It started in Sept., 1938. The company had no distribution, no sales in Iowa. By way of a test, the agency cooked up a startlingly good program idea, calculated to make young children demand this certain cereal from their parents. Result—in two months, the company had almost 100% distribution in this State, and the product was moving by the carload throughout Iowa!

Today, nineteen months later, this cereal is an Iowa stand-by!

Moral... If WHO alone can even occasionally do a job like this, then your own good sales force, backed by a good program over WHO, can certainly make this big, rich market a profitable spot for you. Isn’t it worth a trial?

“Of course, it’s better to use a ladder!”

- Don’t get the idea that we think anything can take the place of salesmen in most kinds of selling. But here is a rather spectacular case in which a cereal manufacturer secured virtually 100% distribution in Iowa—without a single salesman—by the clever use of WHO.
WSPD can honestly say that it rates Number 1 in audience in this locality in more ways than one. The answer is really simple—because WSPD has the shows—and the signal that covers the big Toledo market. Then, too, WSPD is the listening habit of this area, for it has been servicing this community for over eighteen years. WSPD is a Basic Red NBC Station, and its list of NBC Commercials, as well as National spot accounts, classifies it as an important advertising medium.

And in a short time, WSPD will go to 5,000 watts full time, as per F.C.C. Permit.
THIS PATRIOTIC PILGRIM made history by his famous ride. He served the purpose—as far as he went—but he couldn’t go far enough today.

It’s impossible to arouse modern New England by any one man messenger service. You need wide coverage with intensive local application.

If you will analyze the 18 local trading areas covered by The Colonial Network, you will find that no other combination of stations offers so many listeners (5,874,711 potential audience) at such low cost.

Get the facts—learn the reason for the large quota of consistent advertisers on the network that reaches and ‘rouses such satisfactory sales action in New England.

The Colonial Network
21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative
There are really two kinds of advertisers...

One needs sales searchlights, the other, sales floodlights. For one advertiser wants fingers of light pointing to that section or those cities; while another requires a vast flood of light to cover the country so that every crossroad counter and every cash register on Main Street stands out sharp and clear.

By adding floodlight coverage, Mutual now offers both types of approach.

Mutual's floodlight broadcasting is scoped for full-sized advertisers who want year-round advertising on a guaranteed-time basis. It delivers big coverage...beginning at 76 stations. And it uncovers savings of a third and more.

The Biggest Broadcasting Bargain

You can now talk to 17,250,000 radio families...can floodlight 225 of the nation's leading 300 cities for only $3,400 an evening half-hour. This same coverage would formerly have cost $1,500 more each broadcast.

Suppose, to be extremely conservative, only 5% hear the program. Assuming the very low average of two listeners to a family, that's still five prospects for each penny!
Mutual Is Everybody's Network

Searchlight...or floodlight...take your pick.

There's nothing limited about Mutual's selling searchlight. You can make it follow your sales plans and your budget just as closely as the Hollywood movie camera follows every step of the stars.

Or now, with Mutual's vast floodlight coverage, if you are a big advertiser you have an economical network that can match you sales-stride for sales-stride, clear across the country.

MUTUAL BROADCASTING SYSTEM
WHERE YOUR NEEDS DETERMINE YOUR NETWORK
MAXIMUM POWER
WHERE IT COUNTS
WHAS
SELLING A $2,214,269,000 MARKET
50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.
“Believe me— it takes more than a bloodhound to find an engineer who wouldn’t rather have Western Electric.”

*ONE REASON WHY MORE THAN 200 STATIONS NOW ARE...

Western Electric
EQUIPPED FOR BETTER BROADCASTING
"I WISH I'D KNOWN I COULD GET SUCH CHOICE LOCAL TIME ON WEAF AND WJZ"

"THAT’S NOT THE ONLY REASON YOU SHOULD CHECK WEAF AND WJZ FIRST IN NEW YORK—IT’S GUARANTEED TIME, TOO!"

MAKE IT A RULE to check WEAF and WJZ first when you're planning radio advertising in the New York market. Check them for choice time availability, for guaranteed time, for result getting, client-tested participation shows. You will find that from early morning till late at night both stations have potent periods to offer advertisers who demand the coverage, audience and sales in the New York market that selected time on major stations alone can give.

Ask an NBC spot salesman for a list of open time. Check it against the offerings of other major stations. The better opportunities on WEAF and WJZ will be apparent. And the reason is that several hours each day are set aside on both stations for the exclusive use of spot and local advertisers—good time, guaranteed time, selling time.

WEAF and WJZ—key stations of the National Broadcasting Company

Represented Nationally by NBC SPOT Sales Offices
And as another news front blazed, United Press correspondents on the scene moved into action, covering accurately and completely the rapid-fire developments which embroiled the northern neutrals.
Year after year, radio plays a bigger and BIGGER role in advertising, in selling and in the life of the nation. Here’s exactly what has happened in radio during the past six years... years of brilliant and sustained growth for this medium that has proved so vital to our people.

Radio Set Sales—UP 85%

During the “uncertain” years from 1934 through 1939, household budgets wavered up and down. But budgets for home radio sets went steadily up. U.S. radio set ownership increased 85%... climbing from 20 million to over 37 million home radios. Plus 6,500,000 automobile radios. Plus over 1,000,000 portable radios.

Radio Listening—UP 98%

Radio has taken its place as America’s First Activity! The carefully taken testimony of the public shows radio first in preference over all other forms of entertainment—and first in hours of attention each day. Every year—from 1934 to 1939—the amount of daily home listening by America’s radio families went up and up from the 1934 high of over 62 million family-hours a day to the amazing high of 123,000,000 family-hours of listening each day—an increase of 98%!
happened to Advertising!

Radio Advertising — UP 126%

Advertisers have been quick to take advantage of radio's unique coverage of the "whole market" for merchandise in America. Following not the uneven cycle of industry but the steady upswing of radio set ownership and radio listening...not down but UP...the nation's hundred leading advertisers increased their network radio appropriations month after month, year after year...spending 126% more for network time in 1939 than in 1934.

CBS Advertising — UP 158%

As the use of all radio networks by the nations' leading advertisers increased, so, too, has their use of the Columbia Network. But faster! CBS has outpaced all radio's swift climb —increasing its billing from the hundred largest advertisers—from 1934 to 1939—by over 158%. And this year, month after month, the CBS curve swings upward — new highs upon highs — setting the pace for all networks—carrying a greater volume of business than any other network.

CBS Facilities — Up, UP and UP

In one fast-paced year—1939—CBS increased the number of its outlets to 119, in 117 cities. In addition, 91 CBS stations made major improvements, which resulted in increased signal strength and 30 CBS stations increased their power in 1939. Today, there are 16 CBS 50,000 watt stations—more maximum-power U.S. stations than in any other network.
In this corner—

CHARLES G. BURKE!

Having served seven years as commercial manager of an important regional radio station, no one knows better than “Chuck” Burke that management makes the radio station.

Management determines the proportion of time devoted to audience-building entertainment. Management says whether or not your program is going to be in “good company” or bad. Management determines the character of the station, of the programming, hence of the audience. Management decides whether the equipment shall be capable of delivering a good, clear signal over its proper territory. Management sets the rates. Management controls the merchandising assistance. Management even determines the voices of the announcers... (and their “will to sell”).

Management can make or break the effectiveness of any radio effort. That’s why Free & Peters have always held management to be the first consideration—when soliciting stations for our own list, and when recommending stations for your list.

Chuck Burke, chief of our Detroit Office, knows these facts about station management. So do all our other thirteen top-flight men. That’s just one more reason we are better qualified to help you make a really sound selection of stations, here in this group of pioneer radio station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW........BUFFALO
WCKY........CINCINNATI
WOC........DAVENPORT
WHO........DES MOINES
WDAY........FARGO
WOWO-WBG........FT. WAYNE
KMBI........KANSAS CITY
WAYE........LOUISVILLE
WITN........MINNEAPOLIS-ST. PAUL
WMED........PEORIA
KSD........ST. LOUIS
WFBH........SYRACUSE

SOUTHEAST
WCSG........CHARLESTON
WSG........COLUMBIA
WPF........RALEIGH
WDR........ROANOKE

SOUTHWEST
KGKO........FT. WORTH-DALLAS
KOMA........OKLAHOMA CITY
KTUL........TULSA

PACIFIC COAST
KECA........LOS ANGELES
KONIC-KALE........PORTLAND
KSF-O-KROW........SAN FRANCISCO
KIRO........SEATTLE
Justice Dept. Clears Pot o’Gold Program

Also Gives Clean Bill of Health to Local Texas Series
In Advising FCC Prosecution Would Be Inadvisable

The FCC’s crusade against prize contest programs as possible violations of the lottery statutes fizzled April 12 when the Department of Justice gave the NBC-Red Pot o’ Gold program what amounted to a clean bill of health by declining to prosecute.

In a terse letter to FCC Chairman James Lawrence Fly, O. John Rogge, Assistant Attorney General in charge of the Criminal Division, advised after a thorough examination that both the Pot o’ Gold and a “Mead’s Bakery” program broadcast locally in Texas should not be prosecuted as possible violations of the Criminal statutes.

Pot o’ Gold program has held the headlines, the Mead’s Bakery program was regarded as the more significant of the two, since it involved prize contest elements which appeared more flagrant than those in the Pot o’ Gold.

In fact, the Department’s refusal to prosecute is expected that five other program citations, referred by the FCC March 29 [Broadcasting, April 11] likewise will be returned without action.

This cannot be stated with a certainty, however, since there is always the possibility of singling out some factor that might turn the legal tide.

The Department’s Letter

Assistant Attorney General Rogge advised the FCC in a letter dated April 10 as follows:

“Reference is made to our letter of Feb. 21, 1940, acknowledging receipt of yours of Feb. 19, 1940, transmitting for such action as the Department may deem appropriate certain information concerning the broadcasting of the Pot o’ Gold and Mead’s Bakery programs, both of which are alleged to be in violation of Section 316 of the Communications Act of 1934.

“After a thorough examination of the material submitted and a careful consideration of the facts presented, the Department has concluded that prosecuting action under Section 316 of the Communications Act of 1934 in these two matters is not warranted.

Neither Chairman Fly nor other members of the Commission commented on the action. Nevertheless, it is understood that several members of the Commission (Fly, Walker, Thompson and Payne) look askance upon prize contest programs. Because of the summary nature of the Department’s ruling, however, it is thought the FCC will be disposed to let the cases drop entirely.

To Change Format

Even before the Department’s ruling became known, Lewis-Howe Co., St. Louis (Tums) and Stack-Goble Adv. Agency disclosed that the nature of the protection program will be entirely changed as of April 30. It was said the new program form is entirely acceptable to NBC, and therefore, it was presumed it will not meet with disfavor from the majority of the stations carrying it.

The Tums program, Stack-Goble, advised Broadcasting April 12 that the format of the new program is still being discussed with the client. It was indicated the name Pot o’ Gold will be retained, that the $1,000 weekly prize will be kept and that the telephone technique also will be continued but probably with variations. The Horace Heidt orchestra also will be retained.

Mead’s Bakery Case

The fact that the Department handled the Mead’s Bakery program, over KBST, Big Spring, Tex., in the same fashion as the Pot o’ Gold, despite the variation in prize technique, indicated such a conclusion with respect to the other program citations. The bread program involved the Fine Bread Mystery Woman who called at houses in the community to buy a loaf or part of a loaf of Mead’s bread for $5. The mystery woman’s movements were described in the program. Housewives interested in having the loaf did not receive the prize. This technique differed from the Pot o’ Gold in that it was thought there was more chance of “consideration” being involved, since the recipient of the award had to purchase a loaf of bread.

In the case of the Pot o’ Gold, with its $1,000 award or $100 absentee prize, the winner is not required to purchase anything or even listen to the program. The award is forthcoming if the particular telephone selected by the Department’s ruling entitles the telephone subscriber to the big prize. If the phone is unanswered, the telephone subscriber still gets $100.

On April 2 NBC Vice-President William S. Hedge sent to all Red stations a notice that the agency planned to change the structure of the Pot o’ Gold program effective April 10. It was indicated the sponsor proposed to break the news in an announcement over the air—probably on the April 25 program—saying it could be arranged by that date.

Carefully Considered

The interpretation placed on the Department’s action was that it had given a favorable indication to the Pot o’ Gold feature, particularly since there had been reaction not only at the FCC but in Congress, because of agitation of motion picture exhibitors, ministerial groups and others. While the FCC may still vote to break the news in the broadcasting line, it will not be until late in the month. The whole matter was assigned to a senior attorney to be voted on in the Division who devoted his major attention to it for more than a month. In the absence of Attorney General Jackson, Assistant Attorney General Rogge transmitted to FCC Chairman Fly on April 11 the Department’s response along with the entire files in the case.

The new citations, referred to the Department March 29, were assigned to the Department’s Administrative Division for action. Stations involved were WGN, Chicago, on Musico; WIP, Philadelphia, on Songo; WFIL, Philadelphia, on Es-sential for You; WISE, Asheville, on Sears’ Grab Bag; KRLD, Dallas, on Dixie Treasure Chest.

Despite the hands-off attitude of the Department, with the implied opinion that litigation is not warranted, the program and under the lottery statute, FCC Chairman Fly repeatedly has made it clear that he did not consider programs employing the same offer technique as in the public interest. He expressed himself to one group of broadcasters as viewing them in effecet as placing radio in the position of “buying” its audience. A number of stations for that reason have dropped the Pot o’ Gold program while others have rejected proffers of similar programs, whether network or spot, on the ground that while they may be entirely legal, they were not worth the risk.

In effect, it is thought the Department’s action gives the green light on this program. Nevertheless, many broadcasters have adopted the attitude that such programs do not constitute good radio and that a preponderance of such prize offers might result in competition among advertisers to make them the rule rather than the exception. Such a trend, it has been stated, would do radio no good and may deteriorate commercial programming.

Immediately following the FCC’s citation of the prize award program on WFIL, Roger W. Clipp, general manager, stated that the giving away of radio sets by WFIL is not a part of any Washington government action if and when it became necessary to proceed, expressing himself in favor of the Commission’s action. He declared he could not see anything objectionable in the program, but inasmuch as its propriety had been questioned, it was decided to alter the format somewhat. He expressed belief that the changed structure of the program would satisfy the most fastidious and the most fearful.

In the case of the Department’s action, it is entirely possible that the sponsor will seek to capitalize on the publicity by expanding its radio activities. It has been considering a similar series on MBS, and there have been con-versations raised with MBS executives. It is understood MBS was reluctant to clear time until an adjudication from Washington was procured.

Whether stations which dropped the Pot o’ Gold program on NBC because of the litigation now will carry it, remained problematic. Among the stations which dropped the feature were WJR, Detroit, WBRR, Baltimore, and WDAF, Kansas City.
Johnstone Likely Democrat Choice For Radio Chief
Party Considers Air Budget Of Over Million Dollars

WITH the Democratic National Committee tentatively considering the expenditure of well over $1,000,000-

not by the usual methods of mailing and spot time during the forthcoming campaign, it is learned authori-

tatively that an announcement April 12 that its publicity division, headed by Charles Mich-

elson, has under consideration the appointment of Governor Johnstone as radio director of the campaign.

Mr. Johnstone, now director of public relations at the Mutual Broadcasting System, is likely to take over by May 1, assum-

ing duties which it had previ-

ously been reported would be held by Robert I. Berger, Democratic radio director in the 1936 cam-

paign. [Broadcasting, March 15]

Mr. Berger, now employed as special assistant in the executive office of Dr. Lowell Melleit, di-

rector of Government relations, definitely unavailable for the post.

Because Mr. Berger's duties are so closely related to his White House duties, his selection at present as Democratic radio chief might be construed as hand-picked by the President and his aids as further fuel to the discussion whether Mr. Roosevelt intends to run for a third term. Moreover, if Mr. Berger resigns his present Government job, he cannot regain it after the elections in which he had participated as a partisan, according to a construction placed on a recent ruling by Attorney General Jackson.

The Main Medium

There are at least a dozen applications before Mr. Michelson for the post, but Mr. Johnstone's qualifica-

tions are believed by many of the strongest. By training and long experience in radio as well as through his wide-

spread contacts in the industry, it is conceded that he is eminently qualified. Recently he has been functioning on loan to the service as publicist aid to Herbert Hoover in the Finnish relief drive. [A complete sketch of Mr. Johnstone appeared in the Feb. 1 Broadcasting].

The Democrats are said to be eager to get their radio activities under way, particularly since their national convention is in Chicago July 15 and someone must function with the network publicity team in arranging for an adequate build-up and coverage. Because the press generally is regarded as anti-New Deal, the Democrats see in radio their chief medium for reaching the voters during the campaign.

The $1,000,000 or more Democ-

Ratic budget for radio is still in the "talk" stage only. No budget can be fixed until after the nomi-

nations and the selection of a new chairman, treasurer and other officers of the Democratic National Committee, in which Mr. Johnstone is a member.

Right to Perform Recordings Granted by Decca, Columbia

NOTICES that stations may broadcast phonograph records manufactured by Columbia Recording Corp. without fear of legal reprisals for the time being have been sent by these companies to all stations. In the case of CRC the notice is a reaffirmation of its established policy, but the Decca action is a complete reversal of its previous position.

First indication there might be a change in Decca's prohibition of the broadcasting of its records was contained a letter sent to stations last August [Broadcasting, Aug. 15] following the decision in the U. S. District Court in New York giving to recording companies the right to control the use of their records on the air. Decca then notified light of the last two campaigns, and are fully aware that radio time will be harder to buy this year than ever before.

In the first place, both network and spot time is more costly than in years past; and generally higher prevailing rates; in the case of net-

works, also, their minimum hookup requirements are greater. Secondly, to clear the more favorable network hours means paying not only for time but for displaced talent under contract. None of the parties, so far as known, disputes the rate struc-

ture, and all are eager to disrupt regular program schedules as little as possible to avoid antagonizing the audience, which at best likes "stick" least of all radio offerings.

The Republicans presumably will continue Wells (Ted) Church as radio director, although he has, along with his chief, Franklin Waitman, attorney and publicist director, must come up for reappointment after the Re-

publican convention in Philadelphia June 25. It has been the practice of the radio industry, led by the net-

works, not to charge for political time except during campaigns, and presumably the campaigns will not be regarded as actually under way until after the Democratic conven-

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tion of July 15.

New WTRY, Troy, N. Y. Takes the Air April 15

WTRY, Troy, N. Y., was scheduled to begin operation April 15 as the fourth station in the Troy-Albany- Schenectady area. Assigned to 980 kc., the daytime station is expected to be broadcast by 10,000 homes in the area.

The station is headed by Harry C. Wilder, president of WSYR, Syracuse, WJTN, Jamestown, N. Y., and WKNE, Keene, N. H.

The station, under preliminary plans, was to be dedicated in cere-

morial to be participated in by Gov. Lehman of New York, Mayor Hogan of Troy, Dr. James Laurence McCleary, president of Russell Sage College, and Mrs. Peter L. Harvie, member of the WTRY board. Fred A. Selz, station owner and general manager of WSYR, is the operating head of WTRY. Ed Robin-

son is assistant manager, and W. F. Tuca, owner of the Air. The News Editor is Andrew F. Kinbacher.

Selma Seitz

SELMA SEITZ, owner of WFAS, White Plains, N. Y., from 1930 to 1939, was announced April 7 as her Company that had received active participation in the station last summer due to failing health, has been transferred ownership to J. Noel and Valentine Macy, Westchester county publishers. Under the new ownership, her son, Frank A. Seitz, is vice-president and managing director of the station. Surviving Mrs. Seitz is her mother, Mrs. Selma Seitz, of Vienna, Austria, and came to America in 1907.

Sole social science assignment for April is a study of the impact of the junior high school, Zanesville, O., is the study discussion of topics presented on NBC's "Neville Live." Topics from the program and student reaction forums are held in the class rooms on alternating days.

Luckyes Spot Contracts Bar Stations From Using Recordings of Its Talent

AMERICAN TOBACCO Co., New York, in its contracts with eight New York stations for the Lucky Strike series of transcribed musical announcements, has inserted a clause requiring the stations to dis-

continue all recordings which feature the Lucky Strike or-

chestra and singers, namely, Kay Kyser, Ginny Simms, Mark War-

now, Bea Wain, Barry Wood, Orrin Tucker and Bonnie Baker. The campaign for Luckies started early (April 1), and features Hit Parade numbers on the hour several times daily on "Tunes of the Time." If other record-

ings by the same orchestras and singers are played for other sponsors, a large amount of confu-

sions would result, hence the clause.

Since the start of the campaign the company has expanded its con-

tract with WHN, New York, the station now carrying 120 of the an-

nouncements weekly, or 20 daily and seven Sundays. According to Lord & Thomas, New York, the agency, the campaign will be ex-

tended through May 15, or towards the end of April although no details have been settled to date.
NAB Committee Forms Plans To Impose Copy Restrictions
Prepares for Oct. 1 Operation on Commercials; Urges Consistent Station Policy on Politics

WITH PROVISIONS of the NAB Code placing limitations on commercial credits for all programs due to become effective Oct. 1, the NAB Compliance and Committee at a meeting in Washington April 11 formulated plans designed to bring about the transition with least possible hardship for advertisers, advertising agencies and broadcasters.

At the same time the Code Committee, in the light of the impending political broadcast season, envisaged the means of invoking code provisions.

It was concluded, Chairman Edgar L. Bill, WMBD, Peoria, announced following the sessions, that stations should be advised to follow a consistent course, within the limitations of the law, prior to any treatment for all sides in use of their facilities. No hard and fast rules were suggested and the committee advised each station to set an definite date as to when the national campaign should be construed as going under common rules, which might be the opening for barter for special political broadcasts. Instead, the committee suggested there should be no set deadline but the conditions and laws peculiar to each State or jurisdiction should be observed.

Time Problem

In connection with the time limitations on commercial copy, the committee felt the only provision indicated is that of applying the code to commercial transmissions which may be made during the summer for presentation after the code becomes effective Oct. 1. Into this problem also was thrown the question of day and night time differentials, since the length of airtime used in daytime programs is greater than that permitted for similar night presentations.

The committee decided that not later than July 1 it would notify advertising agencies placing spot business about the new code provisions to become effective Oct. 1. It will be suggested to agencies, for example, that transmissions designed primarily for night use should use the commercial limitations specified and, if placed for daytime use, local live announcements could be made in addition, within the code limitations. It was not anticipated that insuperable problems would be created by advertisers record their programs more than a few weeks in advance.

