molded and changed according to the demand of the radio audience and with the opportunity for the injection of any new ideas.

Our Swan Song, "Win or Lose, Be a Good Sport," as well as our well-planned featured pillars of each day's entertainment changes little. The time is 6:15-6:30 p.m. Monday to Saturday inclusive, over WCHS. Budget allotment for radio is 20 cents per 100 of our entire advertising program.

Special Features

We have injected features such as "Year's Ago in Sports", in which each week we celebrate the anniversary of our oldest employees in one store, tying it with some sporting event in the year in which the employee entered our store.

Another regular feature is a "Salute to the Cities", in which some prominent athlete or sportman in a nearby city or community is saluted for his promotion or achievement in the athletic world. A four-minute description is given to his record and also a one-minute historical background of the community in which he grew up.

Each month our executive staff, in coordination with the production department of WCHS, holds a radio clinic. The objective is to eliminate the useless, boil down the ambiguous, simplify the routine parts of the show and the commercial, adding and subtracting to our program. Radio is new and the application of radio advertising and its merchandising interparts are still newer and it has little precedent or formula to follow.

To illustrate, it is generally recognized that certain size newspaper ads, combined with counter cards and window display, sales demonstrations and national advertising, will produce certain results. Radio thus far, with its application to retail advertising, has relatively no stereotype or canned procedure to insure its success and, therefore, each program in merchandising application is an experiment and its sponsors must explore research and investigate to find the few laurels that it has earned.

This fact must not be forgotten: The entire program must be sold to the store's employees who must be told that their program represents them and their store at all times and through invitations to various broadcasts to show their program at the studio and at special broadcasts at their annual banquet. They are sold upon "wearing the Sport's coat sleeve" and left. Did it pay? Will Frankenberger keep using radio? Tune-in to these columns at once for the answer.

Store Satisfied There's Something To This Radio Business

Each month our executive staff, in coordination with the production department of WCHS, holds a radio clinic. The objective is to eliminate the useless, boil down the ambiguous, simplify the routine parts of the show and the commercial, adding and subtracting to our program. Radio is new and the application of radio advertising and its merchandising interparts are still newer and it has little precedent or formula to follow.

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Indiana's Radio Preference Is Best Reflected in The New Studios Of

**W I R E**

**INDIANAPOLIS**

WIRE is now displaying to thousands of Indiana people its new studios and offices ($100,000.00 worth of them) occupying the top floor of the Claypool Hotel in the heart of downtown Indianapolis. WIRE is happy to dedicate them to better serving the large listener-audience that has made them possible. Surely, these new studios combine with the fine new RCA transmitter (recently completed) to best reflect the opinion of the legions of WIRE listeners who have made this their favorite radio station.

These listeners and their faithful response to the messages of WIRE advertisers account for the fact that WIRE is scheduling three times the number of local commercial programs and twice the number of national spot commercial programs of any other Indianapolis station.

We're mighty proud of the position we occupy in Indiana and we pledge continued effort to maintaining our reputation as "Indiana's Favorite Station".

**Day**  - 5000 WATTS -  **Night**

**INDIANA'S ONLY BASIC STATION OF THE NBC RED NETWORK**

*Mutual Broadcasting System*

Represented Nationally By GEO. P. HOLLINGBERY Company
Radio Educators Prepare Agenda

11th Institute to Be Held at Columbus April 29-May 1

AT THE 11th Institute for Education to be held April 29-May 1 at Ohio State U, Columbus, Chairman James Lawrence Fly, of the FCC, Frank E. Kirby, president, Ed Kirby of the NAB, George V. Denny, of Town Meeting of the Air, and Lyon Hurley, of People Platform, will be among the speakers.

Chairman Fly will speak at the annual banquet on April 30 with Judith Waller, NBC western education director, presiding. Mr. Kirby will address the convention on controversial issues, with A. Schecter, NBC news editor and special events director, presiding.

Other roundtable subjects include Writing for Radio, Production Workshops, Educational Script Exchanges, Recording for School Use and Engineering.

Among other speakers are George D. K. Brown, NAB international division, and Leonard Power, research coordinator of the Federal Radio Education Committee.

Personnel Meeting

Mr. Denny will preside at a session on adult education. Mr. Mason will preside at a session devoted to pre-professional training of radio personnel. H. M. Beville Jr., NBC research manager, will be chairman of a work study group discussing research in educational programs and Walter G. Westman, present to the vice-president in charge of programs, will be chairman of a working group on the opening day of the institute.

San Francisco Foundation Vital to Child Programs

SUCCESSFUL radio programs for children must combine elements which are not only aimed at entertaining the youngster but which are safe, sound and good for him, according to Dr. John B. Morgan, professor of educational psychology at the University of California. Mr. Morgan, who is the supervisor for the Little Orphan Annie broadcasts heard over 65 stations in the Mutual Broadcasting System, said: "The critical faculties of children," Dr. Morgan said, "are often keenest when they are entranced. Therefore plot, characterization, suspense, drama and certainly humor are not excluded. What's important is the sound and ground. When this rule is followed, the show is not only attractive to the child, it helps him build his own character, and he learns from the characters in the show."

Radio Manufacturers Assn. will hold its annual convention June 11 and 12 at the Ritz-Carlton Hotel and June 11-14, both in the Stevens Hotel, Chicago.

New Stations Authorized by the FCC During First Three Months of 1940

ALABAMA

WCHO, Opelika—Opelika-Auburn Broadcasting Co.; partnership of Thomas Leaming, owner; T. D. Bolen, general manager; O. E. Samford, insurance man; J. H. Orr, auto dealer, all of Opelika.

KPHO, Phoenix—Interaction to M. C. Reede, president, Mutual Broadcasting Society of Phoenix, Granted Jan. 25; 100,000 watts and 250 days on 1420 kc.

ARIZONA

KPHO, Phoenix—Interaction to M. C. Reede, president, Mutual Broadcasting Society of Phoenix, Granted Jan. 25; 100,000 watts and 250 days on 1420 kc.

CALIFORNIA

KMYC, Marysville—CIPA to Marysville Broadcasting Co., Incorporated, Max E. Thomas, publisher of Marysville & Rolls City Advance, general manager; J. H. Hook, sales and promotion manager; Dr. Peter McCleary, secretary of the Merced Sesquicentennial, vice-president; Granted Jan. 18; 100,000 watts on 1420 kc.

DISTRICT OF COLUMBIA

WINX, Washington—CIPA to Lawrence J. Keller, attorney, Granted Feb. 13; 250,000 watts on 1370 kc.

FLORIDA

WLOF, Orlando—CIPA to Hazelwood Inc.; George B. Hille, civil engineer and attorney, Granted Jan. 10; 100,000 watts and 250 days on 1440 kc.

GEORGIA

WGOV, Valdosta—Interaction to K. D. L. Rivers, Governor of Georgia, Granted Feb. 7; 100,000 watts and 250 days on 1420 kc.

MINNESOTA

WLQI, Minneapolis—CIPA to Independent Broadcasting Co., Inc., David C. Devaney, attorney, president, 66.4% stockholder; Joseph D. Lien, attorney, 22% stockholder; Thomas O. Kachel, attorney, vice-president, 5% stockholder; Wm. Joe Sears, Jacksonville, vice-president; Granted Feb. 10; 250,000 watts on 1200 kc.

NEW YORK

WCKB, Rochester—Opelika-Auburn Broadcasting Co.; partnership of Thomas Leaming, owner; T. D. Bolen, general manager; O. E. Samford, insurance man; J. H. Orr, auto dealer, all of Opelika.

WACX, Alvin—Interaction to S. W. Tidwell, attorney, Granted Jan. 10; 100,000 watts and 250 days on 1420 kc.

WEST VIRGINIA

WLOG, Logan—CIPA to Clarence H. Fray and Robert O. Greer; partnership of Clarence H. Fray, attorney, operator, and Robert O. Greer, mine payroll clerk, Granted Jan. 25; 100,000 watts and 250 days on 1420 kc.

PUERTO RICO

WJGI, San Juan—Interaction to Puerto Rico Advertising Co., Inc.; Ralph Perez Perry, consulting engineer, secretary, 49.9% stockholder; Andres Camara, broadcaster, president, 25% stockholder; Esperanza Vd. de Defilo, 50 shares. Granted March 12; 250,000 watts on 1500 kc.

THOUGH he came to this country from England more than 13 years ago, he has been able to maintain his Irish descent as manager of N.B.C., still follows the English custom of having his tea in the afternoon. At the stoke of four each day all office activity ceased while Jimmy’s tea is served by his secretary, May Coyne. Jokes are told according to Mr. Denny’s own story, that the custom was instituted by Miss Coyne, who is of Irish descent.

IN COOPERATION with five elementary schools of the Monterey Peninsula in California, KDON, Monterey is presenting a regular weekly half-hour of transcribed music of the musicals in attendance to the classrooms. The music, selected by the instructors themselves, consists of typical excerpts of the works of one or sometimes two of the great contributors to the world’s finest musicals which are being studied at the time in the classroom.


CBS and the U. S. Office of Education are cooperating in a dramatic series Roof Over America designed to give the public a view of the world. The series started March 24, occupying 13 weeks of the 2:30 Sunday afternoon period of the NBC network in the Democracy in Action program.

KGPW, Kearney, Neb., is given an opportunity to join in the broadcasting activities of Nebraska State Teachers’ College, with A. Keith Cushing, college president, in a statement in the fall issue of the college’s Quarterly Bulletin, which is devoted largely to radio and speech activities.

SYMPOSIUM of interviews with South Dakota public officials on the Jobs and Your Government series carried by WNAI, Yankton, has been published as a mimeographed booklet by the Governmental Research Bureau of the State of South Dakota.

The “State Government” booklet is the first of a series to be published by the Bureau following up the radio series, started by WNAI in cooperation with the University to supplement U. S. Office of Education descriptive of the functions of Federal agencies.

STERLING FISHER, CBS director of education, is writing two volumes on the problems and practice of radio education, both to be published by McGraw-Hill Publishing Co., New York, probably early this fall. The tentative titles are The World’s Biggest Classroom and Adult Education by Radio.

BULL sessions of students at Youngstown College are broadcast by WKIP, Youngstown, Ohio, from studio four, Dr. Henry H. Rowell, station director, serving as moderator.

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Radio and Education

Radio Manufacturers Assn. will hold its annual convention June 11 and 12 at the Ritz-Carlton Hotel and June 11-14, both in the Stevens Hotel, Chicago.
New NBC Listener's Aid Service wins overwhelming public approval! In only 5 months, more than a million paid orders have been received for Aids that stimulate listener interest and serve as a permanent record of NBC Public Service Programs!

On the Main Streets of the whole country, and on the farms as well, live millions whose enthusiastic interest in NBC Public Service Programs prompted us, not long ago, to inaugurate a new service to the public—Listener's Aids.

This service consists of booklets and pamphlets that stimulate interest in NBC's Public Service Programs. They provide listeners with a permanent record of the programs . . . "gone, but not forgotten." They expand on the program subjects, and impart extra knowledge. Among the many users are students, teachers and adult groups.

In only 5 months, this new NBC public service has achieved outstanding success. Despite the fact that listeners are required to spend from a dime to a dollar for the published material, well over a million pieces have been ordered.

Most popular of the Aids, which cover such subjects as current events, politics, history, human nature, drama, poetry, art and music appreciation, are these: Reprints of "America's Town Meeting of the Air," Reprints of "Chicago Round Table" discussions, "Pilgrimage of Poetry," based on Ted Malone broadcasts, "Art for Your Sake," color reproductions based on program of same name, and "NBC Music Appreciation Hour" students' work charts and teachers' manuals.

NBC Listener's Aids are another proof that NBC solemnly regards radio as a public service . . . is always eager to perform its duty in behalf of the public interest.
Radio Attorneys Comment on Supreme Court Decision

PHILIP J. HENNESSEY Jr.  
President  
Federal Communications Bar Assn.

A SPEEDY resolution of the Nelsen Bros. case and the three decisions of the U. S. Supreme Court at this session with Communications Act in the interval, might be expected to be consonant with high policy in broadcasting. The Pottsville and Heitmeier cases emphasize the point of the Supreme Court's authority and its responsibility. The Court has now established new and independent responsibility directly to the public interest. It is important both for the Commission and to the Congress that the standard be understood as a developing one, not intended to be applied to particular sets of facts be reviewed, from time to time, in court proceedings. The Sanders decision provides for that.

JOHN W. KENDALL  
Associate, Ben S. Fisher

AN EXCELLENT decision was definitely settling the so-called "economic question" in broadcasting. How the Commission will interpret certain of the court's statements remains to be seen. The present hearing that the decision will have upon intervention by existing stations in cases involving new facilities in the community still seems a matter of conjecture.

Inasmuch as the court recognizes "competition" as a matter not to be disregarded, I think the most important element of the applicant to provide adequate service and to have the courts support these existing stations will be permitting the partial consideration to the Commission of new facilities for their respective communities.

BORACE L. LOHNS

THE DECISION is clear that economic injury is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license to a newcomer in the field. The court emphasized that Congress intended to leave competition and the problems of broadcasting to the courts and to the public, but the question of competition is not to be disregarded. The court, therefore, emphasized the responsibility of the Commission because the competitive factor may show that both stations, as well as the applicant, are "sitting on a go-under" with an adverse effect upon the licensing agency as well as in the field of the business in the field may require both stations to render inadequate service. The question as to whether or not an existing station has a right to intervene to bring these facts to the attention of the Commission is not decided, but the existing station does have the required standing to appeal and raise any relevant question of law.

WILLIAM A. PORTER

The Commission need no longer concern itself with the purely private effect of competition between an existing station and a proposed station. When the effect of such competition is public and serves the public's interest, its effect may take on the attention of the court as a necessary matter.

An existing station claiming economic injury may maintain an appeal, not because it may thereby secure a redress of its private injury, but because an appeal may bring to the attention of the court errors of law committed by the Commission, and the appeal may be instrumental in bringing about a redress of a public injury.

FRANK D. SCOTT

THE Supreme Court decision in the Sanders Brothers case does not appear to subject to serious criticism. The frequent repetition of the phrase "economic interest, convenience and necessity" in the Communications Act can leave little doubt that this is the basic yardstick in determining the need for radio service in any community, or the enlargement or diminishment of radio broadcasting in any community. The economic interest of a station would therefore be the "injury" or merit consideration independent of public interest. The court pointed out that competition is an economic interest of a station, but not independent of the "public interest." The court differentiates between the licensee as an individual, as a member of the "principle" of the public. The economic interest of a poorly managed station, renewal of 

Arthur M. Scharfeld

THE DECISION of the Supreme Court in the Sanders Brothers case represents a substantial victory for the American System of broadcasting under which stations may engage in full and free competition without superintendence by the Communications Commission of programs, business management or policy. Although the Communications Act provides for consideration to such factors by requiring information to be filed by licensees as well as applicants, it may be assumed that now, in accordance with the decision, the Commission will limit itself to questions of interference, technical and financial qualifications, and competency of applicants to make proper and correct use of the assigned channel. It is significant that at the Supreme Court the acceptance of the theory of "public interest" as the sole test for licensing has been rejected.

No one, however, can plausibly contend that the Commission should issue so many licenses in any area that nobody can serve the public. Nor can anyone say that the court has deprived licensees or even listeners in the public. "To date," as one of the court's opinions dealing with the particular facts of the Sanders Bros. case.

Paul M. Segal

I HAVE never heard anybody seriously argue that the Commission could not or should not give a license merely because B would make less money as a result than A. Nor have I ever heard anyone plausibly contend that the Commission should issue so many licenses in any area that nobody can serve the public. Nor can anyone say that the court has deprived licensees or even the public.

Now that these burning truths have been established, I hope everybody can go back to work.

Paul D. Spearman

THE OPINION of Mr. Justice Roberts in Federal Communications Commission v. Sanders Brothers, Inc., 347 U. S. 473 (1954), decides and holds:

1. That the licensees of a broadcast station may not appeal to the court from a decision of the Commission which might result in loss or diminution of their present assignments and to be free from competition but, subject to the rule of the theory of economic injury to him arising from competition and consequent diminution of revenue resulting from this injury to the listening public by depreciating

While Amos 'n' Andy (Freeman Gosden and Charles Correll) celebrated 12 years in radio on March 19, the event was marked by a variety of promotion activities. Among those participating were (1 to r) Mary Garvin, Hollywood manager of Ward Wheelock Co., agency servicing the account; Freeman Gosden (Amps); Charles Correll (Andy) and Donald W. Thornburgh, CBS Pacific V-P.

George O. Sutton

THE DECISION of the Supreme Court in the Sanders Brothers case is not a one-way ticket to Utopia for either the Commission, the broadcasters, or the public. The present hearing by the court of last resort that the power vested in the Commission is not a power of life or death, because this power cannot be reduced or enlarged by any unwise legislative action adopted by Congress or used by Congress in the Communications Act.

The court again reiterates another well-settled principle of law. Congress cannot by a statute confer on the court the power to review the decisions of any administrative agency which is created. In the present case the court had no power to review or rehear the decision of the Commission, and the court can only review the Commission. In the present case the court can only review the Commission's decision and the court cannot be circumvented, neither can the law be changed on the basis that this right be rendered meaningless. W. Theodore Pierson

THE ONE clear thing that seems to result from the opinion is that anyone likely to suffer economic injury can open the door to the Court of Appeals, not to redress his own injury, but to right a public wrong. Each party becomes a public prosecutor, as it were. The Supreme Court is doing something new in our constitutional law.

The court's opinion was clear that broadcasters have no right to be free from competition. Their contention that "to survive or expand," must have the effect of making their programs attractive to the public. Had the decision stopped there, the situation would still be one of not economic injury to competing facilities is a proper issue before the Commission would have been finally settled.

The court immediately upset the whole matter, however, by a dictum pointing to certain situations where the effect of economic injury upon competitors might become a matter of public issue. It has been legally sound to ignore the dictum and remember that the court did not decide anything in the case where the existing station was losing money and might even lose 50% of its accounts and yet be entitled to the conclusion that it was not necessary for the Commission to determine the effect of economic injury or the diminution of the economic injury that might result to the station or to the public by the granting of a license for an additional station. It may be that the court's dictum is a matter of Sanders Brothers' case. However, I can think of nothing on this particular point and I would have to defer to a technical deplecting.

Page 48 • April 1, 1940
The old saying "The proof of the pudding is in the eating" goes for radio stations, too. The proof of the sales potency of KGW and KEX in the prosperous Pacific Northwest is in the results obtained by those who are using these stations.

As a matter of record, we quote from the following typical local examples:

**Furniture**
"We credit our KGW-KEX radio advertising as the principal factor in our sales increase. You give us thorough coverage of suburban as well as city areas."
—Gevuritz Furniture Co.

**Women's Apparel**
"KGW has been a decided factor in helping us merchandise our store to the style-conscious women of Portland."
—Obus. F. Berg, Inc.

**Flowers**
"We are renewing our contract for the 7th year because KGW has brought us so many new customers."
—Nick's Flower Home.

**Bread**
"We are very enthusiastic about the results we are getting from our morning program to women, over KEX."
—Davidson Baking Co.

**Automobiles**
"The major advertising factor in the growth of our business has been the use of KGW spots every night for the past three years."
—Ray Barnett Motors, Inc.

**Pianos**
"KEX has pulled our sales cost down and pushed our sales volume up. Time and again we have cleared our floor of used pianos by means of our broadcasts."
—United Piano Co.

What KGW and KEX is doing for these and other advertisers it can do for you. To reach responsive minds and pocketbooks in the rich Oregon Market where surveys show that 95% of the homes have radios, use the stations of The Oregonian—KGW and KEX.
When you think of

NEW ORLEANS

you think of:

French Cuisine

and

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

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

Television Hearings Reopen April 8
(Continued from page 22)

RCA's Extensive Plans

The action came at a time when RCA and its 100% subsidiary, NBC, were digging in for an all-front visual radio campaign. To assure audience, it had cut receiver prices sharply and had stepped up the schedule of its Empire State transmitter in New York. Applications also had been filed for stations in such key cities as Washington, Chicago and Philadelphia, with the immediate objective of testing network television with ultra-high frequency relays in lieu of coaxial cable. Experimental commercials were arranged, so that when Sept, 1 rolled around and the new limited commercial rule became effective, it could immediately start to recapture a portion of its programming costs under Class II (limited commercial) station operation.

This entire project goes into the discard—at least until the Commission alters its rules or unless intervention from higher places occurs. The first action of RCA—Victor officials was to cancel all advertising copy relating to television scheduled to run in newspapers and magazines. Production at Camden of receivers, it is understood, likewise was tapered off.

Mr. Sarnoff, at White Sulphur Springs on a holiday when the FCC made its Saturday noon announcement, was flabbergasted. So were other RCA-NBC officials, who had no inkling of the FCC attitude and who probably had reason to believe that at least several of the commissioners knew of the promotional activity.

"I am amazed at the action of the Commission," Mr. Sarnoff said. "We have spent nearly $10,000,000 in developing television and in trying to create a new art and a new industry. We thought that we were proceeding exactly in accordance with the order on this subject recently adopted by the Commission."

RCA, in the final showdown, decide to drop television stockholders of that company will suffer a terrific loss. Moreover, some 1,000 employees assigned exclusively to television, including the staff of W2XBS, NBC outlet in New York, as well as other video specialists, would be promptly affected.

Promotional Drive

The discussion within the FCC on the new action developed March 22 at an FCC meeting scheduled late in the week because of the hearings on frequency modulation. The main allocation issue at these FM hearings is the assignment of one of the seven television bands for FM, which RCA is strongly resisting. In some quarters it was felt this situation played a part in the decision to reopen the television hearings. But the FCC and the program do not interweave. In a policy decision the FCC must eventually make on allocations of facilities to each service.

It was reported that the question was first raised two or three days earlier by Commissioner Walker, an ardent advocate of strong regulation, who called the Commission's attention to the RCA Mfg. Co. advertising in newspapers and trade with dealer tie-in ads promoting sales in the New York area. Because the public was not advised that television is experimental and that the sets may not be useful in the future, and because the prices were cut substantially, Commissioner Walker is said to have taken the view that the Commission's regulations were being flouted. Chairman Fly is understood to have supported this view, and Commissioner Thompson apparently was a ready ally. Commissioner Brown's vote was a surprise since he has teamed with Commissioner Craven on television. It is understood Col. Brown urged an early hearing so the issue might be cleared up as quickly as possible.

Suggests FTC Might Act

Whereas the majority contended that the RCA advertising was unethical, Commissioner Craven took the position that even if such were the case, it was a Federal Trade Commission and not an FCC matter. It also was reported that one group felt the advertising did not tell the whole story, and therefore was faulty. The question of jurisdiction was debated well into the evening and, even after the vote, there was talk of modification of the action.

The subject of merchandising and advertising was fully discussed during the hearings before the Commission Jan. 15-23, which led to the adoption of the report authorizing "limited commercial" operation Sept. 1, and thereby giving television what amounted to a "green light!" At that time it was argued the Commission has no jurisdiction over merchandising and advertising, and some question was raised about limited rather than full commercial operation. RCA, however, voiced no protest against the limited category in its anxiety to open the field and begin large scale television activity through NBC, along with sales activity through RCA Mfg. Co.

IN ADDITION to leading companies setting new local stations in Key West, Fort Pierce and Hollywood, Florida (Broadcasting, March 1), former Gov. David Scholtz of Florida was disclosed in an application to the FCC March 21 as president of a company seeking a new 300-watt outlet on 880 kc. in Tampa.
ORDER NO. 65
WHEREAS, the Commission on Jan. 15 to 23, 1940, held extensive public hearings preliminary to the promulgation of rules and regulations governing television broadcast stations; and
WHEREAS, on Feb. 29, 1940, as a result of study of the general problems involved and after consideration of the record made during said public hearings, the Commission found as follows regarding the present state of the art of television; and
WHEREAS, in said report, the Commission found as follows: "Actual demonstrations to members of the Commission indicate the need for further improvement in the technical quality of television. The evidence before the Commission reveals a substantial possibility that the art may be on the threshold of significant advances. Research in fact does and should continue in significant phases of the field. ** The issuance or acceptance of transmission standards by the Commission, especially in combination with the more extensive experimental program service which will in all probability develop under these rules, would have a tendency to stimulate activity on the part both of manufacturers and the public in the sale and purchase of receivers for home use. It is inescapable that this commercial activity inspired and then reinforced by the existence of Commission standards would cause a blatem of research. To a greater or lesser extent, the arc-remote tend to be frozen at that point. Even more important, nothing should be done which will discourage investment in receivers which, by reason of technical advances which ultimately introduced, may become obsolete in a relatively short time.** * * *

It will be realized, ** that the loss to the public by premature purchase in a rapidly advancing field might be in a relatively short period exceed many times the present total cost of research."
WHEREAS, on Feb. 29, 1940, accompanying said report, the Commission also issued rules governing television broadcast stations, providing for two types of experimental television stations; and
WHEREAS, since the issuance of said report and rules, certain promotional activities in connection with the sale of television transmission and receiving equipment have been engaged in by the Radio Corp. of America in connection with, for or on behalf of, subsidiaries or subsidiaries of said corporation which are licensees of experimental television broadcast stations; and
WHEREAS, said promotional activities may be detrimental to the public interest by unduly retarding research and experimentation and the achievement of higher standards for television transmission; and
WHEREAS, additional rules and regulations or revisions or amendments of the rules adopted Feb. 29, 1940, may be necessary in order to promote experimental uses of frequencies for television service and to encourage the larger and more efficient use of radio for television service in the public interest;

NOW, THEREFORE, It is ordered, that a further hearing be held beginning April 8, 1940, to determine whether research and experimentation and the achievement of higher standards for television transmission are being unduly retarded by the action of the Radio Corp. of America or its subsidiaries, or any other licence, requiring any additions, modifications, revisions, or amendments of the rules adopted Feb. 29, 1940, governing television broadcast stations, or other action by the Commission; and whether the effective date for the beginning of limited commercial operations set forth in Section 4.73 Subsection (b) of the Commission's Rules and Regulations should be changed from Sept. 1, 1940, to some subsequent date.

IT IS FURTHER ORDERED, that Section 4.73 Subsection (b) of the Commission's Rules and Regulations be suspended pending further order of the

CBS Stock Taken Up
ALL of the CBS stock offered to the public March 14 was sold after the close of the market that day, according to an announcement by Harryman Ripley & Co., which headed a group of underwriters for the stock including Lehman Brothers, Glore, Forgan & Co., and W. E. Hutton & Co. (Broadcasting, March 1.) Stock sold consisted of 20,000 shares of Class A stock at 35 and 80,000 shares of Class B stock at 25,00 per value, and was sold at 25%.

FIRST West Coast sponsor to have a radio program telecast is Roma Wine Co., Lodi, Cal. (wines, grape juice), whose weekly Roma Wine World's Fair Party was broadcast over 35 Don Lee-Mutual Network stations and television simultaneously via W6XAO, Los Angeles, on March 2, from KHJ. While (1 to r) Art Linkletter, m.c. of the program, Gloria Nygard, vocalist and comedienne and C. W. Pierce, announcer-producer of Cesana & Associates, San Francisco agency servicing the account, chatted about re-opening of the Golden Gate International Exposition and put in their plugs for Roma wines, Nelson Edwards, telecameraman, focused his camera and released the program to television set owners in the Los Angeles area.

KOA, Denver, engineering staff, has developed a new "alarm clock" chimes, simulating the old grandfather clock, to use in broadcasting time signals.

The "home-town station" for almost two million people in three states.
MEMO... TO ADVERTISING MEN

WOR say... YOU NAME IT THROUGH TH

If you are vague about the World Library that WOR so generously praises, let us hasten to post you. It's a medium about which every advertising executive simply must be informed.

Suppose you were partial to Harry Horlick and his great band, and you wanted to go on the air tomorrow. You could. Because Harry Horlick records in World studios and the World stations listed at the right are prepared to broadcast 56 separate programs under the title “Harry Horlick Presents.” It is a brilliant series, professionally programmed, featuring both the Horlick orchestra and the Imperial Male Chorus.

World offers you wide variety in music and programming. Bands like Glen Gray’s and Jimmy Dorsey’s, Richard Himber’s and Frankie Masters’, and special groups like the great Magnante and his Car... different as 'mance,” or “World su... That the finest... stand ready with these p... And remem... World vert... perfect thin... Why not... tion at the n... complete lis...
**ADVERTISERS’ BLUE BOOK**

These stations enjoy exclusive local rights to the World Library—greatest repository of music ever recorded for radio—and their audiences enjoy vastly superior reception because these stations have installed the most sensitive and costly equipment designed especially for broadcasting World recordings. Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service stations.

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**RATED MARKETS**

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**AND WE’VE SOLD IT E WORLD LIBRARY**

regie Hall Accordion Quartet. Programs as widely “Bordertown Barbecue” and “Rendezvous with Ro-To-Nic Tunes” and “Siesta.”

plies its member stations with a constant stream of the latest in musical programming and our stations to serve the local, regional and national advertiser

ake the next and really illuminating step—an audien-est World station or World office? Ask to see the World shows. Pick one and let it speak for itself.