There was considerable discussion on the committee in connection with political broadcasting. Because of industry sentiment and because no single yardstick can be applied to every State jurisdiction, in view of variations in laws, it was decided that the most the committee could do would be to advise stations to follow a consistent course and that they establish a policy. For example, it was said that if an affiliated station accepted a network program gratis for one candidate of one political party, it should accept other network schedules of opposition candidates, whatever their party. Bonus stations on networks should pursue a similar course, it was suggested. Where time is sold one candidate locally, his opponents also should be required to use commercial time, it was pointed out, since the Communications Act itself requires equal treatment to all candidates for public office.

The commercial program provisions that, for its part, the NAB aots, annual convention in Atlantic City last year after considerable debate, already have been adopted by the major networks and by a number of stations. As a consequence, it is expected that little transition difficulty will be encountered. The commercial section provides that, during the daytime, stations should hold the length of commercial copy, including that devoted to contests and offers, to 3:15 minutes for a five-minute program; 4:30 minutes for a half-hour program and 9 minutes for a one-hour program. At night, the limitation is 2:30 minutes for a 15-minute program; 3 minutes for a half-hour rendition, and 6 minutes for a one-hour program.

Special Rulings

These limitations do not apply to participation programs, announce- ment programs, "musical clocks," shoppers' guides and local programs falling within these general classifications. The section also specifies that because of varying economic and social conditions throughout the country, members of the NAB shall have the right to present to the association for special ruling local situations which in the opinion of the member may justify exceptions to the prescribed limitations.

Atting the April 11 meeting, in addition to NAB President Neville Miller and Code Committee Chairman Bill, were Martin Campbell, WFBA, Dallas; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore C. Streibert, WOR-MBS; Gilson Gray, pinch-hitting for Edward Klauber, CBS executive vice-president; H. B. Riker head, CBS vice-president and WHO manager, announced that Jack Shelley, former assistant news editor, will be acting head of the bureau, assisted by Bob Burlingame, Leonard Haye, Lorana Ellsworth and Farm Editor Herb Plambeck.

CANDIDATE for governor of Iowa is H. R. Gross, head of the news department of WHO, Des Moines, who resigned April 16 and announced his candidacy in a paid commercial broadcast on WHO and KMA, Shenandoah. Gross is the third Republican candidate and one of his opponents is the incumbent governor, George A. Wilson, J. O. Maland, Central Broadcasting Co. vice-presi- dent and WHO manager, announced.

KIRO is to use commercial time, required by its station license, to carry a program originated by Don Johnson, Charlotte, a one of his opponents is the incumbent governor, George A. Wilson, J. O. Maland, Central Broadcasting Co. vice-president and WHO manager, announced.

Just a Contractor

KIRO was served in the case under Washington State laws which authorize service upon any "agent, cashier, or managing agent" of a non-resident corporation. CBS held that it had hired Neville Miller as its agent and sought to join the action. It contended that as a new contractor, KIRO was a licensee in question from a point outside the State, and therefore could not be served in that State. It held further that CD does not render service to KIRO and that it did not do business in the State. Its only relationship with the outlet was that of an "independent contractor" of the network.

The Supreme Court, however, concluded that the service was proper, since the network leased time from KIRO and therefore it is to be construed as its legal representative in that city.

The case is construed as of fundamental importance in connection with libel and slander via radio, to determine whether only the originating station or all stations on the network can be held liable.

Planning Fall Schedule

UNITED PROFIT-SHARING Corp., New York, is planning a radio program to start this fall on a national scale to promote the products of all companies affiliated with the organization. Details have been almost completed, but will not be announced for about ten days, according to N.C. House & Sons, New York, the agency.
Nets Ready to Drop ASCAP; BMI Builds Music Reservoir

Society Soon to Request Contracts From Stations; 

BMI Dickers for Catalogs, Gets Members

WITH ALL present signs pointing to ASCAP-less network operations beginning Jan. 1 by virtue of the determination of the major network to drop out of the ASCAP alliance, the estimated $5,000,000,000 yield for 1940, or a total of approximately $8,600,000, would place practically all of this additional budgetary hole in the makers' pockets. They would be required to pay 7 1/2% of their revenue, under a clearance agreement formula, while the payments of other stations, with the possible exception of those in the top brackets, would be reduced to a minimum extent.

ASCAP, it is reported, is continuing to work on its new license form, to become effective next Jan. 1. The 1941 year period. The new form will be available within a few days, it was stated, after which broadcasters will be invited to sign the contracts. Individual station contracts will be accepted by ASCAP, it was said, regardless whether the networks sign.

Aylesworth Suggested

There was some talk in industry circles, retaining M. H. Aylesworth, first vice-president of the BMI, as being regarded as the father of network broadcasting, as industry negotiators with NBC, who is the major promi- nent broadcasters, it is reported, have urged such a move on the basis that Mr. Aylesworth holds the copyright in some of the elements in the broadcasting in- dustry but also of many publishers and composers. Before such a step can be taken, it is said, a new license form must be brought into the picture.

Meanwhile, Broadcast Music it- self was going full blast, with negotia- tions in progress for the acquisition of a number of catalogs to serve as a nucleus. NBC and CBS currently are orchestrating the six major ASCAP, BMI, and promi- nent broadcasters, it is reported, are having orchestration prepared and will include them in their May 1 releases to library sub- scription libraries that BMI numbers will be given every consideration and that all worth- while selections will be included in early releases.

Ten additional stations have joined BMI, bringing the total to 290. Ninety-four more, according to the South, have pledged subscriptions, with the total amount now paid and pledged aggregating $1,267,189 out of a peak subscription campaign of $1,500,000. The new station members are: KSTP, St. Paul; WMO, St. Paul; WMT, Cedar Rapids, Ia.; WNAX, Yankton, S. D.; KRSC, Seattle; WAAF and WHFC, Chi- cago; WFBM and WDAD, Nashville; WDAE, Tampa; WMGA, Moultrie, Ga.

Letter to CBS Affiliates

Back ing the position taken by BMI in a letter to affiliates March 26 from William S. Hedges, brand- ing the ASCAP proposal as “in- ordinately excessive,” E. W. d. W. Klauber, BMI executive vice-presi- dent, noted that the position of the network. De- clared that he thought CBS stations was not everybody hands instead of the network, he said that Columbia intends to fight and be- lieves the industry will win in its effort to “break the grip of this monopoly once and for all.” Mr. Klauber’s letter continued:

"In considering the fact that ASCAP has been reduced to an amount and broadcasters a whole would be impoverished to do great, regardless of how these ad- ditional sums are levied. You know our business is not a big enough to realize that adjustments would be required and that the ‘saving’ proffered to you, in the long run, probably.

Danger of Split

"Second, that if ASCAP does succeed in dividing the industry into hostile camps — regardless of who suffers first — we will separately and individually be pushovers for them and, in the end, everybody will pay.

Third, that the brains, the energy and the money of the indus- try are behind Broadcast Music Inc., and that, for the first time, we will be able to confront ASCAP with a company that is serious in meeting them unarm and help- less, as we have in the past.

Fourth, that unless ASCAP “complies” with its anunci- atory no present possibility that Columbia will have any ACCAP music on the network after Dec. 31 next. The other major networks, in their plugging of ASCAP tunes, the value of an ASCAP license to any sta- tion will be greatly diminished.”

M. E. Tompkins, general man- ager of BMI, said that to encour-

AFRA Disc Code

AFRA Disc Code AMERICAN Federation of Ra-

dio Artists may submit its trans- mission of copyrighted discs to the Broadcast Network stations of transcribed programs within the week of April 15, Mrs. Emily Hol, executive sec- retary of the Federation, has in- formed BROADCASTING. She has been authorized to start negotiations for accep- tance of the code, she said.

Terms and conditions set up by AFRA for the employment of announcers, actors and singers on transcriptions are approxi- mately the same as those of the most talented employed on network programs.

LESSONS OF 1936

Six ‘Vital’ Composers of the Air Six Months

REPLYING to an article in the New York Herald-Tribune for April 4, which listed eight composers whose works, according to ASCAP, could not be banned from the air without seriously affecting pro- gram interest, the last issue of “Notes from Stations” lists six ASCAP composers—Victor Herbert, Ru- dolph Friml, George M. Cohan, Irving Berlin, Jerome Kern, Cole Porter—with a total reservoir of $1,500,000. The BMI, from ASCAP and was kept off the air, six of these eight composers were cleared, whereas only Cohan and Berlin being heard on the air.

This does not mean,” says BMI, “that the ASCAP composers listed do not write good music. It does mean, however, that having been cleared of the air, under without destroying the listener in- terest of radio, it is conceivable that radio will come again in 1937 which could do again in 1940 what it did in 1936 and without any damage to its programs.

Levy on Records Refunded by RCA

[See earlier story on page 14]

THE LAST restraint on performance of phonograph records by broadcast stations until the RCA-Whitman case on performance rights is adjudicated, was lifted suddenly April 12 by RCA. Stations which had taken licenses, ranging from 25 cents to $300 per month, were sent checks refunding in full all of their payments since the license plugging began in November of last year, and all others were notified they could perform Victor and Blue- bird records without fear of action until further notice. Columbia and Decca previously had notified sta- tions they were free to perform their recordings.

The letter of W. W. Early, man- ager of recordings and records of RCA, to all stations, said in part:

"It now appears that final de- termination of the value of the royalties taken in the Whitman case will be delayed longer than we had antici- pated. Many quarters have ex- pressed to you the thought that stations ought not to be called upon to pay us license fees until the case has been passed upon by the high- est court. We have therefore de- cided to terminate all licenses here- tofore issued to the stations, and to refund all license fees pro- duced thereunder.

You are hereby informed that we shall not cause any further notices from us to the contrary, we shall not make your use of our records for program purposes conditioned upon your return of the basis of any claim against you.”

With 275 stations voluntarily carry- ing its WBS transcriptions, the Chi- ldren’s Crusade for Children has dis- closed 1,172 voluntary station spot announcements for the campaign to take place April 23-30 on behalf of child victims of the world crisis.

New TBS Feels Sent to Stations

Political Time, Fall Business

Are Basis of Boice Letter

STATIONS, originally affiliated with Transcontinental Broadcast- ing System have received a letter sounding them out on their willingness to consider new contracts with the proposed new network along the lines of the contrac- ts of stations with other net- works.

Letter, written April 6 by H. K. Boice, sales division man- ager, states that “under proper conditions” both capital and busi- ness are available and asks for pre- liminary bids in order that they may immediately begin laying plans looking toward starting operations in the early fall, when business generally returns to the air, or possibly in mid-summer to cash in on the political advertising which will start shortly after the national political conventions.

Four Essentials

Pointing out that the original TBS contract was “based primarily on business,” which TBS was to obtain from a single source,” but which “did not ma- ture and is no longer in existence,” the letters list the essen- tials of the new contract desired by TBS:

First, we must have a certain number of free hours to help de- lineate time charges. Second, a rate on the basis of the amount of network a return to further cover the cost of lines and oper- ating expenses. Third, an option on the broadcast right. Fourth, it could not guarantee any fixed amount of sponsored program business. In which the adds that “we would expect to furn- ish a satisfactory sustaining serv- ice.” It then is explained, “cannot guarantee it at the start.

While it is too soon for any vol- ume to be anticipated, yet TBS re- ports that responses received to date indicate a willingness to go along with the network in an attempt to make it work.

Mr. Boice said he believed a new network venture could get a sufficient number of stations to warrant an early starting date. This business should start about time to some 10 stations TBS would have to be in a posi- tion to quote a firm rate. In view of the answer on the writing of a new agreement along the lines sug- gested, he asked that the station advise him what rate they would quote on a “per occasion” basis. There would be in a position to query the station as to the avail- ability of time.
Little News Flares, Networks Ready

Little interruption to Schedules; Bulletins Fed to Press

By BRUCE ROBERTSON

TWO HIGHLIGHTS stand out in the record of radio's coverage of European events during the critical week of April 8:

(1) The ease and efficiency with which the networks moved into emergency status to bring to the American public unrelenting reports of Germany's unexpected drive into Scandinavia, and the fact that complete as this coverage was it was accomplished with scarcely any disturbance to normal program schedules.

(2) Radio's cooperation with the press associations and newspapers, testified to by hundreds of front page stories and bulletins crediting the networks as their source.

Although the INS bulletin announcing entry of the German army into Denmark came as an almost complete surprise and although it came at 11:45 p.m., April 8, the news-covering technique which the networks have been carefully perfecting since the crisis of September, 1938, made clear their efficacy as a news agency as well as an entertainment medium. No sooner had the news of invasion been received than they began to function. Abandoning usual sign-offs, NBC and CBS stayed on the air through the night (CBS all night; NBC until 4 a.m.), broadcasting bulletins of developments as fast as reported.

Monitors Busy

The disruption of communications from Denmark and Norway coincident with the Nazi conquest brought the network monitoring services into full operation. CBS and NBC placed crews of engineers and translators on 24-hour duty, listening to broadcasts from European stations, to take advantage of their seeming importance and rushing them to the news editors for broadcasting.

All important news not covered by the press services is immediately put on the teletype that connect NBC and CBS with the news services and New York daily papers.

Care is taken, however, not to send anything but really important, hot news to the press, as it would be no favor to them to have overconfident foreign news editor to swamp him with trivia or with material already received from regular channels.

In addition to its regular listening post at Freeport, Long Island, which has been in 18-hour daily operation since the outbreak of the war, CBS has an additional receiver on the roof of its studio building to listen exclusively to Bergen. A few hours a day the station was likewise put on a 24-hour schedule for a few days, but reverted to its 18-hour trick at the end of the week. Monitoring routine at CBS calls for engineers at Freeport to monitor four European broadcasts at all times, feeding whatever seems most important by wire into the CBS news studios. Certain broadcasts, such as the BBC news periods, are tuned in daily, and CBS picks up constant tuning from station to station in search of a news break. Bulletin programs also into the studio are recorded on dictagraph records, translated if need be, and passed along to the news editors, who read it over as news received from the news agencies via teletype, edit it and pass about one-fifth of 1% of it along to their announcers and to the papers.

At NBC, whose receiving antennas are on the roof of the RCA Bldg., and whose engineers and translators are stationed in the news department, the handling process is much the same. NBC, which has used network monitoring equipment and on ever since Munich, also put it on 24-hour duty during the first few days of the present German offensive.

Monitoring BBC April 11, NBC found news being jammed. Music would come through clear as a bell while urgent news announcements were blaring. When the announcer said, "There is a news dispatch, a loud buzz would block it out."

Scoppy at INS

Chief scoppy of the Scandinavian campaign was the opening bulletin sent to its radio clients, including both NBC and CBS, by International News Service, which brought the news that Germany had invaded Denmark to them about 45 minutes ahead of other news services. CBS scored with a 3 a.m. broadcast from London in which Edward Murrow told America that the German troops had landed at Bergen.

Major proof of radio's increased skill in news reporting is given by the fact that network commercial program was cancelled or interrupted during the week for war news, and after the first night for war news were affected, although occasionally a news bulletin would be inserted between numbers in a musical program.

By increasing the number of pick-ups, the network's news bulletins in the station-breaks between programs, the networks kept their audiences informed without the annoyance of constant interruptions in the midst of comedy or dramatic shows. If a major news break comes, it will of course take precedence over anything else on the air, all network newsmen agree, but as far as possible they are striving to give the news without affecting the entertainment.

Mutual on Tuesday and Thursday nights utilized its crisis technique of recording pickups from abroad to give its listeners a program of news from London, Rome, Paris and Berlin, allowing the audience to get the same news as interpreted by the various government agencies. MBS also was unique in presenting several broadcasts on Europe, which appeared in Paris, London, Berlin and Rome, just as news from abroad was received, in some instances the first news of the day.

None of the networks attempted to arrange broadcasts from Oslo or Copenhagen, as the first move of the Nazis on entering those cities was to take over the radio as the best means of giving orders to the public, and therefore whatever could be had from these points would almost inevitably be propaganda. General procedure was to pick up the news from London, Paris and Berlin, where all arrangements for broadcasting to America had been set up since the beginning of the war and were well established.

Kaltenborn's Dual Role

The conflicting news bulletins and reports of the various governments were broadcast as news, and then analyzed by the commentators of each network. H. V. Kaltenborn, who the week previous had shifted from CBS to NBC, was made official commentator of the Red Network; John Gunther handled that assignment on the Blue. At CBS, Elmer Davis, Linton Wells and Maj. George W. Linton Wells and Maj. George W. at the American Federation of Radio Artists and the networks regarding extra compensation to be paid staff announcers of Chicago outlets for local commercials concluded April 4 after three days of testimony. With 20 days allowed for the filing of additional five days for reply briefs and a month for the arbitrators to consider the case, the expedited decision may be expected about the end of May.

All those presenting evidence were Barry Rumple, NBC statistician, who broke down talent costs by states and population; Robert J. Scott of Schwimmer & Scott, Chicago advertising agency, who supported the network contention that some of announcers would act as a handicap to the sale of time to local advertisers; John W. McGough, a consultant for WBBM, Chicago CBS key, who exposed the station's point of view, and Emily Holt and George Heller, executive secretaries of AFRA, presenting the union's testimony.

Counsel included Henry Jaffe, for AFRA; Joseph A. McDonald, NBC; John B. Moser, CBS; Keith Master, WGN. Mr. Master was taken ill during the hearing and his place was taken by Ed Wood, sales manager of MBS, WLS, Chicago, who was called to the stand by the station's attorney, Thomas G. Murphy, who was permitted to attend the sessions.

Arbitrators hear George Bawdon, representing the networks, Wesley A. Sturges for AFRA and Nathan Isaacs, chairman.

Fielding Elliott analyzed the news. Raymond Gram Swing, Mutual's chief commentator, in his hour of duty, returned to his former schedule of five broadcasts weekly. Kaltenborn, incidentally, had no special position of being an NBC commentator while his CBS Pure Oil schedule must be maintained for two more weeks.

Although the sudden move by Germany was unexpected, both NBC and CBS had received advance warning and had cables from one of his correspondents to watch for news from Scandinavia, as was the signal for NBC to put its monitors on 24-hour duty. On the following day a CBS foreign correspondent found a broadcast a sentence to the effect that important news is expected soon but "I can't say what since totalitarian states don't take their news and radio into their confidence." This cryptic statement was enough to keep Paul White, CBS news director, at his desk the evening and on the job when the break came.

KSTP, St. Paul, applied to the FCC April 12 for a Class 2 television station to operate with 1,000 watts on 44-50 mc.
Networks Making Schedule Shifts For Time Change

Many Programs Are Affected By Annual Spring Switch

WHEN Daylight Saving Time goes into effect at 2 a.m., April 28, sponsors of many of the network programs announce some summer changes in schedules, discontinuing programs for seasonal access, and shifting station programs from the early broadcast to the rebroadcast schedules. Sponsors with network contracts ending April 28 for the most part settled their summer plans for broadcasting, while those with contracts ending in May or later are not entirely definite.

Replacement programs are under consideration for many of the broadcast shows which, for various reasons, go off the air for the summer to return in the fall after Daylight Time ends on Sept. 28. According to the agencies, these summer programs cost the sponsors 3/4 of the usual cost for rebroadcasts as far as the talent employed is concerned. Time costs too are slightly less during the summer, usually due to the fact that some stations carrying the programs are dropped from the schedules and others in the Central Time Zone move into daytime hours which are less expensive than the evening hour rates.

The schedule change to Daylight Time on NBC, CBS, and MBS programs are as follows:

**NBC-Radio**

H. FENDRICH & Co. (cigars), Smokey Dreams, on April 17.

FOOD & BEVERAGE Broadcasters Assoc., 1 p.m., on April 28.

JOHN MORRELL & Co. (Red Heart Dog Food), on April 12.

BROWN & WILLIAMSON Tobacco Co. (Avalone), Avalon Time, on April 26.

LEWIS-HOWE MEDICINE Co. (Tums), Quaker Oats, on April 26.

**NBC-Blue**

DR. EARL S. LOAN (Slan's Liniment), Tonic of Nina, on April 17.

**General Mills** (Wheaties), Young Dr. Malone, (paints), on April 22.

**General Foods** Corp. (Sanka), KRCM, VYRT KYR KLZ KRO KYC to repeat.

PET MILK SALES Co., Mary Lee Taylor, April 20 shifts KRO KTVU to repeat.

U. S. TOBACCO Co. (Dill's Best and Model), Pipe Smoking Time, April 19 shifts KRO PFWIM WHAS KOI KMOV WAPA WIRE WLRD WLKD KOMA KTTA KKWH KTUL WOCC WAXK to repeat.

**CBS**

MENENHO (shaving cream), Quidie Doodle Contest, on April 11.

CUBBY PACKIN (Old Dutch cleanser), Bachelor's Children moved to Mon, thru Fri., 2:45 p.m., April 29, west coast only.

WESTERN BAKERY & Biscuits, The Lone Ranger moved to 11:30-12 midnight, April 26, west coast only.

BROWN & WILLIAMSON Tobacco Co., Barbers of Beverly, moved to Mon, thru Fri., 1:15-2:00 p.m., April 29, west coast only.

BAYUK cigar Co., Inside of Sports moved to Tues., Thurs., Sat., 11:15-11:30 a.m., April 29, west coast only.

MDS Cooperative Show, Show of the Week, June 15, returns Sept. 29.

NATIONAL Committee for Religious Recovery on April 2 mailed an open letter to all national radio advertisers praising the Baker Co.'s American Alliance of Public Music Group for omitting commercials on the Easter Sunday broadcast on NBC, and suggesting that radio executives follow its example and thus stress "religious recovery."

LANCE BAKING Co., Charlotte, N. C. (cheese crackers), on April 17, 11 a.m., begins Toasttime Time, weekly half-hour show featuring Dean Hinds, WMAL and NBC Southeast network.

**ANPA Counsel Charges Federal Restrictions on Advertising Information**

CHARGING that the Federal Government is making a deliberate attempt to restrict vital information disseminated through advertising, Elisha Hanson, general counsel of the American Newspaper Publishers Assn., declared April 4 that the FCC's recent ruling on RCA television merchandising amounted to telling the public "what we should and should not buy." Speaking at a luncheon meeting of the Advertising Club of New York on the club's 35th anniversary, Mr. Hanson specifically took issue with certain activities of the FCC and the FTC.

The government is now trying to tell the public what to buy and not to buy, and at the same time is trying to restrict the information that others may want to supply concerning their goods and services, Mr. Hanson declared. Concerning the FCC's television ruling against offering sets for sale at this time because present-day sets may be considered obsolete within two years or so, he asked what would happen to the broadcasting industry 20 years ago or to the automobile industry in its early stages if such a restraining hand had been laid on them. The FTC, he charged, is seeking to set itself up as a judge of truth in advertising, not only saying what shall not be included in advertising, but also what shall be included.

**Theme Pay Ruling Aroused Protests**

AFM Contracts Are Changed Despite Their Provisions

BROADCASTERS and transcription companies are protesting a recent rule of the New York local (802) of the American Federation of Musicians, or doing away for pianists or organists supplying theme music for dramatic script shows. The rule applies to the union's requirement that the contractor's fees be paid in addition to those of the musicians, usually called the "acting double" and used to compensate the leader for assembling an orchestra, selecting music and the broadcasting staff for their duty of supplying music for a program.

Admitting that such a fee is justified if a group of musicians is used, the employers nevertheless object to the union's application "of circumstances", including a single musician, who, under this new ruling, now gets double pay for equal performance.

'Blank' Checks

Objection is not aimed solely at this ruling, although it means absorbing the extra musical cost for the duration of present contracts which call for the programs to be billed at over-all package prices, but at the general practice of charging and contracts subject to change without notice. "In effect," says the AFM, "the membership is giving away a blank check whenever we sign an AFM contract. Since we cannot physically write checks, our advertisers without likewise requesting them to sign blank checks, which they would probably refuse to do, we are left holding the bag.

Furthermore, the AFM, unlike other unions, has consistently refused to allow any disputes to be submitted to outside arbiters, reserving to themselves the final decision in all cases.

Another recent example of this "subject to change without notice" policy is Local's decision that freelance-charge levied when traveling orchestras in New York broadcast should apply to transmissions as well.

Recording Charge

The rule is that when an orchestra having one or more members who belong to other locals than 802 comes into New York for a hotel or other engagement and broadcasts from New York a fee amounting to 50% of union scale for the orchestra shall be paid to 925. This leaves the transcription manufacturer that he owes such a fee for transcription made last December by a traveling hand, not only applying its new interpretation, but also making it retroactive as well.
Flexible Television Is Urged by President
Endorses Fly's Stand: Full Commercial Operation of Video Is Foreseen

By SOL TAISHOFF

CLIMAXING a controversy that has swept from Congress to the White House, President Roosevelt April 12 advocated a free, competitive television industry paralleling present-day broadcasting, and predicted a great future for visual radio with the whole regulatory problem straightened out by this summer.

Commenting at his press conference on the dizzy developments of the last fortnight, the Chief Executive said he had discussed the whole matter with James Lawrence Fly of the FCC. In effect he endorsed the position taken by the FCC and warned against development of a monopoly of television transmissions, which saw the receiver is developed permitting reception of all video transmissions, the public may be forced to have several different types of sets.

Virtual Mandate From Senate Committee

The President's comments strengthened the view that the FCC soon will split the industry on a nationwide basis. Washington license, new stations and settle the allocation issue. As a matter of fact, the FCC and the industry are under pressure to virtual mandate from the Senate Interstate Commerce Committee on April 10 to get together quickly and stop what has been termed the bittering and bungling that are delaying television development.

Moreover, it was gleaned from the swiftly moving developments that full commercial rather than the sharply-criticized "limited commercial" operation of television is in the offing. That forecast was emphasized by Sept. 1—the date originally set and then suspended for the onset of "semi-commercial" video. These prospects cropped out of the turbulent night of helter-skelter activity which saw three bills introduced in Congress to clip the FCC, with Chairman Fly in the vortex of the commotion.

The President said he had called in Chairman Fly to find out what was going on regarding television. Predicting a great future for the industry, he indicated he did not believe it would put as many people to work as had been predicted. In this connection, President David Sarnoff of RCA had advised the Senate Commerce Committee that his projected billion dollar industry employing perhaps 500,000 to 600,000 people when television emerges fully grown.

The important question in television development, in the opinion of the chief executive, is that of control. The FCC properly wants to avoid a monopoly and because of the peculiar setup of television technically, he feels precautions should be taken. The FCC does not want the industry to get into the position where one company will control all television transmission. Since in standard radio, there are national, regional and local stations which can be picked up on any set within range, the chief executive said he felt television should follow the same general line and the structure ought to be under the same competitive system. Whether the telecast is a movie or a town hall meeting, the public should have a receiver capable of picking up both, he felt.

Even while the President commented on the controversy, the FCC was winding up its radio station issue under its order of March 23, which reopened the whole question of television regulation because it felt RCA was attempting to stampede the public into buying receivers and thereby "freeze" transmission and reception standards—a contention which RCA President Sarnoff vehemently disclaimed. It was this rehearing order which touched off the explosion.

Aside from the legislative activity, there descended upon the FCC the editoral wrath of many industry leaders' going numbers, which charged the agency with exceeding its authority and attempting to stifle industrial development. The paramount assault was the conatriety of RCA's merchandising and advertising campaign in the New York area as an effort to inveigle the public into buying its 441-line receivers. This, a commission majority had held, would stymie competition.

Grating of DuMont Station Indicated

Immediately following his White House visit April 11, Chairman Fly started his auditors with the confession that he felt the FCC had erred in its original television action of last Feb. 29, authorizing limited commercial operation. This brought from Chairman Wheeler (D.-Mont.), of the Senate Committee, a plea for peace between the industry and the Commission. He urged RCA, the FCC and others to get together and compose their differences, perhaps through an agreement on standards for a flexible-type television receiver. Members of the committee concurred and the FCC found itself under what amounted to instruction to test the differences.

It became apparent that the resolution (SR-261) by Senator Lundeen, Minnesota Farmer-Laborite, to investigate the FCC on grounds that it had retarded television development and had exceeded its authority, which was the basis for the Senate hearings, would die. The preponderant committee opinion was that since the FCC had admitted its error and was trying to rectify it, the whole matter should be composed now.

The Senate Committee heard Mr. Sarnoff immediately following Chairman Fly, as well as brief statements from representatives of DuMont and Farnsworth. The RCA President charged that the FCC had impeded development of what he predicted would be a "hundred billion dollar industry" by its "bewildering action" in "publicly indicting" RCA. He denounced any RCA intent of trying to freeze or monopolize the market and asked only that television be permitted to go ahead. RCA, he said, was ready to offer home television on an 18 x 24-inch screen as well as full-size motion picture television. He also predicted prompt network television which could expand to nationwide proportions if the industry is permitted to get under way.

Sarnoff vehemently made his statement, the only voices outside the FCC's own hearing in support of which came from Rep. Cox (D.-Ga.), in a brief address on the floor if the House, and in editorials in a handful of newspapers, as an argument in support of which had condemned the action.

During all this Congressional and White House activity, the FCC continued to determine whether it should amend its Feb. 29 order and halt "limited commercial operation" scheduled for Sept. 1. Hearings before the Commission began April 8 and continued through April 12.

Barbour Lashes at Bureaucratic Actions

On the heels of the Lundeen Resolution, Senator Barbour (R.-N.J.), on April 10 introduced a bill (S-156) Communications Act and stip the FCC of power to regulate or control radio experimentation, research or development of radio manufacture, sale or use of any apparatus for transmission or reception of radio "or the business policies of radio broadcasters". It was referred to the Interstate Commerce Committee, but its fate is doubtful in view of the election year and because it would entail an investigation of the FCC. This Congress evidently does not relish, with a political campaign bill, possibly un-American.
BEHIND the hue and cry over television, which到底 the President is that information is not really also not possibly become a monopoly unless the Government wills it so, lies a growing fear in the broadcasting industry that the FCC, far from cooperating with radio progress, is being itself on the verge of becoming a complex business. The whole television upsurge, the expense of needless hearings, the frayed nerves, might have been avoided had the FCC majori-
ty been a bit less impulsive as well as in-
dustry relations.

Going far out of bounds in basing their sus-
pension order on RCA's promotional activities, the FCC, normally a squabbling bureaucracy, if misleading, more easily might have called in the principals and, across the table, employed the powers of amicable per-
suasion. Or they might simply have issued a statement warning the public that television standards are not yet established and that buy-
ers should beware lest sets become obsolete or require later radical changes.

Yet we feel that flat that a few thousand sets, sold in one restricted area be-
tween now and the time the FCC might get around to establishing standards, might freeze standards at the RCA (and RMA) levels. RCA was frankly straining at the leash to get its program in order. It had $10,000,000 invested in television; it had the transmitting equipment, the production facilities and the men. Through RCA some of the best brains in the art had agreed to certain scanning and framing meth-
ods but for the fear of the huge expense. It quite properly did not want to wait for others not yet ready or not yet au-
thorized to broadcast their own systems before their standards were made available to a wider audience.

RCA finds itself on the popular side of its issue with the FCC—in the preponderant edi-
tion of the country, not resembling the sub-
stantial bi-partisan Congressional elements. Mr. Roosevelt need have no fear of monopoly so long as the FCC has the authority to license competing televising stations and systems and exercises the authority to fix standards, which no one disputes. The fact remains, however, that only one system was ready for public in-
roduction; that few other stations are oper-
ating; and the FCC report itself stated they should re-
main flexible; and that no date for official stan-
dards had even been hinted until all this uproar.

The fact also remains that RCA-NBC, not to forget CBS, Don Lee, Farnsworth and other elements, will have to go along (we think wrongly) with "limited commer-
cial" operation, whereby the sponsor might pay only program costs, implying the right of the FCC to check into matters and perhaps increase the required payment by repre-
sestaks, as did the FM advocates, should have de-
manded full commercial privileges or none.

The whole episode seems to have been born of a genuine desire to get television on the air. Yet out of it all, we have every hope that good will come. The Commission has disclaimed any au-
tority over marketing and promotion, which is none of its business; it has not challenged the issue over attempts to exert program control; it has been shown that the industry, though fearful of its very life because of the vast re-
prisal powers residing in the Commission, can get up on its hind legs and command public and official attention when aroused.

Nevertheless, it is apparent that some sort of check and balance over commissions and commissi-

RCA ready to make flexible receivers

Meanwhile, RCA in its testimony April 12 before the FCC, revealed through its vice-president and general counsel, Manton Davis, that it has introduced simple television trans-
mitters which might be authorized by the

The Senate committee hearing was seen as a vindication of the views of Commissioner T. A. M. Craven, lone dissenter from the Commission's action reopening the television hearings. He did not testify, but his argument for keeping straight after Chairman Fly had stated that he had filed no dissenting

On both hearing fronts—the Senate and the FCC—the Commission majority repeatedly denied its inten-
tion of attempting to regulate advertising on television. Mr. Sarnoff, however, told the Senate Committee that the ef-
ficacy of the Commission's action could only be measured by the effect on the sale and sales activity until it

RCA denies attempt to control advertising

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FCC regulations on advertisement

Within the industry, reactions to the whole television incident trans-
scended the bare issue of reopen-
ing the hearings and the Congres-
sional tumult. It was seen as a fur-
ther indication of spread of the FCC majority's philosophy of the future of broadcasting, by buttressing the harsh treatment of witnesses at the television hearings brought un-
favorable comments from observers. At the FCC hearings, RCA did not challenge the FCC's juris-
diction in connection with the reopen-
ing of the hearings. Chairman Fly extricated from Mr. Davis's state-
ment to that end. He read the statement to the Senate committee. Mr. Roosevelt states that he

High spot of the FCC

In a confession of error by the Commission on its Feb. 19 order, RCA entirely for its efforts to mer-
chandise receivers but the FCC

The resolution recited that, since the FCC March 22 had "rescinded" its previous order permitting limi-

locks and keys, R.R. tracks and television–an editorial
ed commercial operation of television there had developed confusion in the public mind and "abandonment of manufacturing, advertising and sales promotion. It had become evident to the committee that the Senate Committee investigate the FCC actions in connection with development of television and ascertain whether it had exceeded its authority and whether it was functioning with freedom of public and private enterprise."

From the outset it became evident that the committee was divided. Senator Reed (R-Kan.), former Governor of Kansas and now chairman of its Utilities Commission, at one point walked out of the room, contending the whole matter was political rather than Congressional jurisdiction. He was prevailed upon to return by Chairman Wheeler but several times afterward interjected he felt the committee was wasting its time and should meet only on matters having to do with new legislation.

Chairman Wheeler took the position that the industry should seek to get together and arrive at an agreement which would permit the Commission to issue operating and operating standards allowing immediate development of the new industry. He disclosed toward that end the idea of a flexible receiver, which would accommodate all methods of transmission and which Mr. Sarnoff had testified could be developed at an additional cost of perhaps $40 per receiver.

Senator Hill (D-Ala.) also intervened on behalf of the Fly position. On the other hand, it appeared, were Senator Lundeen, author of the investigation resolution, and Senator Gurney (R.-S. D.), former operator of WNAX, Yankton.

Chairman Gurney said at the end of the evening session of the first day's hearing and several times carried the fight to members of the committee himself. He maintained the FCC was following the Congressional policy. Unanimously the Senate and House of Representatives declared the Communications Act of 1934 he proposed to the Senate. He would pursue what he felt was its duty.

Foreign Progress Discuss ed by Chairman

In opening his presentation, Chairman Fly said he was glad of the opportunity to appear because so much "misinformation" had been spread about the proceedings. He evidences referred to the deluge of editorial opinions in the public press regarding the FCC's action. In reviewing the FCC's television activities he stepped step by step, said the original Commission order, authorizing limited commercial operation effective next Sept. 1, was the first unanimous report by its television committee of three. The second order, calling for the reopening of the public, was by a 4-to-1 vote, Commissioner Craven dissenting. But, added the chairman, "had a 5-to-1 vote never been challenged as to its propriety or reasonableness. It was when the special commission was ordered what if anything should be done about the art "moving too fast", Chairman Fly said, that the commission tilted.

Asked by Senator Lundeen about European television, Chairman Fly said the British development, which had progressed for three years, had been stopped because of the war. He said the British system was mechanical as opposed to our electronic system. He characterized Germany as behind Great Britain and said he knew of no other developments in visual radio abroad. Heading his "the picture" and "the sound" of television, Chairman Fly sought to explain that television has a feature not found in any other industry including sound radio. What the FCC is aiming at today, he said, is a flexible system that will pick up any method of transmission. When the industry can get a "standard" gauge on which all will operate, he added, "the system will be done for the public. He held that a few months delay may prevent a serious public loss along with the freezing of one system and the snuffing out of all competing systems.

Parring questions by Senator Lundeen, Mr. Fly said there must be competition if television is to have a public trial and that other systems, such as those developed by DuMont and Philco, should be given an opportunity to develop.

Senator Gurney read from the April 1 Broadcasting the Supreme Court decision in the Sanders case, pointing to the "the hearing and the opinion dealing with FCC functions. He inquired whether that decision, having been rendered prior to the FCC's action reopening the hearing, would have had any bearing on the action.

"Not any more than the flowers that bloom in the spring," replied the FCC chairman. He held that the language in the opinion was entirely inappropriate and did not fit the television situation. He pointed out that relevant to the court's application of standard broadcast stations and was directed to the single question of free competition.

Might Allow Limited Commercial Operation

While Chairman Fly disclaimed at the time that he would name any particular carrier for receivers or the advertising and merchandising of sets, he declared nevertheless that "under his construction of the statute, if the Commission observes from any source the effort to "lock down" development, "we are going to try in there to carry out our duty."

Chairman Fly insisted the Commission had done nothing more than suspend one provision of its rule dealing with limited commercial operation beginning Sept. 1. He said that as things now stand the Commission might permit a limited type of commercial operation, with the sponsor paying for programs only.

When Senator Lundeen asked whether Chairman Fly felt his first order was wrong in the light of developments, Chairman Fly testified that such a conclusion "probably is right". While the Commission sought to make its first order "conservative" and to warn that television is experimental, he said it now appears it did not set up proper safeguards.

Chairman Fly paid tribute both to DuMont and Philco. He described Allen B. DuMont as perhaps the second most important research man in television and Philco as the largest manufacturer and seller of radios in the world. He called DuMont the leading competitor operating in television.

When Senator Wheeler inquired whether DuMont was connected with Paramount, Mr. Fly said that DuMont had some financing from the motion picture company but refused any rumor that Paramount "had forced" the hearing issue. He said no company in any industry that would bring that sort of pressure on the Commission and that no one had communicated with it in connection with the RCA merchandising developments.

Senator Hill read the RCA full-page ad, which was cited by the FCC in order. Chairman Fly referred to the RCA merchandising campaign as a sort of "blitzkrieg". He again stated he would rather say that we made a mistake and that an honest difference of opinion should be listened to on advertising. Thus, he said, since the FCC felt its precautions in its original statements were precipitated, it decided to go back and clean up the defects.

A discussion of the television patent situation was precipitated. Mr. Fly said the FCC had not suggested any patents to which he personally had thought about suggesting it to the industry if it can be brought as another side to his understanding RCA itself owns or has the ability to license all of the patents necessary to television manufacture.

BELITTIIESS EFFORTS AT COMMISSION LOBBYING

A discussion of lobbying of the FCC brought from Chairman Fly the statement that though there had been many efforts along that line, he hated to say that such interventions hurt anyone but that "it never helps". He observed, too, that the FCC had been used as a sort of "public whipping boy", and an easy subject for newcomer.

Television, the chairman said, is necessary. The FCC must move ahead today with an "intensive and extensive" merchandising campaign or the public may feel it will be able to within a few months, however, and predicted that within a year "we can go ahead with full commercial operation and have our general standards and full competition."

When Senator Wheeler asked if it would not be possible to get all industry groups together before the FCC, or at least before the Senate, Chairman Fly responded affirmatively, provided independent manufacture engaged in such a plan. He said the great danger was that of taking "this tit-for-tat policy" and selling him down the river for a few pence of silver.

BILLION DOLLAR INDUSTRY FORESEEN BY SARNOFF

At the afternoon session Mr. Sarnoff first read a prepared statement containing a new FCC position. Responding to a question, he predicted that, given the opportunity to develop television, it would become a billion dollar industry. He estimated that the present radio industry, with a $600,000,000 turnover employing 400,000 people, would be augmented by an industry worth $2,000,000,000 turnover which might hire from 500,000 to 800,000 people, and take up the unemployment in that area.

He further declared that the solution of the problem lies in action rather than words. He said RCA had never questioned the FCC's jurisdiction regarding powers given it by Congress to license television or other related services but had no views as to whether any act of the Commission "will advance or retard development" but all such action is made clear as a result of the current hearings.

The FCC's actions in regard to television he enumerated as (1) should introduction of television be permitted by the Commission; (2) the engineers of the industry have agreed on technical standards; (2) it would further research be retarded by the FCC; (3) FCC licensing of television receivers now on the market; (3) will the public suffer from excessive obsolescence due to

ACTUAL OPERATION of multiplexing—the transmission and reception by radio of both facsimile and voice simultaneously on an FM station—was demonstrated in early April by W. G. H. Finch, president of the Finch Company, Inc., during the "Broadcasting and Television Inventions" exhibit held in Washington. This Finch Facsimile Field Laboratory, a compact and specially designed mobile unit shown above was used as the multiplex transmitting unit. The trailer houses a complete facsimile transmission system with its first trailer was developed in 1939 by various models of Finch facsimile units. Shown in the photo (1 to r) are Harold Hunkins, engineer in charge of the mobile unit; E. K. Jett, FCC chief engineer, and Fred Ehlerl, executive of the Finch company.
the improvements in the new art; (4) will competition be helped or injured through national commercial re-

duction of television by those in the
industry who are now ready, and (5) what is the next

answering the first of the ques-
tions, Mr. Sarnoff said RCA has made possible the addition of

sets to the original, and he felt such action
is not necessary to create the television industry
the public service that would flow from it.

declaring the triumph of television lies in the fact that it has
made possible the addition of the "electrical eye to the electrical ear in radio," has told RIA of RCA.

has invested more than $10,000,000 in
ten years of television development.
The expense of this expenditure by RCA for this work is $2,
000,000 annually. But he said these sums were only "dropped in the buck-
et" to what will be needed for fur-
ther research and development in the
next 20 years. He said, little
achieved today will survive the
next ten years.

research achievements by RCA, he said, have been set
forth in a total of approximately 1,000 engineering studies and he felt that RCA was

achieving the achievement of high er standards of television transmis-
sion, has surpassed high television standards than any other organization in the United States.

Tells of Developments In the Laboratories

discussing new developments, he said, RCA in the field of television is authorized, to seek
a license for construction of a radio relay system designed to extend television to the public on a nation-
wide basis. Home television receiv-
ers receiving pictures as large as
18 x 24 inches are being developed in the laboratory, he declared. Moreover, in time, many
make available theatre television equipment which will project pic-
tures upon full-size movie screens.

As a matter of fact, he said RCA had been so conservative as to its achievements in the past that
it has been accused of being "tardy." More
more, he said RCA was not con-

vinced that the DuMont or any other system is better than its own, manufactured under RCA
standards. He said DuMont had al-
vowed that it had seen the benefits of all televi-
sion receivers and since it claims that of advantage, it is taking no risk. If its receivers are better than
those of RCA, he said, the public
would buy them and RCA would be
the loser.

reading from the FCC order of Feb. 29, setting up limited com-

pany, he pointed out that the Commission

had urged against adoption of the "all or none" philosophy by the industry and said that they should be

"scrupulously avoided for the time being." In the case of DuMont, he said, although it had an
application pending for more than a year for a station in New York, the Commission has not
granted and the DuMont system has never been publicly demonstra-
ted in this country. He pointed out that aside from the RMA and DuMont systems there was only the business as
Farnsworth. He described Philip T. Farnsworth as having contrib-
ued, perhaps more than anyone else, to television. RCA had at this worth license, he said, while no one as far as he knew, had taken a
DuMont license. As for Philco, he said he did not know until he heard the Fly testimony that it had a

saying

Challenging the statement that RCA controls the Radio Manufac-
turers Association, he said, his company has only one member on the RMA board and the RMA standards rep-

resent a cross-section of the best engineering judgment in the indus-
try. Moreover, he said Philco was an RMA member while DuMont was not. When Chairman Fly ques-
tioned the Philco statement, Mr. Sarnoff said it was by his understand-

ing that Philco had joined in the unanimous RMA report on the adoption of standards and then when the FCC hearings started "Philco ran out on it."

Lundeen Promises to Carry Fight to Senate

Observing that the Commission had warned the industry against fixing standards, Mr. Sarnoff said the Commis-

sion actually admits that it had made not one but two

mistakes.