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**ASTING SYSTEM**

BRANCHES AT SAN FRANCISCO AND WASHINGTON
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone Gladstone 7533 • DAVID H. GICKMAN
Subscription Price: $3.00 per year—15c a copy • Copyright, 1940, by Broadcasting Publications, Inc.

ASCAP Rides Again

ASCAP didn’t do the unexpected. It’s still playing the broadcasters for suckers. It was that way in 1932 and again in 1935. The only difference is the over-all asking price, which increases by the size of a junior national debt each time. In ASCAP’s shell game all that’s necessary is to throw one industry group a chunk of red meat, sock the others and, when they are cut and bleeding, ride through the middle with skull and cross-bones aflutter. This may be indelicately expressed, but the fact is there is no other way to metaphor.

This time the $50,000,000-or-less independent is the object of ASCAP’s flirtation, after having been persecuted almost to extinction for nearly 10 years. Other stations, by virtue of the clearance at the source proposition, seemingly also would get concessions, with the networks—on paper—as the real fall guys. It’s smart baseball, if the ump isn’t looking.

Except for the smaller stations and for the networks, the ASCAP plan is strangely ambiguous. Who falls in what bracket seems open to negotiation—negotiations which will begin April 15, according to the command from Tin Pan Alley. And you get ‘em for 10 years this time if you take contracts while they’re hot. What do we think? Well, up to now copyright history is repeating itself. In 1932 ASCAP proposed clearance at the source, with the networks to pay 5% on all their revenue. But it didn’t turn that way. To think that the networks would absorb the present 7½% on their gross income under the new ASCAP asking price is foolhardy. They can’t, and continue the same operating scale. Realignment of compensation with affiliates sooner or later would be a foregone conclusion, if the present system of operation is to survive.

Let’s take a quick inventory. Assuming ASCAP’s success in melting the industry to the tune if proposes, it would mean an industry outgo of $7,500,000 to $10,000,000 a year for the use of ASCAP’s repertoire. ASCAP offers 10-year contracts. That means during the next decade the industry would shell out from $75,000,000 to $100,000,000 to ASCAP and its none-too-happy publishers for the right to help them sell sheet music and records and get radio, stage and other engagements.

Now what is to be lost by taking a little time to sleep on the ASCAP proposition? It can’t recant on the offer to the independents because it has admitted it has done them wrong for lo, these many years. Network affiliates, whatever their grievances with headquarters, can’t hope to win on all scores—not after the rude awakenings of 1932 and 1935. It seems rather idle to talk again about a united industry, after so many past splits, but that’s the only salvation.

As long as we can remember NAB conventions, broadcasters have resolved for a “pay-as-you-use” method of royalty, whatever the figure. A necessary part of such a plan is clearance at the source. ASCAP has blandly adopted the clearance provision, and dismisses the “negotiations” without ever having discussed it with a representative industry group. It has excluded NAB from its conversations by the same snubbing tactics it employed in 1932 and 1935. Obviously, it means to negotiate individually with stations or small groups, if it can, because it fears the impact of a united industry. To us it seems clear that if the “per program” formula is to be attained it can only be through a strong industry committee with the power to act for all.

In 1932 it was Oswald F. Schuette, then NAB copyright negotiator, who became the butt of ASCAP’s tormenting tactics, and kept it in its act of perpetual rage. In 1935 it was James W. Baldwin, NAB managing director. Now its NAB President Neville Miller, CBS Executive Vice-President Edward Klauber and Broadcast Music Inc. But there is a difference. The industry is stronger and wiser, and, if advance signs mean anything, it is willing to engage in a finish fight.

Nearly 300 broadcasters are in Broadcast Music Inc., making the third attempt to set up an industry music supply. ASCAP doesn’t like BMI. The derisive comments of Gene Buck indicate that. Which makes us feel that maybe BMI is the salvation after all.

We recall Warner Bros. pulling out of ASCAP in 1936 with about 25% of ASCAP’s popular catalog. We recall its return to the fold after the networks and many stations refrained from performing its music while a series of WB musical colossals flopped because the public hadn’t heard the numbers. The important ASCAP publishing houses are movie-dominated. ASCAP prestige, despite its bleeding of radio, is a pittance to the Hollywood producers, who gauge their music as a by-product of the movies. They use it (and plug for radio performance) to attract box-office.

As we see the broad picture, the networks must give BMI everything they’ve got to break the ASCAP stranglehold. That may mean ASCAP music will not be named over the networks effective next Jan. 1. And that would mean a tobogganing of the popularity of ASCAP’s repertoire, for it is a truism that nothing is dearer than an unperformed tune. Will the motion picture music publishing subsidiaries be satisfied with that?

ASCAP has started out on a high-handed basis, repeating the past. It will wax more truculent as time marches on because that technique has worked before, and because it can wave that $250-per-infringement-law in the face of every broadcaster. It has already begun to abuse key individuals dealing for the broadcasters after refusing to negotiate a copyright committee of NAB. It’s the identical song and dance, with a few of the personalities changed, and the inevitably higher asking price.

However attractive the bait might be, we think it would be a serious mistake to flop at this stage. The composite industry has a fighting chance without ASCAP’s music. It would be a complete surrender to accept the untenable over-all terms. There just isn’t any reason for a stampede. Besides, who knows, Uncle Sam may yet see fit to do something about that be-whiskered anti-trust suit against ASCAP still on the books in New York.

’Pulitzer’ Awards

THIS 20th year since modern broadcasting began its phenomenal rise to national social status comes a particularly appropriate time for recognition of a new sort. Unlike other arts and professions, radio has never been honored with awards for merit of the kind represented by the Pulitzer award for journalism and letters. Since radio in some of its important aspects is audible journalism, the move on the part of the University of Georgia, prompted largely by the veteran Lambdin Kay of WSB, is in the right direction.

The Pulitzer awards themselves also have a golden opportunity not only to prove that the breach between radio and the press has been healed entirely but to give proper recognition to audible journalism. Judged by a group of outstanding figures in public and professional life, these annual prizes are the most coveted in American journalism, literature and the theatre. Radio partakes of all three, and it would be a simple matter for the Pulitzer board to broaden its scope by including radio achievements for annual awards. The board meets this month, and we urge the proper authorities to announce that radio awards will begin next year. Old Joe Pulitzer, whose able son as a radio station owner has shown a keen appreciation of the importance of radio, would, we think, seize upon the opportunity.
EDWARD WILLIAM WOOL, Jr.

WHEN, last month, Edward William Wool Jr. moved his headquarters from Chicago's Tribune Tower to 1440 Broadway in Manhattan as the first incumbent of the salesmanship of MBS, the story might have been headed "Return of the Native" or "Local Boy Makes Good". For Ed Wool is one of that seldom-seen species, the born and bred New Yorker.

To get the vital statistics over with let's record here and now that Ed was born just 36 years ago, come next month. He attended New York's public grammar and high schools and New York U. In college he majored in Latin, with extra-curricular attention to dramatics and to various editorial jobs on the school publications. It was only after his graduation that a kind friend, deciding that Ed was now old enough, introduced him to the facts of advertising life, starting a romance that in 15 years has never missed a beat. On, to express it more prosaically, Ed's first job was in advertising; he liked the field and he's still in it.

After the Tribune, a good trade paper in the export field, Ed in 1926 became New York advertising representative of the European edition of the Chicago Tribune. For three years he sold advertisers on the idea that, since all Americans with enough money to buy anything had moved to Europe, the best way to secure their patronage was to advertise in the paper they read over there. Then came 1929. Something happened to the stock market; dividends disappeared; Americans in Europe came home; those who were already at home stayed here, and Ed was transferred to Chicago as a member of the Tribune's advertising staff.

In 1930 he left the paper to sell space for True Story magazine, but a couple of years later he returned to the Tribune fold as a salesman for the newspaper's radio station, WGN, Chicago. Late in 1932 Ed went back to New York to open and head a sales office there for the station. This venture proved so successful that in 1935 he was again transferred to Chicago, this time as sales manager of WGN.

In January, 1940, the Mutual Broadcasting System underwent a reorganization. In February, at the first meeting of the new board of directors, a decision was made to divide the duties of the general manager and to create, out of that, that of sales manager. The job called for a man of proven ability both as a salesman and an executive, for a thorough knowledge of radio and for an intimate acquaintance with Mutual policies and procedures. Since WGN had been one of the founders and co-managers of MBS, the sales manager of that station was an obvious choice for the position and so, in mid-March, Ed Wool returned to New York.

Handsome, cheerful and friendly without carrying any of those haphazard traits to objectionable extremes, Ed is a sociable sort of person who is inclined to spend more time in the offices of his clients than in his own. A man that may explain his extra-successful sales record. The kind of a leader who actually leads his men in the field rather than directing them from a sealed office, Ed in his first week in New York had no time to get settled in his new quarters, but had become intimately involved in a number of solicitations for new business for Mutual.

Married to the former Esther Edel of Winsted-Salem, Ed is the father of a boy, Edward William Wood 3d, who will be 5 in May. Though an enthusiastic golfer, Ed spends more time following sports, and whenever a major fight, meet, tournament or other athletic event is scheduled he can usually be spotted in a ringside seat.

JAMES PETRILLO, president of the Chicago Musicians Union, who came to Hollywood in mid-March with Joseph N. Weber, president of the American Federation of Musicians, has returned to his home headquarters. Mr. Weber will remain on the West Coast for several weeks.

HERMAN BBS, executive vice-president in charge of local sales of WNEW, New York, has signed a five-year contract with the station to continue in that position and will hold the title of commercial manager. Irene Davis as-sistant to Mr. BBS, has been promoted to commercial traffic manager. Judy Dupuy, assistant to Richard Hard, WNEW publicity director, on April 8 joins F.M. daily New York newspaper, as assistant to John Manus, radio editor, Rhea Diamond, formerly assistant to Leon Goldstein, publicity director of WMCA, New York, will take over Miss Dupuy's position.

WALTER DUNCAN, national sales manager of WNEW, New York, on March 18 was named vice-president of Wodaam Corp., operator of the station, according to announcement by Mr. Judis. Mr. Duncan, formerly of the sales department, joined WNEW in 1937 as head of the national sales department and will continue in charge of that department. Herman Bess, executive vice-president, is director of the WNEW local sales department.

JULES DUNDEE, the CBS sales promotion department has been named sales manager of the New York regional sales manager of WABC, New York, in line with the CBS policy of having its own owned and operated stations function with its own promotion staff, according to an announcement made on March 18 by Arnold Levy, WABC sales manager. Mr. Dundee has been in the CBS promotion department for the past four years and previously was on the New York Post staff.

C. W. CHATTERTON, formerly assistant sales manager of the Portland Oregonian and director of its advertising, has joined the business staff of the Chicago Herald-American.

R. C. MAXO, salesman of WABC, New York, and Barbara Jacobs of Bethesda, Pa., have announced their engagement.

JERRY AKERS, veteran radio executive, has been named general manager of the new KXU, Yuma, Ariz., which was inaugurated March 15 and joined the NBC network as a supplementary sales department that date.

ROY C. WITMER, NBC vice-president in charge of sales, left New York March 24 on a business trip to the West Coast. He plans to stop in Chicago en route and to return to New York March 29.

EMILE J. Gough, formerly head of Hearst Radio, Inc., now is in the fabric manufacture field, has joined the staff of the Century Magazine, 620 Madison Ave., New York, and plant in Pawtucket, R. I. Product is Textile and women's clothing.

F. A. BUTTRY, president of KFPH and Al Hansen, general manager, after a month's sojourn in Phoenix, have returned to Great Falls, Mont.

R. C. LOCKMAN, CBS Hollywood account executive, is the father of a girl born March 18.

H. B. MCAUGHTON, former general manager of WTOB, Cumberland, Md., has left the Keystone, Okla. in an executive capacity.

EDWARD JANSEN, formerly promotion and production manager of KGLO, Minneapolis, joined the sales staff of KSFO, San Francisco.

DR. GEORGE W. YOUNG, owner of WIBG, Chicago, has been named the missioned by American Airlines as an Admiral of its flagship fleet in recognition on behalf of his air travel. He has been flying his own plane since 1922.

B. F. MCCLELLAND, manager of WGN, Chicago, March 18 married Catherine Todd, daughter of WGN, Chicago. Oil Co. owner.

VERNON BOYLAND, formerly of WDZ, Tuscola, Ill., has joined the commercial staff of KTOK, Oklahoma City.
JOHN, HELEN, and DON, the father of a girl, married March 28 to Lieut. (J. G.) Bruce Lewis, secretary of the District Court. They will live temporarily in Chicago where Lieut. Langton has been assigned to duty in the city.

VIC RUGH, sportscaster of KTUL, Tulsa, is the father of a girl, Dana Johnson, who graduated from St. Louis College.

JOHN ADEMY, announcer of WCAC, Baltimore, presented a recent song recital sponsored by Peabody Conservatory of Music Alumni Assn. of whom he is a graduate.

MISS WAUHILL LAHAY, director of women's activities of KLZ, Denver, and publicity director of the station, has resigned to join staff of the Kansas City (Mo.) Labor Herald. She has been success ed as m.c. of the Ladies Aid and parents program by Mrs. Burns, continuity chief, while Helen Benwell moves into her publicity department and Jeff Baker, of the promotion department, adds publicity to his duties.

DON DOWD, NBC-Chicago announcer, has returned to his desk following an abdominal operation.

EDWARD TATMAN, pianist and singer on the NBC Beat the Band program, is the father of a boy born March 15. Baby has been named Elmo Jr.

HELEN HALL has been promoted to director of WAIM, Anderson, S. C.

MAURICE HART, announcer on WKNR-Fairfax, has been transferred to WMCA, New York, has written a song titled "Believing" in collaboration with Bob Shelton and Al Stillman for recording by Freddie Martin, Sammy Dorsey, Bob Crosby and Dick Jurgess.

FOX CASE, CBS Pacific Coast director of public relations, Hollywood, has become the electric vice-president of the California Sixth District Agricultural Alliance. His recent transfer was as a member of the California State Board of Agriculture by Gov. Olson for a four-year term. He also directs the California State Agricultural Board of the American Institute of Agricultural Engineers, a member of the National Agricultural Board. In late March he was made a member of the advertising committee of the All-Pacific Club of California. He is the owner and operator of a trucking concerns in Orange County, Southern California.

FRANK GALEN, Hollywood writer on the CBS Texaco Star Theatre, sponsored by Texas Co., and Natalie Firestone, non-professional, were married March 15.

CARLSON E. MORSE, Hollywood writer-producer of the NBC serial, "Cavalcade of America," and head of Standard Brands (Tenderleaf tea), has recovered from a throat operation.

JACK COPPELAND, news editor of the Arizona Network, Phoenix, has been appointed assistant news director of the Arizona Farmer, a weekly.

GEORGE BECK, Hollywood radio writer, is the father of a girl born March 12.

JO ANNE YESTEN has been appointed secretary to Lambert B. Epperson, manager of the Philadelphia Post at PlaceにおいてKathleen Ulman who joined the Philadelphia Record.

OSCAR LINN, formerly of WRAK, WABM and WOR, has been appointed relief announcer at KYW, Philadelphia, during the absence of Leroy Miller, recuperating from an operation.

CLIFF JOHNSON, formerly program director of KFOR, Lincoln, has been transferred to KOIL, Omaha, as program director. F. Ogden Hough, KOIL program director for the last year, has been named program production manager of the station, and Chuck Miller, formerly announced, has been shifted to KFOR as program director.

NEAL KEEHN, special events director and Walt Lockman, sports commentator for KDKA, Kansas City, were among local business and professional men decorated by the Legion of Honor by the grand council of the Order of the每一天. Lockman is credited with founding the Legion of Honor, is a confrere of former members of the Legion, and has been given a civic and professional award.

HARRY BRIGHT, formerly of WLK, Clarksville, W. Va., and David Sierrers, new to radio, have joined the announcing staff of WGBR, Grand Rapids, Mich. thumbs up has been named program director replacing Bob Armstrong and Mrs. Frederick Earl is now continuity director.

JIMMY FARMER, vocal artist of WRLB, St. Petersburg, Fl., has been named musical director of the station, and will handle announcing assignments.

RED FOLEY has returned to his post of WLS, Chicago, where he assists Bob Walker in the"Cumberland Edge Runners. During the war he was stationed on the NBC Air Time program.

MRS. ELIZABETH FOY, assistant baseball, program manager of WGY, Schenectady, has resigned. She was succeeded by Jeannette Swart. Robert Warner, the guest relations staff, has been shifted to a new post.

GEORGE SUTHERLAND, WKRC, Cincinnati, sportscaster, has been transferred from the February 27 fishing camp of the Cincinnati Reds on the Sports Trut, interviewing ball players and giving details of activities in all training camps.

DICK BRAX, sportscaster of WSAI, Des Moines, spent the last half of March in Tampa, Fla., with the training Cincinnati Reds, recording interviews for the Mutual Broadcasting System, the Cincinnati Reds, and Goodrich Rubber Co.

HARLOW WILCOX, Hollywood announcer on the NBC "Command Performance" program, sponsored by S. C. Johnson & Son, has returned to Hollywood, and has been named as narrator for a series of commercial films.

Rudolph Bolker, NBC Hollywood writer and MGM scenarist, has returned from a business trip to New York, and resumed work on the film, "A Woman's Face."

ALBERTA THOMPSON, of NBC Hollywood advertising department, and Jack Sanders, Los Angeles salesman, were married March 16 at Las Vegas, N. V.

CHARLES P. SHOFFNER, declared to be Philadelphia's oldest broadcast, has a birthday celebration. On his 175th anniversary on the air and his 1,075th program on WCAU, Ray Rich, new WCAU announcer, has been in Jefferson Hospital with flu.

DARRELL MARTIN, known as the master of ceremonies of the Pittsburgh Press and will manage radio personalities. He is succeeded by Robert S. SHIELD, announcer of KDKA, Pittsburgh, recently made his first broadcast on WCAU. 

SI BRUCK, WII, Dayton, sports commentator, is following the Cincinnati Reds on their exhibition tour of Texas and for the WII network, is more than a listener but a critic with the players for his daily radio sports reports. The Dayton Coca Cola Bottling Co.

MEREDITH WILSON, Hollywood musical director of the NBC Good News of 1940 program, sponsored by Great Western Coffee, will have his new symphony, "New York in California," world premiered April 4 and 5, by the Los Angeles Symphony orchestra, under direction of the composer. The concert runs 37 minutes and represents four years of work by Wilson who is formerly NBC western division musical director.

PHIL ALLEN, formerly of KFBB, Great Falls, Mont., is the new advertising announcing staff of KVI, Tacoma, Wash. James Doyle, formerly of the San Francisco station, has joined the KFBB advertising department.

CARL MARK, announcer of WHK-WCLE, Cleveland, will handle the special events director of the station. Robert Carter, formerly of WFJW, Youngstown, has been named WCLE announcing staff, replacing Guy Wallace, resigned.

EARL McGEE, CBS program producer, has written a book titled Radio Directions, which McGraw-Hill Publishing Co. will publish April 5.

EDMUND ABBOTT, formerly of WCCO, Minneapolis, has joined the engineering staff of KSL, Salt Lake City.

GRADY ANGLIN, formerly with KPDN, Pampa, Tex., has joined the announcing staff of KTOK, Oklahoma City.

HARRY SORNIK, Hollywood musical director of the NBC program, "The Pajama Game," and "Playhouse series, sponsored by Andrew Jergens Co., (Woodbury soap), has joined the staff of Decca Records, New York, as musical director.

JOE SCOTT TROTTER, Hollywood musical director of the NBC Kraft Music Hall program, sponsored by radio and television stations in Chicago, is following a trip to Hollywood, has been named as musical director.

EDGAR TIDWELL, chief announcer of KDFW, Dallas, has resigned because that post and moved to Hollywood where he plans to free lance.

ARTHUR LODGE, Jr., senior to St. Thomas College and UP rewiree at KSTP, St. Paul, has been chosen by the Minnesota State Conference to present a quarter-hour weekly radio program, "Say Hello, Minnesota," on KTUU, WHIB, WHIB, Minneapolis, program director.

LEROY SCHULZ, formerly of WLS, Chicago, in South Bend, has been made a member of the Chicago Board of Directors of the NBC Affiliates, Inc., to represent the NBC Radio Network.

FRED WOOD, announcer of WIP, Philadelphia, following an emergency appendectomy March 19.

PAT FLANAGAN, baseball announcer of WBBM, Chicago, was in Southern California last week and reports that the Chicago Cubs and White Sox train.

AL JARVIS, conductor of the Make Believe Ballroom and Face the Music program for the Mutual Broadcasting System, has announced his engagement to Helen Elliott,i California.

THOMAS SNOWDON is now program director of WEDD, Rocky Mount, N. C.

TAMS BIXBY III has been appointed advertising manager of KGLO, Oklahoma City.

BROADCASTING • Broadcast Advertising

Page 56 • April 1, 1940
LEONARD SHIREY, announcer, formerly with KGW-KEX, Portland, Ore., recently was added to the staff of KDOO, Los Angeles, Calif.

FLOYD FARR, Richard Vail and Bud Hyde are recent additions to the KPO-KGO, San Francisco, announcers.

ROB FREED, announcer of KLZ, Denver, recently announced his marriage to Geraldine Hargis.

HAL FIMBERG, Hollywood radio writer, is the father of a girl born early in March.

THOMAS SCHAEFF, new to radio, has joined the guide staff of NBC-Chicago, replacing Edmund Frigoza, resigned.

ELWIN OWEN, formerly conductor of the Milwaukee Symphony orchestra, has joined NBC-Chicago as staff organist. Irma Glen and Larry Larson are other members of the regular staff.

TOMMY BARTLETT, WBXM-CBS announcer, left on April 1 for a three-week vacation in Mexico.

HAL McIntyre, announcer, formerly with KRE, Bakersfield, Calif., has joined KLA, San Francisco.

Linton to N. Y. Office

RAY LINTON, head of Ray Linton radio program firm, on April 1 opened a New York office. Mr. Linton has moved his family from Chicago to New York, and will be in charge of the New York office, with Paul Brines continuing in Chicago. The firm recently signed Courtenay Savage, well-known writer and producer. Mr. Savage was formerly head of continuity of CBS, New York, and more recently wrote and produced a number of daytime serials for General Mills and Procter & Gamble while with Blackett-Sample-Hummert, Chicago.

RONALD REAGAN, formerly announcer of WHO, Des Moines, and now a Warner Bros. contract player, will play the role of George Gipp, Notre Dame football star, in the film "Life of Anste Rocke".

Fibber, Lum and Abner Are Signed for Movies

THE JORDANS, Jim and Marian, stars of the NBC Fibber McGee & Molly program, sponsored by S. C. Johnson & Son (wax), have closed a deal with Mel Shauer, Hollywood film producer, to make three pictures a year. The first will go into production in June when their weekly program goes off the air for the summer. Stories selected will be the same type, similar to the theme used in the radio series. Don Quinn, writer; Cecil Underwood, producer of Needham, Louis & Brody Inc., on the show, and members of the radio cast are expected to draw assignment in the film. The Jordans made their film debut under Shauer's production supervision two years ago, in "This Way Please," at Paramount Studios.

Chester Lauck and Norris Goff have been signed by Vose Production, Hollywood, for a series of pictures to start in early April. Pictures will be based on their Lum & Abner program.
Supreme Court
(Continued from page 12)
has any jurisdiction over FCC decisions denying assignments of license. This issue is raised in the appeals of both CBS and KSFO, San Francisco, from the Commission decision denying assignment of KSFO under lease to the network.

Justice Roberts, in reciting the court’s opinion without referring to a single note, pointed out the lower court had held that the Commission had erred in failing to make findings on the economic issue and that, in the absence of such findings, the Commission’s action in granting the Telegraph-Herald permit was arbitrary and capricious. The Supreme Court, however, concluded that economic injury to an existing station is not a separate and independent element to be taken into consideration by the Commission in determining whether it shall grant or withhold a license. Moreover, it held that the Commission’s findings were adequate to sustain its grant.

The court handed down its opinion under four separate headings. Devoting the major portion of its ruling to the question of economic injury, it reiterated that such injury to a rival station is not in and of itself, and apart from considerations of public interest, an element the FCC must weigh and as to which it must make findings in passing on an application for a broadcast license.

Not Common Carriers
In contradistinction to communication by telephone and telegraph, which the Communications Act recognizes as a common carrier activity and regulates accordingly in analogy to the regulation of rail and other carriers by the ICC, the court said the Communications Act recognizes that broadcasters “are not common carriers and are not to be dealt with as such.” Thus, its opinion continued, the Act recognizes that the field of broadcasting is one of free competition. The decisions dealing with broadcasting demonstrate that Congress has not in its regulatory scheme “abandoned the value of free competition, as it has done in the case of railroads, in respect of which regulation involves the suppression of wasteful practices due to competition, the regulation of rates and charges, and other measures which are unnecessary if free competition is to be permitted.”

Holding that an important element of public interest affecting the issuance of a license is the ability of the licensee to render the best practicable service to the community, the court said the Act contemplates inquiry by the Commission into the applicant’s financial qualifications to assure such ability. “But the Act does not essay to regulate the business of the licensee,” the court held. “The Commission is given no supervisory control of the programs, of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can

APPOINTMENT of John F. Merrifield as Administrator of WHAS, Louisville, was made known to listeners when Robert L. Kinnan (left), WHAS program director, introduced Mr. Merrifield during a special broadcast. Long employed in agricultural research work, Mr. Merrifield came to WHAS from WLW, Cincinnati, where he organized and conducted WLW’s agricultural department. Previously he was with WLS, Chicago, while with the Sears Roebuck Agricultural Foundation, and on WHO, Des Moines, and WOI, Ames, while majoring in farm subjects at Iowa State College.

broadcast without interference to others, if he shows his competency, the adequacy of his equipment and financial ability to make good use of the assigned channel.

“The policy of the Act is clear that no person is to have anything in the nature of a property right as a result of the granting of a license. Licenses are limited to a maximum of three years duration, may be revoked and need not be renewed. Thus the channels presently occupied remain free for a new assignment to another licensee in the interest of the listening public.

“Plainly it is not the purpose of the Act to protect a licensee against competition but to protect the public. Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other broadcasters to survive or succumb according to his ability to make his

JIMMIE ALLEN says:
“I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it. Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information—stating number of episodes wanted, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

RUSSELL C. COMER CO.
101 W. 11th St., Kansas City, Mo.
programs attractive to the public."

The court added this did not mean that the question of competition between a proposed station and an existing one is to be entirely disregarded, pointing out that the Commission's practice shows it does not disregard the question.

The court said it may have a vital and important bearing upon the ability of the applicant to serve the public and may indicate that both stations, the existing and the proposed, will go under, with the result that a portion of the listening public will be left without adequate service. It may also indicate that, by a division of the field, both stations will be compelled to render inadequate service.

**No Power Over Rates**

"These matters, however," the court said, "are distinct from the consideration that, if a license be granted, competition between the licensee and any other existing station may cause economic loss to the latter. If such economic loss were a valid reason for refusing a license this would mean that the Commission's function is to grant a monopoly in the field of broadcasting, a result which the Act itself expressly negatives, which Congress would not have contemplated without granting the Commission powers of control over the rates, programs, and other activities of the business of broadcasting."

Taking up the second conclusion, Justice Roberts said it does not follow that, because the licensee of a station cannot resist the grant of a license to another on competitive grounds, he has no standing to appeal from an order of the Commission granting the application. Pointing out that the law provides for an appeal by an applicant for a license, or by another person aggrieved or whose interests are adversely affected, the court said Congress may have been of the opinion that one likely to be injured by the issue of a license would be the only person having a sufficient interest to bring to the attention of the appellate court errors of law in the action of the Commission.

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

**Right to Appeal**

The court then held that WKBK had the requisite standing to appeal and to raise in the appellate court any relevant question of law in respect to the order of the Commission.

On the third point, as to adequacy of the Commission's findings, the court said its examination of them and of the grounds for decision discloses they were sufficient "to comply with the requirements of the Act" in respect to public interest. In any event, it added that if the findings were not as detailed as might be desirable "the attack upon them is not that the public interest is not sufficiently protected but only that the financial interests of the respondent have not been considered."

"We find no reason for abrogating the Commission's order for lack of adequate findings," the court stated.

On the fourth point, the court said that WKBK renewed a contention made in the lower court that the Commission used as evidence data and reports in its files without permitting it, as intervener, before the Commission, the opportunity of inspecting them. Declaring that the Commission disapproved the use of such material as evidence and that the Court of Appeals had found the disallowance "veracious and sufficient", the court said it was not disposed to disturb that conclusion.

The court's action, it was indicated, ended the litigation over the Dubuque controversy. Louis G. Caldwell, chief counsel for WKBK, declared thought would be given to a petition for reconsideration either in the lower court or the Supreme Court but that no determination had been reached.

**THAT'S a $100 smile on the young man in the center. He's Robert Lee Best of St. Louis, winner of the $100 first prize in the monkey-naming contest, sponsored nationally by Procter & Gamble, and broadcast on WKs. Robert T. Convey, president of WKs, watches A. J. McLaughlin, P & G, present check.**

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**Boler Heads Group Seeking to Buy KRMC**

JOHN BOLER, head of North Central Broadcasting System, a regional network centered in the Dakotas, Minnesota and Wisconsin, is president of a newly-formed company, Jamestown Broadcasting Co. Inc., which on March 18 applied to the FCC for authority to purchase KRMC, Janesstown, N. D., 250-watt outlet on 1370 kc. Purchase price would be $7,500. The purchasing corporation's shareholders are Mr. Boler, 24 shares, president; David C. Shepard, 24 shares, vice-president; Howard S. Johnson, 24 shares, vice-president; Leonard J. McNeil, 24 shares, secretary-treasurer. All are from St. Paul, Minn. Shepard and Johnson being interested with Boler in NCBS. In addition, Harland Ohde, of Janesstown, would own four shares. The station, which first went on the air April 1, 1937, would be purchased from a partnership of A. L. Roberts, R. B. McNab, A. J. Breitbach, hotel men.

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**“GET WISE”**

"Why, since I was a little girl, I been WTARing!" So have thousands of other young Virginians. They’ve "been WTARing" all their lives. That's why kid-shows click on WTAR - why any offer from box-tops to badges, pulls amazingly large returns.

★ WTAR's Mail Count increased 145% in 1939 over 1938.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KPO, San Francisco
Barbaso Co., Indianapolis (shaving cream), 6 weeks, thru Erwin, Wasey & Co., N. Y.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 weeks, thru Roche Williams & Cunynghan, Chicago.
Northeastern Yeast Co., Chicago (Mac.), 3 weeks, thru Hays McCormick & Co., Chicago.
Curran, Publishing Co., Philadelphia (Saturday Evening Post), 300 sa, thru BBDO, N. Y.
Thomas Leeming & Co., New York (Banze Benge), 3 weeks, thru Wm. Eddy & Co., N. Y.
An- Po Mfg. Co., San Francisco (smail foil), weekly ad, thru Botsford, Constantine & Gardner, San Francisco.

KDKA, Pittsburgh
Kemp & Lane, Leroy, N. Y. (Kemp's Balsam), 2 weeks, thru F. A. Hughes Co., N. Y.
Barbaso Co., Indianapolis, 6 sa week, thru Erwin, Wasey & Co., N. Y.

WHN, New York
Oldsmobile Division, General Motors Sales Corp., Detroit, daily sa, one week, thru D. P. Brother & Co., Detroit.
Shell Oil Co., New York (Shell gasoline), daily ad, 4 weeks, thru J. Walter Thompson Co., N. Y.
Kem Laboratories, New York (liquid plant food), 3 sp week, 18 weeks, thru Williams & Saylor, N. Y.
Barricord Candy Corp., Long Island City, N. Y., 5 weeks, 52 weeks, thru J. Walter Thompson Co., N. Y.
I. J. Fox, New York (furriers), 64 weeks, 9 weeks, thru Kasbuk Adv., N. Y.; Hemptill Diesel Schools, Long Island City, N. Y., daily sp, 6 weeks, thru Equity Adv., Agency, N. Y.
Peter Doolin Brewing Corp., Harris- son, N. Y., 18 sp, 6 weeks, 33 weeks, thru Atherton & Currier, N. Y.

EDYL, Salt Lake City
Davy Zanuck Productions, New York (movies), 6 weeks, thru Kagemann & Korten-Sipher, N. Y.
Pork & Clifford, New York, 52 sp, thru Charles M. Storm Co., N. Y.

WJZ, New York
American Chicle Co., Long Island City, N. Y. (Chiclets), weekly sp, thru Badger & Browning & Hersey, N. Y.

KMPC, Beverly Hills, Cal.
Union Pacific Railroad, Omaha, 5 sa weeks, thru Captips Co., Los Angeles.

WKBW, Buffalo

KGRT, Bismarck, N. D.
General Foods Corp., New York, daily t, thru Benton & Bowles, N. Y.
American Chicle Co., Long Island City (Dentyne), 39 t thru Badger & Browning & Hersey, N. Y.
Standard Oil Co., Chicago, 78 t, thru McCann-Erickson, Chicago.
Interstate Nurseries, Indianapolis, Ia., 3 weeks, thru Buxham-Thomas, Omaha.

KHJ, Los Angeles
Dr. W. B. Caldwell Inc., Montecelulo, Ill. (laxative), 10 sa weekly, thru Benton & Bowles, Chicago.
Union Pacific Railroad, Omaha, 2 sa weekly, thru Captips Co., Los Angeles.

WEEO, Boston
Barbaso Co., Indianapolis, 6 sp week, thru Erwin, Wasey & Co., N. Y.
E. S. Fougere & Co., New York (Joyana drink), sa series, thru Small & Sargent, N. Y.
Madame Unte Inc., New York (Almond Blossom cosmetics), sa series, thru Neff-Hoog, N. Y.

KECA, Los Angeles

WKKW, St. Louis

WEAF, New York
Green Witch Co., New York, 5 sa weekly, thru McCann-Erickson, N. Y.

WGNY, Schenectady
Botany Worsted Mills, Passaic, N. J. (cosmetics), 3 t weekly, thru Alfred Cheek & Trice, N. Y.
Hecker Products Co., New York (cereal), 3 t weekly, thru Erwin, Wasey & Co., N. Y.
Charles E. Hires Co., Philadelphia (fruit beer), 3 t weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Lipton Tea Co., Holoken, 5 sa weekly, thru Young & Rubicam, N. Y.
National Biscuit Co., New York (bread), 6 t weekly, thru McCann-Erickson, N. Y.
Perfection Stove Co., Cleveland, 2 t sa weekly, thru McCann-Erickson, Cleveland.
Shell Gas & Oil Co., New York, 10 sa series, thru J. Walter Thompson Co., N. Y.

KFI, Los Angeles
Northam Warren Corp., New York (Cutex), 8 sa weekly, thru J. Walter Thompson Co., N. Y.
General Foods Corp., New York (Post Toasties), 5 t weekly, thru Benton & Bowles, N. Y.
Borden Co., Southgate, Cal. (water softener), 3 sp weekly, thru Lord & Thomas, Los Angeles.
Tailkitchen, Los Angeles (insecticides), 2 sa weekly, thru J. Russell & Towe, Los Angeles.
Studebaker Sales Corp, South Bend, Ind. (autos), 5 t weekly, thru Roche, Williams & Cunynghan, Chicago.

WQXR, New York
J. W. Williams Co., Glastonbury, Conn. (shaving cream-electric razor), 6 sa weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Sheeler Brush Co., New York, 10 sa weekly, 4 weeks, thru J. Walter Thomson Co., N. Y.

WNEW, New York

KHOW, Oakland
Utilities Eng. to Well Institute, Chicago (instruction), 3 t weekly, thru First United Broadcasters, Chicago.

WOR, Newark
Kstral-Myrco, New York (Ipana, Sal Hepatica), 3 spa weekly, thru Young & Rubicam, N. Y.
Fuller Brush Co., New York, weekly sp, renewal, thru Manternach Inc., Hartford.

KXN, San Francisco
Household Magazine, Toneka, 3 sp weekly thru Presba, Felers & Presba, Chicago.
San Francisco, San Francisco, 2 weeks, thru J. Walter Thompson Co., San Francisco.
American Chicle Co., Long Island City (chewing gum), 5 weeks, thru Badger & Browning & Hersey, N. Y.
Peter Paul Inc, San Francisco (Mountaineer chain clothing), weekly, thru Emil Brisacher & Staff, San Francisco.

KKNX, Hollywood
American Chicle Co., Long Island City, N. T. (Black Jack chewing gum), 3 weeks, thru Badger & Browning & Hersey, N. Y.
General Motors Corp., Detroit, 18 weeks, thru D. P. Brother & Co., Detroit.
San Francisco (sporting goods), 5 weeks, thru J. Walter Thompson Co., San Francisco.
Hill Bros. Coffee, New York (dates & bread mix), 6 sp weekly, thru Sherman E. Brown & Young, N. Y.

WGN, Chicago
Ralph Packing Co., Chicago (Rival dog food), 3 t weekly, 52 weeks, thru Chas. Silver & Co., Chicago.
John Paul Products Co., Chicago (Fleecy White bleach), 3 t weekly.
Manhattan Soap Co., New York (Sweetheart soap), 4 sp weekly, 26 weeks, thru Franklin Bruck Adv. Corp., N. Y.

KXSAN, San Francisco

CKCL, Toronto
Cramette Co., Minneapolis (mansion), 6 t weekly, thru John H. Dunham Co., Chicago.
O'Keefes Beverages, Toronto (soft drinks), 8 sa weekly, thru A. McKim Ltd., Toronto.

KOA, Denver
Armstrong Cork Co., Lancaster, Pa. (linoleum rolls), 5 t weekly, thru BBDO, N. Y.
Studebaker Sales Corp., South Bend, Ind. (autos), 3 t weekly, thru Roche, Williams & Cunynghan, Chicago.

"Stop talking about that cow that jumped over the moon. You ought to see the territory I cover."

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BROADCASTING • Broadcast Advertising
WHOLESALE UTILITIES, New York, on March 19 started a 10-week campaign for Federal Recording Station Using five-minute quarter-hour programs 23 times weekly on WMCA, New York, 10 times weekly on WJZ, New York, and weekly with spot announcements on WEVD, New York. A large number of stations will be added throughout the year, according to Kliger Advertising Co., New York, the agency.

WARREN-NORGE Co., New York, for its electric refrigerators has been conducting for the past three weeks a weekly half-hour Jewish program on WEVD, New York, and on March 19 started a 10-week, half-hour quarter-hour comedy program in Italian on WNYC, New York. Account is handled direct, and campaign is for 13 weeks.

HAAS BARUCH & Co., Los Angeles (Moon Rose Soap), in a 15-week test campaign which started March 18 is using 15 spot announcements weekly on KJH, that city. For its Iris Coffee, the firm is also using 30 spot announcements weekly on the station. For the New York agency, Los Angeles, the account.

BLOUNT PLOW WORKS, Evansville, Ind. (Flexitube cultivators), is using a series of one-minute transcribed announcements on WLS, Chicago, placed direct.

G. T. FULFORD Co. Toronto (Bakelite Glass), has started a three-weekly transcribed announce- ment campaign on 11 Canadian stations. Recordings were made by Dominion Broadcasting Co., Toronto, and are placed by James Fisher Co., Toronto.

HEALTHAIDs Inc., Jersey City, on March 15 started a series of announcements on WMCA and WMCA, New York, in the daytime and evening. Announcements by a nationally known python in his weekly NBC interview program with WOR, New York. The series of announcements will continue semi-weekly and will be heard on WOR, New York.

PIERCE'S MEDICINE INC., Buffalo (Golden Medical Discovery), which started a supplementary campaign on 100 dealers and independent drug stores in the country.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), during the first week of April will bring the total number of daily spot announcements to 150 throughout the country. In New York, Los Angeles, and Chicago, the campaign.

SONTAG DRUG Co., Los Angeles (Pacific Coast chain), an occasional user of spot announcements on Southern California stations, on March 18 started a five-week quarterly-hour program on KNX, Los Angeles.

CASTLE IN ILLINOIS

Good things come in pairs.

1. Use of America's #1 breakfast cereal.
2. Use of America's #1 breakfast cereal.

WHEN YOU SEE

BLOOMINGTON, ILL.

Are Your Transcriptions Up to Standard?

We are your source for the finest in transcription services.
AUTO SETS Favored

Portland Paper EditorialIZES

- On Advantages

TO A READER's contention that auto radios cause traffic accidents, the Portland Oregonian in its March 20 issue came out editorially on behalf of car receivers and their benefits.

Auto radios contribute to safety, the Oregonian contends, by keeping drivers' eyes on the road instead of wandering around the landscape. They tend to prevent day-dreaming and serve as an antidote for drowsiness. Reference is made to safety programs during traffic peaks and to warnings of sudden road hazards. Traffic safety groups, the Oregonian adds, testify to the value of auto radios in getting warnings to motorists and in generally helping safety campaigns.

OLD DOBBIN IS RETIRED WITH HONOR!

Obidiah's gone and got himself a gas-buggy! In fact, most of our prosperous hayseeds have! For the record, our Red River Valley listeners account for 46.8% of all automotive sales in North Dakota, South Dakota and Minnesota (omitting the counties containing St. Paul and Minneapolis).

Every bit of this "spending" is done within range of WDAY, the only N.B.C. chain station for 190 miles around Fargo. Why not let us take YOUR message to this ready market?

**WDAY, INC.**

N. B. C.

Affiliated with the Fargo Forum

FARGO

N. D.

940 Kilocycles

5000 Watts Day

1600 Watts Night

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Disc Network Project Claims Good Response In Contacting Stations

REPORTING an "encouraging response" from stations in secondary markets, Naylor Rogers, vice-president and general manager of Key- stone Broadcasting System of Los Angeles, asserted March 20 that he expected the wax network project to act to be a going concern by July.

The enterprise (Broadcasting March 1) seeks to set up a transcription network employing a wire-network type contract, under which a minimum of 100 stations in secondary markets would be supplied with transcription program service and offered to national advertisers as a group. The formula, according to Mr. Rogers, is similar to that used by newspapers in secondary markets in selling space to national accounts under blanket contracts.

Now contacting stations, in addition to those that representative to Keystone, Mr. Rogers declared. These are: B. Green- wood, owner of KWBG, Hutchinson, Kan., M. J. Mara, of Los Angeles, formerly with C. P. MacGregor Transcription Co., and Richard Reed, formerly with NBC and more recently in Hollywood in the entertainment field.

Keystone, Mr. Rogers said, does not propose to become a going concern until it has a minimum of 100 stations in secondary markets definitely aligned. He pointed out the project is not competitive with but is designed to supplement wire network service.

CourT Decision

(Continued from page 12)

broadcasters to survive or succumb according to his ability to make his programs attractive to the public and be diversified.

This is not to say that the question of competition between a proposed sta-

tion and an existing station operating under an existing license is to be entirely disregarded by the Commission, said, in fact, the Commission's practice shows that it does not disregard that question. It may have a vital and important bearing upon the ability of the proposed station to operate and serve the public. It may indicate that, by a division of the field, both stations will be compelled to cater to different audiences.

These matters, however, are distinct from the consideration that, if a li-
cense is granted to the proposed station, it will be to the economic loss to the latter. If such economic loss were a valid reason for refusing a license this would mean that the Commission's function is to grant a monopoly in the field of broadcasting. A result which the Act itself expressly nega-
tivizes, it said. Congress would have contemplated, without granting the Commission powers of control over the rates, programs, and other activities of the business of broadcasting.

We conclude that economic injury to an existing station is not a separate and independent entity to be taken into consideration by the Commission in determining whether it shall grant or withhold a license.

Right of Appeal

Second. It does not follow that, be- cause the license of a station cannot reim-burse the grant of a license to another, on the ground that the resulting competition may work economic injury to him, he has no standing to appeal from an order of the Commission granting the application.

The basic provisions of the Act provides for an appeal to the Court of Appeals of the District of Columbia (1) by an appli-
cant for a license or permit, or (2) by any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

The petitioner insists that as eco-
nomic injury to the respondent was not before the Commission, it is impossible that § 402(b) was intended to give the respondent standing to institute an appeal for relief, since absence of right implies absence of remedy. This view would defeat the underlying purpose of any substantial effect.

We find that the purpose of en-
acting § 402(b)(1)(2) was to provide an avenue for an appeal. We have been of opinion that one likely to be injured by the issuance of a license would be the only person having a sufficient interest to bring the attention of the appellate court errors of law in the action of the Commission in granting the license. In this view, while the injury to such person would not be the subject of redress, that person might be the instrument, upon an appeal, of redressing an injury to the public service which would otherwise remain without remedy. It is within the pow-
er of Congress to confer such standing to provide an appeal.

We hold, therefore, that the re-
demant had the requisite standing to ap-
peal to and in the court below, any relevant question of law in re-
spect to the matter of the Commission.

Third. Examination of the findings and grounds of decision set forth in the order discloses that the stand-
ards were sufficient to comply with the requirements of the Act in respect of the public interest, convenience, or neces-
sity involved in the issue of the permit. In any event, if the findings were not as detailed upon this subject as might be desirable, the attack upon them is that not the public interest is not sufficiently protected but only that the financial interests of the repon-

dent have not been considered. We find no reason for substituting the Com-
mission's order for lack of adequate findings.

Fourth. The respondent here re-
news a contention made in the Court of Appeals in the effect that the Com-
mision used as evidence certain data and reports in its files without per-
rmission before the Commission, the opportunity of inspecting the Commis-
sion's records. The Commission denies the use of such material, except as evidence in the cause and the Court of Appeals has no jurisdiction to consider the question. We therefore do not disturb its conclusion.

Mr. Justice McReynolds took no part in the decision of this case.

* See p. 311, 47 U. S. C. § 311, relating to unfair competition and monopoly.


YOU BET THEY BUY!

WAIR has that uncanny knack of MAKING LISTENERS BUY! Good programs, plus a simple desire to serve both cli-
ent and listeners, is the possible.

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer
Discs Offered Stations By Children’s Campaign

A SERIES of WBS transcriptions carrying talks by leading literary and public figures has been submitted to broadcast stations as part of the Children’s Crusade for Children, which will stage a campaign April 22-30 on behalf of child victims of the world crisis. The Crusade is designed to raise funds from American school children, who will be asked to donate as many pennies as they are years old, or anything down to a cent.

No direct money appeals will be made on the discs, which are designed to explain the purpose of the Crusade, and children will not be asked to send pennies to stations. Among those behind the Crusade are Mrs. Eleanor Roosevelt, Dorothy Canfield Fisher, Mrs. John A. Ryan, William Allen White, Dr. Charles B. Glenn. Wide support to the movement has been given by publications and by civic and educational organizations.

CBS Recording Appoints
WILLIAM T. MEYERS, formerly of Earl J. Goetz Corp., Kansas City, has been appointed executive consultant on chain-store and sales policies of Columbia Recording Corp., Bridgeport, according to Edward Wallerstein, president. Mr. Meyers attended Purdue U where he studied chemical engineering. After graduation he joined RCA in Chicago, where he remained 12 years, becoming general manager. His duties, cooperating with H. S. Maraniss, assistant to the president of Columbia Records, and Paul E. Southard, sales manager of the company, will deal with the increased importance of record sales in chain stores.

THE Duncan Sisters, Vivian and Rosetta, famed as “Topsy and Eva” recently filed articles of incorporation at Sacramento, Cal., as “Duncan Sisters Inc.”, stating they plan to produce recordings, plays, motion pictures and radio features. The first radio production will be a series of Stream-lined Fairytales.

Mertens and Price Split; Big Florshamp Campaign

FRED C. MERTENS has sold his interest in the Los Angeles transcription firm of Mertens & Price, to George Logan Price, co-founder of the business, who will carry on as George Logan Price Inc., with offices at 3902 W 6th St., that city. Mr. Mertens has organized his own production unit under the firm name of Fred C. Mertens & Associates, with headquarters at 3923 W. Sixth St. He is now producing a re-creation of famous ring battles of the last century which will be sponsored on a group of stations nationally by Florshamp Shoe Co., Chicago. Titled The Squared Circle, the series features James J. Jeffries, ex-world champion heavyweight.

George Logan Price Inc., will carry on with transcribed shows which Mertens & Price had developed since 1934. They include The Sunday Players, Wade Lane’s Home Folks, Martha Lane’s Kitchen and Leisure House.

More than fifteen million meals a day are served to WIBW’s big, hungry family. The tablecloth covers Kansas and spreads half-way across adjoining states as these husky, active folks sit down to the BIG meals their out-door-life demands.

Is your product found on our giant table? Are you sharing the profits from this tremendous daily consumption of food? Then let WIBW help you!

During one of our informal family gatherings, let us tell our family about your product...its flavor, convenience and economy.

From our many years experience directing the food purchases of our family, we can promise you swift and gratifying results.
New Studios and Offices Are Planned by WFAA

WFAA, Dallas, will soon start construction of new studios on the tenth floor of the Santa Fe Bldg., according to a recent announcement by G. B. Dealey of the Dallas News, operating the station. Work is to be completed about Sept. 1. Plans for the new studios, drawn by NBC engineers and George Dahl, are in cooperation with Ray Collins, WFAA technical supervisor, call for five studios, one an auditorium seating 300. Large music library, artist lounge, recording studios, control room, and master control room are included. Offices will be on a higher level. Since 1925 WFAA studios have been housed in the Baker Hotel.

THE LARGEST TRADING AREA BETWEEN BALTIMORE AND ATLANTA

WPTF
RALEIGH, N. C.
680 Kilocycles — 5000 Watts

With 1,055,000 population centering its trade in Raleigh, North Carolina’s State Capital takes first rank in the fast developing South. ** This trading area was defined by B.B.D.C., the figures come from Sales Manager, WPTF, Raleigh. For you containing all the facts. ** Big as our trading area is, WPTF coverage is much greater, for 5000 watts on 680 KC with fine engineering equipment provide the best signal with NBC Red and Blue programs over a wide area. ** Do these facts suggest why WPTF carries one of the highest percentages of national spot in the nation?

FREE & PETERS, Inc. National Representatives
Chicago — New York — Detroit
San Francisco — Los Angeles — Atlanta

New Sales Tricks
(Continued from page 44)
extra garments or articles for his wardrobe, by influencing the consumer's subconscious mind toward this color, so when it was presented to him over the counter it was not new, radical or strange, but whose acceptance was partially insured by this previous publicity.

Actual Results
After 18 months on the air, we have come to the following conclusions resulting from our radio experience:

1. The single foremost effect of radio for retail advertising is principally cumulative. Although we have every evidence that immediate results exist in a substantial way, we find that the greatest net results are cumulative. The cumulative effect of our entire program over a period of 18 months has grown larger as our time has lengthened.

2. The trading area which radio reaches coincides with the majority of our territory, but in addition it exceeds the radius of newspaper coverage and the net results from the contiguous territory are not as great from radio as from newspapers. Mail orders are more frequent and in greater volume from newspapers than from radio in the same density of coverage. But the number in volume have been definitely increased by radio, the total results being greater than from newspapers alone.

3. Radio is the best “publicity” medium for a retail store, replacing billboards and other types of institutional mediums.

4. Radio has increased the density of our accounts in our trading areas.

5. Radio has pyramided our stock of goodwill in institutional value in our contiguous territory.

In conclusion, radio offers the retail merchant on additional medium to augment other methods of distribution. It provides the retailer with the opportunity to send the personality of the spoken word over the air lines to amplify the printed word in a substantial way. Radio orges the miracle of the spoken word to the consumer in merchandising your products. Radio, if used wisely, will help build better business.

Millions in Time Given Educators

Industry Praised for Aid to Federal Radio Activities

Voluntary cooperation by the broadcasting industry with the U. S. Office of Education has provided $3,500,000 worth of free radio time in four years, J. Clark Waldron, supervisor of station relations for the Office declared March 14 in a talk before the South Carolina Education Assn. at Greenville.

In its radio activity the Office enjoys the facilities of 260 network stations and many independents, he said, with some of its network programs being heard on hookups of stations. A large number of school programs have been distributed, and the Office has just published its fourth edition catalogue listing some 3,000 scripts. A radio glossary, a manual and recordings of the Americans All-Immigrants All series also are distributed by this extension service.

Scripts Circulated

Scripts are available, he said, to qualified groups interested in educational radio. They not only promote education, but are non-partisan and based on careful research. Emotional factors, he continued, are not over-emphasized and the listener is free to form his own opinions.

An audience service section is maintained, according to Mr. Waldron. Through this section educational, groups, superintendents, principals, teachers and listeners may obtain printed matter, radio lists and study guides supplementing Office programs. Nearly a million letters have been received from listeners.

Dramatic broadcasts are featured, since lists have been found more effective educational programs with a high entertainment content. Talks are included only as incidental material. The Office believes its activity is a logical development of the American system of broadcasting. Mr. Waldron declared, “under which we will reach the apex of efficiency, democratically, in contrast to the rigid controls which have been fastened upon radio in almost every other part of the world.”
Promotion Events
SPECIAL periods of promotional efforts for retailers during April include: National Baseball Week, March 30-April 6; America's Home, April 6-13; Foot Health Week, April 15-20; National Notion Week, April 22-27; National Hardware Week, April 25-May 4; National Fisherman's Week, April 27-May 4; Better Homes Week, April 28-May 4.

Licensed But Silent
SILENT since Oct. 24, 1938, KGCA, Deoria, Ill., has been granted another extension of special temporary authority from March 19 to April 17 by the FCC, but final action on its license is expected shortly. The station is assigned to 1310 kc. with 100 watt daytime, sharing time with KWC, the local Luther College non-commercial station. It is understood that Charles Walter Greely, nominal licensee of KGCA, is seeking arrangements with the college to take over the station's time through possible merger of the stations.

PEPSODENT grins are registered by this trio of Omaha sportscasters during a special broadcast on WOW welcoming Tom Daily (center) to the city and station. Hugh Higgins (left), of KOIL, and Ronnie Ashburn, of KOWH, both spoke during the special program, illustrating the friendliness of competition. Daily will handle a nightly sports summary on WOW under a contract with Falstaff Breweries, sponsor also of Parade of Progress on WOW and Musico on KOIL.

KWTO - KG BX Chicago Office Headed by Pearson
KWTO and KG BX, Springfield, Mo., announce opening of new station representative offices in Chicago, headed by John E. Pearson, for eight years associated with the stations. Offices will be at 360 N. Michigan Ave., telephone Franklin 2300. Mr. Pearson, whose title is national accounts manager, will have complete charge of all national spot business.

Personnel shifts at the Springfield stations include that of Russ Davis, formerly chief announcer, to production manager of national business; Gordon Wardell, formerly sales manager of KG BX, is now sales manager of both stations; Leslie Kenyon is now in charge of merchandising and promotion.

Powerful Summer Sales Stimulant

With Listener Preference
KSD has led with "Firsts" in nationwide Star Popularity Polls since 1935, assuring listener preference in St. Louis.

With Greater Daytime Coverage
KSD has a greater daytime population coverage area than any other St. Louis broadcasting station.

NBC RED NETWORK

in St. Louis

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

BROADCASTING • Broadcast Advertising

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Esty Names Moore

BILL MOORE, for the past six months Hollywood manager of Tom Fidale publicity offices, has been named West Coast radio production supervisor of W. R. Esty & Co., with headquarters in that city. He succeeds Joe C. Donohue who resigned that post effective April 1. Moore’s appointment was announced in mid-March by Dick Marvin, radio director of Wm. Esty & Co., when in Hollywood. Donohue will join another agency after a brief vacation. Neville Ray, assistant publicity director of Selznick International Pictures, Culver City, Cal., has succeeded Moore as west coast manager of the Fidale organization. Moore will be in charge of the CBS Burns & Allen program, sponsored by Lehn & Fink Products Corp. (Hinds Honey and Almond Cream) and the weekly Blonder program, sponsored on that network by R. J. Reynolds Tobacco Co. (Camel cigarettes), as well as other sponsored shows that emanate from the West Coast.

LOW-COST PROGRAMS were discussed by Freeman Keys (left) president of Russell M. Seeds, Chicago, agency, with group gathering in Hollywood during mid-March with Sidney Gayeron (center), sales manager of KHJ, Los Angeles, and Wilbur Eichenberg, commercial manager of Don Lee Broadcasting System, which operates that station. Mr. Keys was reported looking for new program ideas for a network show to start shortly. His firm services Brown & Williamson Tobacco Co., Louisville.

HARRY J. THORSEN, formerly an account executive of Reneco-Hillman, Younggreen & Finn, Chicago, has joined McCann-Erickson, same city, as account service manager.

HARRY F. KENNEDY, formerly of Advertising Counselors, Phoenix, is now production manager of L. Raymond Co., Los Angeles.

ALEX OSDORN and John C. Corrigan, executive vice-president and vice-president in charge of western offices of BBDO, New York, were in Hollywood during mid-March for conferences with Jack Smalley, Southern California manager. Following a tour of the Pacific Coast they returned to New York. The agency will establish San Francisco offices in May with Buck Forrest as manager.

HARRIE K. RICHARDSON, formerly assistant radio director of W. W. Kastor & Sons, Chicago, has accepted a special program development assignment with Needham, Louis & Brody, New York.

H. W. MALLINSON Jr., formerly with Paul Raymer & Co., Chicago, has joined Radio Telephone & Broadcasting, New York, to handle the purchase of radio time in addition to other duties.

MARTIN DEANE WICKETT, formerly with the NAB Bureau of Copyrights in Washington, has joined the radio staff of Erwin, Washington & Schneider, New York, to handle research. Mr. Wickett, a composer, was previously musical director of KMEX, St. Louis, and chief arranger for WLB, Cincinnati.

ROBERT ORR, vice-president of Lenore & Mitchell, has returned to New York after several weeks in Hollywood. He supervised the lining up of talent for the new variety and dramatic program featuring Don Ameche which starts on NBC April 5 under auspices of Lenore Mitchell and Leo Lillie Co. (Old Gold cigarettes).

A transcribed syndicated serial with a new twist! Designed for presentation to the feminine audience. Particularly suitable for furniture and department stores—loaded with merchandising possibilities. Also adaptable for food products or any advertiser whose appeal is to the housewife and family.