Displaying a DuMont full-page ad published in the New York Times in April, 1939, Mr. Sarnoff pointed out that
it had been approved by the Commission if for its advertising, no word of complaint was heard about it. On
a similar occasion, he said, he saw nothing wrong with the RCA ad that he had felt was properly the function of the Trade Commission. Never-
theless, Mr. Sarnoff asserted that the FCC hearings were based on the RCA advertising, as far as he
was aware.

Senator Lundeen denounced "lit-
tle Government bureaus" which are "intruding themselves" in business and "paralyzing industry." Declaring

there are some 12,000,000 un-
employed, in the country, he said such action as the television then-
tended to add to the unemployment plight of the nation. Referring spec-
sifically to television, he said the industry should be permitted to proceed and contribute to industrial development as it would the take the flight to the floor of Con-

gress.

Declaring that Thomas F. Joyce, RCA Mfg. Co. vice-president in

charge of advertising, had told the FCC at the original television hear-
ing, he asked whether the merchandising plans of RCA in detail, Mr.
Sarnoff said he did not know today whether the company's merchandising campaign. The test, he said, is how many sets
RCA was producing. The answer

is that there could only be 5,000
RCA sets produced between Feb. 29 and July 31, 1939, in a total television order, and the Sept. 1 limited commercial date. The manu-

facturing limit was 25,000, be-

cause of production limitations, he said.

Assuming he felt the FCC action did not constitute "fair treatment," he said the government would be

bewildered, after it had been published and broadcast in news-
papers.

Uses FM Reference in Obsolescence Rebuttal

Refuting the FCC statement regarding British television, Mr. Sarnoff said at least some 30,-

000 sets in England. The British system, he said, is not mechanical but is based on American inven-
tions and substantially the same as the RCA method. He pointed out that in England there had been the same sort of "rowing" on standards but that a special Government commis-
sion had set them, and, in a one-year study, including a visit to this country, the commission rec-

ommended as the best the superior system. He said it turned out to be "our system." In this country, he said, RCA itself did not pursue the British system. The govern-

ment had accomplished, but had spent its own funds for develop-
ment and research. If the FCC had shown the same sort of initiative, we would have been further ahead, he said.

While this country is behind Eu-

rope in public television, Mr. Sarnoff said, Germany, he said, public television service is in existence over tele-
vision in Berlin, Munich, Leipzig and several other cities.

Analyzing the obsolescence ar-

gument, Mr. Sarnoff cited as the best example the proposed FM sys-

tem of aural broadcasting devised by Maj. Edwin M. Armstrong. De-

spite the fact that some 40,000,000

receivers now in use cannot pick up FM signals, he said this inventor had not been developing in a new method against such tremendous

odds. If the obsolescence argu-

ment were to be accepted, there would be only a few thousand receivers to contend with, it is equally valid to say that FM, if he would render all receivers now in service obsolete, he declared. And if this philosophy is pursued in radio generally "we might as well dry up this industry, go home and start into something else.

As an example, he said RCA was not given "a square deal" and that the industry has been "thrown into a corner in the FCC action." Mr.
Sarnoff said he would not know tomorrow "how to write an adver-

tisement" which would meet the FCC requirements.

Chairman Fly interposed that

while the FCC has discarded any notion of ob-

scrupulousness, he nevertheless, as a personal favor to Mr. Sarnoff, would go along with him.

Senator Minton (D-Ind.) pressed Chairman Fly for a direct answer whether the promotion campaign "moved the Commission on its indictment."

A brief discussion, Chairman Fly finally told Senator Minton that the ad campaign was precipitated by the RCA advertis-

ing.

Mr. Sarnoff said that while he (Continued on page 74A)
KOY has a new frequency - 550 Kilocycles - greatly increased coverage - more listeners - better results for advertisers...
Rx: For ye' tired advertisers: Repeated doses of 550 K.C.
If it's on KOY, it's OK!

KOY is the Key Station of the Arizona Network:
KOY, Phoenix; KTUC, Tucson;
KSUN, Bisbee-Douglas

Represented by JOHN BLAIR & COMPANY
New York, Chicago, Detroit
Los Angeles, San Francisco

"Top of the Dial"
Assigned New, Far-Reaching Frequency

KOY
PHOENIX
550 KILOCYCLES

KOY
CBS Affiliate

Burridge D. Butler - - Chairman
Fred Palmer - - - Manager

1000 WATTS
DAY & NIGHT

PHOENIX
Broadcast Advertising
April 15, 1940 - Page 19
Consumer Education Meeting Shows Distrust of Advertising

Missouri Conference Featured by Attacks on Modern Marketing; May Seek Free Time

FEATURED by a sweeping attack upon advertising, and by expressions of distrust and suspicion of modern marketing methods, the Second Annual Institute for Consumer Education conducted a three-day conference at Stephens College, Columbia, Mo., April 1-3.

Although attacks upon commercial radio advertising were relatively moderate in comparison with the general assault upon all advertising and media, industry observers left Columbia with the conviction that the so-called consumer movement will bear serious watching. The impression was advanced that efforts will be made to prevent further, to secure donations of time from stations for the discussion of the consumer problem, including questions involving record prices, markups, advertising claims, and other factors in the present distribution setup.

Common Ground Lacking

Some 700 were present, with representatives of organized consumer groups, housewives, shoppers' leagues, educators, women's clubs and professional women in heavy attendance. A score of advertisers, agency and media observers were present, including John Benson, president of the American Association of Advertising Agencies; Walter Preston, NBC, and Ed Kirby, NAB public relations director.

While the avowed purpose of the meeting was to bring about cooperative understanding between producers and advertisers, on the one hand, and the many divergent groups making up the consumer movement on the other, general observers were of the opinion that no common ground was forthcoming; that the consumer group composed of factions running from the extreme left to the extreme right wing of social and economic thought had many differences to settle between themselves before the consumer development could take on the aspects of a “united consumer front”; that the belligerent attitude of the liberal-educational wing indicated that critical appraisals of advertising and marketing methods would be more widely brought into the high school and college classrooms of the nation; that a persistent effort will be made to eliminate or restrict severely all emotional testimonial or association copy appeals and to limit advertising copy to a strictly factual basis; that there were political undercurrents underlying most of the discussions, with many references to the problem of the American Free Press and Free Radio.

Industry observers were especial-ly interested in the attitude of teachers and writers of textbooks, which many advertisers claim have a tendency to educate a new generation of consumers, skeptical of all advertising, without discrimination. By picking horrible examples of fraudulent advertising and overpriced merchandise sold with extravagant claims, an effort was made to indict all advertising in the eyes of the few. The old charge that advertising increases the price of consumer goods was freely voiced and efforts to disprove it, by showing that mass demand created by advertising made mass production possible, with lower unit cost the result, were met with skepticism and counter-arguments.

Absent was any constructive expression of the social mission rendered by the advertising dollar in providing the economic base for an American free press and free radio. Observers reported, in fact, that charges were made that newspapers and magazines and radio were in collusion with advertisers for the sole purpose of gouging down the throats of consumers unwanted and unneeded products and services, for profit.

Creating Jobs

While the more belligerent radicals present tended to dominate the discussions, there was present a less articulate group of delegates representing organizations which have already launched constructive consumer education programs for their own membership, such as the General Federation of Women's Clubs, whose president, Saidie Orr Dunbar, declared her organization was there to secure knowledge that would make her members better informed. The meeting also served to focus attention upon another consumer conference to be held under the auspices of the National Assn. of Better Business Bureaus in the Hotel Pennsylvania, May 13-14.

Ford in New England

FORD DEALERS of New England have made the middle of May an anniversary for Ford Motor Co., New York, is agency.

Venetian Blinds Test

RY-LOCK Co., San Leandro, Calif. (Ry-Lock Venetian Blinds) will use a series of transcribed announcements on five Northern California stations in a test campaign scheduled to start early this spring, according to the Gerh-Kmill Adv. Agency, San Francisco, which handles the account. Currently the firm is using a weekly transcribed announcement on KGO, San Francisco. Other stations to be added will be one per week on KOW, San Jose; KGW, Stockton; KJMI, Fresno. The campaign also includes a schedule in home management and building publications, dealer displays and sales literature.

AP and ANPA Meetings To Consider Radio News

The suggested liberalization of the radio activities of the Associated Press is expected to be a major topic of discussion during the AP's annual convention at the Waldorf-Astoria, New York. The incomplete agenda of the Newspaper Publishers Assn. convention at the same hotel April 23-25 does not include radio activities. In the report of the ANPA radio committee, but from occurrences at previous ANPA sessions it is usual for the convention to run its course without at least one vigorous discussion on radio broadcasters as newspapers' rivals in covering the news and carrying the advertising.

Response to AP's recent letter to its members, polling them on the advisability of liberalizing radio activities to make possible a larger income and at the same time to meet, so far as appropriate, the needs of competitive radio, has not been announced.

NBC Renews Its Lease Of WMAL Three Years

A THREE-YEAR extension of the lease of WMAL, Washington Blue Network, which expires from the Washington Evening Star has been negotiated, it was learned April 9. The annual rent with Contos-O, to be approximately $30,000 per year. NBC has operated the outlet since 1937, under the terms of its acquisition by the newspaper.

The lease was extended in 1937 until Feb. 1, 1941 at a base price of approximately $30,000 per year, plus $4,000 additional for studios formerly occupied by the station. The studios now used are owned by NBC. WMAL holds a construction permit for 5,000 watts fulltime on the 550-kilowatt channel, in lieu of its present 500-watt nighttime and 500-watt local sunset operation. It is understood the Star shortly will be installation of the new transmitter.

Cartoon for Musico

NATIONAL TEA Co., Chicago, for the last several months sponsor of the Musico program on WOR, New York, Tuesday, April 10 at 8:30 p.m., has announced that effective April 19 the show will be dropped and later replaced with Contos-O, a musical quiz game based on identification of song titles by the use of caricatures of popular musical artists and a variety show will fill in for the three weeks between the time Musico program and Contos-O starts, May 10. The program guide here has been having a test run on WROK, Rockford, Ill., which contract expires April 25. Schenker & Scott, Chicago, handles the account.

DeSoto Spots on 50

DESOTO DIVISION, Chrysler Corp., Detroit, April 11 announced that April 8 started daily one-minute transcribed announcements featuring the Desoto line throughout the country. Transcriptions were made by NBC Radio-Recording Co., New York, is agency.

H. V. KALTENBORN, news analyst who will be featured on a series of programs on NBC, Reel-to-Reel May 25, shifting his affiliation away from CBS, discusses one of the maps which will be given to listeners when his program is inaugurated. Assembled (I to r) seated are Harold C. Kopf, sales manager of NBC-Centra Division; Mr. Kalt-tenborn, and Paul C. Harper of the Louis Burnett Co., Chicago, agency handling the account. Standing are William Waddell, NBC sales representative on the Pure Oil account; Keneth D. Fry, special events manager of the NBC-Centra Division; Crawford of the Burnett agency; Jules Herbuveaux, NBC program manager; William B. Ray, NBC press.
Based on greatly enlarged primary area day and night coverage resulting from WXYZ's new high power transmitter... located seven air miles from downtown Detroit.

- MORE MARKETS THAN EVER BEFORE...
- MORE LISTENERS THAN EVER BEFORE...
- MORE VALUE PER DOLLAR THAN EVER BEFORE...

NO INCREASE IN RATES
Announcers Are Given Sponsor Training At Meeting

WHAT General Mills expects from its baseball advertising this year is reflected by the fact that the announcers of the broadcasts can help the sponsor achieve these results. The majors of an all-day conference held April 1 by General Mills and Knox Reeves Adv., its agency, for eastern announcers, at the Waldorf-Astoria, New York. Similar schools were held in Tampa March 31, Port Worth, April 4, and Chicago, April 9, for the General Mills baseball announcers in those areas.

New York session was opened at 9 a.m. with a general outline of 1940 objectives by Brad N. Robinson, eastern manager of Knox Reeves, and wound up with a buffet supper, also attended by the press and a number of baseball and radio station executives. In between C. S. Samuelson, advertising manager of General Mills' grocery products division, gave the announcers the sponsor's viewpoint and E. E. Sylvestre and J. H. Stairs, agency presidents explained the new commercial procedure.

Shorter Commercials

greater

Dakota Refining Co., Philadelphia, preparing for the 1940 season (Broadcasting, April 1), took its announcers to West Palm Beach, Fla., April 12-12, for a road test to secure gasoline performance facts. Some 27 announcers were in attendance, along with Joseph R. Roilins, Atlantic advertising manager; C. H. Cottington, vice-president of N. W. Ayer & Son; Wallace Orr, Les Quayle and James N. Peterson, of the Ayer radio staff.

Shorter and more frequent commercials will be the Wheaties rule for 1940, it was stated at the General Mills meeting, April 7, with about one brief sales message to the inning. Testimonials of players, all carefully checked for authenticity, will be broadcast occasionally, usually as part of other data about the player broadcast at his first appearance at bat or some other appropriate spot during the game. These agency executives, aided W. J. Slocum, director of sports activities of General Mills, also explained the whole Wheaties campaign and the relationship of the broadcasts to the other advertising for this breakfast food.

R. T. DeVany of the agency described a new house organ, "Bases and Cases", which will be sent to all announcers five or six times during the summer, describing successful promotional activities carried on by announcers and stations and generally giving the house information of value to all concerned. In a general discussion of marketing, members of various agencies told how they and their stations had promoted the breasts and the product. Nearly every executive agreed he had staged some special activity in connection with the opening of the 1940 season, generally a broadcast featuring players, civic officials and executives of the team and of General Mills and B. F. Goodrich Rubber Co. Games of the Hollywood and Los Angeles teams will be broadcast, with Mike Frankovich as sportscaster. Westco Adv. Agency, San Francisco, is in charge.

B. C. Remedy Co., Durhan, N. C., will co-sponsor with General Mills games of the Washington Senators on WBT, Charlotte, N. C.

To Televiser Open

Opening of the baseball season in Brooklyn April 19, when the Dodgers meet the New York Giants, will be telecast by NBC, on W2XBS, New York, with Jack Starr as television reporter. The day previous, April 18, the television crew will take their portable cameras to Jersey City to cover the International League Game between the Jersey City Giants and the Montreal Royals for the television audience.

R. J. Reynolds Tobacco Co., sponsoring home games of the New York Giants and Yankees on WABC, New York, will also sponsor the Giants seven night games at the Polo Grounds on WMCA, New York.

Mutual Network is planning a nine-city salute to the 1940 baseball season, a half-hour broadcast on April 15 which will include last-minute predictions from baseball stars and officials heard from New York, Boston, Detroit, Chicago, St. Louis, Cincinnati, Pittsburgh, Washington and Philadelphia. The following afternoon MBS will also broadcast a play-by-play description of the opening game in Washington.

Brown & Williamson Tobacco Corp. is using spending five broadcast spots in six cities to advertise Avalon cigarettes. Schedules, starting at various times during April, and consist of WABC, New York, Thursday, Tuesday, Saturday, 6:15-6:30 p.m.; Rollie Johnson, WOR, New York, Monday, Wednesday, Friday, 3:45-6 p.m.; Russ Hodges, WBT, Charlotte, Monday through Saturday, 2:20-2:30 p.m.; WWJ, Detroit, Monday, Wednesday, Friday, 10:15-11:45 p.m.; and WBBM, Chicago, Monday, Wednesday, Saturday, 6:00-6:30 p.m.

General Mills plans promotion drive

Nearly and cases

General Mills will Laud its advertising at the Waldorf-Astoria this week, with a new show, "Drive Your Car to Better Health," according to William Slocum, General Mills' sports director. The following weekend, the company will launch a promotion program with a 24-hour-a-day program on WABC, New York.

Nearby and in the other cities, General Mills will be represented by its announcers at the major baseball events.

The general advertising strategy is being handled by McCann-Erickson, New York.

Schedules

The following scrambled schedules, starting Monday, April 10, through Saturday, April 16, are arranged for the broadcasts of the National League games:

San Francisco, KUSN; Kansas City, KXBB; Chicago, KDKA; Denver, KSL; Detroit, WABC; St. Louis, KDKA; Los Angeles, KTLA; Philadelphia, WIP; New York, WOR; Boston, WOR.

The program begins every Sunday, Monday, and Thursday, at 1 p.m.; Tuesday, Wednesday, and Saturday, at 10 a.m.; and Friday, at 11 a.m., and 10 a.m. It will be repeated three times on Sunday, twice on Monday, and once on Tuesday, Wednesday, and Saturday.

Each 15-minute broadcast is divided into a commercial part, where the announcer gives out a five-minute commercial, and a musical part, where music is played and a song is sung. The program opens with a salute to the entering baseball teams, followed by a complete list of players on both teams. The program then continues with a series of three jazz tunes, and a song, "What a Wonderful World," sung by the lead announcer.

The program then continues with a series of three jazz tunes, and a song, "What a Wonderful World," sung by the lead announcer.

Stay tuned to your local radio station for the latest updates on the baseball season and General Mills' advertising plans.
It's fun to be fooled but not when buying radio time. A trade journal sort of landed a solar plexus blow to our complacency recently when it claimed advertisers can't remember call letters of radio stations... that time buyers find it impossible to associate the call letters with the city in which the station is located.

**KFI — LOS ANGELES — KECA**

Maybe we're too close to the picture, but we had the idea that whenever any time buyer thinks of Los Angeles and the 3rd Major Market, he thinks of KFI and KECA.

**KFI — LOS ANGELES — KECA**

Yes, maybe we're too close to the picture, but maybe we have a reason to believe that time buyers, national, regional and local think KFI and KECA, Los Angeles, when they think of radio in Southern California.

**KFI — LOS ANGELES — KECA**

And our reason? Well, that's mighty simple... KFI leads any network station in this area in number of commercial commitments and KECA (that's the NBC Blue in Los Angeles) is in third position in number of sponsored weekly quarter hours for any network.

But just to refresh your memory (and ours) in

**LOS ANGELES**

And Southern California too, it's

**KFI and KECA**

Two major outlets for the 3rd Major Market
Low Rates — Complete Coverage
Listener Preference

**FREE & PETERS, INC.**

KECA National Sales Representative

---

**AUDIENCE**... Time buyers consistently rate KECA third in station popularity in the 3rd major market of Southern California.

**BUYING POWER**... 3,600,000 people in the nine Counties of Southern California control the purse strings on more than ONE BILLION DOLLARS annually, a per capita buying power considerably higher than national averages.

**COVERAGE COST**... With a basic ¼-hour rate of $62.50, KECA is 27.2 per cent more economical than the fifth station and 72.8 per cent more economical than the most expensive Southern California station as these $R&D$ figures indicate.
Mr. Horatio Locke
Radio Station WOR
Newark, New Jersey

Dear Mr. Locke:

Because in the course of my duties as Sales Manager of Dugan Brothers, I cover the area within a radius of 150 miles of New York City Hall every two weeks, I think I am well qualified to comment on WOR's perfect coverage of this rich market.

In the course of my work in supervising the Dugan salesmen who work out of our 22 branches, I cover a territory which extends as far north as central Connecticut and Poughkeepsie, New York, as far west as the Lehigh Valley, and as far south as Philadelphia, Pennsylvania and the southern tip of New Jersey. This practically parallels your WOR guaranteed area—according to your map.

I can assure you that your signal comes in loud and clear throughout this territory—except in the small area just north of Atlantic City where no New York station is able to penetrate and where few people live.

Our company has made effective use of WOR for the last fourteen years and we are always glad to speak well of a station which has done so well for us.

Yours very truly,

DUGAN BROTHERS
of New Jersey, Inc.

[Signature]

Robert P. Dugan
Sales Manager
Thank you, Mr. Dugan
and may we add...

You couldn't have written this letter if

WOR didn't deliver a supersignal, multiplied and directed at the greatest group of homes with radios in the United States.

If WOR didn't get into more homes with radios, more often, more profitably month after month and year after year.

NOTE: We will be glad to offer interested agency men and advertisers ample engineering evidence, audience data and sales results to support the statements made above. Address—1440 B'way, New York.
Station Recapture Being Negotiated By Westinghouse
Now Conferring With NBC on Program Management

CONVERSATIONS looking toward recapture of full management of the four Westinghouse stations now program-managed by NBC, are in progress between officials of Westinghouse and NBC. It was learned April 11.

While the discussions were described as confidential at the outset, it nevertheless was indicated that the existing arrangement under which KYW, Philadelphia, WBZ, Boston and WBZA, Springfield, are programed and sales managed by NBC, might be terminated in the not distant future. Westinghouse holds the licenses to the stations, and has always retained control over technical operation of the stations, through fulltime personnel.

Planned Some Time Ago

The FCC on Jan. 30 ordered an inquiry into management contracts to determine whether broadcast licenses are themselves discharging these duties. Since then, it has turned over to "outside companies" actual discretionary power. The four Westinghouse stations and another, were cited for hearing on license renewals but the issues to be heard at the hearings and the dates have not yet been set.

It is presumed that the current negotiations have some relationship to the FCC order. Nevertheless, it has been indicated for some time that Westinghouse was desirous of affiliating its stations with NBC so that all of its stations would become affiliates under regular affiliation contracts. Two other Westinghouse-owned stations, WOWO and WGL, Fort Wayne, are regular affiliates.

Sawyer Seeks Local
CHARLES SAWYER, Democratic national committeeman from Ohio and director and vice-president of the Crosley Corporation, has joined WDAY and WSAI, Cincinnati, head of Fairfield Broadcasting Corp., which has applied to the FCC for a new 250-watt station on 1490 kec. in Lancaster, O., a community of about 10,000 population some 25 miles southeast of Columbus. Mr. Sawyer, who was Democratic candidate for the Ohio Senate last year, is counsel for the Crosley Corp., a director of Powell Crosley's Cincinnati Radiator, and an active supporter of controlling interest in the Lancaster Eagle-Gazette. In addition he is a director in various other companies, including Kemper-Thompson Co., manufacturers of advertising specialties, and the American Thermos Bottle Co., Norwich, Conn.

Two Cuticure Series
POTTER DRUG & CHEMICAL Co., Malden, Mass., is preparing two new series of 30 one-minute dramatic advertisements for Cuticure soap and ointments for placement on the list of 35 stations throughout the country being carried the series. NBC Radio-Recording Division is recording the series, and the agency is Atherton & Currier, New York.

MODERN STREAMLINE MOTIF generally rules in the architecture of constructed in various parts of the country during radio's current building boom. At top is an architect's drawing of the projected new transmitter house of WMCA, New York, being constructed at Kearney, N. J. Terry Building Co., is general contractor and William Lindsey taking charge of the construction.

Promotion Prize Awarded to WSAI
Second Honor in Canada Dry Contest Goes to WFIL

FIRST honor, a silver award and $50, was won by WSAI, Cincinnati, in the station promotion contest staged by Canada Dry Ginger Ale, New York, for its NBC-blue program Information Please, according to an announcement April 10 by J. M. Mathes Inc., New York, the Canada Dry agency.

Bronze award and $25 was won by WFIL, Philadelphia. Deadlocked in deciding third place winner, the judges awarded honor scrolls and $15 to WSYR, Syracuse; WABY, Albany, N. Y., and CJCA, Edmonton, Alta. Certificates and $10 were awarded to WCK, H, WMP, Memphis; WPSP, Toled; KTOK, Oklahoma City; KGKO, Fort Worth; KDKA, Pittsburgh; WAVE, Louisville; KFPS, San Diego; CJRC, Winnipeg, Man., and WJIM, Lansing, Mich.

Sixteen other stations received honorable mentions for their entries in the contest:
WBAL, Baltimore; WHAM, Rochester; WEBR, Buffalo; KSO, Des Moines; KPLA, Atlanta; KDK, Boston, Ida.; WFRG, Indianapolis; CFCP, Montreal; CFGP, Grande Prairie, Alta.; KFac, San Francisco; KRAM, Jamestown, N. Y.; KGK, Honolulu.

Started Feb. 15, the contest ran 30 days and was open to the 78 NBC stations carrying the broadcast, heard Tuesdays, 8:30-9 p.m. Judges were William S. Brown, Canada Dry advertising manager; S. Barret McCormick, advertising and publicity director, RKO Pictures; Robert J. Landry, radio editor, Variety; Sam G. Wingfield, of the Mathes agency.

SEASONAL radio campaign by the Whetstone Corp., for its hot cereal was discontinued March 30 when the company ceased sponsorship of the Hilda Hope M. programs Saturday mornings on NBC, which carried them. According to Compton Adv., New York, the agency, no plans have been formulated for the company's fall campaign.

First Lady Slated For Talks on NBC
Sweetheart Soap to Sponsor Programs on Split Hookup
MANHATTAN SOAP Co., New York, on April 30 will sponsor Mrs. Franklin D. Roosevelt for a twice-weekly program of informal talks on NBC in the interests of Sweetheart Soap. The program originated with suggestions to Mrs. Roosevelt's travel secretary during a visit to Tuesday and Thursdays, 1:15-1:30 p. m.

She will speak on subjects of general interest to women and will present a selection of her own choice. Proceeds from the talks will be donated by Mrs. Roosevelt to the Democratic National Committee, a Quaker charity organization.

Merchandising Tie-ins
According to M. J. Kleinfeld, radio and television division of Franklin A. Adv. Corp., New York, the agency in charge, merchandising tie-ins will be utilized to generate interest in the programs when they are broadcast. The agency has been engaged in a contract with Mrs. Roosevelt for 13 weeks at an option for renewal at the end of that time. The 31 NBC split network stations are WEAF KDKA KSD KYW WBCM WBEN WBZA WCHS WDEL WJZK WJZ WGY WHAM WIBM WIOD WIS WIRE WJXW WJIM WILK WWL WZC WZL WYBL WSYR WTAG WTIC WXY

Mrs. Roosevelt began her commercial radio activities in 1931, and appeared four times on the Colliers Hour on NBC. Her first regularly sponsored series on NBC was for the Lamont-Cortis Co. (Pond's face cream) from Sept. 9, 1932, to April 3, 1933. After making a guest appearance on the Damon Runyon program in July 1934, Mrs. Roosevelt presented a series for the same company on NBC, Sept. 5, 1934.

Her next sponsored NBC series was for Lamont-Cortis from April 21 to July 14, 1937. A guest appearance on the ABC program in 1938 and three appearances as guest mistress of ceremonies on the Pick's Co. Hobby program in August, 1939, conclude her past radio work on NBC.

Although this Manhattan Soap Co. program is Mrs. Roosevelt's fourth commercially-sponsored NBC series, she was booked for the series through the Columbia Artists' Bureau. She has also appeared on two commercial CBS series; Jacques Pepin's French Cooking first aired June 16, 1944, and the Americans of Tomorrow program for the Typewriter Educational Research Bureau, and on the Selma Initiative of the Mayday program from Jan. 15 to April 19, 1935.

Kremel Buying Time
R. B. SEMLER, New York, on April 1 started three-weekly quarter-hour talking commercials by Host Hunter on WBMM, Chicago, for Kremel hair tonic, and on April 28 is putting a daily half-hour for Kremel in the periods weekly on WWJ, Detroit, for Kremel and Barbasol, both Wabash products, Friends' On Charge Committee, a Quaker charity organization.
Sensational Announcement

BY WBZ BOSTON

Newest, most MODERN . . . 50,000 WATT TRANSMITTING FACILITIES . . . to deliver DOMINANT SIGNAL to every radio set . . . to 2,500,000 people in rich BOSTON MARKET

At Hull, Mass., on Boston Harbor, new location of WBZ transmitting facilities, two great aerial towers are rising over new 50,000 watt transmitting equipment that will enable Station WBZ to deliver a 50-millivolt signal in Greater Boston. On every radio dial in Boston, WBZ programs are planned to come in at a minimum strength of 50 MV/M; in the outer reaches of the Metropolitan Boston area, WBZ programs will ride into homes on a dominating 10 MV/M carrier.

No Increase in Rates Say WBZ Officials

Despite the obvious fact that the WBZ audience will be enormously augmented in one of the largest markets of the East, WBZ officials insist no rate increase is contemplated . . . for the present. Eager to take prompt advantage of this one-station, one-cost access to two and a half million people at a genuine bargain rate, twenty-nine new advertisers have signed up with WBZ since the first of the year.

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

Represented Nationally by

SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON

CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

WBZ—WBZA
WESTINGHOUSE STATIONS
BOston—SPRINGFIELD
50,000 WATTS—10,000 WATTS

NEW YORK • Broadcast Advertising
April 15, 1940 • Page 27
FIRST PROMOTION of FM receiving sets to the public began with this ad in the New Yorker April 6. Strong endorsement of the set manufacturers to become interested in FM is also evident. Among the leaders of the FM industry, it is in the interest of the FM manufacturers to stimulate consumer interest in FM, particularly during the current sales season. They are asking for the "interference-free" sets, according to advertising reaching the manufacturers.

Moreover, the fact that Stromberg-Carlson, pioneer set manufacturer and FM experimenter, has already begun national advertising of FM receivers in leading magazines, is expected to give the FM industry a new impetus to public interest. Other manufacturers are understanding to have similar merchandising plans, but information thus far has been that they plan to merchandise only in those areas where FM transmitting stations are providing service.

Another trend that has caused a slowdown at the FCC has been the failure of applications for 50-kW FM stations to receive approval. Such stations as WAF, New York, WBC, Hartford, WTC, Hartford, and WTMJ, Milwaukee, all of which are authorized for FM service, have either filed for or contemplated filing for 50,000 watts. It was expected that the all FM applicants be granted new licenses because of the publicity given to FM, particularly during the current sales season. They are now asking for the "interference-free" sets, according to advertising reaching the manufacturers.

INDIRECT testimonial to BROADCASTING's coverage of the recent FM hearings is voiced by John Shepard 3rd, president of Yankee Network and head of FM broadcasters Inc., in a letter sent April 3 to members of the group. The letter makes reference to the organization's consideration of sending FM broadcasting in its April 1 issue.

In fact, the depiction of the March 31 account, which totaled approximately 25,000 words, was Shepard's statement that he offered only one correction: "On page 84, column 2, line 4, "par for par" to "power for power" and on the same line and column, line 38, delete the word "not" from "Duplication of standard broadcast programs should not be permitted."

FM will not be in a position to provide a full commercial service comparable to standard broadcasting of today until receivers are made available by the manufacturers. It has been estimated that from seven to ten years would be required for such a transition on a basis of warranting sale of time at rates parallel with prevailing today.

Placement of some limitation on introduction of FM, totally aside from any restriction on commercial operation, is being discussed at the FCC. A tentative allocation might be worked out at this time, it is thought with readjustment to come when the service is established. It is assumed that it will be feasible to do this work during 1940 because of the many factors which must be taken into account.

NEW APPLICATIONS FOR FM STATIONS

PENDING applications before the FCC for FM stations since publication of the list of applicants in the March 15 BROADCASTING, and added to list in the April 1 issue, totaled 50, April 10. In addition, various applications for changes of facilities have been filed, including an application by WMCA for an increase of 50,000 watts by WIXY, Fort Worth, affiliated with WDR, and WEXN, San Antonio, owned by Central Broadcasting Radio Corp. Both are licensed and now operate with 10,000 watts.

In addition, General Electric's W9XEN, New York, N.Y., has also been granted a construction permit for 1,000 watts. Among previous applicants for FM stations, Yankee Network's 43 mc. station has been amended to ask for 43.3 mc.; WOKO's 250-watt application at Albany on 43.4 mc. now asks for 1,000 watts; and WWJ's application for 43.2 mc. at Detroit has been amended to ask for 1,000 watts.

New FM station applications received since April 1 are those of WABA, 43.6 mc.; WAF, Chicago, 1,000 on 42.6; Washington Institute of Technology, 42.8 and 42.9; WBJ, Philadelphia, 1,000 on 43; WLS, Columbia, S. C., 1,000 on 43; Yankee Network, Boston, 1,000 on 42.7; WCKY, Cincinnati, 1,000 on 42.8; KSCJ, Sioux City, 1,000 on 43; WLAW, Lawrence, Mass., 1,000 on 43; WMCN, Richmond, Va., 1,000 on 43; WNY, New York, 1,000 on 43; WFMJ, Youngstown, 1,000 on 42.8; WDDC, Durham, N. C., 1,000 on 43; and WATAM station of WCAU, Philadelphia, applied for a change to FM emission, 100 watts on 43 mc.

FM in Canada

CANADA will not have any commercial FM stations for some time, according to Dr. A. Frigon, assistant general manager of the Canadian Broadcasting Corp., who "there is no sign of the CBC recommending that commercial licenses be granted to broadcasting stations in the future."

A number of Canadian broadcasters have applied for 950-KC licenses, but definite information as to whether or not such applications have been granted is not pending. The next new FM station which began on April 1 to run till March 31, 1941, and licenses issued by the Radio Broadcasting Authority, are not yet have been received by the stations.

In addition to working out basic allocation structure, the Commission is confronted with determination of requirements for network operations, establishment of network operating companies and a myriad of other basic matters. No action has been taken on this point but it is possible that an allocations hearing ultimately may (Continued on page 51)
SHREVEPORT

Second in the UNITED STATES for per cent of NEW HOMES

One of America's Most Receptive Markets AGAIN MAKES HISTORY

Again Shreveport produces facts to prove that it is one of America's most receptive markets for radio advertisers.

Based on the number of new residences built per thousand population in the leading cities of the United States, Shreveport ranked second for 1939 with 53.8 new houses per thousand persons. Houston, Texas, was first with 4% higher than Shreveport. Washington, D. C., was third and Atlanta, Georgia, fourth, both being under 50.0. There is a golden opportunity awaiting radio advertisers in the rich, receptive Shreveport market covered by radio station KWKH's powerful 50,000 watts. More people live within a 150-mile radius of Shreveport than in the entire state of Louisiana. Let us give you additional facts and figures on how to sell your product to the nearly three million persons within the Shreveport trade area.

COLUMBIA MEMBER SOUTH CENTRAL QUALITY NETWORK
BROADCASTING WMC Memphis, KARK Little Rock, KWKH-KTBS Shreveport, WSMB New Orleans

REPRESENTED BY THE BRANHAM CO.

KWKH
SHREVEPORT, LOUISIANA
50,000 WATTS

A Shreveport Times Station
Paley Lauds Practices in 1939

The 1939 figure includes the net loss of $27,957 shown by Columbia Recording Corp. during the first full year of CBS ownership and management. Cash dividends of $1.50 per share on the 1,709,728 shares of presently authorized par value stock, amounting to $2,569,840, were paid during the year and undistributed profits of $2,457,688 were added to surplus which at Dec. 30, 1939, amounted to $8,729,015.

Free Discussion

William S. Paley, president, in his annual report, declared that "Freedom of the air" justified itself in 1938 more emphatically than ever before because world conditions provided such a dramatic contrast between the democratic American way and the radio ways of all other nations.

The company has pioneered in establishing these principles and practices of broadcasting which have made "freedom of the air" not a phrase, but an actual day-to-day, year-to-year operation geared to the needs and uses of democracy.

"Americans are not alone in their enjoyment of radio broadcasts of all kinds; that it established a far-flung reporting organization to cover the hostilities in Europe; that it made major technical improvements during the year, including 30 which increased their power; and that with sixteen 50,000-watt outlets CBS now has more high power U. S. outlets than any other network.

Stockholders, in memoranda accompanying the annual report, were reminded that, in December, in the wake of the management sale of the company to the New York Stock Exchange, some of the funds were used for repurchasing stock. The directors also reported that the company had purchased 51,500 shares of its own stock from Messrs. Paley, Klauber, and K. J. B. Ziegler.

Payments to Officers

Stockholders are also asked to ratify the action of the board entering into contracts to sign proxies on Feb. 14, 1940, with William S. Paley for continuation as president and general manager of the corporation for five years under a compensation arrangement whereby he gets $40,000 a year, plus 5% of the net earnings accruing to his subsidiary companies, 10% on the next $1,000,000, plus 12% on the next $1,000,000, plus 2½% on all net earnings in excess of $5,000,000.

For the year 1939, it was reported that Mr. Paley received as compensation $35,948; his wife, vice-president, $94,484; Mr. Klauber, vice-president, $55,389; all directors and officers, including payments to Messrs. Paley, Klauber, K. J. B. Ziegler and J. K. Burns, counsel, $655,995.
NOW THE GAP IS FILLED. Now you can have effective coverage, without duplication or waste, of the "juicy" portion of America's Money Belt.

WMT is in the heart of a territory that has more high income farms, more Grade "A" land than any area of similar size in the World.

WMT is a perfect "fit" and its rates are surprisingly low considering its amazing coverage and consistent record of results for advertisers.

For complete details about this Low Cost Money Belt Station, write today.

S. D. QUARTON, Manager

A COWLES MONEY BELT STATION—REPRESENTED BY THE KATZ AGENCY
Drive for Control Of Station Breaks

Rosenbaum Notes Requests of Sponsors to Use Periods

A NEW offensive against the "whitling away" of station control over station-break periods by network advertisers has been launched. According to April 9 by Independent Radio Network Affiliates, organization functionaries told the chief of independent affiliated outlets of NBC, CBS and MBS.

The IRA executive committee, headed by Samuel R. Rosenbaum, president of WFIL, Philadelphia, advised all affiliates April 9 that the committee had been discussing renewed instances of requests from networks on behalf of network advertisers, especially when contiguous quarter-hour periods have been offered to the same advertiser at half-hour or longer rates. Instances also were cited to the committee, said where commercial copy by a radio station at a quarter-hour period is added to a one-hour theme song which normally closes a program.

Up to the Station

Pointing out that in a number of cases "influential affiliates" are taking the position that under the affiliate contracts for standard established practices, it is not necessary for them to permit such departures from them, the network advertiser, especially when contiguous quarter-hour periods have been offered to the same advertiser at half-hour or longer rates. Instances also were cited to the committee, said where commercial copy by a radio station at a quarter-hour period is added to a one-hour theme song which normally closes a program.

Practice is not uniform as to whether, in such cases, the station feels at liberty to sell the unused contiguous commercial spots in these station-break periods or limits itself to using the breaks for special events, such as weather reports, and station identification. If “influence comes to bear when the station makes the decision regarding the use of its time.”

“In view of the fact that a number of stations are exercising this right, it is believed that all affiliates should be told that they may exercise their own judgment in their own interest in deciding how to handle the situation with regard to these requests for cancellation, without fear that they will be shorn of networks, whether now in effect or subsequently received.

“IRA encourages members of the majority of affiliates who are opposed to the whitling away of station control over station-break periods. It is believed the networks would not object to being paid a premium rate by advertisers that it is up to the station in each case.”

MBS Adds WHBC

WHBC, Canton, O., on April 13 joined MBS as the fourth 131st affiliate. Owned and operated by the Ohio Broadcasting Co., subsidiary of the Brush-Moore newspaper chain, WHBC operates with 250 watts at 1260 kc.

‘Audition’ Trio Held

THREE MEN who allegedly promised auditions on Philadelphia radio stations to children who took instructions were held in $500 bail at a hearing in that city April 8 before Magistrate Thomas O'Hara. Charged with obtaining false pretenses, the men arrested were George Rinoz, of Phila- delphia; J. C. J. and J. A. Guzzalino, both of Jersey City. WCAU, Philadelphia, reported the deception to the police and the father telephoned to learn why Benny Goodman failed to appear at the clarinet lessons each Saturday.

Nine Million Sets Sold During 1939

Survey Shows Receivers Were valued at $289,000,000

NINE MILLION radios, with a total retail value of $290,000,000, were sold during 1938, according to the 1940 Yearbook of Radio Today, manufactured and manufacturers trade journal issued this month and edited by O. H. Caldwell, former Federal radio commissioner. The Yearbook shows that 185 set makers have an investment of $150,000,000 in plant, employing 78,000 persons and carrying an annual payroll of $80,000,000. It estimates a $75,000,000 investment in 810 broadcasting stations doing an annual gross business of $170,000,000 and employing 18,000 persons (not counting part-time employees, such as artists, etc., who number 25,000 more) with an annual payroll of $46,000,000. Three billion dollars are invested in receivers, of which there are 45,000,000 in operation costing $210,000,000 a year to operate, including tube replacements, electricity, batteries, servicing, etc.

The publication adds the following statistical report:

U. S. Annual Radio Bill

Sale of time by broadcasters, 1930, $172,000,000; 1939, $572,000,000.

Electricity, batteries, etc., to operate receivers, 1930, $50,000,000; 1939, $250,000,000.

Radio parts, supplies, etc., 1930, $20,000,000; 1939, $99,000,000.

9,000,000 radios sold in 1938 at $28,000,000 replacement tubes @ $600 each.

Radio sets in use, 1930, 25,000,000; 1939, 39,000,000.

Radio sets in use, U. S., 40,000,000.

Total sets in use, U. S. 70,000,000,000.

Auto-receivers, 1938, 5,800,000; 1939, 6,000,000.

Total sets in use, U. S., 1939, 55,000,000,000.

Total sets with tube sets, 1930, 2,000,000; 1939, 2,500,000.

Total sets with tube sets, U. S., 1939, 25,000,000,000.

Total revenue from radio receiving sets, 1930, $2,000,000,000; 1939, $3,000,000,000.

Total revenue from radio receiving sets, U. S., 1939, $25,000,000,000.

Radio receivers-Sales and Volume in 1939

Radio Receiving-Value of Total Value of

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LOCALS IN FLORIDA NOW IN OPERATION

TWO NEW local stations in Florida, authorized for construction last year, are now in fulltime operation, according to reports to the FCC. WDSL, 150 watts night and 250 day on 1200 kc., has received its license, and WFTM, 250 watts on 1320 kc., has been on the air since March 1.

WDSL, using Western Electric equipment and a Blaw-Knox radiating antenna, is operated by Fred C. DeWitt, retired newspaper broker and president of the Long (N. B.) Broadcasting Corp., with local advertising by George A. D. Roll, attorney. Application is pending with the FCC for a renewal of its license, along with WTMC, Ocala, Fla., by the John A. Perry newspaper interests, which own KOA, Ocala, and hold a construction permit for the new WJHP, Jacksonville.

WFYD, 1210 kc., is licensed to Fort Myers Broadcasting Co., in which W. E. Benne Jr. and J. E. Hilger are stockholders, holding 12% and 32% respectively. Mr. Benne is manager and Mrs. Benne is commercial manager. WFLM with 10,000 watts is licensed to St. Petersburg Broadcasting Co., whose wife holds 28.8% of the stock, is program director. Mr. Benne is chief engineer and William J. Pickering as operators. Mr. Pickering is also an announcer, along with associates. A Collins transmitter, General Radio modulation monitor and Wincharger 150-foot tower are used.

Seek Annapolis Outlet

ALTHOUGH the FCC has authorized a new local station (WINX) in the District of Columbia, to operate on 1310 kc., [BROADCASTING, Feb. 15], an application for that frequency was filed April 4 by Radio Corp. of Annapolis, seeking 100 watts fulltime for the station at Annapolis, Md., about 30 miles away. The applicant corporation's officers and stockholders, including Morris D. Gilmore, president, assistant secretary of the Navy Athletic Post, and officers of the American Banking & Trust Co., Annapolis; Andrew A. Kramer, vice-president of the same bank; Kent R. Mulliken, realtor of Laurel, Md., and Albert E. Landes, agency manager of Washington and Annapolis.

WEAF-WJZ Spot Up

NATIONAL and local spot sales on WEAF and WJZ, New York, affiliates of NBC, reached an all-time high for the month of April, was a $190,000 or 67% increase over the March 1939 figure of $54,200. Cumulative gross billings for the first three months of 1940 were $271,000. Sales on the two stations, showing an increase of 70% over the 1939 total for the same period of $149,389.

LOCALS and spot billings on WMAQ and WENR, Chicago, reached a new high during March, 1940, according to Oliver Morton, local sales manager. The totals for the month exceeded those of March, 1939, by 319%.
WORCESTER COUNTY—

OF MASSACHUSETTS

The Vital Midriff is the Worcester Market—the heart of Massachusetts and New England—vital to any advertiser. The weekly payroll represents 99% of the 1928 figure. In fact, all indices are up—way up—sales, savings, spendable income.

There's no market more important than the Vital Midriff, and only one station, WTAG, gives primary coverage of that entire market. Population? More than 1,000,000 people.

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
ONE of the most extensive commercial tieups ever made (between a radio sponsor and a motion picture concern) swung into action April 4 when a 20-mile team hooked to an ancient wagon left San Francisco on its way to the heart of the Valley. It is part of a cooperative campaign between Pacific Coast Borax Co., New York (20 Mule Team Borax), sponsors of the weekly 11:30 Death-Valley Days program and M-G-M, producers of the film, "Twenty Mule Team".