Write or Wire for Audition Samples

KASPER - GORDON, Inc.
140 BOYLSTON ST. BOSTON, MASS.
WILLIAM, formerly in the research department of J. Walter Thompson Co., New York, has been appointed research manager of Lyon Baker Co., New York. John D. Burke, formerly of Lord & Thomas, New York, also has joined the research staff of the Baker agency.

DON BASSETT, formerly promotion manager of Northern Broadcasting & Publishing Ltd., Timmins, Ont., has joined James Fisher Co., Toronto agency, as radio executive.

GEORGE KERN of Blockett-Sample-Illuminer, New York, is temporarily assisting Lester Schroeder director of media, for the agency, and will take over Mr. Schroeder's position upon his resignation later this month.

WARREN E. KRAFT, vice-president and manager of Erwin, Wasey & Co., Seattle, was recently appointed chairman of the Seattle chapter of Commercial tourist committee. He is also a member of the Chamber's board of trustees.

LEBOY A. KLING, formerly vice-president in charge of the Chicago office of Cecil & Freibrey, has opened offices at 225 N. LaSalle St., Chicago; telephone, Franklin 1906.

JOHN D. SIMON has joined the Portland, Ore., office of Botsford, Constantine & Gardner, and executive and copywriter on March 15. He formerly headed his own agency in that city.

CARYL COLEMAN, radio director of Botsford, Constantine & Gardner, San Francisco is also acting as radio producer, writer and counselor to various agencies on a freelance basis.

PACIFIC MARKET BUILDERS, Los Angeles, has moved to larger office at 672 S. Lafayette Park Place.

HARMON BUTLER Adv. Agency, San Francisco, has moved to the 16th floor of Central Tower.

New Research Group

THE George S. May Business Foundation, a non-profit organization to carry on research work in the interests of private business, has been formally opened with offices in Chicago and New York, according to an announcement by George S. May, Chicago business man. With research engineers in 18 leading cities, the Foundation plans early studies of modern market analysis methods, the effect of public opinion on business, bonus payment plans for supervisors and executives and the value of trade associations to business. The organization, supported by contributions from members of its advisory committee, has established its headquarters at 220 S. Dearborn, Chicago, IL.

FLEMMING-HALL, New York, to Weiss & Geller, New York, for Magellan cigarettes and tobacco. Spot radio will be used after April 16, but details are not yet set.

COLLEGE INN FOOD PRODUCTS Co., Chicago, to Weiss & Geller, Chicago.

EADCO Co., Los Angeles (air division), to John M. Alden Agency, newly established at 1796 W. 8th St., Los Angeles.

W. H. ALPERN Labs., Chicago, (mail cream) to Grant Adv. agency, same city.

Radio is planned for the fall, according to K. R. Bennett, account executive.

ZION KOSHER MEAT PRODUCTS, New York, to Jack Yaron & Co., New York, to promote contest, March 15 through April 28, to name skinless frankfurter. Daily spot announcements on WEVD, New York, with more radio planned for contest.

J. C. ENO Ltd., United States and Canada, to Atheron & Currier, New York, for all advertising on Eno effervescents.


INTERNATIONAL SALT Co., Scranton (salt), to J. M. Mathes Inc., New York (domestic salt package division only).


Media plans not yet formulated.

UP Expands Radio Services

UNITED PRESS has opened a new bureau in Charleston, W. Va., under the management of Day Dalton, formerly in the UP Cincinnati office. Radio departments of the UP Albany, Hartford and Washington offices have been expanded, and Cornelius O'Day has been transferred from the radio division in New York to Washington. New subscribers to UP news are WSDP, Toledo; KTOH, Lilburn, Hawaii; KGBU, Ketchikan, Alaska; KWAL, Wallace, Idaho; WMIB, Ogdensburg, N.Y.; WDAY, St. Paul, Minn.; WBOB, Scranton, Pa.; KORN, Commerce, Neb.; KJCA, Clovis, N. M.; KERR, Baker, Okla.; WPFO, Sun Strike, S. C.; KWAT, Watertown, S. D.; KGKB, Tyler, Tex.; WDBJ, Roanoke, Va.; WLOG, Logan, W. Va.; WBIP, Huntsville, Ala.

ADVERTISING Federation of Portland, Ore., recently held a series of weekly media meetings. The series opened with Radio Day. This was followed by Newspaper Day, Electrical Advertising Day, Photographers' Day and Magazine Day.

Rand McNally finds Youngstown one of the 16 places in the U. S. where business owes greatest gains over 39. For your Ohio paign you need WFMJ on the Blue Network.

WCAU

PHILADELPHIA

ANNOUNCES

The Appointment of

JOHN S. K. HAMMANN

as Commercial Manager in Philadelphia

and

The Appointment of

ROBERT A. STREET

as Commercial Manager in the New York Office

of

WCAU

50,000 WATTS

APRIL 1ST, 1940

Advertising

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Engineers to Consider Recent Video Progress
THOMAS F. JOYCE, vice-president and advertising director of RCA Mfg. Co., Camden, will deliver the keynote address at "The General Outlook for Television" at the opening day's session of the Society of Motion Picture Engineers' annual spring convention at Hotel Haddon Hall, Atlantic City, April 22-25. In addition to the technical papers on every phase of the motion picture art, the following television papers have been scheduled:


THE NEWLY incorporated Television Engineers Institute of America, Hollywood, has tentatively set June 10 to 22 inclusive as dates for an international television convention to be held in the Roosevelt Hotel, that city. George H. Seward, president, and Arthur A. Stern, secretary-treasurer, are in charge of arrangements.

Television Theater at Fair
RCA Mfg. Co., Camden, N. J., has announced plans to construct a special two-story addition to its present exhibit building at the New York World's Fair, which will provide for a television theater to accommodate 100 visitors. The theater also provides for ten television receiving stations, fitted out as living rooms, enabling visitors to view television reception under home conditions. Further details will be announced early in April.

GIVING New York televisers a preview of the forthcoming political conventions, NBC is planning to telecast the April 11 banquet of Town Hall Meeting of the Air.

Don Lee Speeding Plans For New Video Station
WITH all legal obstacles cleared, Don Lee Broadcasting System, Los Angeles, is speeding up plans to erect and operate a television station on Mt. Lee, 1,700 feet above Hollywood. Blueprints have been approved, and it is expected that work will start immediately. Thomas A. Lee, president of the organization, proposes to build studios and facilities at a cost of more than $500,000 and move the Don Lee telecaster W6XAO from downtown Los Angeles to the new site. He plans to have it in operation by Sept. 1.

The FCC recently approved removal of Downtown Los Angeles and also assigned the transmitter for a new channel. Los Angeles City Council and Planning Commission have sanctioned the move. Road work to the new site is now under way and will be finished by early April. Don Lee has also made application to initiate experiments in frequency modulation. If granted, it is planned to install the transmitter and antenna in a special building on Mt. Lee.

PORTER Named by AFRA As Field Representative
JAMES PORTER, who has a background of some ten years in union organizing and negotiations, has been selected by the National Everite Associates, Representative of the American Federation of Radio Artists. Although Porter has no previous radio experience, AFRA executives stated they felt this lack was more than outweighed by his background in other labor fields. Following a week in Charlotte, N. C., he is going to Detroit on April 1, where he will establish temporary headquarters for organizing activities in that area.

A contract for staff announcers at KCA, Denver, has been negotiated by Vic Conners of the union's San Francisco office as the first step in a drive to sign up all Denver stations before the AFRA convention, to be held there in August. Contract, which follows the standard form set up by AFRA and the networks for M and O stations, calls for immediate raises for announcers. Station is the fourth NBC owned and operated outlet to sign with AFRA in the past two weeks, others being WBZ, WRZ, Springfield, Boston, and WMAL and WRC, Washington.

AFRA transcription code is still in use.

Video Receiver Prices Sharply Reduced by GE
ALSO deeply interested in television is the electrical firm, with several stations in operation or building and with production line geared for market demand. GE Electric Co. has announced a 15% reduction in price for a complete receiver with a 15-inch picture tube, reduced from $195 to $99.95; HM-185, color television receiver in console cabinet, reduced from $170; HM-226, two-tube 9-inch cabinet picture tube, $251; HM-226-7, a 29-tube binocular for both television and radio reception, $515 to $445; HM-226-5A, a model set in the $300-tube deluxe combination, $795 to $595.

Television Notes

Large-Screen Exhibit
LARGE-SCREEN television, which RCA demonstrated at a private showing last month before the FCC at the RCA plant at Camden, will be shown to the general public in a large auditorium for the first time at the home appliances exhibit conducted by the Electrical League of South Jersey at Convention Hall, Atlantic City, April 3-4. The television pictures will be projected on a large screen on the Convention Hall means a large optical system developed by RCA.

Special Use of Sound Channel
SINCE the television channels in the ultra-high frequency range are much freer from static than the normal broadcast range, W2XBS, NBC's television station in New York, is using its sound channel three hours each evening, from 7 to 10, to broadcast regular NBC sound programs during whatever time television programs are not on the air, as a special service to teleview set owners in the New York area.

Remote Coverage
THOUGH 142 airline miles away, Daniel J. Duval, Shenectady Union-Star sports editor, covered the recent Knights of Columbus track meet in New York by television. The telecast from NBC was picked up by GE atop Heldebran mountain and rebroadcast to the Albany-Schenectady area where Duval picked it up in the home of John Gilmour, GE television program director.

Cath-Ray's New Set
CATH-RAY Television Corp. New York, has introduced a new low-priced combination sight and sound receiver for sale at $149.50. Instrument, a console model, has a 7-inch tube for direct viewing in the front of the cabinet and 12 other tubes, and features the "Synchronolol," a special circuit designed to keep the picture locked in Synchronisation at all times.
When one of the world's largest refiners of industrial naphthas began to expand the marketing of a branded gasoline through independent Oklahoma jobbers it selected WKY to merchandise that gasoline to consumers. Gallonage increased immediately. The number of jobbing accounts mounted. But of even greater importance was the effectiveness of WKY in bringing about a closer relationship between the company and its jobbers and their dealers. WKY planned and produced the program responsible for this merchandising success. Through a seven-piece string orchestra with vocalists, this show offers fifteen minutes, five days a week, of the kind of popular music WKY's statewide listening audience goes for in a big way.
He's thinking about a 350 yard drive; about an arching mashie shot that hits the flag; about a stymied putt. He's thinking golf.

And what's he thinking when he reads

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

BROADCASTING means radio advertising. It's 100% radio all the time. Its 8,000 circulation blankets your prospects. You know you're reaching the right people when you sell your story through BROADCASTING.

They're Radio-Minded when they read **BROADCASTING**

**BROADCASTING BLANKETS TIMEBUYERS!**
SPONTANEOUS was the tribute paid by listeners to Sportscaster Art Bramhall, of WHBL, Sheboygan, Wis., who described his experiences of the home games of the Sheboygan Redkins, up among the leaders in the National Professional Basketball League. Coming as a surprise, WHBL listeners suddenly popped up during one of the games broadcast with $52 to buy a Sportscaster Bramhall a watch. Here at the presentations ceremonies are (l-r) Announcer Clair Stone, of WHBL; one Mr. Froelich, representing the listeners, and Mr. Bramhall, who introduced bills of gifts of clothing and merchandise. The whole thing was arranged by listeners, who even refused to accept a contribution from Ed Cuniff as director of WHBL.

Small Loan Radio Ban Proposed in New Jersey

A BILL asking $25,000 for the State attorney general to finance a campaign against radio broadcasts of small loan companies was introduced in the New Jersey State Assembly in March by Peter P. Artaserse, Democratic assemblyman. The measure would authorize the attorney general to employ investigators, commentators and lecturers and to use any radio station in the State in an attempt to counteract radio advertising which might be construed to be against public interest.

"The purpose of this bill," commented Mr. Artaserse, "is to expose the vicious practices of the small loan racketeers in soliciting loans by the use of radio." In a companion statement he added, "Every type of rosy picture is presented to make it attractive for people to run themselves into debt. Nothing, however, is ever said about the interest they have to pay; nothing is said about the facts that they have to pledge their furniture as collateral; nothing is said about putting up life insurance policies and mortgaging away their securities for these loans." It was the State's duty to protect the people, he declared. Several Assembly members introduced bills to cut from 2 1/2% to 1 1/2% the monthly interest rate on small loans.

Illicit Operator Fined

FOR conviction on charges of operating an unlicensed radio station and operating a station without an operator's license, Russell Callender, of St. Paul, was fined $25 on each of the two counts by the U. S. District Court, St. Paul. The violations were discovered by FCC inspectors.

WCBM Technicians to ACA

TECHNICIANS of WCBM, Baltimore, have signed a three-year contract, retroactive to March 1, with A.C.A. providing for wage increases, vacations with pay, a 42-hour week, time and a half for overtime, and hiring through A.C.A. The agreement was negotiated for ACA by Sidney Adler, field representative of the Broadcast Division.

Tries All Three

BILL PENNELL, announcer of WIOD, Miami, claims the distinction of having worked on all the major networks within a period of two months. While they were keyed from Miami, the Walter Winchell and Milton Berle programs on NBC, Ripley's program on CBS and the Hiawatha Park races on MBS were all handled by Pennell. Incidentally, Winchell on the Jergens Journal made the first announcement of Pennell's engagement to Margaret McFarland of Atlanta, whom he will wed in the spring.

WFIG, Sumter, On Air

WITH T. Douglas Youngblood returning to his native city to become manager, the new WFIG, Sumter, S. C., went on the air March 16 with a dedicatory broadcast in which the mayor and other city notables as well as mayors of surrounding communities participated. Licensee of the station, which last July was authorized to construct with 100 watts night and 250 day on 110 kc., is Julius S. Brody, formerly connected with a local dry goods firm. Manager Youngblood recently was with the sales staff of WOC, Columbia, S. C., and formerly was manager of WFOR, Hattiesburg, Miss., and commercial manager of WRBL, Columbus, Ga. Program director is John Sherman, formerly with WMFA, Charleston. Chief engineer is Robert E. Liverance, formerly with WGBR, Goldsboro, N. C., and WFTC, Kinston, N. C. George Crawford, formerly of WSPA, Spartanburg, S. C., and WAIM, Anderson, S. C., is staff announcer; L. E. Rush, formerly with WCCO, operator; Miss Alison Keels, continuity chief. The station is RCA equipped throughout, with a 185-ft. Wincharger radiator.

Bing Crosby Honored

BING CROSBY, star of the NBC Kraft Music Hall, sponsored by Kraft Cheese Co., and also a directorate member of KNPC, Beverly Hills, Calif., has been awarded the United States Junior Chamber of Commerce distinguished service key for the young man under 35 years of age who contributed most to his community during 1939. It was in recognition of his contribution in radio, motion pictures, and sportsmanship.

"This is . . .

COLUMBIA

SOUTH CAROLINA'S CAPITAL CITY

At the very hub of as fine a highway system as any state can boast, the city of Columbia beckons all South Carolina to its state capital. To legislate, yes! — but to shop, too ... in the State's largest department stores ... or to buy from the important wholesalers.

All of these people, even from the remotest corners, know WIS. Because, in the daytime every square mile of South Carolina receives more than 100 microvolts from WIS (which is pretty good rural reception) and 76, 140 radio homes get better than a half millivolt (in most cases the strongest available signal).

Most NBC advertisers know WIS — know what 580 kilocycles does. If you don't, may we tell you more?
IT DOESN'T COST—
“IT PAYS”

A Gates American transmitter has never cost a Broadcaster one single penny. Reason? From the day they are turned on the improved signal, the new high fidelity transmission quality and that “Means Business” appearance brought much more business than the pro-rata cost of a complete Gates transmitting plant over a two-year period.

250 watts can buy Gates American either for cash or on convenient terms. Investigate the Gateway to better-lower cost broadcasting.

The complete new 1940 Gates Catalog, exclusively broadcast equipment, yours for only requesting on your station letter head.

GE Edison Films

NINE REELS of film and a recording of the inventor's voice made in Schenectady during his life have been loaned to Metro-Goldwyn-Mayer by General Electric Co. to help make the movie of the life of Thomas Edison. The movie is being released in two parts, the first already released with Mickey Rooney as star and the second part, for which GE is furnishing not only the films, but also data, to star Spencer Tracy.

RCA announces an ultra-high frequency antenna MI-7529-A fabricated at the factory for specified operating frequency and requiring no adjustment after installation.

WXYH, the FM adjunct of WBCB, Duluth, which went on the air March 15, is utilizing General Electric equipment and a WE transmitters, as erroneously reported on page 30 of the March 15 Broadcasting.

RADIO Engineering Laboratories Long Island City, has issued a 34-page booklet on frequency modulation, containing photographs and descriptions of a number of FM installations in New York and New England in addition to data concerning the apparatus as manufactured by REL.

FOLLOWING completion of the base construction for its new antenna, 36 concrete piles, reinforced with steel, driven 110 feet into the cedar bog at the top of the site it is proposed that the WOV, New York, has started erection of the tower, which will be 350 feet high and shaped like a “top loading” umbrella. Work will be done under the direction of R. E. Study, chief engineer of WOV.

KENYON TRANSFORMER Co., New York, has just announced a complete new series of transformers made in both standard and submersible types. Finished in black and with a line of white insulators, the units approximate 300 pounds and are lightweight portable broadcasting equipment.

RCA MFG., Camden, N. J., has announced a new Type 331-A broadcast frequency monitor.

NAB RECOMMENDS

REVISION OF LOG

ADOPTION of a proposed program log meeting requirements of the new FCC rules and designed to establish a uniform practice throughout the industry was effected by the NAB Accounting Committee at a meeting in New York March 19. The log form is subject to further study by all operators and endorsed by the FCC, which does not propose to give it any formal stamp of approval. The committee also adopted an accounting manual for station bookkeeping designed to facilitate entering of necessary information in completing the annual FCC financial report on station operations, along with programming and employment data.

Present at the meeting, presided over by Chairman C. T. Lucy, WRVA, Vienna, were H. L. Kidd, WSYR, Syracuse; E. J. Gluck, WSOA, Detroit; H. W. Batchelder, WFTC, Baltimore; H. F. McKeon, NBC, New York; S. R. Dean, WJMH, New York. Attending for the NAB were Edwin Spencer, secretary-treasurer; Paul F. Peter, research director, and Robert Myers, of the research department.

WE Assigns Geo. Jones

APPOINTMENT of George L. Jones, for several years Government sales engineer at the Washington office of the Graybar Electric Co., as Washington representative of the National Graybar organization, has been announced by A. J. Enright, general sales manager. Mr. Jones will supervise Washington activities related to Western Electric broadcasting equipment sales. He became interested in radio in his spare time through his work as a spark transmitter and crystal detector. Since 1921 he has engaged in radio construction, sales, and service and has been involved in station operation and, more recently, broadcast engineering and equipment sales. From 1933 until joining the Washington Graybar staff in 1938 he was associated with Jansky & Bailey, consulting radio engineers, specializing in field intensity surveys and allocation engineering.
in the
CONTROL
ROOM

ROBERT F. WOLFSKILL, assistant manager of Commercial Radio Equipment Co., Kansas City, has been assigned, effective May 1, to head the company's new branch office at Crossroads-of-the-World, Hollywood. The office will be completely equipped for frequency monitoring, allocation consulting, surveys and measurements.

AL EISENMENGER, E. A. MacCormac and Tom Gooter, NBC-Chicago engineers, have been chosen to head the committee planning the second annual Radio-Dinner Dance, given by Central Division engineers, to be held April 19. Evelyn Lynce, NBC songstress, will reign as Queen over the 1940 affair.

HAROLD JACKSON, engineer of NBC-Chicago, is recuperating at home after more than a week in the hospital.

CHARLES KIBLING, remote engineer of WOR, Newark, and well-known amateur operator, was honored recently when his amateur station W2XOE was pictured on the cover of the Assn. of Technical Employees Journal.

RALPH L. PRIEST, KJI, Los Angeles, technician, is the father of twin boys, Richard and Ralph, born March 10 in Santa Barbara, Cal. Mrs. Priest is assistant professor of music at Santa Barbara State College.

OMER WRIGHT recently was named chief engineer of KDON, Monterey, Cal., replacing Melvin Johnson, resigned.

CLARENCE ASHMAN and Ben Buckley recently were added to the technical staff of KSAN, San Francisco.

JIMMY THUNNELL, engineer of KYW, Philadelphia, has resumed his duties following an appendectomy.

DAVID S. LITTLE, formerly in charge of aviation for Radiomarine Corp., of America, has joined American Airlines as radio engineer.

LEVIS SUGGS, new to radio, has joined the engineering staff of WGBR, Goldsboro, N. C.

FRANCIS CARUFY, chief engineer of WNLC, New London, Conn., on March 11 married Leona Marcelle in Boston.

HAROLD RUFF, WBW, Topeka, is the father of a baby girl born March 8.

ROGER V. HIVELEY, formerly of KGBR, Tyler, Tex., has joined KBDB, Oklahoma City, Okla., as chief engineer. Bill Guy, formerly of KBTC, Austin, has joined the KGDB announcing staff.

WALTER A. GRAHAM, control supervisor of WQW, New York, is out of the hospital following a seizure of pneumonia and will spend several months regaining his health, returning to work about June 1.

JOE I. STEWART, formerly of WFOY, St. Augustine, Fla., has resigned to become chief engineer in charge of construction of the new WMQG, Brunswick, Ga.

JAMES L. HURST, formerly of KFL, Los Angeles, has joined KMPC, Beverly Hills, Cal., as studio engineer.

E. W. LAMBOURNE, of KDIL, Salt Lake City, has been transferred from Transadio operator to control room.

FRANK J. ELLIOTT, formerly of KWBG, Hutchinson, Kansas, is now operator at KVSP, Santa Fe, N. M.

ARTHUR OLSEN, engineer at WQV, New York, on March 30 married Helen Poll.

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 shifter changes instantly from 78 to 33½ 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 allows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33½ 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 33½ 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”-Depth, 21”-Height, 49”) attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32”.

For descriptive folder and price quotations, write:

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N. Y.
NEW audience participation program with a sports slant, Sports, has started on WGL, Fort Wayne, Ind., under sponsorship of Harvey Bros., local clothing houses. As part of the half-hour weekly show, featuring John Hackett and Neil Searles, printed forms containing names of athletic figures and events are offered listeners during the week. The program hints at the names via sound effects and continuity. Listeners check names recognized, trying to get five in a row a la bingo. Listeners presenting card with five names in a row at sponsor's store win a necklace.

From the Capital

WAIF, Chicago, has inaugurated a new series of Sunday features titled Under the Capitol Dome which consists of a resume of the important developments which took place in Washington the previous week. Quarter-hour shows are heard at 4:45 p.m.

In the Army Now

TROOP personnel from Fort Benning, center of peace time concentration of soldiers, provide the talent for the Army Hour broadcast over WRBL, Columbus, Ga., Saturday night. The half-hour variety show, originating in the new Army YMCA in Columbus, is sponsored jointly by the YMCA and WRBL. Inaugural broadcast March 16 featured talks by Manager J. W. Woodruff of the Mayor of Columbus and army officers.

Decision by Public

EXPRESSION of public opinion on matters of current interest is heard over WMBD, Peoria, Ill. Forms presenting the facts on the controversial issue are submitted to 12 selected persons. Space is provided for a verdict of yes or no and a brief explanation of the verdict. Two announcers alternate their explanations while a third gives names and explanations of the verdict.

From Honeymoon Hqrs.

BROADCAST from the recently publicized Honeymoon Isle off Florida was effected March 18 through WSUN, St. Petersburg, Fla. Description of the project and interviews with honeymooners were conducted by Bob Wilbur of WSUN and C. M. Washburn, promoter of the project. Telephone communication was sent to the island, a shortwave relay to a land receiving station was necessary.

The Deacon's Speakin'

ENTIRE life of a small town is reconstructed in a new one-man show recently started on WGN, Chicago. The three-weekly 15-minute feature is titled The Deacon and features John Howard in monologues and stories during which he introduces various typical Main Street characters. Included in each performance are two hymns or folk songs.

Ladies' Hour

FEATURING woman's angle news and chatter, Atlanta Journal personalities and music of a staff orchestra, For Women Only on WSF, Atlanta, covers society gossip, garden news, theatre and radio, fashions, food and books and women in the headlines. The show is written by Bob Pollock and announced by Hugh Ivey.

Two at a Time

BREAKFAST CLUB COFFEE Co., Los Angeles (coffee) is sponsoring a series of sidewalk reporter broadcasts, the third weekly, featuring Ernie Smith and Bert Buzzini on KJBS, San Francisco. The interviews are conducted in front of Benatar's Drug Store, likewise a KJBS account, which now is serving excellent coffee in the Breakfast Club Coffee over its lunch counter. Be- natar's purchased 2,500 pounds of Breakfast Club Coffee when the interview series started. Thus KJBS has been instrumental in bringing actual new business to two of its clients—the coffee sponsor and the drug company, the latter through sending mailers at the sidewalk broadcasts into the store. The coffee account was placed through Lockwood, Shackelford Agency, Los Angeles.

Quiz of the Stars

NEW quiz idea program started on KFRC, Hollywood, has motion picture, name talent answering questions on the film industry each week. Titled Twas the Stars, the studio audience half-hour program is similar in format to Information Please, and is broadcast each week. George Jay projects questions about film stars, pictures and the industry in general, which are sent in by listeners. If guest talent fails to give the correct answer, an encyclopedia is given the question sender.

Ambitious Youth

AMBITIONS, hobbies and activities of the young generation are presented on KGVO, Missoula, Mont., listeners of Citizens of Tomorrow, a new program. Six children, selected on the basis of letters they submit, are interviewed on a half-hour program sponsored by Sunnymaid Bakery for Pinocchio Bread, the broadcast is conducted by Jimmy Barber.

Spotlight on Rackets

UNDER auspices of the local Better Business Bureau, KOMA, Oklahoma City, has started a new weekly series, Rackets That Rob, designed to expose merchandising rackets. Each program dramatizes a different racket, written and produced by the KOMA production department, the programs feature talent of the Oklahoma City Theatre Guild.

Faithful 600,000 Coverage

The 600,000 folks in the "Pecorines" depend on WMBD to bring them strong, tasteable quality reception of programs down through each day—including many leading Columbia network features. The loyal WMBD following is self-evident that they are well satisfied. More than 200 progressive Central Illinois retailers depend on WMBD for strong coverage of their respective marketing areas. They are getting folks they wouldn't otherwise get. Be sure you include your name on our list of "Pecorines". Spreading is natural and easy. Use this medium to attract attention to your programs, and your business, with the effect you want.
Welfare and Golf

JUNIOR LEAGUE members of Greater Cleveland are participating in a weekly program on WGAR, Junior League Radio Workshop, presenting in dramatized form the functions of the various welfare agencies. Scripts are prepared by League members and supervised by Wayne Mack, WGAR drama director. Golf hints by leading local "pros" top scores of the week, recognition of "hole-in-one" players and soothing music will comprise The 18th Hole on WGAR, Cleveland, beginning in May and extending into September. The idea was developed and will be produced by Maurie Condon and Dave Baylor of the WGAR staff.

Freaks of Sports

NEW daily feature, Quirks in Sports, carried as part of Morey Owens daily Sports Review on WROK, Rockford, Ill., spots the yarns of a well-known sport official—kept anonymous except for calling him "referee"—who has made a hobby of collecting stories of unusual happenings in sporting events. Owens writes these tales of freak plays and non-sectarian devotion, which highlights them on his sports show.

Edgar Allen Poe Dramas

KECA, Los Angeles, has started a new weekly half-hour series of dramatized stories by Edgar Allen Poe. Titled, Once Upon a Midnight, the series is adapted for radio by Forrest Barnes, Hollywood writer. Glen Heisch, program manager of KECA produces the series which features Ted Osborn as Poe. Claude Sweeten's orchestra provides incidental background music.

Art and Antiques

NEW program, The American Treasure Chest, recently made its bow on KPO, San Francisco. Don Thompson, m.c. takes art objects, curios, antiques, etc., and asks studio guests to identify them and give information, history and anecdotes. Thompson then tells the complete story of the object, sent in by listeners, comparing the information of the experts in the studio to the actual facts surrounding the Americacona concerned.

News From the Counter

INTERVIEWING customers, salesladies and department heads is the formula of Household Quiz, weekly half-hour show on KGKO, Fort Worth. The program originates in W. T. Grant's Department Store, the sponsor. Prizes are given for best household hints submitted and used on program. Contract is for 52 weeks.

Capsule Church

COMPLETE church service in miniature, complete to hymns by the choir, is presented on the new Sunday morning non-sectarian devotional program, The Church in Thy House, started recently on WSB, Atlanta. Sermons are given by Atlanta ministers, and choirs from individual churches supply the music.

Kitchen Capers

UTILIZING the entire WDZ, Tuscacola, Ill., talent staff, The Kitchen Barn Dance is broadcast every weekday morning, 8:45-10 a.m. Hillbilly music, recipes and contests designed to reach the housewives provide the formula.

The 'Quiz Clock'

A. & S. LYONS, New York production agency, is offering for sponsorship to stations and agencies a new type quiz program What Time It Is?, designed for radio listeners rather than a studio audience. Written by Joe Liebman, the show is based on a "quiz clock" which listeners manipulate to answer the questions they hear on the program and then send in to the station. Winners are automatically checked on the dial of the clock and cash prizes are then awarded by the sponsor.