Exploitation in a $250,000 drive includes window and inside store displays, plus 500,000 historical booklets for mountain distribution. The mule team, symbolic of Pacific Coast Borax Co., will stop at key cities for exhibition purposes and eventually become part of an exhibit at the New York World's Fair. Start of the trek from Los Angeles was over to KMPC, Beverly Hills, Cal., as a special events feature, with Clete Roberts, commentator, handing the microphone.

O

**In the Movies**

SOUND trailers in 13 theatres of the Golden Gate Theatre chain in Northern California, are used by KSFO, San Francisco, to promote its programs. Topics and art work are changed weekly. Trailers are supplemented by lobby displays carried in the general department stores of the San Francisco Bay area.

**On Buses and Cabs**

KOA, Denver, has made a new promotional tieup with Yellow Cab Co., that city. Programs of the station are featured on large metal signs carried on the hoods or roofs of all Denver Yellow Cabs and Mountain Tour Buses.

**Merchandising & Promotion**

**Cross-Country Mules—Planters' Roar—Port's Plug**

Foods of Sponsors—Cincinnati Guide

**Prizes for Sales Slips**

**BENEFITING** them all and costing them nothing is the Kroger Co., KRBM, B o z e m a n, Mont., recently conducted a novel showmanship stunt with their advertisers. The station offered prizes totaling $345 to organizations winning the greatest number of entries. Some of the items are listed with pictures of well-known personalities on food product radio stars. The "living." of these personalities was Winton Teel, formerly with RCA. Each evening a salesman from the KRBM office would call on department heads, staff members and talent put in their appearance. The NBC stations maintained a booth, 10 x 20 feet in dimension. Photographs of microphones were given away, along with printed matter and 1,000 copies of Fosfabe magazine, a give away publication issued by the Independent Grocers, which contained a special article on KGO's Information Please program.

**Off With a Roar**

**AS PROMOTION** for the weekly half-hour quiz program, What's On Your Mind?, sponsored by Planters Nut & Chocolate Co., San Francisco, on KNX, Hollywood, displays have been set in windows of 18 Western Union offices in metropolitan Los Angeles. Western Union boys perform vital role in the program. At beginning of the show they start from KNX on their motorcycles to distribute prize for awarded listeners for the best questions submitted. Roar of the motorcycles starts each broadcast.

**Merchandise Stands**

**MARKED** increase in sales is reported by WFL, Syracuse, N. Y. They played on the "Radio Special" merchandising stands developed by WPVB, Erie, Pa. The stand feature a blow-up photo of the sponsor's radio star and provide a platform for display of the merchandise, which is sold directly off the stand. When the store closes at night, the display is wheeled up into position near the entrances where it can be seen by passersby.

**Candy Sale**

**A CONCENTRATED** campaign by Awful Fresh MacFarlane Candy Stores, Inc., in Philadelphia chain, April 1-7, used seven local stations twice daily for four-minute novelty stories, announcements, and a cue to enter. The station operator provided $100 worth of coupons for each station.

**Cook Oil Prizes**

**COUPONS** distributed by Agnew Refining Corp. (Havoline Oil Co.) Philadelphia grocers are used by customers purchasing a gallon of cooking oil as entry blanks for a contest of 25 words on "I like Italian Cook Oil because...". Best 25 words picked each of the three weeks following the sponsor's program on WPEN receive a gallon of oil.

**Port Promotes Program**

**PORT OF NEW YORK AUTHORITY** is distributing a million foldout match booklets featuring two-minute weekly programs on WOR, Newark. The Port has also placed large posters advertising the broadcasts at the entrances of bridges and tunnels approaching New York.

Food Show Stunts

**WHEN KPO-KGO, San Francisco, exhibited at the Alameda County Food Show in Oakland from March 30-April 6, the display had a "grocery" theme, in keeping with the show's purpose, which, says it is a showcase for the fruit and vegetable districts of the State. The theme was Winton Teel, formerly with RCA. Each evening a salesman from the KPO-KGO office would call on department heads, staff members and talent put in their appearance. The NBC stations maintained a booth, 10 x 20 feet in dimension. Photographs of microphones were given away, along with printed matter and 1,000 copies of Fosfabe magazine, a give away publication issued by the Independent Grocers, which contained a special article on KGO's Information Please program.

**Guide for Visitors**

**FOR visitors** to the city WCKY, Cincinnati, has issued a vest-pocket map of the downtown section showing principal stores, theatres, public buildings, state and national routes, sight-seeing points and arrows indicating flow on the city's complicated system of one-way streets. The maps also incorporate a welcoming letter from L. B. Wilson, president and general manager of WCKY, Cincinnati, inviting visitors to tour the WCKY studios, pictures of the studio and transmitter, and a list of other Cincinnati stations. The maps are distributed to guests by the Hotel Gibson, home of WCKY, by the Chamber of Commerce, convention groups and new residents of the city, and by the station on request from listeners.

**Boston Openers**

**TO THE** WEEI, Boston, has sent a bottle opener with the stenciled of a local brewery. The cutter is laminated to a letterhead carrying a prose verse recalling "one hot day last summer" at WEEI when a bottle opener could be used to open cold drinks. The message closes with the admonition, "Don't let this happen to you. Keep the attached opener handy."

**Brochures**

**KMPC**, Beverly Hills, Calif.—16-page illustrated brochure with coverage, service and program data.

**WOLF**, Syracuse, N. Y.—Six-page letter-size folder presenting market and coverage data, uses a wolf's head emblem and the slogan, "Watch that Wastyline!"

**KLZ**, Denver—Cut-out brochure reprinting material in "Something Specific on Which to Put Your Finger" ad on page 7.

**WFBL**, Syracuse—Folder describing Musical Clock contest.

**WTAD**, Quincy, Ill.—Heavily-illustrated brochure with staff and coverage facts.

**KSCI**, Pocatello, Idaho—Offset printed folder containing listener survey data highlighted by talent pictures.

**KGNU**, Amarillo—Illustrated folder for listeners.

**KTWE**, Hollywood—Folders titled "HEAR", with program awards and other data; also blotters.

**KOA**, Denver—Mailing piece with success stories.

**WAPI**, Birmingham, Ala.—Two-color "license to listen" certificate granted audience of Mauy Parcell's Yens Patrol.

**WROI**, Knoxville, Tenn.—16-page illustrated folder illustrating successful program promotions of the station.

**KROC**, Rochester, Minn.—Souvenir book for studio visitors, picturing new studios and personnel of the station.


**KWY**, Sheridan, Wyo.—Brochure containing sales statistics, personnel, studio facilities and testimonials.

**KOKD**, Denver—Blue and orange folder citing nine brief proofs of sales achievements.

**WEEI**, Boston—Folder with account of two residents of Martha's Vineyard who phoned WEEI's weather forecaster in Boston, 80 miles away, for advice before cutting their winter ice in BROADCASTING, Feb. 12.

**WWL**, New Orleans, La.—Promotional piece incorporating restaurant menu.

**WRVA**, Richmond, Va.—Monthly booklet highlighting forthcoming programs, promotions, promotional piece endorsed by NAIB.

**KFRC**, San Francisco—"The Grocers Vote", a four-page, mailing piece in red, white and black.

**When Johnny Jr., travelling representative of Philip Morris & Co., New York (decked out in a costume of the sponsors' programs on CBS and NBC, was in Phoenix recently, he dropped into the KVO studios and dispensed cigarettes to the staff. Here they are (1 to r) with Johnny: John Ellett, program director; George Backus, account executive; Roberta Bragdon, pianist; Elaine Menth, news editor; Ashley Simms, continuity director; Bob Thompson, chief engineer; Irene Leavitt, secretary to manager Fred Palmer; Mary Jane Wisnousky, business secretary; Lucretia Grove, program director; John Gibbs, engineer and Joe Dana, chief announcer.**
“Life’s greatest tragedies,” muses the Sales Manager, “are the opportunities we just miss. That fly I dropped in left-field in the Commencement Game. The putt that would have won me the Club Championship last year. That girl in—.”

2 “And what do you figure you are about to just miss?” asks the Boss, petulantly splitting an infinitive.

3 “I’m figuring maybe you’ll make me miss my chance to fit radio into this year’s sales plans—like a new glove.

4 “You see I want to buy stations only in markets where I need ‘em—and I want every station to be a good station—each one at the right time of day or night, with commercials planned for each local drive. In a word, I want SPOT RADIO.”

5 “Who’s making you miss it?” yells the Boss. “Grab it! If that’s SPOT RADIO, I call it a Bull’s Eye!”

SPOT RADIO rings the bell—BING!

Not almost fitting your plans—but exactly. Not kind of aimed at your customers—but smacking straight at ‘em. Not at sort of the right time—but at it. Not with nearly the right program—but with the one right program.

- SPOT RADIO is one of the few rare things in life that works out the way you want it. It rings the bell—and your customers say, “Come in!”
IT'S NOT DONE WITH MIRRORS...
Why do things get so darn complicated? Take advertising on the radio networks, for instance. You set out to choose the network which will reach the largest possible audience. And where does that get you?

If you happen to ask someone who knows all about how radio works, technically, the chances are he'll bury you waist deep in talk of frequencies, kilowatts, Heaviside layers and sky waves. Talk to an expert on coverage and audience measurement, and he'll speak the language of field strength, mail analysis, coincidental and recall ratings, audimeters and the like.

Yet, in spite of all this, there's a common ground on which we can all meet, to our own good profit. In a word, it's "getting-the-most-out-of-your-advertising-budget." And the way to do that, in radio, is to find out which network most people listen to most.

Funnily enough, there's no trick to it—it's not done with mirrors. It's reflected instead, in a simple combination of the best stations and the best programs. Regardless of the wizardry that made radio possible, and the almost incredible results it has achieved as an advertising medium, you don't need any magician's abracadabra to discover which network most people listen to most.

Advertisers agree the Red is America's first network buy... it's first in stations... it's first in programs... it's first in audience... and it's first with advertisers—who invested more in the Red Network than in any other single medium in 1939!

**NBC Red NETWORK**
The network *most* people listen to *most*

Full details, on how and why the NBC Red is America's First Network Buy, are contained in the Peter Arno illustrated book "It's Not Done With Mirrors," just in the mails. If you didn't receive your copy, drop us a line right away and we'll send you one in a jiffy.

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE
OVER 1400 LISTENERS WROTE US ABOUT THAT "HORSE LAUGH"

The Tobacco Tags, a hill-billy group on WRVA, recently developed a new kind of "Horse Laugh" which provoked some controversy. After using it they asked the listeners if it should be continued. Over 1400 pieces of mail (207 from Richmond) came in, and the ridiculous "Horse Laugh" won favor by a large majority.

The moral is that no aggressive advertiser will want to "laugh off" the same degree of listener-interest and listener-response which Virginia's only 50,000 watt radio station provides. In addition, we exclusively broadcast both the Columbia and Mutual programs in the rich Norfolk and Richmond markets.

C. T. LUCY, General Manager

WRVA 50,000 WATTS
"VIRGINIA'S PREMIER RADIO STATION"
Here's The Picture
in Rochester*

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

**HIGHEST in number of hours of sponsored LOCAL programs** — **WHEC**

**HIGHEST in listener's preference** — **WHEC**

**HIGHEST in sponsor's preference** — **WHEC**

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

**BASIC CBS**

WHEC runs full column promotion advertisements on its programs in the Rochester Newspapers seven days a week.

*Wahl Completes Plans*

WAHL Co., Chicago, on April 21 will start Take It or Leave It, a quiz program featuring Bob Hawk as host, on CBS in the interests of Ever sharp pens and pencils. Ray Bloch’s orchestra will furnish music. The program, heard Sundays, 10-10:30 p.m., with David Ross as announcer. Idea for the series is for each of the seven contestants from the studio audience to compete “double or nothing” after winning the initial prize of $1 with his first correct answer. Contestant may continue to answer questions with the prices doubling up to a total of $64. Lost prizes go into a jackpot for which all contestants may compete at the end of the program. Blay Co., New York, is agency.

**Transradio Press Adds**

TRANS RADIO PRESS has announced the following new stations subscribing to its news service: KHQ and KGA, Spokane; WSTC, Atlanta; WBL, Lawence, Mass.; WHX, Utica, N. Y.; WRTD, Richmond; WIST, Salisbury, N. C.; WGBR, Goldsboro, N. C.; WLOF, Saratoga; WHOP, Houma, La.; WKEU, Columbus, Ga.; NFTM, Haysville, Kan.; KCRK, New York; WKCN, Orem, Utah; CKSO, Sidney, Ohio; KTVB, Val d’Or, Que.

**Red Programs of NBC**

Routed Via Hollywood

REVERSING the former procedure of routing all Red network programs from San Francisco, NBC on April 1 made Hollywood the focal point for the West Coast. Eastern network programs are now being routed from Hollywood to San Francisco, north and east. They were formerly routed from San Francisco to other points. Hollywood has been the focal point of the NBC-Blue for the West Coast for approximately two years.

Under the new setup, NBC has added Harold Curtis as analyst for Brady of the Bee, and A. Baker of the San Francisco Chronicle.

**Guild Looks to Radio**

NEWSPAPER Guild of New York, in view of the limited prospect of permanent employment with metropolitan newspapers for the large number of unemployed newspapermen on its list, is conducting a survey among radio stations in an endeavor to locate openings in the publicity, continuity or news writing departments of New York stations. The radio committee, headed by Michael Kantor, has already secured interviews with WEAF, WOR, WABC, WMCA, WNEW and WHN, along with promises of cooperation from such agencies as BBD, J. Walker Thompson Co., Young & Rubicam, Benton & Bowles, Lord & Thomas and others. The Guild hopes to complete the survey by May 1.
When you think of

NEW ORLEANS

you think of:

French Cuisine

and

WWL

NEW ORLEANS

50,000 WATS

The greatest selling POWER in the South's greatest city

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

STATION ATTACKED

WEBC Object of Man Fearful

Of 'Death Ray'

A FORMER WPA worker is now under medical observation after attempting to destroy the transmitting apparatus of WEBC, Duluth, with a hatchet on April 4. The man, Al Harris, 34, told police he believed a "ray of death" was driving him to destruction and that he decided the only way to get rid of it was to put WEBC off the air. Harris said he had written to President Roosevelt and J. Edgar Hoover about the "ray of death," but had received no reply. Thinking WEBC to be Federal property, it was his hope that by destroying it he would bring Roosevelt and Hoover to Superior immediately to conduct an investigation.

He admitted that earlier in the evening he had cut an emergency circuit on the transmitting radiator and had received a "jolt." The station was off the air 30 seconds and later signed off an hour early to make repairs.

Seared by the jolt he received at the transmitting plant, Harris returned to downtown Superior, Wis., to destroy WEBE's emergency transmitter which had been in use the past few days because of a "glaze" storm. He had chipped his way to an attic in the Telegram building before police caught him, after being summoned by the night watchman. He had done no damage but had pulled numerous switches. WEBC carries no program using a "death ray" theme. Police attributed Harris' act to despondency over unemployment and poor health.

CBC TO ENLARGE STAFF IN ENGLAND

TWO commentators and an engineer are to join R. T. Bowman, Canadian Broadcasting Corp. special events chief, now in England, it was announced April 5, and a fifth man will be sent later to the overseas unit of the CBC staff. Jay Arthur and Gerry Wilmot, announcers, and A. E. Alther, engineer, all of the Montreal CBC staff, are sailing for England in the near future. The sailing date was not announced due to wartime precaution.

The addition of these men to the CBC overseas unit is the result of the visit to England and France of E. L. Bushnell, CBC program chief, who is expected back in Canada soon. He received the full cooperation of the British Broadcasting Corp., and the French national broadcasting system to make programs available for Canadian soldiers in England and France.

The CBC overseas unit is in England to carry three or four Canadian broadcasts weekly to Canadian troops there and in France, and to broadcast three programs weekly from the Canadian troops to Canada. A mobile unit is to be established in England for the latter purpose, the unit piping the broadcasts to BBC shortwave transmitters directed at Canada. On May 13 the CBC starts its cooperation of the Canadian Press, a weekly Canadian Scrapbook for the Canadian troops, giving them news, interviews, sports, Canadian street scenes and other broadcasts.

WILD AND WOOLLY is this braintrust of WJR, WGR and KPMC, at a recent meeting at the Palm Springs (Calif.) club, President George A. (Dick) Richards (center), who is convalescing following being shot, has stated he is ready to pop the first man who proposes another daytime network drama, is John Watt, vice-president of the staff and general manager of WGR. The third dude despondent is Leo Fitzgerald, executive vice-president of the operations who is resident at WJR.

Canada Election Sales

CANADIAN broadcasters netted between $50,000 and $50,000 from the recent Canadian federal and Alberta provincial elections, held March 28 and March 21, respectively, according to an unofficial estimate. While no official computation has been made of the actual revenue, tabulations of the Canadian Broadcasting Corp. show that privately-owned broadcasting stations and networks sold a total of 929 hours to political parties for local and regional network broadcasts. Largest amount of time was taken by the National Government Conservative Party with 484 hours, and second largest amount by the Liberal Party, (which won the election) with 347 hours. Eight other parties accounted for the remaining 88 hours.

Perry Bill Killed

THE PERRY Bill, which would have made it a larceny to record a broadcast without permission of the performer, failed in committee in the New York State Assembly when the State Legislature adjourned May 11. Bill had been passed without debate by the Senate [BROADCASTING, April 1]. Failure of the measure was described to the refusal of its proponents, National Association of Performing Artists and American Federation of Musicians, to cooperate with the broadcasters of New York in working out a compromise measure which would protect the rights of the broadcasters as well as those of the performers.
Happy 554th Hebdomadiversary

Mr. Kussell

from (and by) WEEI

554 weeks ago today Mr. Kussell, Boston fur merchant, chose WEEI’s Caroline Cabot Shopping Service for his first advertising venture on the air. Ever since that distant September day, ten years ago, WEEI and Caroline Cabot have been busy selling Kussell Furs, season after season... for 554 consecutive weeks.

Mr. Kussell’s continued use of WEEI... the only Kussell advertising... reflects a merchandising fact. Whether advertisers sell soaps or sables, WEEI delivers a market too big to saturate, too rich to exhaust. The 5,000,000 New Englanders who live in WEEI’s 32-county primary daytime area, and the billion and a half dollars they spend each year at retail, comprise more people and more dollars than are regularly delivered by any other Boston station.

Fifty-six percent of New England dwells in WEEI-land... in the real Boston market of Metropolitan Boston PLUS 27 just-as-important outside counties. Only WEEI reaches them all. And only WEEI brings them local programs of Columbia caliber backlogged by the full CBS schedule. WEEI is “Columbia’s friendly voice in Boston”... and New England.

WEEI Columbia’s Friendly Voice in Boston

Harry W. Witt Elected Head of So. Cal. Group

HARRY W. WITT, CBS Southern California sales manager, Hollywood, has been elected president of the Southern California Broadcasters’ Assn. He succeeds Leo B. Tyson, general manager of KMPC, Beverly Hills, Calif. Calvin J. Smith, manager of KFAC, Los Angeles, secretary-treasurer of the association last year, has been elevated to the vice-presidency. Lawrence W. McDowell, commercial manager of KFOX, Long Beach, Calif., has been made secretary-treasurer. He formerly served as vice-president.

C. E. Arney Jr., formerly public relations director of KM6-KJR, Seattle, recently appointed assistant to Neville Miller, president of NAB, was honored guest of the association at a cocktail party and reception April 5 in the Ambassador Hotel, Los Angeles.

CHARLES BOYAJIAN Jr., an employee of WJBK, Detroit, is vice-president and chief stockholder of Kokomo Broadcasting Co., which has applied to the FCC for a new 250-watt station on 1420 kc. in Kokomo, Ind.

MINSTREL messenger, traditionally made up with burnt cork and wearing floppy white gloves, delivers to Arthur Anderson of Marshalk & Pratt an invitation to attend the opening broadcast of J. C. Flippin’s Celebrity Minstrela program heard on the NBC-Blue Network.

Farmers and Gardeners in the Northwest Listen to KFYR for last minute weather and market reports.

That’s why one National Advertiser is currently receiving inquiries for less than 2 cents each on

550 Kilocycles KFYR 5000 Watts Day
NBC Affiliate 1000 Watts Night

Let us sell your story

Meyer Broadcasting Company
BISMARCK, N. DAK.

National Representative: John Blair & Co.

NBC Hollywood Accord For Producers Reached In New RGA Contract

CONTRACT CALLING for 100% Guild shop and a five-day-week has been signed by NBC Hollywood producers and those of Radio Production guild of America. Pact covering all staff producers guarantees a minimum wage of $25 per month for senior producers, with a minimum for juniors starting at $150 a month. All producers now on the NBC Hollywood staff are classified as seniors.

Contract also provides that all producers not affected by minimum wage scales shall receive an increase of approximately 12%. Minimum scale for junior producers the first six months is fixed at $150 monthly; $175 per month for the second six months; $200 monthly for the third six months, and $240 a month for the fourth six months period. After that they will be advancd to senior classification with a minimum of $250 monthly.

All producers receive two weeks’ vacation with pay and either two weeks’ notice or severance pay for that period in event they are discharged. The majority of NBC Hollywood producers are combination men, doing writing as well as producing.

Jurisdiction over the group was turned over to Radio Writers Guild by American Federation of Radio Artists some time ago, but RWG gave permission for the producers to form their own independent organization. Robert Moss is president of RPGA.

CBS, Hollywood, recently signed an agreement with AFRA which calls for a minimum of $65 per week for senior producers.

AFRA Denies Ban

REPORTS circulated on the West Coast that AFRA is prohibiting Hollywood transcription and production units from continuing production pending final settlement of its transcription code are denied by executives of Los Angeles chapter. AFRA stated that all companies or individuals who so desire can make transcriptions and use AFRA members so long as they pay the prevailing scale of not less than $7.50 per side. AFRA it was said, has given several Hollywood transcription and production units protection against higher scale in the face of the contemplated code, but this is only for a limited time and a limited number of recordings. It is declared by AFRA executives that all companies can receive the same consideration by submitting a written schedule, setting forth the extent number of programs and the period in which they are to be completed.

AFRA Certified

NATIONAL Labor Relations Board on April 18 declared certification of American Federation of Radio Artists, Cincinnati local (AFL) as the sole collective bargaining agency of employees of WCPO, Cincinnati. The certification covers all employees appearing before the microphone professionally, but excludes “hillbillys”. The action was based on a collective bargaining election held March 15, resulting in a count of 8 to 3 in favor of the AFL union.
ON THE SANDBS OF TIME

We quote below WSM’s “Grand Ole Opry” as seen by the critical eyes of Time Magazine, The New York Times and the Nashville Times. “A program many plain folk in the South vastly prefer to Charlie McCarthy or Jack Benny”... “Simple folk music that has captivated the nation.”...

“A popularity not hoped for in the wildest dreams of its sponsors.”

For 15 consecutive years this show... the one...

the only... the original “Grand Ole Opry” has been turning millions of Southern people into millions of loyal WSM listeners. Dials stay tuned on WSM because the “Grand Ole Opry” has taught Southern people the WSM habit. May we suggest the wisdom of cashing in on this habit?

A letter or post card will bring complete information and case histories.

National Representatives
EDWARD PETRY & CO., INC.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM
PURELY PROGRAMS

MORE THAN 100 clients of Driad, a program conducted jointly by WERF and WEOA, Evansville, Ind., have joined in a nifty party recently celebrating the show's first anniversary. The program, created and conducted by Madge Dalinghaus, former classified advertising manager of a local newspaper, caters to small advertisers with limited budgets.

Commercial, with a minimum of 20 and a maximum of 50 words, are sold at a combination rate on the two stations on five quarter hour programs daily. Two announcers, in addition to Mrs. Dalinghaus, who is known as "Madge, the Diedad Girl", participate on the show. Which are set to rapid music and which occasionally introduce contests for small prizes such as theatre tickets. Starting with two quarter-hourly only one year ago, the programs have been so successful that the present schedule of five daily became necessary to accommodate advertisers' demands for "space" on the classified newspaper of the air.

What Do You Learn?

NEW children's quiz program, The School Book, has been launched on KROW, Oakland, Cal. The program m.c. asks questions on subjects taught grade school pupils, such as spelling, geography, history, literature and arithmetic. Points are awarded for correct answers, and prizes totaling $10 are given during each program. The program, released Fridays, at 4:30 p.m. (PST), originates in the station's San Francisco studios. Frank Alberti presides over the program as "Professor Ask-Em." The show is sponsored by the Parisea-Bakery Co., San Francisco.

For and Against

Built around letters sent in by radio fans, Likes & Dislikes is conducted Sunday evenings on WSGN, Birmingham, Ala., by Turner Jordan, radio editor of the Birmingham News. The program, an outgrowth of an agreement by Jordan with his readers to reprint their pro-and-con letters on radio fare, presents brickbats as well as bouquets for local and national features and artists. Each week two local radio figures, selected local stations' personnel, appear on the program and discuss with Jordan the mail he has received about them or their programs.

How to Market

TO ASSIST women in selecting fruits and vegetables CPCP, Montreal, has started a new daily program featuring Mrs. Marjorie White of the Montreal Wholesale Fruit & Vegetable Terminal each morning, and gives her talk from the auction room of the terminal in the presence of a capacity audience of wholesalers and retailers who are warned of the broadcast by the ringing of a bell. The program is sponsored by the Montreal Wholesale Fruit & Vegetable Trade.

BROADCASTING • Broadcast Advertising
California History
TO stimulate interest in California's romantic history, Your California recently was started on KSFO, San Francisco. The broadcast embodies actual visits to the communities mentioned in the series and the development of their historic background by means of dramatic interviews with the people who helped make their history. Tro Harper writes the continuity.

Hizzoner, the Mayor
NEw civic program, on KDYL, Salt Lake City, brings Mayor Ab Jenkins, noted racing driver and auto-safety exponent, to the microphone to discuss his stewardship of public affairs and to answer letters concerning municipal matters. Listeners are invited to submit questions on any phase of city government they would like the Mayor to answer.

Public Decorating
A NEW home participating program, Musicolour Clues, on CFRB, Toronto, permits the listening audience to participate in decorating a home, colors being identified by musical clues. Account was placed by J. J. Gibbons Ltd., Toronto, under the direction of Radio Centre, Toronto, for Lowe Bros. Co., Toronto, paint manufacturer.

For Window Box Fans
LISTENERS receive practical hints on window-box gardening and the care of cut flowers on the Garden Journal of the Air, twice-weekly program on WQXR, New York, conducted by Wilbert Newgold, authority on soilless gardening.

FIRST hobby horse race ever broadcast on KOA, Denver, was carried late in March on KOA's Who's in Denver Tonight, with Starr Yelland (left), KOA announcer, calling all his sportscasting talents to describe the novel contest from the lobby of Denver's Cosmopolitan Hotel. The event featured races between visiting chorines of Earl Carroll's Vanities and members of the Phillips 66 Oilers basketball team, appearing in the National AAU basketball tournament. The beauteous Vanities girls swept the field, winning the first four places. Here a group of the Carroll chorines are shown taking part in a special race among themselves.

High School Spellers
HIGH SCHOOL students are featured in a quiz show on KMOX, St. Louis, Words in the News. The program originates in the KMOX Playhouse and is piped to KMBC, Kansas City. Students define words read by Blair MacPhail, m.c., and receive prizes for correct definitions. Words are submitted by listeners.

Grocery Forfeits
CLAIMED as the first local quiz show designed exclusively for women, Question Market started April 9 on WRC, Washington. Conducted by Mary Mason, WRC-WMAL director of women's programs, the weekly half-hour presents six women contestants selected from the studio audience, each of whom is given an assortment of groceries as she takes her place at the microphone. Questions asked by interrogator Mason are graded by products in each contestant's bag of groceries. Wrong answers bring the forfeiture of some item. Contestant missing the fewest questions wins all the forfeited groceries.

For more information about KMOX, one of the six CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, Charlotte, N. C., San Francisco, Los Angeles.
THERE IS A BIG CHANGE IN THE LISTENER SINCE WE USE FIFTY GRAY COLUMN
HABIT

AND in Watts

BIA Programs

L.B. Wilson

WCKY
Third Degree

The FCC has just written a new chapter to a running story that might well be titled "Bureaucracy in Action." Its new application form for standard broadcast stations (covering also modifications of licenses of existing stations) marks a new high in what is viewed in some quarters as an all-front crusade to cramp business.

We cannot fathom the FCC's object in polishing 42 pages of questions, of which border on the impossible, ridiculous—and possibly unlawful—in the light of the Supreme Court opinion in the Sanders case which seems to have stripped it of authority over business and program operations. Right now we hazard the prediction that the new form, if enforced, will discourage new capital from entering radio and perhaps have the effect of "deadlocking" development. No one will protest the right of the licensing authority to ascertain the citizenship, financial responsibility, character and standing of new station applicants. The law requires that the FCC satisfy itself on these scores. Similarly, the FCC's apparent aim of eliminating unnecessary hearings is all to the good. But when it essays to eliminate all hearings, which appears its intent, and grant licenses or modifications on a sort of correspondence school basis (provided the applicant can pass the new I. Q. test) there is room for question.

To answer its multifarious questions would require a composite of Philadelphia lawyer, clairvoyant, genealogist, certified public accountant and engineer. Some of the questions are literally impossible to answer. Others are utterly improper on their face. All in all, it would take months for a group of men to get together and provide the requested data covering financial and personal matters only. Totally aside from questions relating to earnings of applicants during preceding years, litigation from traffic violations to divorce cases in which they may have been involved, relatives who may have been in receipt of charity, or the rector of the parish of their home, the application form is depressing.

In the Sanders case the Supreme Court said flatly that Congress gives the FCC no supervisory control of programs, business management or station policy. Yet the new form requests a complete breakdown of proposed service, both commercial and sustaining, together with percentages to be devoted to each. And beyond that it wants the names and full particulars about the citizenship, experience, salaries and duties of each of the station's personnel. It wants to know about all conversations concerning network affiliations, and about recorded programs to be broadcast.

How the FCC can reconcile this all-inclusive fishing spree with the Supreme Court opinion, or with its avowed policy of encouraging competition in broadcasting is beyond us. We thought the FCC, in the light of the Sanders case, would really become a super-traffice cop of the ether. Instead, the first shot out of the box following that ruling, it seems to strike at every phase of private industry operation which the court held was forbidden to it.

Pay as You Play

Any time now ASCAP will begin "conversations" with broadcasters on contract revisions for the right to perform its music beginning next January. Its transparent intent to shake down the industry with a Dr. Jekyll-Mr. Hyde formula already has been expounded profusely to broadcasters from every angle.

The determination of the strongest segments in the industry to stand behind Broadcast Music Inc. as the only ultimate salvation from ASCAP and kindred licensing groups likewise is established. Radio needs music—one of its basic raw materials—but music needs radio even more. Without radio performance, composer and publisher members of ASCAP will become relics of a forgotten past, and a new Tin Pan Alley, radio-affiliated, will thrive. This is realized only too well by ASCAP's composers, by band-leaders and by the whole realm of music which relies upon radio as its bread-line.

Sound and logical reasoning is all that is necessary. Realizing this, as well as the determination of the industry to stick together and fight it out, ASCAP cannot long continue its high-handedness. It proposes clearance at the source, but upon terms that are outrageous. Why should it not carry its proposals one step farther and deal on a "per-use" basis whereby stations, networks and even non-radio users pay as they play? A price denominator can be reached, and a method of apportioning the cost can be evolved. It is a sound business basis for which there is precedent in every industry. It would eliminate the onerous and virtually outlawed privilege tax. It makes sense.

ASCAP claims its music is so superior as to be indispensable; that it has the "artists" and the "creative genius". We concur that it has something radio wants. Thus, if it is so certain of its ground, it wouldn't even take a gambler's chance if it negotiated the "pay-as-you-play" formula, and set its price.

Day by day ASCAP is learning that BMI is not a mirage. Whether ASCAP deals or not there will be a radio-owned music reservoir; that much appears certain. Whether ASCAP music (or what may be left of it) is performed by radio after 1940 depends upon the willingness of that pool to deal in practicalities. Otherwise, it writes its own radio death warrant.

Consumer Control

As if industry were not beset with enough troubles, new consumer movements gain momentum whose more radical protagonists would make of American business a sort of reverse-order guinea pig, with advertising, without compensation, as the first-line target.

The fallacy of the philosophy espoused by certain elements in these pressure groups is only too well known to industry. Their prime movers are often of the same breed who brought on prohibition, and who have tried to get a toehold on demon-nicotine. And, as in all such movements, respectable elements, of sincere conviction, are somehow sucked in.

The Second Annual Institute for Consumer Education in Columbia, Mo. early this month is an apt illustration of the fusion of the wild-eyed and the rational but perhaps all-too-naive groups who feel that evils lurk everywhere in merchandising, retailing and advertising. Their "chamber of horrors" citations were trooped out to prove that the public is being mulcted by fraudulent advertising, overpriced merchandise and extravagant claims.

At the Columbia sessions, radio advertising was spared sharp criticism in contrast to the assaults on other media and on advertising generally. But the meeting is indicative of a trend which, if permitted to spread, can harass and even undermine the most legitimate merchandising and marketing methods. That such a campaign inevitably would depress business and increase unemployment apparently does not deter the reformers.

Radio is the most intimate of all advertising media. By and large it has been subjected to little public criticism of late because there has developed a warmth in the relationship of the medium and the public. The fact that the consumer groups are giving radio only a light once-over should not blind the industry to the ultimate goal of their more radical (usually most active) elements. Radio is doing a respectable job of keeping its commercials in line. It also should concentrate on the task of keeping its audience satisfied in the face of any possible offensive by any minority rallied under the consumer-movement banner.
FOUR YEARS ago Harold Robertson Carson reversed the slogan of a century ago which admonished young men to go West. Like a Wrong gale, his United Broadcast Sales swept into Canada's conservative and moneyminded East to change indirectly the complexion of the Dominion's broadcasting industry. His aggressive young men soon proved the rumors which for some years had circulated in Eastern Canada that broadcasting in Western Canada was of a different calibre from that of the staid East. And broadcasting has not been the same in eastern Canada since the arrival of Harold Carson, today president of All-Canada Radio Facilities Ltd., and his young men. Due consideration was paid Harold Carson for his achievements in the broadcasting industry when he was elected a director of the Canadian Association of Broadcasters at its recent convention in Montreal.

Harold Carson's move to Eastern Canada was a logical one in the sequence of events which have taken him up the ladder of Canadian radio. Like many others, he came into broadcasting as a sideline. He owned a wholesale automotive supply business in Lethbridge, Alberta. It is still in operation under his own name, though he has no connection with it now. He sold batteries and radio receivers as well as automotive supplies, and decided to push the sales of his batteries with radio advertising. That was in 1924. To do the job properly he bought the 15-watt station CJOC in Lethbridge, which was then on the air only a few hours daily. He rebuilt the station, put it on the air for longer periods, and the sales of his batteries, radios and automotive supplies increased.

Two years later he had bought an interest in another automotive supply house in Calgary, Paylor, Pearson & Carson Ltd., of which he is now president. He decided to apply the same principle of radio advertising to this line, and again bought into CJFC, Calgary. The next few years saw the addition of CJCA, Edmonton; CJAT, Trail, B.C., and CKCK, Regina, Sask. His interest in jobs in those newspaper-owned stations centered in their operation.

With a number of stations to operate, Carson found a new problem in the use of recordings and transmissions. Transcribed shows were needed to sell to the growing number of advertisers on his stations. If he could get the Western Canadian rights to transcribed shows, he could use them on his own stations, but also sell them to other stations. Thus he expanded to come a transcription sales office for such Hollywood producers as C. C. Pyle, C. P. MacGregor, Lou Winston, and H. L. Earnshaw.

The successful operation of the stations he was managing on a part-ownership basis came to the ears of the Manitoba Provincial Government, which for many years enjoyed a monopoly on broadcasting through its two Manitoba Government Telephone System stations, CKY, Winnipeg, and CKX, Brandon. Carson was asked to take over the commercial operation of the two stations, although he could not buy a share in their ownership. Until 1937 CKY was the most powerful station in Canada with 15,000 watts.

With this string of seven stations Carson found he could advantageously place national advertising on all his stations individually and as a group. If he could do that for these stations, why not for other stations in Western markets his stations did not touch? He had the shows to sell advertisers and he had his station-selling organization.

The next step was station representation. He came to Eastern Canada and merged his United Broadcast Sales with a somewhat similar organization known as All-Canada Radio Facilities Ltd., which was controlled by the radio division of the grain merchandising organization of James Richardson & Son, Winnipeg, at that time the largest in Canada. The resulting firm, now known as CFAC, was in operation in Calgary, 1933, and is now managed by the Radio Facilities, Toronto, Sask. The resultant All-Canada Radio

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C. R. (Duke) Richardson, manager of WDN, Danville, Ill., on April 15 spoke before the U. S. BROADCASTING Ass'n in Chicago, Illinois, on the subject of "The Independent Commercial Station." In preparation for his address, Mr. Richardson sent questionnaires to a number of station managers to get their views on station operation so that a complete picture, covering many ideas, could be presented to the assembly.

JIM VINCENT CERNER, formerly of WHK-WCLE, Cleveland, has joined WING, Dayton, in charge of promotion and merchandising.

LINCOLN DELLAR, manager of KSFO, San Francisco, recently was appointed to the freedom of speech division of the executive committee in charge of American Citizenship Week activities, to be observed April 29-May 5.

GORDON OWEN, for five years on the commercial staff of KSL, Salt Lake City, and more recently San Francisco manager of Walter Biddick Co., station representatives, has been appointed account executive on the CBS sales force in San Francisco.

GARD WALLACE has joined WTOL, Toledo, Ohio, as special account representative. He will concentrate on developing programs for food and cosmetics accounts.

A. S. RYERS, formerly of Tracy Locke-Dawson, New York, has joined KJMC, Beverly Hills, Cal., as chief account executive.

SAMUEL H. COOK, president of WFVL, Syracuse, has been elected president of the Syracuse Chamber of Commerce, the first radio executive to hold the post.

Lester Lindow, commercial manager of WCAE, Pittsburgh, has been appointed acting manager of WFIM, Indianapolis, taking a leave of absence from his Pittsburgh post.

MEET THE LADIES BROADCASTING

PHILADELPHIA "The Independent Commercial Station" will present Marcellus M. Murdock, general manager of KPBX and publisher of the Wichita Eagle, as named chairman of the Kansas Day Dinner Committee to be held May 1 at the Reed Hotel, Washington, during the national meeting of the U. S. Chamber of Commerce. He also has been selected by the Kansas Council to represent the State at the dinner meeting of the Chamber.

THOMAS B. CAMPBELL of the NBC station relations department and Jane Elizabeth Bigelow of Maplewood, N. J., have announced their engagement.

JACK COWDEN of the CBS sales promotion staff in New York, on April 5 left to become sales promotion director of KFSD, San Francisco, effective April 15.

LEO ROUDETTE, formerly of the WLS, Chicago, production staff, has joined WN, Dayton, Ill., as program director and head of the station's artist bureau.

GOMER BATH, assistant to the manager of WMBD, Peoria, Ill., on March 23 married Dorothy Maddox.

W. R. EDWARDS, vice president of the Hawaiian Broadcasting System (KGMB-KHBC), Honolulu and who went on a business trip to the Pacific Coast in April, in San Francisco he conferred with Lindsay Spight, Pacific Coast manager of John Blair Co., station reps and CBS and Mutual network officials.

GORDON CHAPPELLE, formerly with McCann-Erickson, San Francisco, recently was added to the sales force of KTB, Kansas City.

JOE RIES, education director of WLW, Cincinnati, was to leave April 15 for New York to take charge of Crosley activities at the World's Fair. He will manage the Crosley exhibit and act as narrator on the daily WLTW fair pickup, This Is the Fair.

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1
You buy 3 favorites in this package WRL - WGM - WFTC are 3 to 1 for listeners and listeners mean RESULTS!
Contact Gil Murray, Gen. Mgr., WRL, Raleigh, N. C., or Sears and Ayer - NEW YORK - CHICAGO

J. JAY O'BRIEN

J. JAY O'BRIEN, New York sportman and broker, and principal owner of WINO, W. Palm Beach, Fla., died at his Palm Beach home April 5 of a heart attack. Mr. O'Brien owned two-thirds of the stock in the station, control of which he acquired in 1937.

Meet the MIKE BROADCASTING

MEET THE MIKE

EUFFY BEYNON

ROLES in dramatic skits gave Effay Beynon her radio start on WROK, Rockford, Ill., in 1935. She left the station in 1937 to join the continuity staff of WJJJ, Chicago, returning to WROK a year later and receiving the title of continuity head and director of women's activities. She did her studying at Rockford College and Wisconsin U. in private life she is Mrs. William Conner.

Harry C. Wilder Jr.

HARRY C. WILDER JR., 21-year-old son of Col. Harry C. Wilder, president of WSYR, Syracuse, and owner of several other stations, was instantly killed April 8 in an auto accident near Melbourne, Fla. He had been vacationing with his grandfather, Mark S. Wilder, at Vero Beach and was returning from Melbourne shortly after 1 a.m. when his car crashed into a produce truck. He had attended Amherst College for two years. Besides his parents, he is survived by a sister, Nancy, and his grandfather. Funeral services were held April 11 in Syracuse.

Clarence H. Taubel

CLARENCE H. TAUBEL, 48, pioneer in Philadelphia broadcasting, died March 29 at his home after a long illness. A keen radio enthusiast while a real estate operator, he acquired WPEN and WRAX, a foreign-language station later merged with WPEN, which he sold several years ago to the late John Ireland and which is now owned by Arde Bulova. He was forced to give up his activities because of illness shortly after purchasing the stations. He is survived by his wife, daughter and his mother and father. Funeral services were held April 1 in Philadelphia.

JOE LAVERNE

JOE LAVERNE, of WBBM, Chicago, has been named to manage the Network operation of the station.

THOMAS W. WILSON

THOMAS W. WILSON, former station manager of WWNC, Charlotte, N. C., is now manager of WWNC, Philadelphia, as well as vice-president in charge of sales.

JACK SLOCUM

JACK SLOCUM, of the CBS sports staff, is assisting Mel Allen on this year's broadcasts of the Giant and Yankee home games on WABC, New York, sponsored by Camel cigarettes.
GRAVY, very real, was sent in bottles to Canadian agencies by Fin Hollinger, commercial director of CJLS, Yarmouth, Nova Scotia, who filled the bottles personally with "a sample of what CJLS means to any advertiser reaching out for maritime sales".

WILLIAM ADAMS, formerly director of public relations for the California State Chamber of Commerce, has joined the special events department of KBSF, San Francisco.

LARRY PAYNE, program director of WTOL, Toledo, O., is the father of a girl born April 2.

MARSHALL DANE, formerly of WIP, Philadelphia, and WBAL, Baltimore, on April 1 joined the announcing staff of WOR, Newark.

JOHN LAGEMANN of Ben Sonnenberg's public relations office, New York, and formerly of CBS, is writing continuity for The Telephone Hour, institutional Bell Telephone System program which starts April 20 on NBC Red.

CHICK VINCENT, CBS director of the Life Can Be Beautiful series, sponsored by Procter & Gamble Co. on March 27 became the father of a boy.

CHARLES JONES, continuity editor of KOY, Phoenix, has resigned to join KTMS, Santa Barbara, Calif., in a similar capacity. Ashley Simms, formerly on the KOY announcing staff, replaces Jones, with Jimmy Hayes as his assistant. Dan Dubberly, formerly of KLO, Ogden, Utah, has joined KOY as an assistant.

EDDIE RUBIN, for eight years in the publicity department, has been appointed radio contact editor of RKO Radio Pictures Inc., Hollywood.

JIMMY FIDLER, Hollywood film commentator, sponsored five times weekly on 48 CBS stations by Procter & Gamble Co. (Dreft), is disbashing his radio staff of five until next fall when he resumes broadcasting under new sponsorship. His contract with F. & G. expires April 23.

FRANCES SCULLY, NBC Hollywood fashion editor, with Joy Storm, announcer, assisting, has started a weekly quarter-hour NBC-Pacific Blue Milk network commentary program, Spreading of Glamour.

LEONARD VANDERSON, business manager of Benny Goodman, and Martha Tilson, Hollywood radio singer, were married March 31 in Glendale, Cal.

EDDIE PAUL, Hollywood conductor of the weekly NBC Rudy Vallee Hour, sponsored by National Dairy Products Corp., has been selected by Scientific Films, that city, to score and conduct music for all its short features.

MAURIE WEBSTER, CBS Hollywood announcer, and Judith Russell will be married April 18 in Los Angeles.