Clipped From the Films

NOVEL new show of KLZ, Denver, Off the Sound Track, is carried at 10 p.m. Saturdays directly from the local Orpheum Theatre. With a brief opening and closing by an announcer, the program is picked up from the sound track of the film showing at the theatre, affording an actual 15-minute sample of the attraction. The timing on the motion picture story is carefully worked out, with the announcer's continuity written to fit the scene and action.

Insurance Problems

JOSEPH PATRICK LEE, New York insurance consultant, on March 20 started an audience participation program titled What You Buy Me, I Buy You, for WLTH, Brooklyn, during which Lee discusses insurance problems with members of the studio audience. For over a year, Lee has been conducting quarter-hour programs and using spot announcements on WAAT and WHOM, Jersey City, and WARD and WLTH, Brooklyn.

BOSTON'S biggest and biggest horse barged into the studios of WBZ in mid-March for a special broadcast commemorating evacuation of the city by British troops. Edward J. (Knocko) McCormack, impresario of the commemorative parade, hoisted his 270 pounds on this 2,800-pound pensioner of the fire department. The special booties on Knocko's mount prevented damage to the studio floor during a sugar cube-induced celebration. Fred Hoey, sports commentator, described the carnival of heft.

112 QUARTER HOURS MORE!

Totalling 203 quarter hours for this week of March 18, WSAI already has 112 quarter hours MORE BUSINESS than last year during the same week.

And our contracted-for business volume is scheduled to up and up. Within a month, Wheaties and Mobilgas add 48 weekly quarter hours of baseball.

For seven consistent months, a steady influx of NBC Blue and Red network advertisers, local and national spot advertisers and announcement users has kept pace with WSAI's increasingly attractive programming.

All these facts have made WSAI the choice of those who wish more business sent their ways!

THE NEW WSAI... "Cincinnati's Own Station"

Represented by International Radio Sales, New York • Chicago • Los Angeles
TIED in with its Musical Americans program on NBC, Westinghouse E. & M. Co. is offering $25,000 worth of electrical appliances in its five-week "Advis-a-Bride" contest, starting April 18. Each week 10 Westinghouse refrigerators and 10 Westinghouse ranges are to be awarded to winners of prize-winning letters on "Dear Westinghouse Bride, you should have a Westinghouse refrigerator (or range) because...". As second prizes 50 streamline combinations are to be awarded weekly. The contest is being pushed in newspaper and magazine advertising, and names of range and refrigerator winners will be announced on Musical Americans.

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

**Merchandising & Promotion**

WCAE History—Birth Record—Guest Columnists—
Aid to Buyers—From the Range Country

For Libraries
SPECIALY bound booklet containing the history and complete data of WCAE, Pittsburgh, has been presented by the station to 50 branches of Pittsburgh's Carnegie Library. The booklet was prepared by James Murray, WCAE promotion director, at the request of librarians, who said they have numerous calls for such information.

* * *

Free Digests
STRESSING the excerpt, "the lower the economic level, the more listening", from the article, Radio vs. Reading, in the March Readers Digest, E. A. Albury, WHBQ, Memphis, manager distributed 100 marked copies of the issue to key time buyers in Memphis claiming WHBQ has the "lower audience" referred to.

* * *

Art in Miniature
THE animation technique in which tiny caricatures and photos are spotted between words in a sales message is carried out in an eight-page promotion piece prepared by WSM, Nashville. Four of the eight pages are printed on wood-simulating paper and two pages of sales messages have a total of 56 miniature illustrations.

Esso's Births
ESSO MARKETERS, as a result of the free offer, managed to attract parents of children born on New Year's Day, must pay out about $16,000 according to the births reported for January 1. The offer, launching two new gasolines, was made four weekly on the Esso Report news programs on 34 stations. To date, the births reported from 18 states are 1,905 singles at $8 each, 36 sets of twins at $200 a set, and one set of triplets at $750. Marschalk & Pratt, New York, is agency.

* * *

Twin City Clippings
AS A SPECIAL service to advertisers and agencies, KSTP, St. Paul, has inaugurated a clipping bureau of newspaper publicity on all sponsored products. A copy as fast as it can be let in black and red, picturing a newsboy on the front cover that headlines "Here's News. All About Your Show from KSTP" is utilized as a folder for the smaller clippings, should the same art lines will be attached to all full-page sendouts. This is to be a daily service.

* * *

WPEN Discount Club
PLACED on a membership basis, the WPEN discount club offers members special discounts at stores of sponsors on the program and to local sporting goods. Also members only are eligible for ticket awards in a daily jingle contest being conducted in conjunction with the local showing of "Pinochio".

Checks From Cokes
BLANK restaurant check books are being distributed to all Tulsa restaurants by KTUL, Tulsa, Okla. On the bottom of each check is the Coca Cola Bottling Co.'s slogan with a written invitation on the reverse side to "Singin' Sam" daily on KTUL.

Bantam Aids
AS AN EXAMPLE of how stations may utilize midget autos for special events and other promotions, Bantam Car Co., Butler, Pa., plans to feature KDKA, Pittsburgh, in its 1940 advertising and merchandising campaign.

* * *

WCCO Clue-Notes
WCCO, Minneapolis, has offered 220 weekly and daily publications in the Northwest area the services of members of the station's staff as guest columnists. Fifty-four accepted, receiving such articles along with WCCO news and program schedules.

* * *

In House Richmond
OUTSTANDING p r o g r a m s of WMBG, Richmond, Va., are announced on a huge electrical "traveling news bulletin board" located in the heart of the business district.

Precision in Topeka
A GENUINE micrometer was attached to a promotion piece mailed by WIBW, Topeka, asking: "Which way do you measure your sales results—through a micrometer or with a cash register?"

Guide for Buyers
TO HELP merchandise the products of its sponsors, WQXR, New York, has established a "Buyers' Guide" service which appears for the first time on the back cover of the station's printed program booklet for March, sold on subscription to about 12,000 listeners. A line of type at the bottom of the 24-page booklet calls attention to the Guide on the back cover, which lists products of the station's sponsors and urges listeners to use the list when making purchases. The March Guide lists Aetna Life Insurance Co., Aqua Velva, Arrid, Botany Worst ed Mills, Ford Motor Co., G & D Vermouths, Glyptal, Thymoline, Swiss-Clinton wines, Jests, Lafayette radios, Martinson's coffee, "Newsweek" magazines, English muffins and Venida Products.

Louisville Medley
STRIKING effect is produced by WHAS, Louisville, in a highly var nished red-and-black plastic-bound "brochure a mile long". It says, "there was a radio station that decided not to claim that it was the greatest, the best, the most powerful, etc." "But," the brochure adds, "it decided that its call letters should be absolutely synonymous with the territory which it served from the very pioneer first-days of radio..."

For Auto Seats
AUTO slip covers at a low price are offered listeners of the Crazy Radio Gang, sponsored over WBAP and the Texas Quality Network by the Crazy Water Co. Two different sets are offered, one for coupe and the other for coach or sedan, and the plan is to promote good-will for the program.

In Coast Weeklies
KPO-KGO, San Francisco, recently made a deal with the Conner Newspapers, 18 residential district papers, in Oakland, for a front-page food column to be written by Odysseus Cronkile, conductor of KPO's "In the Kitchen" program. The papers have a total circulation of 40,000 weekly.

Symbol of the Range
EYE-CATCHING is the miniature saddle sent to the trade by KTSM, El Paso, with the admonition "Here's your saddle. Come ride the range with KTSM's green with opportunities, etc." The saddle is trimmed with shredded leather, blanket and girths.

"WSA I-Opener" Revised
WSAI, Cincinnati, has revised its WSA I-Opener -- "purchase-weekly trade promotion paper covering WSAI and Cincinnati trade news."

**WBFG**

ALTOONA PENN.

providing the only full coverage of the Altoona trading area

Now NBC-RED

and FULL TIME OPERATION

Page 76 • April 1, 1940
Oakland C of C Tieup

OAKLAND (Cal.) Chamber of Commerce has named KROW, that city, as its official station. The Chamber recently launched a weekly program Dear Public, a series of oral "open letters" reporting and highlighting business development and community progress and brings to the microphone business and civic leaders of the community. The tie-up was effected by KROW General Manager Philip Lasky, who felt that the public knew too little of the Chamber's work and of the major happenings of the community. KROW likewise is closely tied up with the Oakland Junior Chamber of Commerce.

FOR Younger Ears

RAY BARNETT, of the sales promotion department of KSFO, San Francisco, has arranged a series of rallies at high schools and junior colleges. Jack Gregson, announcer, addresses the students on radio. The talks are informal, include a bit of entertainment and are point ed to attract the ears of the younger set to KSFO.

FOR Younger Jobless

KYA, San Francisco, recently donated a weekly quarter-hour period to the Eighteen to Thirty Club, an organization of young people which strives to find suitable positions for young men and women.

 universal Time

CHARTS enabling listeners to compute the time of day at any point on the globe are being distributed upon request without charge by General Electric's international stations, WGEQ and WGEA, Schen cady, and KGB, San Francisco. To meet the demands of Latin American and European listeners, the chart has been printed in Spanish, Portuguese and French as well as English.

WLW-Indiana Promotion COOPERATION between Indiana retail grocers and WLW, Cincinnati, was intensified when more than 500 Quality Service Store operators and wholesalers with their wives were entertained at a banquet in the Claypool Hotel, Indianapolis. An agreement was set up between the station and the grocer to promote WLW-advertised products.

Available to Dealers

TO PROMOTE closer relationships with retail organizations, facilities of the KMOX Radio Playhouse are offered for dealer meetings by Merle S. Jones, manager. Recently over 200 members of the St. Louis Retail Grocers Assoc. were guests of KMOX at a supper arranged by Jane Porter of the home economies staff, followed by entertainment by station artists.

WORSTED CENTER OF THE WORLD

WLAB covers 65 million in payrolls, 86 million in retail sales, with a 10-million signal - the only primary service at uniform high level covering Lawrence, Lowell and Haverhill.

1000 W 680 Kc

Studio & Offices Lawrence, Mass.
WITH 3,092 persons participating, the Twin City Radio Popularity Contest conducted by the St. Paul Shopper and Minneapolis Shopping News was concluded last month with the following voted most popular station as selected by the audience: KSTP; 16; Cater Adams, WCCO; "Whooper" John, WCCO; Hal Michael, KTSP; Bennett Orfield, WCCO; Cleo Card, WCCO; Bee Baxter, KSTP; Bob DeVane, WCCO; Rollie Johnson, WCCO; Brooks Hendson, KSTP. Favorites of Minneapolis voters were, in order: Cater Adams, WCCO; Cleo Card, WCCO; Eddie Gillam, WCCO; Florence Lehman, WCCO; George Higgins, WCCO. Contests were originated by WCCO, which put up the prize money—$50 to each paper, with the winners in each contest the person who picked the right personalities and got them in the right order. WCCO was not mentioned in either contest.

OPENING of the Columbia Lecture Bureau, division of Columbia Artists Inc., in Boston was marked by a preview at the Copely Plaza Hotel, directed by Margaret E. Richardson, New England representative. Among those booked by the bureau for personal appearances in the East are: Jimmy Durante, KDKA; Eddie Murray, WEEI; and Jay West, KOL. Both of whom addressed the club women present at the opening.

WHAT? Philadelphia, on March 30 observed its 35th anniversary and started "Old House Week," during which open house was held for listeners and former WHAT artists. The present staff is headed by Milford Lauchlin, with Chester A. Beckett, Sam Sevits, and John Meiklejohn as announcers and J. G. Geise, technical supervisor.

WITH Arizona's tourist season in full swing and numerous individuals from various parts of the state vacationing there, Fred Palmer, manager of KOY, Phoenix, admits that he has been spending more time lately staging his nationally transcribed "Black-Sample-Hummert Dickie" on the air in addition to running his station and the Arizona Network. Palms are set at the large due to the inclusion of Glenn Snyder, manager of WFIL, and Jack G. Homan, manager of KFWB, Los Angeles, who is also the president of the Radio Institute. Both stations are affiliated with the American Packing Company, which has a large interest in the project.

KOKI, Omaha, has added to its production staff, a 12-piece studio orchestra under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a v. 12-piece orchestra, composed of all returning students of the University of Nebraska, under direction of Prof. Gary. The usual staff members are: Joe Young, KOKI; Paul, Mont.; a
REPRESENTATIVES OF VARIOUS New York broadcasting stations met on March 15 with the group of West- chester women who recently instituted the "I'm Not Listening" campaign which seeks to end radio programs considered objectionable. Among those speaking in defense of current radio serials at the lunch meeting in Mt. Vernon were Donald Shaw, executive vice-president of WBUA; Leslie Ryan Roberts, a vice-president of WMCA, and Al Simon, publicity director of WHN. Speaking on the women were Mrs. Everett L. Barnard, chairman of the campaign, who reported that the movement had spread to 39 States, and Mrs. Charles M. Phelps Jr. of Bronx- ville.

TO PROVIDE room for a new directional antenna this summer, a 12% acre site adjacent to the present transmitter has been purchased by KDTV, Salt Lake City.

A UNIQUE angle was added to the annual Easter sunrise service broadcast from the Grand Canyon's Shrine of the Ages over the Arizona Broadcasting Co. Network, when J. Howard Pyle, KTAR, Phoenix, program director described the rising sun from the floor of the canyon, one mile below the service on the rim.

WSB on April 3 will shift the news broadcasts from mount Steil and Wa- rley Root, the network's London and P aris representatives respectively, from alternate Fridays to an alternate Wednesday schedule, 11:15 to 11:25 p.m., which will continue throughout the spring. Sigrid Schults, head of the Canadian bureau of the Chicago Tri- bune, continues on WSB alternate Sundays at the same time.

WINNERS of the 26-week search on the fifth season of the Metropolitan Opera Auditions of the Air for the 1940-1941 season included the young American talent worthy of a place with the Metropolitan Opera Co. were announced on the March 24 program, sponsored on NBC and the Sherry-Williams Co. Miss Elise- nor Steber, soprano, and Arthur Kent, baritone, were the winners, each receiving a bronze plaque and $1,000 from George A. Martin, president of Sherry-Williams. Emmett Darcy, tenor, received an Audition Fellowship of $500 as runner-up.

WOR, Newark, on April 3 will take over the Where Are You Frum series of weekly programs, which have been tested on WQXR, New York. WQXR retains an interest in the program after the move in view of possible sponsorship of the program. Dr. Henry Lee Smith, English lecturer at Colum- bia U., New York, conducts the pro- gram, during which he attempts to test members of the studio from the states, by which they are not from New York.

KYOE, Santa Ana, Calif., located in new offices at 307 N. Broadway, that city, on March 9 held its formal opening with city and county officials attending, and Ernest L. Spencer, general manager, who presided. Among exhibits pertaining to modern ra- dio, guests were offered the viewing of a television program from WQXR, the Los Angeles telecasting station of Don Lee network, of which KYOE is an affiliate.

AS ITS PART in observing the 12th anniversary of Amos 'n' Andy, WBNZ, Cleveland, today is the occasion of a greeting consisting of 2,000 birthday cards signed by Central Ohio radio listeners.

WKEN, Youngstown, Ohio, has started two new safety campaigns programs—the hour-hour Backseat Driver series, under the auspices of the American Legion, and safety talks by traffic ex- perts of the Youngstown police department.

WDRC, Hartford, Conn., has been publicly cited by Gov. Baldwin, for its continual policy of highway safety re- minders. Several on-air announcements at the conclusion of all programs urge motorists and pedestrians to be cau- tious.

WBT, Charlotte, N. C., in mid-March claimed a scoop on its coverage of the first fire to destroy an 80-family apartment house, largest blaze in the city's history. The fire started just after midnight when WBT's Midnight Dancing Party went on the air. A phone call from an apartment tenant told WBT that smoke could be seen at 10 a.m. Forty-five minutes after the blaze was dis- covered, before the fire department arrived. Don Kerr, WBT announcer planned an emergency story of the con- flagration to the studio from a filing room within sight of the fire, and WBT carried the description at three-minute intervals between recordings on the Dancing Party broadcast. First other news did not come until five hours later, with early morning new- paper editions, according to WBT.

SPORT quiz program contest on CILS, Yarmouth, N. S., conducted by Fred Hollinger, station manager, was won by former Toronto footballer, Jim Hardavoy, whose prize was a trip to his home town to see the playoffs of the Toronto Maple Leafs and Chicago Hawks hockey teams. Hollinger hails from Toronto, so CILS was fea- tured by Toronto sport columnists of the previous day.

KJZ, Fort Worth, Texas, again this season carried the broadcasts of the Fort Worth Cats exhibition games, with Zack Hart, baseball commentator, handling the play-by-play. The broadcasts, extending from March 23 to April 3, are a build-up for the official opening of the 1940 season, during which KJZ has exclusive broadcast privileges. The season opens April 12.

ENZO COTRUVO, director of the Italian Hour on WOAR, Cleveland, was instrumental in uniting a father and son who had not been together in 25 years. Cotruvo received a letter from an Italian woman in a local hospital who raised his child. He explained that she had left her husband and taken their two year old son to Italy 25 years ago. Now she was eager that the two be united. Cotruvo broadcast the story and able to bring the family together again within the week.

TO MAKE way for the erection of a new 11-story office building, WMAZ, Macon, Ga., has moved to temporary studios on the top floor of the Grand Theatre Bldg. Upon completion of the new structure, WMAZ will occupy the top floor.

COY, Winnipeg, celebrated its 17th birthday March 15, having opened in 1925 as the first government-owned broadcasting station in Canada. The station is still owned by the Mani- toba provincial government, but the monopoly which the province held for 23 years ago has now been revoked, followed by other stations now being operated by the Manitoba province by private enterprise.

WHK, Cleveland, accomplished a pickup recently when the Clevel- land fire department staged a demonstration between two old and three new fire trucks into the city's Lake Shore Drive. Announcer Carl McNeil boarded one of the trucks with a 10-watt broadcast transmitter and broadcast a running description of the trucks. The police transmitter was being picked up directly by WHK's Terminal Tower.

FOR THE 10th consecutive year, KJCA, Los Angeles, on March 22 presented its annual Good Friday dramatic feature, The Terrible Mock, and also for the first time released it to NBC Blue Pacific network. Written by Charles Kennedy, it was originally intended as a one-shot play for three voices to be presented in duet- ness. Time and place are indefinite, but thoroughgoing action is paralleled to the Crucifixion.

PACIFIC Coast intercollegiate ski championships were broadcast for the first time from the Yosemite Valley by KSFO, San Francisco. R. W. Dunn, special events director of the station, John Nelson, announcer, R. V. Howard, technical director, and Clarence Stevens, engineer, conducted the broadcasts three days via KSFO's portable shortwave transmitter.

BLAIR-KNOX VERTICAL RADIATORS

Better Coverage

Are you getting the coverage to which your location and power entitle you? When you study this question, consider the experience of Blair-Knox in the broad- casting field, dating back to the beginning of radio. Consider also the unique facilities of Blair-Knox for designing and fabricating vertical radiators, and the fact the radio engineers the world over turn to Blair- Knox for high efficiency equipment of this type. Finally, please remember that Blair-Knox stands ready to apply its experience and facilities to your problem whenever you say the word.

BLAIR-KNOX DIVISION

BLAIR-KNOX COMPANY

2038 Farmers Bank Bldg., Pittsburgh, Pa.

Offices in principal cities
Industry Gives FM Views at Hearing

FCC Hears Witnesses Tell of Advantages, Limitations

(Continued from page 21) of the AM transmitter—a 5 kw. transmitter costing about $20,000 and 1 kw. from $8,500 to $9,500. These prices will drop, he predicted, when volume production is attained. The relatively higher cost of FM receivers, also reflected from limited supply, stems from the need for higher range audio and loudspeaker construction, he explained. The present lowest-price console receiver with standard broadcast, shortwave and FM reception, sells for $145, and its selling price will lower materially as production is increased, he said.

Commenting on the price factor of radio in its progressive pioneer stages, Maj. Armstrong cited his experience at the time he introduced his revolutionary superheterodyne receiver. Demonstrating it to a group of engineers representing RCA, Westinghouse and General Electric, Maj Armstrong said it was an unforgettable experience. Stems was asking the FCC to license agreements for operating an FM transmitter employing the Armstrong method, and license agreements for construction of transmitters and receivers — were introduced by Counsel Lohrman. The exhibits listed 15 FM patents held by Maj. Armstrong and set forth the respective rights conveyed in the licensing agreements. The transmitter operation agreement also listed royalties to be paid at time of purchase, for use of transmitters under Armstrong patents—$300 for transmitters with operating power of 250 watts or less, $500 for 1 kw., $750 for 2 kw., $1,250 for 5 kw., $2,000 for 10 kw., $3,000 for 20 kw., $3,750 for 30 kw., $4,500 for 40 kw., $5,000 for 50 kw. and $50 for each additional kw.

Tells of Earnings From Prior Inventions

Questioned on incidental phases of his licensing procedure, Maj. Armstrong explained that licenses for using his FM system were available to any operator licensed for FM by the FCC. Transmitter manufacturers have been more or less hand picked for licensing, he bought out, explaining that he carefully considered their technical skill and facilities. At present three manufacturers are licensed, he said—Western Electric, Western Electric, and Radio Engineers Laboratories—adding that he had "no doubt" that all manufacturers in the broadcast field will be licensed eventually.

Asking specifically about Philco and RCA, he commented that Philco was not licensed, and as for RCA he was "not sure whether RCA's participation in FM may be considered an application or not." In cases, he explained, privacy has been made for manufacturers to hold back a portion of the royalties on condition these funds be plowed back into FM research. There was no invasion of the patent rights for the regenerative circuit and the superheterodyne circuit had been sold at the same time for a total of $330,000 while the super-regenerative circuit patents had been sold several years later for $425,000. As against this direct income from these three inventions, he estimated he has put between $700,000 and $800,000 of his personal funds into the development of his FM system.

As the chair if he planned to sell his FM patents as he had the others, he stated flatly that he did not intend to do so, but would issue licenses to capable operators, believing that the art would develop faster in this manner. He has made no effort to buy other patents in the FM field, he stated, but operators holding Armstrong licenses will be fully protected in the matter of newly-patented improvements, he assured the FCC.

Asking by Commissioner Craven whether authorization of narrow-band rather than wide-band operation would nullify his patents, Maj. Armstrong commented that if there was noise reduction in narrow-band operation "coming under the teachings" of the basic FM patents, then a narrow-band system also would be subject to the Armstrong patents.

Going into the corollary equipment necessary for good FM reception, Maj. Armstrong stated that although a complicated receiving antenna was needed, use of a double di-pole antenna will add materially to the scope of reception. He pointed out that directional characteristics of such an antenna would permit wider selectivity of stations as well as reception of weaker signals.

Craven Interested In National Allocations

Explaining that he was endeavoring to get a more concrete idea of Maj. Armstrong’s recommendations, Commissioner Craven passed him a pair of charts prepared by the FCC engineering department showing a prospective allocating of three 50 kw. FM stations on two channels and 25 1 kw. stations on two other channels covering the New England area. Asked whether this fit into his previous statement that "hundreds" of low-power stations with "definitely circumscribed" service areas could operate on the same frequency and give a wide aggregate broadcast service, Maj. Armstrong protested that the specimen allocations were premised purely on geography and that he could not give any meaning answer to such a question until he had an opportunity to study the situation from its varied aspects.

He pointed out that allocation on a geographic basis did not amount to much, since it disregarded such important factors as topography, and stated that although competitive industry was not a particularly important consideration for FM, there was a great difference between a transmitter located on a mountain top and one located atop a 200 or 300-foot building in the center of a city where FM is conducted.

Asking by Commissioner Craven about FM’s capabilities in conserving frequency space, Maj. Armstrong pointed out that he foresees multiplexing and binaural transmission on FM frequencies, and also that despite the 200 kc. separation in FM channels, the wide band actually occupies only 1% of the total band, while in the standard broadcast frequencies a single station’s signal, with a swing of 5,000 to 6,000 kc., occupies about 2% of total band. FM’s application to television de-
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 W2XMM (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>W2XMM</td>
<td>Alpine, N.J.</td>
<td>Mal. E. H. Armstrong</td>
</tr>
<tr>
<td>W2XLC</td>
<td>Yonkers, N.Y.</td>
<td>C. R. Runyon, Jr.</td>
</tr>
<tr>
<td>WIXOJ</td>
<td>Paxton, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>WTOO</td>
<td>Boston, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XO</td>
<td>Washington, D.C.</td>
<td>Jansky &amp; Bailey</td>
</tr>
<tr>
<td>W2XVB</td>
<td>Rochester, N.Y.</td>
<td>Stromberg-Carlson</td>
</tr>
<tr>
<td>W2XOR</td>
<td>Long Island City, N.Y.</td>
<td>J. V. C. Hogan</td>
</tr>
<tr>
<td>WEXAD</td>
<td>Rochester, N.Y.</td>
<td>WRUC, Inc.</td>
</tr>
<tr>
<td>W2XQA</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>WGAN</td>
<td>Portland, Me.</td>
<td>The Portland Broadcast Sys. Inc.</td>
</tr>
<tr>
<td>W2XWI</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 experience 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 equipment.

To the right—
1st—Power control.
Next—Rectifier Unit.

These units are only part of the complete station. All units are assembled in a building particularly designed for the purpose.
pends largely on the attention given to it by developmental engineers, he commented. However, its first application in FM was in 1928, following a point relay, as he predicted in 1936 as he stated.

Recevier Design
Well Advanced, He Says

Most FM receiver design problems have been met, and present receivers are capable of giving first-class service. Although further improvements are likely to come, he said. He emphasized that manufacturers in bringing out new FM sets had equipped them with audio and reproduction facilities capable of handling the demand of FM transmission. He commented further that the industry is "on the verge of the greatest development in average, from a production standpoint".

FM can be applied readily to educational purposes even with AM operation, the transmitters could be converted to FM and the stations would get a ready-made FM audience except in the case of police radio, frequency space savings effected in cities probably would be greater as they are already tend to the state police systems, he said.

After a cross-examination by Lieut. Jett, FCC chief engineer, Maj. Armstrong reiterated that because of bad skywave reflections in the 27-28 mc. band, he had found his experiments on operation in frequencies above 40 mc. Mr. Jett then asked Mr. Armstrong on the proposition that if 440 local stations operate, as they do, on six channels in the standard broadcast band (375 stations per channel), and if 42-44 mc. were assigned to FM operation, the at least 10 channels probably more because of FM characteristics, could be accommodated in these 10 FM channels.

As a geographic allocation this would be true, but the service areas in the latter case should not be cramped because of chance stations operating on AM, Maj. Armstrong cautioned. In order to give as wide a coverage as possible, he reiterated, two types of FM stations must be used, and the 50 kw. stations designed to serve wide areas could not be operated without more channels.

High-Fidelity Standard
Brings Varying Views

This observation caused Chairman Fly to point to the "embarrassment of squeezing other services for FM, which on the one hand is advanced as a means of saving ether space by allowing hundreds of stations to operate on a single frequency and on the other hand needs more and more space.

There is no doubt that FM will relieve the "pressing need of the present broadcast band." Maj. Armstrong declared, adding that although he had not been sure what he expected it "before long". However, if FM is to accomplish rural coverage to any extent, it will be necessary to assign number of 60 kw. stations, not duplicated within 300 miles, he added.

A discussion of what constitutes high-fidelity was precipitated by Chief Engineer Jett in pursuing his cross-examination of Maj. Armstrong. Whereas the inventor had selected 15,000 cycles for high-fidelity, Lieut. Jett inquired whether 10,000 or perhaps 11,000 might not suffice and still afford greater fidelity than now available. Maj. Armstrong said there was a great deal of conflict regarding high-fidelity and that he felt 15,000 cycles is desirable to give greatest "naturalness" to reception.

Presumably aiming his questions at FM stations he asked whether a better FM station might not be obtained by making low-band FM stations highly audible if the "tweeter" is adjusted to the frequency of the average person concerned.

The effect of multiplexing facsimile on the same channel as FM is an increase in the signal to noise ratio, Maj. Armstrong said replying to Lieut. Jett. He pointed out that only 10 kc. of the 200 kc. band is used for facsimile.

Orderly Licensing
Necessary, Says Fly

When Lieut. Jett raised the question of use of ultra-high frequency for FM, Maj. Armstrong said that Maj. Armstrong said he had gone into local programming. Jett sought to ascertain just how such a relay process, Lieut. Jett inquired how relay stations could provide local programs, as is done in the case of affiliates of established networks. Maj. Armstrong concluded that for purely local broadcasting he would prefer a separate service, admitting that more frequencies would be required but pointing out that in the upper reaches of the ultra-high band (above 130,000 kc.) which would be used for FM relay, plenty of channels are available.

FM could be adapted for regional network relays and a number of broadcasters have inquired about the possibility of lining up four or five stations in such regional groups, Maj. Armstrong asserted. He pointed out that the Yankee Network is now using an FM relay between Altoona, Pa., and Harrisburg, Pa., with satisfactory results.

Some confusion developed when Commissioner Craven and Lieut. Jett attempted to ascertain just how a national type of service would be provided under two separate systems, as proposed by the noted inventor. They wanted to ascertain whether high or low-power stations should be used on the proposed network relays and the Major said he would not want "a lot of low power stations" making up the networks.

As the cross-fire reached high pitch, Maj. Armstrong stated that in his judgment the question boiled down to the allocation of an adequate number of channels for FM and that then "all the problems would disappear". Chairman Fly, however, said that nothing could be gained by "disorganized methods of licensing" and that the Commissioner or the Federal Radio Commission would have to develop an orderly procedure.

Maj. Armstrong said that the conflict is between FM manufacturers and the "large block of assignees" to television. He asserted television licenses are ready for FM unless FM is considered concisely between the "infant" and necessity wise FM is ready. Commissioner Craven, however, observed that Maj. Armstrong made such a statement that it appeared when he previously had testified he had not seen television in two years.

Returning to multiplexing of facsimile with FM, Maj. Armstrong said that Maj. Armstrong said that "Conceivably FM stations might be able to give facsimile if both the transmitter and the receiver are properly designed there would be no serious conflict between the two if properly done." Cross-examined by William H. Bauer, FCC attorney, regarding the advisability of making two-way FM, Maj. Armstrong said he would receive royal ties under his arrangement both from transmitter and receiver manufacturers. He said he understood RCA has two patents for narrow band FM but he described it as the "old type". Principal holders of FM patents, aside from himself, Maj. Armstrong said, include Hazeline, RCA, AT&T, Westminster house and General Electric.

CBS Urges Preference
For Video Service

Maj. Armstrong completed 8½ hours of testimony just prior to the afternoon session March 19. He had intended appearing for about four hours, and contemplated testimony of two other witnesses in his behalf. The other witnesses were not called.

CBS did the unexpected when Paul A. Porter, Washington counsel, advised the Commission March 19 upon completion of the Armstrong case, that no testimony would be offered on behalf of the network unless subsequent developments made it desirable. He pointed out that the FCC is not in receipt of FM applications pending, (New York City and Minneapolis) but that the network feels "preference should be given to the new service of television and not to another aerial service". He asked the right to file a statement, if it became necessary.

Appearing without counsel, Everett R. North, owner of the Commercial Radio Equipment Co. of Kansas City, manufacturer of specialized radio equipment and specialized radio network operations, as well as operator of WXXA, high-frequency amplitude modulation of 30 kw. in Atlanta, urged results of that experimental operation. While he had no practical experience with this operation, he said, he had concluded that AM operation is less satisfactory than FM and that he could not see how any improvement would be made in FM without AM operation in the high-frequencies.

Expressed complete faith in the high-frequency range for broadcasting, he said the results of his experiments was the result of a service of quality equal to standard broadcasting can be provided in those ranges. The biggest obstacle to the FCC was the "practical incompatibility of AM broadcasting, particularly AM, lack of receivers capable of picking up signals sufficiently strong to be detectable to the lack of interest of the public in listening to such broadcasting. Because of this, duplication of programs transmitted by other stations is not the answer to this problem, he continued. To specialize on an AM frequency, he said, it is necessary to conduct a distinctly different type of program and that the program is not duplicated elsewhere.

Problem of Automotive
Noises Is Considered

Based on his observations, Mr. Dillard said that a signal to noise ratio of 35 to 1 is necessary to provide an interference-free service in regard to satisfactory reception of the signal can be procured at a 30 to 1 ratio, he declared. He emphasized that the FCC was "seriously studied only to AM rather than FM.

Mr. Dillard stressed the need for supra-regulatory standards in automotive ignition systems. He urged that the FCC take steps to bring about cooperation of the automotive industry in suppressing ignition noises, pointing out that a very inexpensive suppressor can be employed, costing about 10 cents per car.

Because of the absence of static, even in the urban areas. Mr. Dillard said it was his belief that standard broadcast stations would be glad to move into the ultra-high frequencies. He urged that horizontal, as opposed to vertical polarization, be employed in the ultrahighs to reduce the possibility of eliminating serious interference sources.

Mr. Dillard suggested the FCC revise its local broadcasting. Pointing out that all services want continuous bands in the ultra-highs, he pointed out that the public will get what it wants. He urged the Commission to cease parceling off small portions of the spectrum and sandwiching in other services. He suggested that the range 41-44 megacycles be staked.
of exclusively for aural entertainment broadcasting. That would greatly simplify receiver construction, he declared.

Asked by Chairman Fly why he favored FM over AM, Mr. DiLard said that so far as quality is concerned, he felt it to be sure just as good as AM as FM signals. The only reason he favored FM, he said, is that the power that can be delivered under the Armstrong system with a more satisfactory signal. His main thought, he said, was to give the public one system and not a combination of two. He said he saw no particular advantage in employing other services, such as facsimile, on the same band.

Shepard Recites

Events in FM1 Formation

Leading off as the first of 11 witnesses for FM Broadcasters Inc., John Shepard 3d, president of Yankee Network and head of the FM organization, took the stand to open the March 20 session. Under questioning by Philip G. Loucks, chief counsel for the group and former NAB managing director, he briefly reviewed his experience as an operator and leading industry figure and told some of Yankee Network's participation in the experimental operation.

Yankee Network, in addition to WNAC and WAAAB, Boston, WEAN, Providence, and WICC, Bridgeport, owns and operates, WIXOJ, 500-watt high frequency AM station, WIXOJ, potential 63 kw. FM transmitter, and WEOO, 250-watt FM relay transmitter, all located in the Boston region, Mr. Shepard stated.

Reviewing the formation of FM Broadcasters Inc., which he described as a result of a meeting in December, 1939, to all AM operators, he suggested that a meeting was to be held in New York Jan. 5, to evolve a group stand on FM matters. The organization was incorporated following the meeting, attended by representatives of 18 to 90 percent of the prospective AM operators at one time. A list of 55 members of the group, as of March 18, was entered as an exhibit, showing that a total of 89 were eligible for membership.

Mr. Shepard individually amplified his series of 11 resolutions adopted by FM Broadcasters at the Jan. 5 meeting and ratified at the organization's first annual meeting, held March 17. These also were entered in the record as an exhibit.

Eleven-Point Program

Reviewed by Shepard

The first resolution requested the granting of regular, instead of experimental, licenses for FM operators and applicants, and a membership totaling 55 a little more than two months after organization early in January, according to the testimony of John Shepard 3d, president of the group and Yankee Network head, at the FCC's FM hearings March 20. Entering a list of the 55 members as of March 15 when the record first opened, Mr. Shepard commented that at present a total of 89 operators and applicants are eligible for membership, which is open to FM licensees or applicants.

The membership, as listed by Mr. Shepard, includes:

Licensees of the following stations: WLP, Lexington, Ky.; WGBR, New-ark; WEII, Boston; WHO-WOC, Des Moines, Iowa; WSYR and WFBR, Syracuse; WPRO and WJAR, Providence; WVOX, New York; WLCI, Cleveland; WLS, Chicago; WSM, Nashville; WGBI, Greensboro; WHBC, Canton, O.; WIP, Phila- delphia; WGAN, Pittsburgh; WBZ, Boston; WGBI, Scranton, Pa.; WHAM and WHEC, Rochester; WTIC, Hartford; WBNS, Columbus; WJZ, New York; WJHD, Chicago; WIBX, Utica, N.Y.; WORO, Albany; WTAG, Worces-ter; WPTF, Raleigh.

of FM, and immediate provision should be made which will insure the availability of additional channels in the near future, and that from the consumer's point of view of receiver design, the additional channels should be as nearly adjacent to the 44 MHz band as possible, without injuring other services. Responding briefly to queries on this observation, Mr. Shepard commented that it is the intention of the FCC to allocate on an immediate provision basis, 10 MHz to 100 MHz for broadcast relay. The eighth and ninth recommendations were to set up a national policy of relocating such stations on the same and adjacent channels for varying power, and setting an "established policy of permitting the relocation of interference between stations subject only to permission of originating stations," as is the rule in the regular broadcast band.

Favors Policy

Of Relay Stations

The tenth resolution, requesting the FCC to establish a policy of "permitting relay stations on FM brought intensive questioning from Chairman Pickard and Commissioners. Pointing to the peculiar need for locating FM transmitters to service some of high spots in the terrain, often at inaccessible locations not served by telephone lines, Mr. Shepard said the transmission problem was solved by setting up low-power relay stations, using about 250 watts power for distances of 130 miles, beamed at the high-power transmitter. Asked by Commissioner Craven who would foot the bill for a network of relay stations, presumably established to widen coverage, Mr. Shepard explained that a network such as NBC or CBS, if relieved from the payment of line charges, would pay for construction and operating costs of a relay system, while a mutual organization such as SBS, which operates as a subsidiary of existing stations as it does at present with line charges. Although no such plan has been determined, "the discussion point," he said, the relay system would develop if the FCC established the policy of continuing assignments so that no wires are used between the Boston studios and the WIXOJ transmitter. When asked if the 250-watt WEO was to be a beamed relay.

The final resolution reiterated the recommendation that provision be made in the FM band so as not to exclude educational and facsimile transmission, the latter either on a multiplex or simplex transmission. Concluding his discussion of FM Broadcasting from an organizational standpoint, Mr. Shepard reviewed the membership of the engineering committee of the organization, entering the list in the record.

Claims Superior

Service Via FM

Relating his experiences as a regular FM listener during WIXOJ's operation the last seven months, Mr. Shepard observed that after listening to FM for two or three hours nightly and then switching to AM reception, "you realize you have been listening to something startlingly natural" and the impression that AM reception and reproduction is "mechanical". He said that superior service characteristics of AM, he continued, "that par for par, right for height, it is impossible to get the same coverage in the ultra-highs with AM as with FM". He further said that AM transmission does not reduce static in the ultrahighs as does FM. Except for spots in Northern Virginia and other areas, he commented that it is possible to receive W1XOJ, and a 5 kw. station at Mt. Washington, located 200 miles away, with an estimate he inferred the use of superpower AM transmitters that would furnish superior signals to inaccessible points.

Although it will take some time for commercial programs to reach FM station's schedules, since an audience must be built to attract advertisers, he commented that eventually he sees FM replacing AM and operating using only FM transmitters. He indicated that he had been "a transmitter period of roughly 10 years", during which the FM audience would constantly "overlap and mix with AM to a point at which the advertiser would be reaching the same market."

During this period the station operator probably will use both AM and FM to maintain an aggregate audience. He commented, adding that it would be practical to use the two systems together until almost a 100% placement of AM sets is achieved. In the normal course of events, about 10% of the AM receivers are replaced annually, he also pointed out, and where FM service is available, others likely will obtain straight FM or combination sets. This combination operation would increase the cost to the station operator, he admitted, but not 100%, since only the final FM transmission—would be duplicated.

Favors Separate

Programs for FM

Duplication of standard broadcast programs for FM transmission should not be permitted, Mr. Shepard commented, because of the possibility of excluding others in service allocation matters, keeping FM allocations compact would be "the signal to solidify the receiver problem. So far as other services are concerned, he commented, it is unlikely that operations would operate on higher frequencies. However, pushing FM bodily into higher frequencies at the expense of FM development at least a year or two", he estimated. Also, he added, putting any "straightjacket" on FM programming would retard development, and the same program freedom should be allowed FM as in the case of AM operators.

Cross-examined by Mr. Jett, the Yankee president emphasized that he did not advocate the recommendation proposed in his testimony. He did advocate that FM be allowed to develop, insofar as allocations are concerned, independently of the present broadcast service reflected in standard band allocations. At this Chairman Fly declared, "it seems to me all your recommendations are for complete freedom—freedom to do all the good things on the FM band". The chairman then repeated his desire to have FM Broadcasters submit a final allocation plan. At this point Mr. Bauer, FCC attorney, introduced a series of FCC exhibits—a summary of pending high-frequency broadcast applications, a list of high-frequency broadcast stations, and March 19, a compilation of rules governing broadcast services other than standard broadcast stations, these rules giving frequencies allocated for various classes of stations.

Pickard Tells of

Noise Studies

Mr. Shepard concluded his appearance with an appeal to FM Broadcasters, Dr. Frank W. Wozencraft, RCA counsel. He stated that he believed better results would come from use of 15 channels of 200 kc. than 30 channels of 100 kc. wide. Carried into the FM-facsimile field under Mr. Wozencraft's questioning, Mr. Shepard said he could not say that all FM facsimile systems were in perfect working order in conjunction with their FM operations. Asked if operators not including facsimile should be given the full 200 kc. assignment when it might be shown that they would only need 156 kc. without facsimile, he declared they should be allowed to develop on the basis of a 200 kc. band, although it was later determined that the full space was not needed, the residue could be used in another manner. FM licenses should be available to both as well as new parties, he declared, without preference.

Appearing as the second witness for the Radio Commission, Mr. Shepard testified that he did not see any favoritism in that FM reception at varying locations was far superior to that of standard AM stations in the area, which is better than the standard broadcast service. Of the important points brought intensive questioning is the maximum propagation from low swampy grounds, ultra-high frequency reception of AM. The high frequency is the ideal because of the line-of-sight characteristics.

Questions by RCA Counsel Wozencraft, Mr. Pickard said that under present manufacturing technique, the effort is to "pre-emphasize" AM facsimile transmitters and "de-emphasize" them at the receiver. He asserted that selective reception is possible at other frequencies, though still present. One reason for the popular misconception, he said, was that the super--regenerative receiver "shushes" the static. Ultra-high frequency reception, he declared, because of the lesser channel and adjacent channel interference. When asked the advantage of separating noise from the reception, he declared, though there is apt to be more noise, that it was a means by which the noise caused by automobile ignition systems.

When Commissioner Craven inquired regarding the results of the Alpine experiments, during which two FM stations operated from approximately the same location and could be separated on the receiver, Mr. Shepard said it was approximately two high-power stations in the same city on adjacent channels with no interference. The station operation, a frequency separation of at least 50 kc. is required in the same metropolitan area. Mr. Pickard pointed out that his listening operations were made under very unfavorable conditions, found that he was satisfied by a short antenna.
despite the fact that W1XPW used only 1,000 watts output.

His survey covered the entire State of Connecticut, he said, and as a result of these tests the conclu-
sion was reached that a field inten-
ty of about 10 microvolts per meter is required to produce satis-
factory service in quiet rural dis-
tricts. In the majority of cases, even with power thus an inten-
sity of 50 to 60 microvolts results in
perfect reception. In very noisy locations, however, 300 mi-
crovolts was found necessary to
completely suppress noise.

In summary, he said, and in gen-
eral, he concluded, that good recep-
tion from W1XPW can be expect-
ed most in rural areas out of ex-
cept noisy localities where the field intensity falls to a low value, de-
spite the very rugged terrain. Ad-
ditional power above 1,000 watts
would be required to serve satis-
factorily certain sections where the
signal is weak due to hills and high elevations, he said, pointing out that all such measure-
ments were made during daylight hours.

Wisconsin Propagation
Explained by Gallerup

Dan W. Gallerup, chief engineer of WTMJ, Milwaukee,
states W9XAO with 1,000 watts on 42.6 mc., gave a similar report on propagation of his system. He
said, of course, the results based on his observations revealed a very good signal, but only 75 micro-
scrub the FM signal as superior to that of standard broadcast sta-
tions in observations throughout the State. Because of the detailed nature of the technical exhibit in-
troduced by Dr. H. Pickard, FCC Chief Engineer Jett made it possible for him to study the data, after which, he declared, to cross examine
Mr. Gallerup at length.

Channel Desirability
Explained by Pickard

Recalled by Chairman Fly at the opening of the March 21 session, Dr. Pickard for one hour answered ques-
tions put to him by the chair and Chief Commissioner Levy. Referring to the
relative desirability of various ultra-high frequency channels, he attempted to stem the increasing number of characteristics of the 26. mc. band
as deduced from his experiments, Dr. Pickard said characteristics were not unlike those of the amateur 10-meter band or chan-
els in the 450-460 mc. band, except that diffusion characteristics are such that groundwave "shadows"
caused by hills or other obstruc-
tions are "not so black." He noted
also that the lower frequencies yielded more static, and that they might be used for some special service such as fore-
stry, police or aviation.

To use FM reception on the 26 mc. band and also in the 40's would be a "bother" to the listener and would bring about
some special provision for this service, he stated. A similar problem, from the allocation stand-
point, must be faced in considering television allocations, he continued. While the low 40's are a good place for FM, he concluded, they are not particularly selected for this purpose since both operate in the higher ultra-highs.

Asked by Lieut. Jett why fre-
quencies in the 25-27 mc. band be not assigned to forestry and police, Dr. Pickard stated that these services are less
critical and hence could better use
them than regular broadcasters.

Noble Tells How
FM Is 'Superior'

Prof. Daniel E. Noble, assistant professor of engineering of Connect-
state College, followed Dr. Gallerup to the stand. He was one of the first to use experimental transmitter at Storr
Conn. Later, as consultant of W9XAO and W9XHF, he designed and supervised construction of
the FM transmitter on Meriden Mountain, he added, and setup FM receiver and second transmitter in the Storr area.

Based on his listening, using a system developed by Maj. Armstrong and an antenna
consisting merely of a short length of wire over the ve-
netian blinds in the house, he reported about 40 miles from both the Pax-
ton and Meriden Mountain trans-
mitters, he said, that "an excellent broadcast service" was receivable from both W1XPW and WIX0X, with
signals ranging from 18 to 34 microvolts per meter. His observa-
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month comparison of the noise reduction, he explained, with signals of the FM stations com-
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WTMJ Shows FM

WTMJ, Milwaukee, and the Mil-
waukee Journal were hosts to a large gathering of local engi-
neering, musical and educational fields at a special FM demonstration by W1XPW at experimental FM out-
let operated by the Journal. With
Don Stanley, W9XAO announcer-
producer, as master of ceremonies, a pro-
gram was piped into the WTMJ
lounge in the Journal Bldg. The
program featured music with some
unique FM sound effects to dramatize FM staticless reception. A roundtable discussion was led by L. W. Herzog, WTMJ engineer, who welcomed guests and gave an exoticalary talk. The demonstra-
tion was conducted under the tech-
nical supervision of Dan Gallerup, technical head of the new FM sta-
tion and WTMJ chief engineer. Re-
freshments were served following the demonstration.

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Fly Calls for FM
Allocation Program

Upon completion of Mr. Levy's testimony, Chairman Fly prop-
tated another colloquy by advising FM Broadcasters Counsel Loucks
that the Commission should re-
ceive a proposed plan of FM allo-
cation. He questioned the admissibil-
ity of Mr. Levy's testimony and planning for FM regarding advantages of the system unless a proposed allocation plan was submitted, indicating how service would be provided.

Assenting the Commission must weigh the advantages and deficien-
ties of such a plan such that a re-
plan of allocation, Mr. Fly repeat-
ed that the Commission expected Broadcasters to submit the plan promptly.

The entire subject of allocation, Mr. Loucks responded, would be in the hands of Commissioner Sise, Yankee Network technical director, and key engineering witness for FM broadcasting. He conceded, how-
ever, that actual drafting of a pro-
posed allocation was difficult since FM is in the position of asking for additional channels and that any plan submitted could not conceiva-
ably take into account the many var-
iable factors involved, such as size

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BROADCASTING Broadcast Advertising
April 1, 1940 - Page 83

Wire Collect!
of communities and propagation characteristics. He pointed out that his group did propose to offer detailed allocation testimony, particularly since the chief inherent virtue of FM is flexibility of allocation.

"So your answer is no!" observed Chairman Fly.

Mr. Loucks said it was not exactly "no" but that some underlying principles and the nature of the allocation chart.

Chairman Fly suggested that the Commission should handpick the chief inheren virtues of FM, unless such data were provided. He added he did not want any surprise expressed on the part of FM Broadcasters when the demand is made for the sample allocation.

Mr. Weir, as counsel for Maj. Armstrong, said attempts had been made to draw up a plan but that the group was handicapped because it did not know how many frequencies to work into the structure of the plan. He did not care about the details, but thought it logical to take into account the demands of FM Broadcasters.

Mr. Weisenbercz, for RCA, asserted it had been his desire to have a partial allocation plan drafted when his witnesses presented direct testimony. Mr. Fly said that the Commission did not want to receive several plans.

In the ensuing discussion, Mr. Loucks raised the question of FM Broadcasters to attempt to show the efficiency of the system but that the Commission had that the group could undertake a sample allocation in which the ten stations might be placed in a larger number in another city of comparable size. To this the Chairman replied that the group's desire to have a "plan of allocation which demonstrates the efficiencies of FM Broadcasters that could translate into a scheme of allocation so far as it would be applicable and acceptable."

**Weir Tells of Tests By General Electric**

Further testimony on the superiories of AM over FM transmission was given by I. R. Weir, radio engineer of GE, who outlined the results of experimental transmissions and receptions both by automobile and plane. GE first conducted comparative tests of AM 10-watt transmitters, one using AM and the other FM, and these preliminary experiments indicated that for FM, he declared, using the transmitters from exact locations. He said that to have a 55% greater signal than AM under such conditions.

Describing airplane tests, Mr. Weir said that a strong signal was received at a distance of 75 miles from the transmitter with AM and 11 miles with FM, although signals picked up at an altitude of 4,000 feet.

Other tests, involving signal-to-noise ratios, FM appeared better than AM all down the line, he declared, and also the reception of different stations beyond the line of sight, he declared that an area of 200 miles around a single point, an acceptable signal was received to appear about seven miles beyond the 117-mile reception limit on FM. He described an area of sharp transition to another operating on the same frequency with FM, when received on an auto set while traveling. At no point was there any interference in which frequency heard simultaneously, he declared, and there was no heterodyne interference. The hearings were recessed March 21 until March 26.

**Discrimination in Signals Is Cited**

Mr. Weir concluded his discussion during the airplane tests, he revealed, there was a strong signal to given above the stations' vertical antennas, due to a region of zero radio frequency at these points. Although the Schenectady station, W2XDA, could not be heard by signals from the other antenna, observed signals from W2XOY at Albany were received at this spot.

This illustrated "FM discrimination," he remarked, agreeing with Chairman Fly's observation that while a strong FM signal skips as covered by a weaker signal, it becomes receivable again where the weaker signal is not strong enough.

In his experiments on the ground, he added, use of a directive antenna enabled the listener to exchange stations in the fringe area by moving only a few inches.

Switching the two transmitters to AM operation, similar tests for AM reception were conducted, he stated. The AM tests showed the interference factor to be much greater, he declared. In a discussion of comparative characteristics with Commissioner Craven, he noted that while the stronger of two FM signals ordinarily is heard, with AM there is comparable discrimination although the strong signal virtually drowns out the weaker signal.

**Cross-examined briefly by Mr. Jett, for the FCC, and by RCA Counsel Wozenbercz, Mr. Weir supplied supplementary data on construction and equipment of the two GE stations and various phases of their charts and diagrams. Responsibly by Mr. Wozenbercz, he agreed that the airplane and auto tests were "not typical" samples.

**Advantage Claimed In Noise Factor**

Explaining the remaining sections of the technical exhibit setting forth results of the GE tests, Henry P. Thomas, GE radio engineer, took the stand. Describing tests conducted by himself under the guidance of Mr. Thomas, he declared that tests of signal-plus-noise-to-noise ratio indicated that FM had an advantage over AM of from 15 to 20 db. Tests employing several listeners, with listeners fixing an FM signal and then telling listening transmitter operators to raise power on AM transmission until a comparable FM signal was available, showed that a 50-to-1 power ratio was needed for the AM signal to approximate the FM signal. Further tests indicated that in AM reception interference resulting from an FM signal was less than another AM signal, since the power of the FM signal was steady, with modulation in frequency rather than power, he said.

Following a conference between FCC counsel and representatives of GE, it was agreed to present this agreement was announced by FCC Attorney Bauer by which parties would eliminate the possibility of this agreement so far as possible and many cases in FM as well as personal appearances by counsel. The conference was held at the request of Chairman Fly in the interest of expediting the proceeding.

**Putting the "streamlining" agreement into effect, Counsel Loucks called as his final witness for FM Broadcasters Paul A. Porter, RCA's technical director of Yankee Network and technical advisor of the FM group. Punctuated by lively questioning, led by Chairman Fly and Commissioner Craven, Mr. DeMars discussed a series of FCC rulings based on various FM operations phases, along with one including recommended size and location for multipole allocations on a country-wide and sectional basis, as requested by the FCC.

Mr. DeMars' first exhibit was a graphic portrayal of field intensity measurements along routes of W2XWX, at Alpine, N. J., adjusted to a receiving antenna height 50 feet and including factors of topography. The second presented tabulations of relative service areas of stations operating on 200, 100, 40, and 20 kc. bands. It showed that with a peak swing of 75% of band width with an advantage from 200 kc. with same power a 200 kc. station would have a 100-mile service radius, while a 200-kc. station, with same power a 200 kc. station would have only an 83-mile service radius and a 21,600 square mile area, while a 40-kc. station has a 13- to 230 square miles. It indicated also that to achieve an interference-free half-kc. station on the same channel must be 330 miles separated, 100-kc. stations 400 miles with 4 to 1 power ratio, and 40-kc. stations 520 miles with a 25 to 1 power ratio. On adjacent channels, it was shown to need a 53-mile separation to achieve a 100-mile interference-free area on 40-kc. stations 64 miles, and 40-kc. stations 64 miles, with the same power ratio.

**Radiating Efficiency Of Transmitter Shown**

The three other exhibits in the group graphically represented channel phase operation of stations from an allocation viewpoint, showing propagation for the 40-50 kc. wavelengths, based on field intensities at varying distances from the transmitter and converter activity. In his illustrations in these exhibits Mr. DeMars employed in definite discrimination factors: the RE-radiating efficiency of the transmitter, which he described as a combination of power, antenna height and power gain in antenna. This principle was demonstrated by Mr. DeMars on the first channel operation of stations from an allocation viewpoint, showing propagation for the 40-50 kc. wavelengths, based on field intensities at varying distances from the transmitter and converter activity. In his illustrations in these exhibits Mr. DeMars employed in definite discrimination factors: the RE-radiating efficiency of the transmitter, which he described as a combination of power, antenna height and power gain in antenna. This principle was demonstrated by Mr. DeMars on the first channel operation of stations from an allocation viewpoint, showing propagation for the 40-50 kc. wavelengths, based on field intensities at varying distances from the transmitter and converter activity. In his illustrations in these exhibits Mr. DeMars employed in definite discrimination factors: the RE-radiating efficiency of the transmitter, which he described as a combination of power, antenna height and power gain in antenna. This principle was demonstrated by Mr. DeMars on the first channel operation of stations from an allocation viewpoint, showing propagation for the 40-50 kc. wavelengths, based on field intensities at varying distances from the transmitter and converter activity. In his illustrations in these exhibits Mr. DeMars employed in definite discrimination factors: the RE-radiating efficiency of the transmitter, which he described as a combination of power, antenna height and power gain in antenna. This principle was demonstrated by Mr. DeMars on the first channel operation of stations from an allocation viewpoint, showing propagation for the 40-50 kc. wavelengths, based on field intensities at varying distances from the transmitter and converter activity. In his illustrations in these exhibits Mr. DeMars employed in definite discrimination factors: the RE-radiating efficiency of the transmitter, which he described as a combination of power, antenna height and power gain in antenna. This principle was demonstrated by Mr. DeMars on the first channel operation of stations from an allocation viewpoint, showing propagation for the 40-50 kc. wavelengths, based on field intensities at varying distances from the transmitter and converter activity. In his illustrations in these exhibits Mr. DeMars employed in definite discrimination factors: the RE-radiating efficiency of the transmitter, which he described as a combination of power, antenna height and power gain in antenna.
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THE THEORETICAL BASIS FOR FM STATION CONSTRUCTION

C. de Mars

In the New York area, where WOR and WABC are the giant stations, there exist two or three other very weak signals of Class II, which are的投资巨大,且服务范围有限。

Class II stations would have an RE of about 1,500, he said. His argument was that these stations would attract a large number of listeners, and therefore could be profitable. He also pointed out that these stations would be able to serve areas that were not well covered by other stations.

Mr. de Mars also discussed the concept of "allocation principles". He argued that the allocation of frequencies should be based on the needs of the population, and not on the size of the station's audience. He pointed out that there were many areas in the country that were underserved by FM stations, and that these areas should be given priority in the allocation process.

Mr. de Mars also discussed the concept of "vertical polarization". He argued that this method of transmitting signals was more efficient than horizontal polarization, and that it would allow for better coverage of the population.

Mr. de Mars concluded his remarks by stating that the FCC should take into account the needs of the population when allocating frequencies. He also recommended that the FCC should consider the concept of "allocation principles" in the future.

Chairman Fly's observation that applicants should consider not only the economic areas, but also neighboring areas, and then set out to establish a station that will serve the whole area, rather than go into the proposition with the idea of just setting up a station in a particular city, letting the service area question work itself out.

Speaking of the relative merits of horizontal and vertical polarization of signals, he commented that while horizontal polarization offers a more satisfactory signal-to-noise ratio, in practical operation it costs the operator no more than vertical polarization. He added that horizontal polarization "in no way whatsoever" complicates receiver design.

Returning momentarily to the relative desirability of various ultrashort waves, he noted that the higher frequencies are suitable for services of limited coverage, and that forcing of FM upward would curtail the wide coverage shown as attainable with FM.

RCA Counsel Wozencraft uses a large amount of cross-examination, particularly on the comparative merits of the two bands under transmission. Although a 5 microvolt-per-meter signal may amount to good service under certain conditions, he noted that where man-made interference and set noise is low—the number of peoples signals would be small, he commented.

Mr. Wozencraft, through a series of rapid-fire questions, then undertook to develop a comparison of wide-band and narrow-band reception. Mr. deMars stated that the former constituted "quality of reception" and then eliminating unvarying factors, station by station. He described "quality of reception" depended on noise, frequency range, dynamic range, harmonic distortion and phase characteristics. From Mr. deMars' comparative answers Mr. Wozencraft developed that the difference 20 and 40 kc. reception lies in the amount of noise, the dynamic range because of, and in a measure phase distortion.

URGES UNIFORMITY IN STATION SEPARATION

Applying these observations, Mr. Wozencraft warned that reception at a point 50 miles distant could be expected from a 5,000 RE station with a 2,000-foot antenna "in the middle of Boston Common". Operating on 200 kc., good reception would result, but while in 100 kc., reception still would be "good", but susceptible to intermunities. However, this was not the case when the signal-to-noise ratio would begin to deteriorate, probably dropping from 70 db. to 20. In further questioning by Mr. Wozencraft, he stated that despite this drop, such reception would be valuable and could be called "good".

Referred to the sample allocation, Mr. deMars emphasized that the station separations mentioned were not "recommendations", only a "possibility", the actual number and width were decided upon, he added, it should be the same for all stations.

Although Hartford and Providence could be served satisfactorily by a 200-kc. station such as WIXOJ, 40 miles distant, a 100-kc. station
could serve the cities neither so satisfactorily nor economically, as power would have to be increased, he said. He continued that while he was not necessarily "recommending" more than one station in any one city, he did foresee more than one in a single city, with the types of stations dependent on economic considerations as well as service requirements.

As for a "guess" on the number of channels needed for a country-wide service, Mr. Finch estimated that 30 or 40 FM channels would permit a service for the whole United States, with the possibility of expanding to present service. He suggested a channel ratio, based on three types of stations: Class III to 2 Class II to 5 Class I.

If asked if it would be practical to allow Class I and Class II operation in the 40's and push Class III up into the 100-120 mc. band, he said it would not be because of the necessity of minimizing the effects of terrain. The higher frequencies are not as efficient in doing this, he explained. As between the various classes of stations, it would make little difference which one was used, he concluded, because it is still true that the higher frequency operation would cover a smaller area. He added that receivers for the higher-frequency transmission would cost more.

Directive Antennas Would Add Stations

From a practical standpoint, he explained to Commissioner Craven, by using directive antennas more stations could be placed in a given area than could be plotted geometrically purely on a basis of necessary separation. Diverted momentarily into the television field, Mr. deMars commented, "Television is a great engineering achievement, but it is still in its present position in the band". It will necessarily go to a higher frequencies and employ FM in a wider band, he commented, declaring there was "no question" that the advantages of FM won. applied to visual as well as to aural transmission.

Concluding, he stated in response to questioning on the point of having it so that channel width of 8 to 10 mc. was being used in point-to-point video relay and that a similar channel probably would be used in other television transmission via FM.

Finch in Favor Of 200-kc. Channels

Appearing as counsel for W. G. H. Finch, pioneer facsimile inventor

Operation of Multiplex At FM Field Laboratory Demonstrated by Finch

ACTUAL demonstration of how facsimile can be multiplexed on an FM basis without interfering with music being broadcast at the same time was featured by W. G. H. Finch, president of the H. Finch Laboratories, at the Shoreham Hotel in Washington during the FCC hearings. Mr. Finch, formerly assistant chief engineer of the FCC, has built an extremely compact facsimile pickup and scanning unit which he employs in checking FM transmissions. This he operates in addition to a 1,000-watt fixed station in New York City.

In his trailer, wedged under a cabinet the size of a small kitchen cabinet, Mr. Finch has a 250-watt FM transmitter, WFXF. In the coupe which draws the trailer is a 50-watt FM transmitter which can be taken out for even more portable testing.

In this demonstration he set up an FM receiver in the hotel, connected to which was a loudspeaker and one of his facsimile machines. The receiver was a record turntable and pickup alongside a facsimile pickup and scanning unit. A record was played and a crossword trailer transmitted. Listening inside the hotel the music came through without the slightest sound of any interference. With such quiet reception any cutting in by the facsimile system would have been very apparent. A check on the picture transmitted showed that it maintained the same quality as another print sent without music.

Mr. Finch confirms the testimony given at the hearings by Maj. Armstrong and the engineers of FM Broadcasters Inc, and pointed out that with this multiplex feature facsimile will rapidly develop in many fields of communication.

and licensor of W2XBF, New York facsimile station, former FCC Commissioner E. O. Sykes read a brief résumé of the stand of FM Broadcasters and Maj. Armstrong in the proceeding, particularly concerning FM facsimile operation. The agreement stated on the need for 200 kc. channels for multiplexing facsimile and pointed to the desirability of establishing "sufficiently wide channels at the outset".

Hogan Describes Opportunities of FM

Appearing without counsel, John V. L. Hogan, licensor of W2XQR, New York FM station, made a brief rapid-fire statement covering most of the points at issue. With FM "invalent in its present value to present standard broadcast operations, he said FM is ready to furnish a reliable regular service "fully as good, and I believe better for distances up to 100 miles". As between AM and FM, he commented that FM enjoys "a far superior opportunity for service". Going into his facsimile operations, he exhibited specimens of facsimile transmission under both AM and FM. Noise interference in AM transmission yields a "not white" background on the facsimile sheet, he explained, pointing out that the FM transmission cut down noise and lightened the background. This phenomenon he termed a "visual index of noise suppression."

Wide-band operation is more satisfactory from the standpoint of range, quality, multiplexing and flexibility, he stated, pointing out that once band width is set, channels can be narrowed more easily than they can be widened. FM also will save other space, he stated, by showing the way to put a large number of stations on the same channel "with almost no waste space".

From the educator's standpoint, as well as from the regular broadcaster's, it would be advantageous to place educational stations on FM channels contiguous to commercial broadcast channels, he observed. Since modulation efficiency runs lower on higher frequencies, FM could make better of frequencies in the 40's than television, he added.

Bailey Reviews Multiplexing Tests

Stuart L. Bailey, of the Washington consulting engineering firm, Janesky & Bailey, licensed on W5XO, briefly described the technical operation of the station, with emphasis on its multiplexing experiments with the 120-mc. Radiotype on a print circuit. His appearance was handled by Counsel Fred W. Albertson.

In view of the effort to "streamline" the proceedings and eliminate repetitious testimony, McNary & Chambers, originally scheduled to testify, cancelled their appearance. (Continued on next page)
Radiotype Multiplexing

Walter S. Lemmon, representing International Telephone and Telegraph, general manager of its Radiotype Division, testified briefly, describing the possibility of FM development Radiotype as a "special class of facsimile." Under questioning by Counsel M. K. Amann, he stated that Radiotype's application to broadcasting purposes included transmitting radio waves by both methods and via large-screen projection to large crowds. He also briefly described demonstrations of Radiotype multiplexing conducted in Washington in cooperation with Jack & Jim, WZQ.

Mr. Lemmon warned against definitely tying up frequencies "too far in advance," and pointed out that Radiotype's basic advantage is which the general stand of FM Broadcasters and Maj. Armstrong.

Wozencraft Sees High Frequency Ready

In a preliminary statement at the opening of the week long Convention of radio-research engineers held in Washington, Maj. Wozencraft presented the FM broadcast equipment available, although it be a expensive set of initial programs. He stated that the question of television broadcasting is a difficult one, and that ultra high frequency broadcast may present itself to the public as a regular service.

Although FM's future cannot be predicted, it is possible to FM with standard band broadcasting only if the public can determine which type of FM is best for them. The idea of ultra-high frequency broadcasting and that "welding networks" and adding sight to sound "will be difficult." Receiving will cost more even if the public welcomes FM enthusiastically, it will be many years before all listeners have new FM receivers, he added.

Meanwhile the transition standard band broadcasting must be maintained, he pointed out, commenting that "ultra-high frequency broadcasting offers a technical improvement in the broadcasting service for which the public must ultimately pay." Concluding, he declared, "We believe that the public interest will be best served by Commission action giving frequency modulation a green light."

Beverage Explains Noise Characteristics

The first RCA witness called by Mr. Wozencraft was H. H. Bever- age, RCA Communications chief research engineer and member of the so-called Beverage shortwave antenna for trans-oceanic broadcast. Mr. Beverage explained the use of six technical exhibits covering propagation and noise characteristics as determined in RCA tests of transmission in the 450 mc. bands.

In a discussion of the comparability of FM on narrow and wide bands, Mr. Beverage stressed the importance of taking into consideration the "threshold", where he explained, noise peaks equal signal peaks. In order to get the full benefit of any swing, whether it be wide or narrow, he commented, the carrier-to-noise ratio must be 2 to 1. Continuing, he explained that as channel width narrows, the threshold moves out, thus increasing the signal advantage, and as the channel widens, it would continue to decrease noise, he stated -increasing the frequency swing improves receiver or increasing antenna efficiency.

Propagation Traits

Are Cited by Guy

Following Mr. Beverage to the stand, Raymond F. Guy, NBC radio facilities engineer, described the tests conducted through W2XAG, the first FM transmitter in the Empire State Bldg., and a receiving station at Belmar, L. I. F. Guy stated that tests were run to determine just what use might be made of FM in the broadcast-conference field which started in the summer of 1939, he estimated cost about $20,000 "out of pocket." An exhibit introduced by Mr. Guy indicated comparative propagation characteristics of narrow-band and wide-band channel. According to the exhibit, a 50 db. signal-to-noise ratio, rated as excellent in tests, was obtained at a distance of 88 miles with an FM deviation of 75 kc. (equivalent to 200 kc. in long distance). At 28 miles with an FM deviation of 15 kc. and at only 40 miles with AM. According to Mr. Guy, RCA-laboratory, was the next witness called by Mr. Wozencraft. Through these technical exhibits he analyzed phenomena leading to FM set construction problems. He also introduced a table showing comparative data on AM and FM receivers. Explaining this table, he commented that two types of FM receivers for the price of $30, designed for maximum performance and another for maximum performance, both types running the complete price range. The table indicated that an FM receiver comparable in class to present sets selling for $19.95 would sell for about $27 if designed for FM performance, the maximum about $30, designed for maximum performance. Such a set, he commented, would not yield high-fidelity reproduction. In general, the receivers would probably be only from 100 to 8,000 or 10,000 cycles.

Specimen Allocations

Explained by Lent

Conclusions stemming from the preceding RCA testimony were presented by Worthington C. Lent, NBC allocations engineer. High priority FM broadcasting station allocation was illustrated graphically by maps and charts, was a series of four specimen allocations each covering the eastern half of the country. Each allocation was based on a different number of receivers. In the 40-kc. narrow-band channel to the 200-kc. wide-band channel advocated under the Armstrong system.

Stating RCA's conclusions, Mr. Lent declared the maximum service area for increased noise deviation of about 33 kc. (a swing of 66 kc.), and the increase of serv-
ice radius with 33 kc., maximum deviation is about 10% greater than that obtained with a 15 kc., maximum deviation. Higher deviation limits than 33 kc. yield smaller service radii, he continued, and a maximum deviation of 90 kc. (using a 200 kc. band) yields a service radius approximately equal to that obtained with a 15 kc., maximum deviation.

Regardless of deviation, the required separation distance between stations operating on the same channel is essentially constant, he declared, and since the ability to allocate is in general measured by the separation distance, the net effect of increasing maximum deviation above 15 kc. is a constant increasing loss in the number of channels available in a given band without any gain in the ability to allocate.

He pointed out also that the "bottleneck" in allocation lies in the geographical area of the coast along the Eastern seaboard, a minimum of 11 channels is required to provide one facility in each of approximately 64 metropolitan areas east of the Mississippi, regardless of the maximum deviation system used. To permit complete allocation in these areas, he estimated that an additional 11 channels would be necessary.

Western Half Offers Few Problems

Supplementing his figures with reference to the series of individual maps, he stated that by using 40 kc., channels with 15 kc., maximum deviation systems, six facilities could be furnished each of 64 metropolitan areas east of the Mississippi, with nine channels in the 30 kc. channels, three facilities can be furnished in each of 64 areas, with four channels to spare, he continued, and using 140 kc. channels (90 kc., maximum deviation), one facility can be furnished each of 15 areas, with 10 channels left over.

Two facilities can be furnished in each of 15 areas, with one channel to spare. Using 200 kc. channels with 90 kc. maximum deviation systems, one facility can be furnished each of 66 metropolitan areas, with four channels to spare.

He explained that the maps treated only of allocation for areas east of the Mississippi because once the allocation scheme could be worked out for this half of the country, "the bottleneck", there would be no comparable problem: making allocations for the west'n half. In view of the heavy population in the east, he pointed it out, the allocation problem is one of adjacent channel interference and not co-channel separation.

As he explained, RCA employed a 180° swing in its 200 kc. calculations, rather than the 150°.

Radio Traits

"LORD HAW-HAW," the unidentified newscaster with an ultra-Oxford accent who broadcasts from Germany to England each night, has become so much of a joke to Britons that their newspapers run schedules of his talks and urge their readers to tune him in. Not so jokingly worthy to the French are the so-called "renegade Frenchmen," who were convicted as "radio traitors.""}

"Among RCA Witnesses"

Mr. Lent stated that although a particular facility could be allocated to a city of 10,000, its actual needs and ability to support must be taken into consideration, but there is no sense in giving it more service than can be used efficiently. He explained that this did not mean that the program service desires of the community should be disregarded.

Responding to a query by Commissioner Brown, he stated that although rural areas would necessarily be served by the standard band, at least in the present state of the FM art and until a method is found of extending u.h.f. coverage, in some cases rural sections contiguous to FM service areas probably would get better service under FM, particularly where the effect of ground conductivity on AM is marked. As for smaller cities and population areas, he continued, all probably could have a station, if necessary, by limiting surrounding service areas. Although a single facility probably could be given to all cities above 10,000 population by restricting service areas, if the competitive factor were to be introduced by allowing more than one station to each city, more channels would be necessary, he stated.

A Choice of Frequency Space or Coverage Gain

The FCC must decide which is more valuable, frequency space or coverage gain, Mr. Lent declared. In connection with his discussion of signal-to-noise ratios in this respect, Lieut. Jett cited the propagation characteristics of the two General Electric FM transmitters at Schenectady and Albany, located about 15 miles apart, and asked if their 200-kc. operation could be duplicated using the 30-kc. deviation recommended by Mr. Lent. The latter answered that it could be done, but that the 30-kc. deviation operation would yield a larger "no man's land." After an explanation by Mr. Lent that his FM calculations were based on a study started about 18 months ago, with working figures resulting from operation of RCA's experimental transmitter and receiving station at Bellmore, Mr. Lucks took issue with RCA for basing its allocation suggestions on observations of "one day in one month on one station in one area." In response to another query by Mr. Lohnes, Mr. Lent explained that to increase the signal-to-noise ratio...
the transmitter conversion would entail extensive tube changes, de- 
pending upon culmination of a new development not due until the last of the year, and would take in all about 15 months.

Comparative Results Of Band Widths

Commissioner Thompson at some length developed the proposition that perhaps it would be worth de-
laying television if, by supplying an additional service via u.h.f., cer-
tain areas now deficient in radio service could be benefited. Mr. Engstrom made no comment on this point beyond pointing out that he was only advancing the engineering as-
pects of the various services and could not attempt a choice between them.

Applying FM to video, Mr. Engstrom estimated that at least 8 mc. would be needed to carry the pic-
ture signal, along with an additional .5 or .75 mc. for sound, ne-
cessitating a total band width of “something under 9 mc.”. The 750-
ko guard band employed in television functions to keep the sound signal out of the picture signal, he explained. Narrow-band FM would give better aural service for tele-
vision than AM, he commented, but wide-band operation would necessi-
tate a band of at least 15 mc wide.

He said he foresees the use of FM in video, but at much higher fre-
quencies than the present. In this respect, FM could serve as an “ele-
vator”, he commented to Chairman Fly, but not necessarily, since it could move into the higher fre-
quencies and still employ AM. How-
ever, FM is thought to have better possibilities, he added.

If bands are to be split, as be-
tween television and FM, so that 
operation would be on several groups of channels, he said he thought television would be hurt more than FM. Asked how much 
space might be made available for other services if the video sound 
tracks were reduced down to a sepa-
rate frequency, Mr. Engstrom ex-
plained that although a 750-ko. 
guard band is used, only about 100 kc. would be freed. He added that television could not operate effec-
tively under such conditions, since 
two tuning operations would be necessary. Television operates most effectively over 100 kc. and sound in- 
terlocked.

Civil Liberties Union Would Open Ultra-Highs

Opening the final afternoon ses-
sion March 27, Percy L. Russell, as 
counsel for the American Civil Liberties Union, presented for the record a statement urging opening of the ultra-high frequencies for FM as a means of permitting a wider range of stations and a “freer expression of thought by means of radio com-
munication,” and maintenance of an adequate opportunity for the ex-
pression by radio of minority views requires an enlargement of the number of broadcast facilities, the statement said.

Limitations of the broadcast band permit the establishment of but few 
additional broadcast stations, the Union declared. The fewer the num-
ber of stations, the greater the dif-
fences of opinion that can be dis-
cussed over the air at any given period. Better stations and more develop-
ments in the radio art which tend to over-
come the artificial restraints im-
posed upon the free expression of thought by the public interest and should be utilized as fully as possible, it was stated.

Howland Sees Better Coverage in the West

John R. Howland, assistant to the 
president of Zenith Radio Corp., 
which has been working on FM, 
as well as television, declared the results of these experimenta-
tions indicated that FM coverage in the West will be considerably 
greater than that in the East. He declared that eventually an FM 
network using radio relay can be achieved during “certain hours of the day,” serving smaller stations which now do not get network serv-
ices because of the high wire costs. 

Advising caution, Mr. Howland 
said the data obtained so far in the 
hearing reflects factors which 
cannot possibly be measured and the intangible conditions by which 
the public will get out of FM.

AN ATTACK OF appendicitis came to long-time radio and tele-
cical clacker of KYW, Philadelphia, 
away from his March 16 morning broadcast, but right after the pro-
gram was hustled to Graduate 
Hospital for an emergency opera-
tion. Two mornings later he did a 
service on a hospital bed, aided by Engineer Roy Nuss.

He said he felt the proponents of FM were “a bit on the enthusiastic side” in predicting replacement of present-day broadcasting by FM.

Pointing out there are 57,000,000 
or more radios in use, he said a 
large majority of the homes are in 
the service areas of clear-channel stations which could not procure service with cheap FM receivers. It 
should be taken into account, he said, that during the last six months of 1939 about 100,000 re-
ceivers were sold each week at $15 or

Moreover, he pointed out that 
high-fidelity reception is not re-
quired generally, since children are 
not interested in programs other than 
script shows and that 60% of the daytime program sched-
ule is not adapted to high-fidelity. 

Declaring it was apparent from the 
testimony that FM will not take the place of all of the AM duties but that it must “cooperate”, Mr. How-
land said he felt that introduction of FM will spur manufacturers to produce quality AM receivers for 
standard broadcast reception and that a good service thereby will be developed.

Admitting FM advantages under 
certain prescribed conditions, Mr. Howland said he felt that the medium was too young yet to ascertain whether it is better for the public than television. The public, he said, will make its views known when it has the choice of the two services. He advocated continued experimenta-
tion for at least a year for both FM and television before satisfac-
tory allocations are determined. Re-
plying to Commissioner Craven, he 
urged that the two services should 
go hand-in-hand at the moment so that the public can make its choice.

Brown Favors Wide-Band System

J. E. Brown, executive engineer of Zenith, presented the result of experiments conducted by his com-
pany with both wide-band and nar-
row-band receivers. His conclusion was that wide-band is the safest 
course to follow, depicting graph-
ically the technical conclusion reached from the experiments.

Replying to Commissioner Craven, 
he said there are advantages if a 
wide-band is adopted and that it is found eventually that the band 
can be narrowed perhaps to 100 kc. it would not render receivers a-
dapted for wide-band operation ob-
not in this vision Channel set aside definitely. Lohnes declared his signals. This was up WRC, while the studies indicated subnormal cality. In substance, one intensity surveys presented the results. Compared Coverage obsolete. He fied When -50 kc, be assigned, giving continuous band. Armstrong, he asked whether there would be any substantial loss to television if the No. 1 channel were assigned FM. The witness observed that while the placement of FM stations on the channel in addition to the television stations would not seriously impede the visual operations, it would not be as good as if the band was available only for television all over the country. He said he would like to see television channels No. 1 and No. II reserved for the larger centers, which would give visual radio two bands below 56 mc. He pointed out that because of separation requirements Channels I, III, V and VI could be used in a city like New York, giving it four stations, whereas if the lower band were taken away only Channels II, IV and VI could be used there.

Kennedy Requests Low Frequency

Zenith Engineer Brown, recalled to be estuated on television, he would not like to see television disturbed by his own company's experiments on the No. 1 channel would be disrupted. Asked by Commission Craven whether he knew of any changes above the No. I and II bands which would give equivalent coverage and service, Mr. Brown said he did not.

Frank M. Kennedy, chief engine of Don Lee Broadcasting Sys-
sirability of the informal technical conference, probably to be presided over by a Commission engineer.

Studebaker Gives Views of Educators

Chairman Fly observed that, since all parties to the hearing had agreed not to place the 41-42 mc educational channel in jeopardy, he presumed the educational group did not desire to present testimony. Dr. John W. Studebaker, U. S. Commissioner of Education, took the stand to place in the record an exhibit covering comments of various educational and related groups supporting the non-commercial band for educational purposes. The purport of the exhibit was that organized education should retain its complete rights to the band. He was not cross-examined as to why so few educational organizations had taken advantage of the availability of assignments in the 1,000 kc. band, available for the last two years.

The last witness to appear was S. Howard Evans, who testified on behalf of the National Assn of Educational Broadcasters and the National Committee on Education by Radio, of which he is secretary. He urged an equalized allocation of FM, under which all stations in the same city would be given identical powers and facilities, rather than anything like the present system with several class A stations designed. He pointed out his organization had criticized the whole broadcast allocations for that reason. Urging wide-band FM, he said that in his conversations with educators he has been interested in using the wall for classroom work and that the multiplexing possibilities of the 1500 kc. band would make that allocation method desirable.

Upon completion of the testimony by respondents, Mr. Fly called the second recess of the afternoon to consider the suggestion of Mr. Wenzensha of an engineering conference between educational and broadcast organizations where all parties be permitted to submit detailed briefs.

After the five-minute recess, Mr. Fly said the Commission had agreed to accept briefs, to be submitted by April 15 by individual respondents, but that it did not feel disposed to authorize the engineering conference. He explained that the hearing itself had been a thorough-going technical inquiry. While the Commission would not suggest a general conference, he said he saw no objection to the submission of additional material.

Federal Union Decision Held to Apply to AFM

THE DECISION of Judge Peyton Gordon of the Federal district court for the District of Columbia March 25, holding that labor unions are subject to provisions of the Sherman Act involving action of the Government against the trade union of the American Federation of Musicians. The opinion of the Justice, Gordon held that labor unions, unlike fixed quotas of musicians irrespective of whether they need them.

CLARENCE H. CALHOUN. Atlanta, named executive producer of the lease operation of WGRT, Atlanta, is affiliated with G. P. Stanley, cotton man of Greenville, S. C., in an application to the FCC for a new local station in Greenville. Mr. Calhoun, C. Moses, and Atlantic, has applied for a new 220-watt station on 1420 kc. in Macon.

DIATHERMETER Corp., Los Angeles (throat spray), new to radio, has announced that its sales manager for several concrete mixing companies to hire members of the truck drivers' union rather than members of the operating engineers' union. In connection with the AFM situation, it is understood the Department of Agriculture studies to ascertain whether it is conflicting with the law under requirement that all broadcast laws include special provisions for ethnic groups.

AFA Signs NBC-Hollywood

LOS ANGELES chapter of American Federation of Radio Artists and NBC, Hollywood, on March 22, signed a contract covering network staff announcers, secretaries, and management. The agreement was two years.

Dieter W. E. McNish, research expert in terrestrial magnetism of Carleton University, has been engaged in two-way conversation on the astral physical war. The domestic round-up on the last half of the program as NBC cancelled its European broadcast at 3:30 p.m. and 7 p.m. MBS also cancelled for the reprogramming.

The 8:18 a.m. and 8:45 p.m. news round-ups by CBS foreign correspondents failed, the March 25 and domestic roundups were substituted. By March 26 the European transmissions were coming through again.

MAGNETIC STORM

LITTLE interference was caused domestic broadcasts by the March 24 magnetic storm which interrupted wire, cable and telegraph communications. Cancellation of several network programs resulted when shortwave transmissions from abroad were marred by the static storm.

A curious feature of the storm was the disabling of AT&T automatic repeater equipment using transcontinental broadcasting circuits. AT&T remedied to trouble by operating the equipment manually and little disturbance was noted by listeners.

Early shortwave programs on March 24 were not affected, the magnetic disturbance having subsided until 11 a.m. CBS received an early broadcast from the Vatican in Rome and a news round-up at 9 a.m. The usual news summary by CBS correspondents abroad on The World This Week, 9:30 p.m., failed to come through. In its place, William H. Barton, curator of Hay- den Planetarium, New York, directed Dr. H. E. McNish, research expert in terrestrial magnetism of Carleton University, has been engaged in two-way conversation on the astral physical war. The domestic round-up on the last half of the program as NBC cancelled its European broadcast at 3:30 p.m. and 7 p.m. MBS also cancelled for the reprogramming.

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SEVENTH anniversary of the WWVA Jamboree was celebrated March 25 with the exacting to the Wheeling station participating. To accommodate the studio audience, it was necessary to give three performances in addition to the regular two-hour show at the Wheeling. The Hillbilly entertainment and the inquiring minds constituted the programs.

TIMES SQUARE Productions, new Hollywood motion picture unit, headed by James Moore, has obtained film rights to The First Night program, sponsored by Sales Co., on 50 CBS stations, Friday, 9:30-10 p.m. (EST). The firm plans to make a series of featurette for major distribution.

BROWN & WILLIAMSON Tobacco Co. (Louisville, Ky.) on April 16 will start a CBS daily Sports Review, featuring Charlie Grimm, a retired manager, who will comment on the Cubs, on WBBM, Chicago. Russell M. Seabird Co., Chicago, is agency.

SUNSPOTS which caused communications March 24 were responsible for the destruction of the transmission of the studios of CBL, Toronto, from 2:30 to 4:15 p.m. The 26-mile tele- phone line was out of commission between the Toronto studios and the transmitter at Hornby, Ont.

THE SOOTHING hum of a dentist's torture machine augured sweet listening to Oklahoma listeners as W.KY, Oklahoma City, took its miles to the Oklahoma Dentists Convention. Bob Eastman, special events announcer, got stuck with the chair assignment while Perry Ward, special events chief, describes proceedings. Dr. Frank P. Bertram is wielding the excavator.

MeAn Shoe Offer

MELVILLE SHOE CO., Boston (Thom McAn shoes), on March 29 started offering free to listeners to its quarter-hour United Press news programs a 25 x 25-inch colored map of the world, surrounded by pictures of outstanding news events in newspapers. Stations carrying the programs are WABC, New York; WINA, Boston; WEAN, Providence; WBBM, Chicago; WWJ, Detroit; KYW, Philadelphia, and WDRC, Hartford. Listeners may receive the maps upon request at local Thom McAn shoe stores. The events depicted on the map were selected by UP and CBS. Neff-Rogrow, New York, is agency.

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yourself and others to recognize early symptoms that may indicate cancer.

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some of the 150,000 who may die this year unless promptly treated. Early cancer can be cured.

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BUFFALO—WGR, Ralph Hubbell, home and away games except Sundays and holidays of Bisons, co-sponsored by General Mills and Atlantic Refining Co.

BROOKLYN—WOR, Red Barber and Al Hormel, home games except Sunday and holiday Sunday home games of Dodgers, co-sponsored by General Mills and Fruehauf & Gamble Co.

KANSAS CITY—KCKN and WREN, Walt Locock, home and away games except Sundays and holiday games of Blues, co-sponsored by General Mills and Socony-Vacuum Oil Co.

SPRINGFIELD—MAXREX, Tom Kelly, minimum of 65 night games of local Western League games May 1, sponsored by General Mills.

MILWAUKEE—WISN, Alan Hale, home and away except first home and home Sunday and holiday games of Brewers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

ST. PAUL—WTCN, George Higgins, home and away except first home and away games of Saints, co-sponsored by General Mills and Socony-Vacuum Oil Co.

SAN ANTONIO—KBAT, Dave Young, home and away games of Missions, co-sponsored by General Mills and B. F. Goodrich Co.

INDIANAPOLIS—WIRE, El Prough, home and away except first home and home Sunday and holiday games of Indians, co-sponsored by General Mills and Socony-Vacuum Oil Co.

COLUMBUS—WCOL, announcer un-selected, home and away games of Reds, co-sponsored by General Mills and Socony-Vacuum Oil Co.

NEW ORLEANS—WSRU, announcer un-selected, home and away games of Pelicans, co-sponsored by General Mills.

MICHIGAN CITY—NWKY, WRCM, home games of Tigers, co-sponsored by General Mills and Socony-Vacuum Oil Co.

PITTSBURGH—EBDA and WWSW, Royce Rowell, home and away games except Sundays and home Sunday games of Pirates, co-sponsored by General Mills and Atlantic Refining Co.

DALLAS—WRR, Charlie Jordan, home and away games of Rebels, co-sponsored by General Mills and Atlantic Refining Co.

OKLAHOMA CITY—KOCY, Ed Andrews, home and away games except Sunday and holiday games of Athletics, co-sponsored by General Mills and company not yet selected.

ST. LOUIS—KMOX, France Laux, home games except Sundays and holiday Sunday home games of Cardinals and Browns, co-sponsored by General Mills and Socony-Vacuum Oil Co.

ATLANTA—WAGA, announcer not yet selected, home and away games of Crackers, co-sponsored by General Mills and B. F. Goodrich Co.

CHARLOTTE—WTNS, Russ Hodges, schedule not set of Washington Senators, sponsored by General Mills.

BROOKLYN—WOR, Red Barber and Al Hormel, home games except Sunday and holiday Sunday home games of Dodgers, co-sponsored by General Mills and Fruehauf & Gamble Co.

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RADIO news writing has been added by Sigma Delta Chi, the national journalistic fraternity, for hereafter offer annual service awards. Excellence in general reporting, editing, writing, foreign correspondence and Washington correspondence have been the usual fields in which competition for awards has been considered. Awards consist of a citation accompanied by a suitably engraved plaque.

For the competition announced by Elmo Scott Watson, president of the fraternity, the panel consists of Frederic William Wile, Washington Star; Arthur Krocks, New York Times; Washington correspondent; Paul Scott Mower, Chicago Daily

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Subjects Wanted

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HEALTHY and chirpy are these little chicks, nurtured amidst the kilowatts of WLW, Cincinnati, under direction of Ed Mason, farm program director. The 25 downy studio guests are devotees of the Purina line of poultry edibles, for whom Mason announces.

Joint Baseball Sponsors
FOR THE second consecutive year the play-by-play broadcasts of the Cubs and White Sox games on WJJD, Chicago, will be jointly sponsored by Congress Cigar Co., Newark (La Palina cigars), through Marschalk & Pratt, New York; Walgreen Drug Co., Chicago, through J. Walter Thompson Co., Chicago; Gillette Safety Razor Co., Boston, through Maxon Inc., Detroit. Charlie Grimm, former manager of the Cubs, and Lew Fonseca, former manager of the White Sox and new promotional director of the American League, will handle the broadcasts as they did last year.

Deficit of Eight Cents
ARRANGEMENT whereby the city of Camden, N. J., operates WCAM and pays all expenses, in return receiving $20,000 a year from the Mack Sales Co., which sells all the available broadcasting time, resulted in an 8-cent deficit to the city for 1939 operation, according to Mayor Brunner.

Eno Plans to Add F. C. ZNO, U. S. Ltd., on April 15 will start a 52-week series of five-minute musical electrical transmissions on WOH, Newark, Mondays, Wednesdays and Fridays, 8:50-9:55 a.m., and Thursdays and Saturdays, 4:45-5:50 a.m. Agency in charge is Chilton & Currier, New York, which stated that more stations might be added later in April.

ASCAP Boost Stirs Industry
(Continued from page 11)

ably be 5%, the same as will be paid by those individual stations with which the Michigan Network competes. Similarly a hookup of two low-powered stations, each of which pays an individual 5% rate, would probably be assessed at 5% for the network programs.

Asserting that the ASCAP charges are based on the value received from the use of ASCAP copyrighted music by the station or network broadcasting such music, Mr. Paine said that if a single major station pays for then it is not unreasonable for a national network to pay 7½% since it makes much wider use of the music. Although ASCAP's plan may seem simple on first inspection, he said, its compilation has taken months and months of study during which the ASCAP radio committee went over the records of every station in the country. In addition, he explained, field men made personal calls on 120 stations and discussed in detail with the broadcasters a wide variety of possible licensing plans. Lengthy reports of these conversations were submitted to the committee, he said, and were carefully studied.

Should be Pleaded!
Declaring that approximately 300 of the nation's broadcasters will, under the proposed plan, find their ASCAP payments cut in half, and that some 500 broadcasters will pay "substantially more" than at present, he said that the broadcasters should be "greatly pleased" with the plan.

ASCAP sought to produce figures to justify its claim that broadcasters should pay additional revenue. Charges and countercharges develop, with the result that only a matter of hours after ASCAP's proposition, both Tin Pan Alley and the daily and trade press were filled with a babble of conflicting claims.

Mr. Paine, for example, held that 75% of radio programs are composed of music from ASCAP's repertory. BMI immediately disputed the figures, citing surveys made by NBC and FCC showing that ASCAP's rate is not as high as 75% of all broadcast time and indicating that the amount of time devoted to

Setting the Pace
TO DEVELOP new sources of supply for radio music, WOV, New York, during its Opera Hour programs, is presenting a series of spot announcements inviting those contemplating careers as lyricists and composers to submit their work along these lines to WOV's music department. Also included in the announcements is the suggestion that all compositions copyrighted before submitting for protective purposes. Those compositions showing promise will be turned over to Broadcast Music Inc., of which WOV is a member.

music on the air is decreasing year by year rather than increasing as ASCAP contends. BMI denounced as "even more incorrect and misleading" the ASCAP claim that music constitutes 70% of the material used in commercial time on the air. Quoting the NBC survey, it said that only 20.7 of all time on sponsored programs was devoted to music.

ASCAP Hearings
MOTION of William Hotz, attorney for the State of Nebraska, for a new trial of the suit to test the constitutionality of the Nebraska anti-ASCAP law was heard March 25 by the same three-judge court which in a previous unanimous decision held the law to be unconstitutional. Court has taken the matter under advisement and will hand down a written decision, probably within the near future. Next suit in the chain of actions filed by ASCAP to test the constitutionality of the various anti-ASCAP state legislation will be held April 15 before a Federal statutory court in Gainesville, Fla. ASCAP, seeking a permanent injunction against the State's enforcement of the Florida anti-ASCAP law, will be represented by Louis D. Frohlich of Schwartz & Frohlich, A S C A P counsel.

Ethyl Case Seen Supporting Radio
In Using Records

Bennett Finds Analogies in Supreme Court Opinion

THE OPINION of the Supreme Court March 25 in the Ethyl Gasoline Corp. case, holding that restrictions imposed upon the use to which an article may be put after it has been purchased in regular channels of commerce is illegal, was con- strued by legal observers in Washington as directly applicable to performance rights on phonograph records over broadcast stations.

Andrew W. Bennett, Washington counsel for the Independent Broadcasters, in a letter March 26 to President Harold A. Lafount of NAB, asserted the court stated in positive terms that in the case of the Ethyl Gasoline formula, the parent company could not control its sale to refiners.

He said the court was particularly analogous to the situation confronted by the broadcasting industry regarding restrictions on performance of phonograph records, and that the opinion should be read eventually to clarify that issue. Mr. Bennett last February [BROADCASTING March 1] had indicated that Independent stations might they could perform phonograph records without paying royalties to various performers seeking compensation if they purchased the records in regular channels of commerce and if they refrained from use of the name of the recording artist or the record manufacturer.

Rights Relinquished

The Supreme Court in the gasoline case unanimously held that conditions imposed by Ethyl Corp. on the resale of Ethyl gasolines are illegal. The court said that such conditions are combinations which are used "to obstruct the free and natural flow in the channels of interstate commerce of trade even in a patented article, after it is sold by the patentee or its licensee, are violations of the Sherman act." The court pointed out that by its sale to refiners, Ethyl Corp. relinquished its exclusive right to use the Ethyl name "to make it relinquished to licensed jobbers its exclusive rights to sell the fuel by its name. The jobbers may sell the fuel and sell the trade." Applying the court's conclusion to the attempted restrictions sought to be imposed on use of phonograph records by record manufacturers and the National Assn. of Performing Artists, Mr. Bennett said both claimed they had a "common law copyright." He pointed out the Supreme Court repeatedly has held that an article subject to copyright protection is different from one subject to patent protection.

"When the recording artists perform a musical composition for the record manufacturer with knowledge that records will be manufactured and sold, and when the manufacturers of it new to sell to distributors, any exclusive right of the artists to use and sell the record is exhausted," he declared. "The sale of the records to distributors exhausts the alleged copyright right and every one of the recording artists nor the manufacturer may exercise any further control over the records."

Thus Mr. Bennett concluded that the Supreme Court opinion con-
New Business
INTELLIGENT RAZOR Co., on May 4 only sponsors the Derby on 57 CBS stations, 5 p.m. (DST). Agency: Max.

Co., New York (gasoline), ref 25 started new programs Texas State Network stations, hru Sat. 7:30-2:45 p.m. and Sat. 7:45-2:45 p.m. Agency: Agucan- chas & Co., N. Y.

-COLA Co., Long Island City, on April 30 starts news feed on 114 CBS stations, Sat. 6:45-7:30 p.m. (repeat), 11:15-1:30 a.m.; Agency: Neovel-Emmett Y.

IY PACKING Co., Chicago products-Dutch cleaner), on starts Bachelor's Children on Chicago, and Don Lee Net.-ly, thru Fri. 1 p.m.-11:15-13:30 a.m.; Agency: Williams & Cunningham, Chi-

ER & GAMMILE Co., Cincin-

Network Changes
P. LORILLARD Co., New York (Old Gold cigarettes), on Mar. 26 shifted to 8 a.m. for 27 weeks, then to 5 a.m. on NBC-Blue, Thurs., 7:30-7:45 p.m. Agency: Todd. MATRIX.

MENNE Co., Newark (shaving cream), after the broadcast on April 12 will come back for the summer the Quicksilver program, starring Colonel Stoopnagle, currently on 8 MBS stations, Fridays, 8-8:30 p.m. Agency: H. M. Kievesetter Adv., N. Y.

DUMMER PRODUCTS Co., Bedford, III., on April 25 shifts What Would You Have Done on 3 NBC-Blue stations, Fri., 9:30-


STERLING PRODUCTS Co., New York (ironized Yeast), on April 21 shifts Good Wul Haur from 6 MBS stations, Sun., 10-11 p.m. to 50 NBC-Blue stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

BRISTOL-Myers Co., New York (Vitalis), on April 11 replaces George Jenkins on NBC-Blue for the summer, with the Shepard Pointing out that the program was to provide service to each station.

AMERICAN TOBACCO Co., New York ((tobacco), on April 2 moves Laser Ross from 45 CBS stations, Mon. thru Fri., 2-2:15 p.m. to 58 CBS stations, Mon. thru Fri., 2-2:15 p.m. Agency: Young & Rubicam, N. Y.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on April 1 moves Laser Ross from 45 CBS stations, Mon. thru Fri., 2-2:15 p.m. to 50 CBS stations, Mon. thru Fri., 2-2:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

AMERICAN TOBACCO Co., New York (tobacco), on April 10 shifts Ben Bernie from 45 CBS stations, Sun., 5:30-6 p.m. to NBC-Blue stations, Sun., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on April 1 moves Laser Ross from 45 CBS stations, Mon. thru Fri., 2-2:15 p.m. to 50 CBS stations, Mon. thru Fri., 2-2:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

PUT 2 and 2 TOGETHER

- Prosperous Akron is in a spending mood.
- Akron listens regularly to WWJ.

AKRON, OHIO

Representatives
Headley-Reed Company

REPRESENTING the four stations comprising the Minnesota Radio Network, these executives met in Minneapolis for their first annual business session and reported that things were going well. Left to right: Fred Schlipin, owner of KFAM, St. Cloud; Gregory Gentling, owner of KROC, Rochester; Ray C. Jenkins, general manager of KSTP and MNR; Ray Schwartz, manager of KYSM, Mankato.

Parental Courage

Dwight Newton, who conducts the funny papers department for youngsters on KYA, San Francisco, each Sunday morning, labored before the mike for many an hour recently, when, during the middle of his show, he learned his baby boy had swallowed some anti poison. Mrs. Newton, frantic, telephoned the station while Newton was on the air. She asked that a note be slipped under the studio door to him. He preferred not to note—but the show had to go on and he finished his broadcast. In the meantime Mrs. Newton had given the baby antitoxin and rushed him to a hospital. He recovered.

WES TINGHOUSE ELECTRIC Co., New York, on March 21 added KYU-M. Yuma, to its Medium America network.

AIR CONDITIONING TRAINING Co., Camden, N. J. (classified advertisement).

HAPPENED that the Minnesota Radio Network, these executives met in Minneapolis for their first annual business session and reported that things were going well. Left to right: Fred Schlipin, owner of KFAM, St. Cloud; Gregory Gentling, owner of KROC, Rochester; Ray C. Jenkins, general manager of KSTP and MNR; Ray Schwartz, manager of KYSM, Mankato.

SPECIAL STATION PLANNED FOR STORE

AN INNOVATION in broadcasting, under which a department store would provide service to its charge-account customers and ab- stain from all commercials, is con- templated by May Department Stores Co. of Los Angeles, an applicant for both a frequency-modulation broadcast station and a tv transmission, according to Gerald Fitzgerald, executive of the chain.

In Washington for the FM hear- ings as an observer, Mr. Fitzgerald said his plan was to provide service for a nominal charge, perhaps $3 a year. Pointing out that many de- partment stores, such as Gimbels, Barons and the Shephard Stores in Boston, had pioneered early radio, he said the May Company, as the first department store applicant for FM and tv station, hoped to lead in California.

Program Problems

"The licensee buying its equip- ment from the first line companies has little if any mechanical prob- lem," Mr. Fitzgerald declared. "Its greatest task is right program- ming. With the help of the thou- sands of charge-account customers available to a department store, I should like to find some special approach whereby they could elect a program board to give supervi- sion to programs of their choosing; these programs to be completely varied in every way so that a full fare to suit all tastes would be included on the daily radio menu.

"There would be no commercials of any kind, probably not even the name of the store. A charge of $3 a year or some such sum could be made to subscribers and they would be assured perfect programs. In the case of nationally important speeches and other programs, an arrangement could be made with the commercial station whereby in consideration of the huge extra list- ening audience furnished, the program could be relayed. It would be also possible to include, for a small extra charge, some kind of discount on the purchase of pickup without any chance in the present radio owned by the listener; this, of course, would be de- pendent on the quality of receiver owned. There would be many 'chisellers' to tune in on the station without subscription, but in the main, most people would want to pay their share."
**LaGuardia Urges WNYC Fulltime**

A NON-PROFIT, non-commercial broadcasting station, operated by a Government corporation, should not be required to submit to the FCC a term renewal application as other commercial stations, Mayor LaGuardia of New York City charged the FCC March 29 in support of the application of WNYC, municipal educational station, for extension of its limited time to 11 p.m. If the law does not now provide this privilege, he advocated that Congress clarify it.

In a hearing before FCC Counsel Emmon, Mayor LaGuardia said that Congress in enacting the Radio Act took every precaution to prevent monopoly on the air and laid down the policy of revocable licenses to prevent it. Mayor LaGuardia was critical of the network, especially the NBC stations which, although he alleged showed an "arrogant attitude" by CBS officials in regard to the station, the New York City Municipal station, which operates daytime on 810, otherwise the chief channel of the CBS-owned 5,000-kw WCCO, Minneapolis.

He stated that "when a city of 7½ million people comes before the FCC on application for fulltime, there is a presumption of necessity, and no private station operates a claim to a right to prevent unlimited time by such a Governmental facility operated on the basis of the proposed expansion of WNYC's time would break down the WCCO clear channel and curtail its rural service.

Mayor LaGuardia added that he appreciated the wavelengths were limited in number, but that the facilities were also operated by too few people.

He agreed the FCC's power to revoke licenses tended to place investment of private broadcasters at the agency's mercy.

Mayor LaGuardia further urged the FCC to spend extra time on a cross-examination of the station in its current status, and that the FCC should consider the station's "arrogant attitude," which would be contrary to the Communications Act and the former Radio Act which was passed during the Mayor's service in Congress.

**BROADCASTING • Broadcast Advertising**

**Page 100 • April 1, 1940**
AMID the exhibits at the recent WCKY-Junior Chamber of Commerce "Hobby Lobby" convention, which was held in Cincinnati, one of radio's first sponsors, returns to the air April 1 on WMCA, New York, causing "Smiling Salesman" Jerry Baker to raise his frosty hand, and his name, to the airwaves in 1925. Baker, who was the announcer of the "Smiling Salesman" during its early years, will now be heard on WMCA, the radio station that carried the show for many years.

**Old Timer's Return**

ROYAL EASTERN Electric Supply Co., New York, one of radio's first sponsors, returns to the air April 1 on WMCA, New York, causing "Smiling Salesman" Jerry Baker to raise his frosty hand, and his name, to the airwaves in 1925. Baker, who was the announcer of the "Smiling Salesman" during its early years, will now be heard on WMCA, the radio station that carried the show for many years.

**G. S. (Pete) WASSER** has resigned as general manager of WQDM, St. Albans, W. Va., to join WJAS-KQV, Pittsburgh, a station that he has been connected with for many years. Mr. Wasser has been vice-president in charge of the Eastern territory for Gene Fuganoff and Associates, the agency.

**JOSEPH HANSON,** formerly of Lawrence Ferring & Co., New York, has been named sales promotion manager of the National Association of Retail Appliance Stores, replacing Allan Wells, who has resigned to take over advertising and sales promotion for the Kaufman Stores in Pittsburgh.

**LEWIS ALLEN WEISS,** vice-president and general manager of ABC Broadcasting System, Los Angeles; Russ Johnston, CBS Pacific Coast program director and Marvin Young, NBC night manager, both of Holly- wood, have been added to the membership of the University of Southern California Alpha Chapter of Gamma Eta Alpha, the professional radio fraternity, on March 26. The honor was conferred in recognition of their contributions to the radio industry. Alec Templeton, blind pianist, sponsored on this program of laboratory work (All-Selzer), was also so honored.

**SINDEY L. DEAN** and Philip A. Richardson, account executives of J. Walter Thompson Co., New York, and Chester A. Foist of the agency's Chicago office, have been named vice-presidents.

**GEORGE FAULKNER,** formerly of WAPO, Chattanooga, has joined WSB, Atlanta, as sales staff of WQDM, St. Albans, W. Va., to join WJAS-KQV, Pittsburgh, a station that he has been connected with for many years. Mr. Wasser has been vice-president in charge of the Eastern territory for Gene Fuganoff and Associates, the agency.

**WALTER KLEIN,** formerly with KBKQ, Abilene, Tex., and Albert Par- ker, who has been added to the announcing staff of WING, Dayton, O., on WWSY, has joined the announcing staff.

**BERNARD HERRMANN,** Hollywood musical director of the con- cluded CBS Campbell Playhouse, sponsored by Campbell Soup Co., on March 31 departed for New York for the premiere of his symphonic choral work, "Moby Dick." It is to be broad cast over CBS April 14 by the New York Philharmonic Symphony Orchestra. He will also engage in CBS musical work while in New York, and return to Hollywood in summer.

**DAVE CASEM,** formerly of WOR, Newark, and veteran press agent, has joined WLS, Chicago, as publicity and public events director.

**ANN CORNISH,** formerly in the research department of Boston & Bowies, New York, and CBS, has been placed in charge of the research depart- ment of WQXQ, New York.

**BRYAN HUDDLESTON,** manager of the San Francisco office of Young & Rubicam, has returned from an extended vacation in Honolulu and a business trip to New York.

**OLGA RITZ,** formerly traffic manager of the old GEKE, Los Angeles, has been appointed office manager of Glaser Adv. Agency, that city.

**DOUGLAS EVANS,** formerly of KFJ-KECA, Los Angeles announcer has been promot- ed to producer.

**AL CHISMARK,** former control operator of WSXR, Syracuse, has been named chief engineer of WTRY, new 1,000-watt FM station in New York, which makes its debut on May 15, 1940. Mr. Chismark has been with the station for several years.

**ROBERT CASTER**, formerly of WFMJ, Youngstown, has joined the announcing staff of WHK-WCLE, Cleveland.

**STEVEE McCLEAHAN,** formerly of WNOX, Knoxville, has joined the announcing staff of WMC, Ashland, Ky. Mr. Caster has been with the station for several years.

**DAVID H. HALPERN** of the Henry Swartwout production company, New York, has engaged to Adele F. Weil, of New York.

**FTC Stipulation**

ZONITE PRODUCTS Corp., New York, on March 28 entered into a stipulation with the Federal Trade Commission to cease and desist from representations in the sale of Zonite Ointment and other prod- ucts. The FTC also issued a complaint against General Electric Co., New York, charging misrepresen- tation in the sale of electric light bulbs.

**KRUGER Beer & Ale, Newark,** will start a small spot announcement cam- paign in mid-April on a group of New Jersey stations.

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**DURSTINE for Croelsey**

CROSLEY Corp., Cincinnati, has appointed Roy S. Durstine Inc., New York, to handle advertising for all products, including, radios, refrigerators, midget cars and washing machines. H. G. Little, recently resigned as a vice-presi- dent of Lord & Thomas, New York, will manage the account. The recent additions to the Dur- stine agency include George Cooke, formerly of the Stromberg Time Corp.; Walter J. Daily, previously in charge of advertising and sales promotion for General Electric Co., Cleveland, and Matthew Hufnagel, formerly of BDDO, New York.

**ROB PROVAN,** recently elected a city alderman, on April 1 celebrates his 60th anniversary as an announcer of WOR, Hartford.
Press Berates FCC's Order For Rehearing on Television

Commission Said to Have Gone Too Far, Stifling New Industry; Called 'Usurpation of Power'

A BARRAGE of editorial criticism against the FCC developed in the daily press following the March 23 television citation (see pages 25 and 50-51), ordering RCA to explain at a rehearing April 8 its merchandising campaign to promote receiver sales.

Branding the action as "bureaucracy at its worst" and as "usurpation of power" several newspaper editorial writers and columnists saw in it dire forebodings for radio generally. These commentators held the view that the FCC had overstepped its authority.

Aside from the very brief statement March 23 by David Sarnoff, RCA president, expressing "agreement" over the Commission's action, no further official word was forthcoming from RCA regarding the citation. However, Alfred H. Morton, NBC vice-president in charge of television, without directly commenting on the action, on March 24 told a group of 100 New York agency, advertising and station executives attending the weekly "broadcasters' bull session" luncheon in New York that although there are today certain attempts to block television progress, reminiscent of those of "King Canute's tide", there is no doubt as to the eventual outcome.

Called Unwarranted Industry observers generally regarded the FCC action as unwarranted. Observers were of the opinion that FCC was erred when it capitulated to "limited commercial" status for television. They pointed out that after the television hearings the FCC promptly set up forms to glean from television licensees all factual data. In this connection, they pointed to the recent Supreme Court decision in the Sanders case, which holds that Congress did not give the FCC authority to regulate programs and business phases of broadcasting.

David Lawrence, noted Washington columnist and author of a book on the FCC, from which this story is adapted, said that he has been told by other Governmental Commission joining "the wave of arbitrariness and bureaucratic power" which swept Washington lately. He held that "a big industry has been struck down with the inevitable result that more unemployment will follow."

Asserting that the FCC was empowered by Congress to allocate wavelengths but was never given any power or control over the sale or merchandising of receiving sets, Mr. Lawrence declared that "it now seeks to grab control. If the present order is not upset by the courts, he stated, "the FCC will exercise control over the air in such a manner that what the owners of radio sets may or may not do will be regulated.

Should Be Rescinded "There is as much legal justification for what the FCC has just done to kill or restrain television — a pioneer industry in which millions have been spent in research — as there is for telling people what programs they may listen to with their receiving sets," Mr. Lawrence's syndicated article said.

Mr. Lawrence called for a "Congressional investigation of the FCC in its entire to determine the extent to which the present law is being distorted." Pointing to other instances of insurmountable excesses by the FCC, Mr. Lawrence declared that in the case of television the FCC has gone further than ever before. He said that if there is anything wrong in RCA merchandising, the Federal Communications Commission, and not the FCC, should be the body to make a finding and not the FCC.

Mr. Lawrence followed up his March 25 column with another March 28 editorial. Citing Supreme Court decision in the Sanders case as one which negated the FCC television citation. He said it cannot be doubted, in the light of the Supreme Court opinion, "that the FCC now will rescind its order and let the American people have television."

First sponsored news series designed especially for television was launched March 20 as a regular Wednesday evening feature on W2XBS, New York, through the cooperation of NBC's television department and Marschalk & Pratt, New York, advertising agency for Standard Oil Co. of New Jersey, sponsor of the series, The Television Reporter. Although FCC regulations do not permit the sale of this series as "incidental experimentation is allowed, and in this series the salary of William H. Thomas, Jr., newscaster, is paid by the sponsor.

Differing from the telecasts of Lowell Thomas's newscasts for Sun Oil Co., during which the camera is focused on Mr. Thomas as he reads his script, the Eso series presents still illustrations and audibly reads the words of the announcer as he talks. Between news items printed on the televisions' wonders can be seen the prints of the announcer's organ music heard. While he reads the commercial, one of the Eso gaslight, the announcer shows the audience first a bottle containing a sample of that ingredient and then a copy of the product.

Consensus of a number of television watchers was that the commercial activity in the program itself. To watchers accustomed to newsreels and to television programs where news and sports events, the still photos seemed crude and lacking in interest, too simple so sophisticated a medium as television. As an experiment in the use of a new medium, however, the telecast was both interesting and significant.

I.00 Morton: He mentors saw democracy plain forie Los tarry to the 'HIS HAYRAKE FIRST sponsored news series designed especially for television was launched March 20 as a regular Wednesday evening feature on W2XBS, New York, through the cooperation of NBC's television department and Marschalk & Pratt, New York, advertising agency for Standard Oil Co. of New Jersey, sponsor of the series, The Television Reporter. Although FCC regulations do not permit the sale of this series as "incidental experimentation is allowed, and in this series the salary of William H. Thomas, Jr., newscaster, is paid by the sponsor.

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THE RCA 311-A is an entirely new instrument of unusual accuracy and reliability for measuring and checking carrier frequencies of broadcast transmitters. Employing advanced methods of precision frequency measurement, the 311-A makes it easy for the operator to know accurately his carrier frequency at all times and to maintain its value well within the 20 cycle deviation limits the FCC will require.

Designed for maximum stability and freedom from drift, the 311-A enables stations to avoid the expense of too frequent check measurements. An extra large Deviation Meter permits the operator to check deviation easily from across the average room. A unique audio discriminator circuit provides reactance balance rather than resonance equalization.

The oscillator employs a "V" cut low temperature coefficient crystal mounted in a holder especially designed to eliminate frequency changes caused by sudden shock or vibration. The holder is contained in a heat chamber whose temperature is controlled to .05°C. The oscillator circuits are located in an outer temperature-regulated chamber. Both thermostats are factory adjusted. Additional "watchman" thermostats furnish safety protection against accidental overheating.

A careful analysis of this instrument will reveal that the customary high standards of RCA Engineering have again created an instrument of real value to broadcasters.

TECHNICAL SPECIFICATIONS

| POWER SUPPLY:   | 105-125 volts; 50-60 cycles; 165 watts total. |
| R. F. INPUT:    | Less than one volt required.              |
| FREQUENCY RANGE:| 540 to 2000 KC by means of individual crystal. |
| ACCURACY:       | Crystal oscillator stability, 2 parts per million. Effect of 25°C temp. change, less than .6 cycle. |
| SIZE:           | Rack mounting panel—width 19”, height 15-3/4”. |
| WEIGHT:         | 96 pounds. (unpacked).                     |
...of Mikes and Men

The Nation's Station has always been among the first to adopt proven new methods of broadcasting. Not only is WLW's technical equipment as modern as can be created, but a continuous program of research keeps it abreast of the newest developments. Its research laboratory has developed numerous new ideas which have been accepted by manufacturers and broadcasters alike.

Equipment is not installed and then used until completely antiquated or until the full limit of depreciation has been written off. Instead, it is constantly improved and kept up-to-date through research and experimentation.

Justifiably proud of its engineering achievements, the Nation's Station suggests that advertisers consider these things, too, when planning to sell the vast mid-west market.

James B. Rockwell, (center), Deputy Supervisor of the Nation's Station, confers with Master Control Engineers Frank Wood and Ron Daggett. This technical success of WLW is due largely to the close cooperation of its staff of more than 60 engineers.

Joe Whitehouse, Chief Technical Engineer, makes an inspection of the latest radio equipment at the WLW research laboratory. WLW's research department is recognized as one of the finest in the nation.

NATIONAL REPRESENTATIVES...TRANS-AMERICAN BROADCASTING & TELEVISION CORPORATION...NEW YORK, CHICAGO