ALAN SCOTT, news commentator of WCAU, Philadelphia, has resigned effective April 29. Scott was also director of public relations of the station.

CLARENCE MOORE, KOA, Denver, program director, represented radio as a panel member in the Rocky Mountain Regional Study Conference held in that city April 12-13 under auspices of the Progressive Educational Foundation.

JACK WOLEVER of the production staff of KTHS, Hot Springs, Ark., has joined the new KWPC, Hot Springs, as program director. The station, managed and half-owned by Howard Shuman, will start operating about June 1.

STUART HANNON, formerly production manager of KFFY, Spokane, Wash., has joined the announcing staff of KOI-KALE, Portland, Ore.

BRO KЛИМЕНТ, stotcast of WDBB, Buffalo, N. Y., has joined the exhibitions department of the Buffalo Bills International League baseball club.

JACK LЕLLMAN, formerly of WXYZ, Detroit, has joined the announcing staff of KDAL, Duluth.

DICK NOLBE, announcer of WIBC, Indianapolis, is the father of a boy born late in March.

CARL WEININGER, for the last five years on the music staff of KOA, Denver, has resigned and moved to Hollywood, where he plans to enter motion picture work.

HENRY FISHER, program director of WVTZ, Topeka, Kan., is the father of a girl born March 17.

RAMONA BEGERE, formerly KFA, Minneapolis, writer-producer and commentator, has joined Homer Griffith Productions, Hollywood, as writer-producer.

CONRAD NAGEL, Hollywood director of the CBS Silver Theatre, sponsored by International Silver, has been signed for a feature part in the forthcoming Paramount film, "I Want a Divorce!"

TOM MOORE, new announcer of WBBM-CBS, Chicago, is replacing Tom Bartlett on the Missus Goes to Market and Meet the Missus shows while Bartlett vacations in Mexico for three weeks.

TOB TORLAND, formerly of KVI, Tacoma, has joined the announcing staff of KOA, Denver.

RAY HUNT, formerly of the KMOX, St. Louis announcing staff, has joined WMBD, Peoria.

DON GORDON, announcer of WBBM-CBS, Chicago, is back at his desk following an illness due to an attack of quinsy.

HURLEY GREEN, formerly of WDZ, Topeka, Ill., has joined the entertainment staff of WDAN, Danville, Ill.

JACK BRICKHOUSE, for six years sports editor of WMBD, Peoria, is to join the WGN, Chicago, sports staff April 15.

STAN THOMPSON, assistant program director of WBBM, Chicago, has returned to his desk following a twomonth illness. Bob Cunnigham, who filled for Thompson during that period, will remain as his assistant.

HARRY RIDGLEY, formerly a freelance performer who has appeared on a number of MBS productions, has joined WDAN, Danville, Ill., as full-time announcer.

WALTER KELI, formerly of the Orlando (Fla.) Morning Sentinel, has joined KICA, Clovis, N. M., as news editor. Fay Elinson, of WIBW, Topeka, and J. D. Embanks, of KGGM, Albuquerque, have joined the KICA announcing staff.

JOE CONNELLY, in charge of publicity at WFL, Philadelphia, for five years, resigned April 13 to join WCAU, Philadelphia, in charge of special events and sales promotion.

HOWARD GRAHAM, President and General Manager of the Howard Graham Company, Inc., Home Furnishers, Memphis, says, "Radio advertising has made my business. WMC deserves full credit for a wonderful job of results produced."

Imagine it: Nine years of radio advertising over one station exclusively. During this time, Howard Graham's program over WMC constituted approximately 50% of his entire advertising budget. Each year the business has increased.

Here is a story that bears repeating here and now—WMC has paid for itself!

THE CURRENT HOWARD GRAHAM radio show features a board of experts comprising leading Memphis personalities, who answer questions submitted by the radio audience. Vouchers for merchandise are presented for each question used. The voucher is doubled when the expert is stumped.

HOWARD GRAHAM 9 YEARS OF CONSECUTIVE PROGRAM ADVERTISING OVER WMC, EXCLUSIVELY!

MEMPHIS 9,000 WATTS MEMPHIS WMC NRC RED NETWORK OWNED AND OPERATED BY THE COMMERCIAL APPEAL "The South's Greatest Newspaper" NATIONAL REPRESENTATIVE: THE BRANHAM CO.

5,000 WATTS DAY 1,000 WATTS NIGHT MEMPHIS NBC Red Network

MEMBER OF SOUTHERN CENTRAL QUALITY NETWORK WMC—MEMPHIS KARK—LITTLE ROCK

KWWK-KTBS—SHREVEPORT WSMB—NEW ORLEANS
Show Goes On

NO RADIO technician is Ed Allen, announcer of WGN, Chicago, but he has worked on remotes so often that he can handle any phase. The other night he was to announce a program of dance music being picked up for MBS. When sign-on time came, no engineer showed up. Allen took over the control board and handled not only the announcing but the engineering stint for 15 minutes until the engineer who had been unavoidably detained, put in an appearance.

ROB LYLE, son of Robert Finch, St. Louis Cardinal’s vice-president, will aid France Lauz in play-by-play broadcasts on KMOX from Sportman’s Park. He joined KMOX six months ago after five years of sports announcing in Texas and St. Louis.

KEN HIGGINS, formerly writer-producer of the old KEHE, Los Angeles, has joined KFIL-KECA, that city, as announcer.

JAMES COSTELLO, formerly of the MBS program department, has joined the MBS publicity department where he will start a new educational bulletin service for schools and educational organizations, under direction of Lester Gottlieb, MBS publicity director.

BILL ACKERMAN, noted Cleveland sportsman and editor of the Sportsmen’s Guide, is conducting a weekly quarter-hour program on MBS to give listeners up-to-the-minute data on fishing and hunting.

JOHN RIDER, Hollywood writer, has joined the Hollywood staff of McGee & Albright, to do research into historical studies for the NBC Rural Fables Show, sponsored by National Dairy Products Corp. (Sealtest). The weekly program will be shifted to New York in June for two months or more.

HOW to win votes and influence constituents, says Dale Carnegie, right, who is publicity exploder, is to sell via microphone.

The man who is going to be elected President of the Radio Advertising Bureau, on KFJF, Grand Forks, N. D., is the man who is the best salesman in front of the microphone. Daltion Le Maurer, KFJF general manager, interviewed the personality king on the Home Town Reporter, of Regan Bakers, Minneapolis.

JOHN WALD and Don Forbes, Hollywood correspondents on the NBC Pacific Red network program, Richfield Reporter, sponsored by Richfield Oil Co., Los Angeles, have been named honorary lieutenant governors of Arizona by Gov. Robert Jones. Wald and Forbes became lieutenant-governors No. 3 and 4. The other two are Oison and Johnson, stars of “Heltapoppin”, who took office when they were featured on an NBC network program from Hollywood.

BRUCE HAMILTON CHICK has re-joined CKLW, Windsor, Ont., as announcer.

DEAN MADDUX, free-lance m. and c. and baseball broadcaster on KROW, Oakland, Calif., has been signed by Supreme Pictures in Hollywood to appear in a series of western films.

LEW CROSBY, Hollywood announcer, has been assigned to the new Don Ameche Show which started April 8 on 60 NBC-Red stations under sponsorship of P. Lorillard Co. (Old Gold cigarettes). Crosby recently announced the NBC Hollywood Playhouse series, sponsored by Andrew Jergens Co. (Woodbury soaps).

FELIX MILLS, Hollywood musical director of the CBS Silver Theatre, has signed with International Silver Co. (silverware), has taken on a similar assignment for the NBC Hollywood Playhouse series, sponsored by Andrew Jergens Co. (Woodbury soaps). He succeeds Harry Smolinski, who resigned that post to become musical director of Decca, New York.

PHIL MACMURRAY, who has been handling KHJ, Los Angeles, dance remotes, has joined the staff as a full-time announcer. He succeeds Billy Drover, who was on leave-of-absence due to ill health.

Eddie Beloin, Hollywood writer on the NBC Jack Benny Show, sponsored by General Foods Corp., and Lynn Hayden have announced their engagement. They are to be married in late May.

ED ABBOTT, newly-appointed production supervisor of KSL, Salt Lake City, was in Hollywood during early April for conferences with Charles Vauda, CBS western division program director and the program and production technique.

BETTY CARTER, in the office of Jennings Pierce, education and agricultural director for NBC on the coast, recently revealed that she had been married secretly over two years ago to Edward Arthur Gerhardt.

PAUL BEELER, who was timekeeper for the historic Dempsey-Tunney championship fight, is over a member of the sports department at KROY, Sacramento, Calif. Recently he was invited to appear in the CBS feature, “I Was There”, produced from Hollywood.
KNX CONTINUES ITS LEAD IN FIRST PLACE MENTIONS*

Today...as for the past three years...KNX delivers the largest habitual audience in Southern California.

You receive a more active, more profitable response...wherever, in Southern California, you do your selling.

That's why advertisers...advertisers who are free to choose any Los Angeles Station regardless of network affiliation...have placed more national and local spot business on KNX than on any other Los Angeles network station—for the past thirty-nine consecutive months!

They are getting the pick of sales in this billion dollar market, just as you can, with...

KnX
LOS ANGELES, 50,000 WATTS
COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
Represented By Radio Sales: New York, Chicago, Detroit, Charlotte, N. C., Los Angeles, San Francisco
Radio raises $267,679 for Opera of the $750,708 raised in the Metropolitan Opera campaign, $267,679 has come from the radio audience in response to the appeals broadcast by the radio committee during the intermissions of the Saturday afternoon opera broadcasts on NBC. The radio appeals were terminated April 13.

WALTER B. HAASE, program manager and secretary of WDRC, Hartford, Conn., has scheduled a series of talks on frequency modulation during latter April. He will speak to the Hartford Engineer's Club April 18 and to the Civitan Club April 20. WDRC operates WLFW, first FM station in Connecticut.

OPERATING schedule of WIXOR, New York, FM station of WOR, on April 4 was stepped up to 15 hours a day, from 9 a.m. to midnight. Increase followed "many requests commending the noise-free, high-quality type of reception now being offered by WIXOR," the station reports.

Decision on FM Delayed

(Continued from page 28)

be called to work out this phase. Whether the FCC will find it possible to take deliberate action in connection with FM, however, remains a question. Aside from public sentiment, reflected in the reports, there are many members of Congress who have become acquainted with FM and are making inquiries about it. As a matter of fact, FM reception has been demonstrated in Washington to more than 30 members or both sides of Congress, all of whom are reported to have expressed deep interest, particularly since it indicates licensing possibilities for a multiplicity of stations all over the country.

In reflecting on the hearings, which ran from March 18 to 28 [Broadcasting April 1], observers at the FCC and those outside it, have pointed out that while evidence was voluminous, a well-rounded plan for nationwide FM broadcasting was not presented to the Commission. Additional evidence was placed in the Commission's hands by participants, in briefs scheduled for filing April 15. If, after analyzing these, the FCC decides, in conjunction with the testimony itself, the Commission feels it not necessary to hold additional data, it will decide to conduct studies of its own or call upon participants to supply additional data.

The 'Limited' Problem

The determination of FM Broadcasters Inc. to plump for full commercial status was motivated to some extent by the experience of television proponents under the "limited commercial" rules governing introduction of the industry that have originally tentatively scheduled to become effective Sept. 1. It was thought that if the industry were acquired to such a semi-commercial status, the current incident precipitated by the FCC's suspension of rules and hailing RCA to the carpet would not have developed. Moreover, the recent Supreme Court decision in the Sanders case bars the FCC from restricting commercial service, if FM moves out of the experimental classification.

The testimony was given at the hearings that setting up of FM networks, using ultra-high frequency relays with automatic unattended repeaters, is technically feasible, the telephone industry apparently does not regard this as a realistic threat to the use of wires for program service at this stage. It was said there are technical obstacles in the path of immediate establishment of radio relay systems. FM broadcasting thereupon, was pointed out as the type of radio relays contemplated, as covered by the hearings, would force all FM network outlets to carry the identical chain program of the originating station, with no way of breaking in for local programs. In other words, it would be an automatic network operation.

Aside from technical considerations, the policy question of who will own or operate such FM network radio systems confronts the FCC. Within the industry there has been talk of setting up a mutual company, in which affiliated stations participate in cost, maintenance and operation.

On the basis of preliminary digesting of the FM record, it was apparent the Commission has virtually conceded until modulation should not be continued in the ultra-high frequency spectrum. The superiority of FM broadcasting over both narrow-band or the Armstrong wideband system, was readily admitted by virtually all witnesses. Moreover, it appears to be generally accepted that FM stations are simply providing supplemental service to the present broadcast band for a number of years and that for rural coverage, in view of FM's lack of secondary signal, clear channel stations in the standard broadcast band must be retained. On that basis, it was thought the development would consist of a gradual transition to FM of regional stations, if the listening public discards present receivers for FM types or for combination AM and FM receivers.

ASCAP Assesses Nominal FM Fee

Rate of $1 for 1940 Leveled On Operations of Stations

FM broadcast stations will be required to pay ASCAP for the right to perform ASCAP music at the nominal legal consideration of $1 for the balance of the current license. As regular commercial operation begins, when the current ASCAP scale of 5% of the gross will be assumed, according to Fred K. Damm, ASCAP general manager.

In a letter to Walter J. Damm, managing director of WTMJ, Milwaukee, and a member of the FM Broadcasters board, Mr. Damm confirmed a telephone conversation of that day with Mr. Damm regarding the arrangement.

Highly Experimental

Mr. Paine stated:

"We recognize that the performance of our works by means of broadcasting over this newly-developed method is still highly experimental, and therefore we will extend the license on the customary nominal legal consideration of $1 per year with the understanding that if during the period of the license hereinafter set forth, commercial broadcasting stations should be made by the stations employing this new method, the payments will be made to ASCAP for such commercial broadcasts in accordance with the terms of the agreement now existing between the ASCAP and the radio companies or stations carrying on the new broadcasting operation.

"Should any person, firm or corporation be given a license to broadcast on the FM band that does not at the present time operate a broadcasting station licensed by the Society, such license or corporation will also be extended by us the privilege of using our repertoire at the $1 nominal fee, and if such person, firm or corporation should, during the period of the understanding with commercial station, may have the right to do so upon paying ASCAP the fees currently applicable to commercial broadcasting.

"This understanding and agreement to remain in effect until Dec. 1, 1940.

"I understand that you desire such an arrangement for your own station and that you would like to have the privilege of notifying others in the FM group of this proposal on the part of the Society, and I would assure you that this letter will constitute the license for your station and also an authority to you to make the same offer to all others now licensed by the FCC to operate FM broadcasting stations."
"We know that KLZ advertising played an important part in our business-building program."

C. W. Haviland
Sales Manager
Western Division

SOUPERIOR SELLING for CAMPBELL

KLZ participated in a recent Campbell Soup city-wide drive for sales among Denver independent retailers and chain stores that proved a sensation the country over. Quoting Campbell’s western division sales manager, “Business has been romping ahead splendidly during the past year and this recent campaign naturally stimulated sales substantially in the Denver area.”

Campbell’s sales in the KLZ market show a truly remarkable increase over the previous year. (Sorry, but we are not permitted to release actual figures.) They spell SOUPERior selling on the part of KLZ. For Campbell Soups are exploited exclusively over CBS... and KLZ... in the Denver territory.

KLZ’s superior selling results from its flair for superior showmanship, its ability to create a superior attentiveness and loyalty among listeners, its record for superior co-operation with sponsors.

KLZ puts on a daily parade of superior sales successes that make an indelible impression on dealers and jobbers. It has a power to present local merchants with a vivid picture of moving merchandise every day. That’s why KLZ carries more locally sponsored quarter-hours than any other station in the Denver-Rocky Mountain area.

KLZ
Denver

CBS Affiliate — 560 Kilocycles

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City — Represented by The Katz Agency, Inc.
METAL RECTIFIERS

OPERATING ADVANTAGES

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

Front view of power amplifier center cubicle showing bias rectifier and transformer unit at bottom.

Westinghouse
give these advantages in the new
Westinghouse 50 kw Transmitter

- Surge-proof. - Withstand heavy overloads for short periods. - Require no complicated relaying.
- Can be connected to power circuit instantly without time for heating up. - Have unlimited life.

These rectifier units are newly developed for radio application by Westinghouse—pioneer in commercial broadcasting. They are highly efficient, super-reliable. They are used throughout—except for main high voltage rectifier. Bias rectifiers for speech, the input stages, power amplifier and modulator, as well as plate rectifiers for the exciter unit are all of this type.

From this and other sweeping improvements have come the new compactness, over-all efficiency, modern streamlined appearance, and similar advantages which make the Westinghouse Type HG transmitter distinctive.

A new circuit principle, developed by Westinghouse, results in an efficiency of 80% in the power amplifier alone—more than twice the plate efficiency of conventional circuits and at least 20% ahead of other equipment now available.

Your nearest Westinghouse office can give you complete details covering the operating advantages listed at the left.

* * *

Tune in Thursday nights to “Musical Americana,” with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir...N.B.C. Blue Network...8 P.M., E.S.T.

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

Broadcast Equipment
He's thinking that guy in the orchestra pit takes up too much room. He's thinking he needs a better pair of opera glasses. He's thinking women's hats are superfluous. Well... he's thinking.

And what's he thinking when he reads

**BROADCASTING?** He's thinking radio.

BROADCASTING means radio advertising. It's 100% radio all the time—nothing but radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. Doesn't logic say BROADCASTING?
HOW'S YOUR 'RITHMETIC?

$40 \div 1012 = ?

The answer to the problem above is .03\% cents—let's call it four—that's the cost-per-inquiry of a one-time offer, March 12, 1940, on KDKA's Shopping Circle.

*9-9:15 A.M.

Save your pencil...we've already figured 3 MORE examples of

KDKA's LOW COST PER INQUIRY
service to advertisers

- On the KDKA Home Forum, February 20, 1940, a seed advertiser—940 inquiries from a ONE-TIME offer. Cost—7¢ each. *3-3:30 P.M.

- KDKA's Uncle Russ program—special premium offer—March 15, 1940. 950 replies; cost less than 6¢ each. *7:45-8 A.M.

- ONE-TIME offer on KDKA's Sportsmen's Program. A booklet—2160 replies—inquiry cost; less than 12¢ each. *7:30-7:45 P.M.

*Note the times—KDKA produces right around the clock. Take time, any time, on KDKA and give your or your clients' product its share of this inquiry-producing-power!

The Only Master Key To The Master Market

Wings 23-Hour Series

BROWN & WILLIAMSON TOBACCO CORP., Louisville (Wings), through Russell M. Seeds Co., Chicago, on April 6 started for 52 weeks, a weekly 23-hour program titled Wings Saturday Night Party, on 28 Don Lee Network stations, Saturday 9:15-12 p.m. (PST). Program features quizzes, jingle contests, birthday salutes, comedy, recorded music and chatter, with Stewart Wilson and James Burton alternating as mc.

DONNING gloves and assuming stances, Professors Robert Ehrman (right), program director of WRTD, Richmond, Va., and Assistant Prof. Ken Allyn, staff announcer, fight it out to determine whether girls or boys spell the best. The gag shot was taken just before final matches in the 1940 spelling bee held late in March by WRTD. The series was presented in cooperation with the local school board, and certificates of merit were presented winners by Forbes H. Norris, assistant superintendent of schools. The programs, broadcast each Thursday night at 8:30 throughout the series, with an hour program for the finals, were conducted by Professors Ehrman and Allyn.

Camel's Pearce Plans

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on May 3 starts for 52 weeks Al Pearce & His Gang on 80 CBS stations, Fridays, 7:30-8 p.m. (EDT), with West Coast repeat, 5:50-6:00 p.m. (PST). Besides Pearce, the weekly half-hour program will include Arlene Harris and Blanche Stewart, comedienne; Artie Auerbach, comedian, and guest talent. Marie and Her Merry Men, quartette, will handle the vocals. Carl Hoff will have the orchestra. Wm. Esty & Co., New York, will represent the agency on the show. Al Pearce & His Gang were formerly sponsored on CBS by Hawaiian Pineapple Co. (Dole products), which terminated that contract after 26 weeks on April 3. He is using the same talent on the new series.

Seed Firm Testing

NATIONAL SEED & BULB Co., New York, on April 10 started a spring and summer campaign for its seed and bulb packages using 21 spot announcements weekly on WMOB, Mobile; WFMD, Frederick, Md.; WSAV, Savannah; WDEV, Waterbury, Vt.; and WSAN, Allen-town. These markets will be used on a test basis and a large list of stations will be added later, according to Norman Weil, New York, agency recently appointed to handle the account.

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The Only Master Key To The Master Market

Represented Nationally by SPOT Sales Offices

NEW YORK CHICAGO DETROIT SAN FRANCISCO HOLLYWOOD BOSTON PITTSBURGH

BROADCASTING • Broadcast Advertising

April 15, 1940 • Page 59
WHETSTONE (Ky.)
WON'T SHARPEN YOUR SALES!

Movement of merchandise is pretty dull in Whetstone (Ky.). Folks down there—and in hundreds of other Kentucky hamlets—just aren't what you'd call "able-to-buy."... Fact is, the bulk of the people who do most of the buying in the whole of Kentucky is concentrated in the Louisville Trading Area. (Actually, the WAVE listening area contains 21,502 income tax payers, representing about 11,532 for all the remaining counties in Kentucky!)... WAVE gives you complete coverage of this rich market at lowest cost! The facts prove it—and you'll find the facts in our Data Book. Ask for a copy.

Time Sales in March and First Quarter By Major Networks Break All Records

BEST March and best quarter in network history, from the standpoint of time sales, are reported by the coast-to-coast networks. Combined gross time sales of NBC, CBS and MBS for March were $8,208,227, a gain of 10.9% over the $7,405,512 figure for March, 1939. For the first quarter of 1940, time sales totaled $24,307,570, up 15.9% from the total of $20,935,389 for the same period of last year. Usually a better month than January, March this year fell slightly behind in gross time billings because of the vagaries of the calendar which this year allotted to March five Saturdays and Sundays, leaving it with two less weekdays, when network income is greatest, than occurred in January.

NBO's total income for the month from time sales was $4,304,344, a 3.2% rise above the March 1939 figure of $4,170,852. For the January-March quarter, NBC totaled $10,061,816, up 7.4% from the $9,358,447 in 1939's first quarter. Individually, for the January-March quarter period for the NBC, CBS and MBS gross time sales for the January-March period totaled $10,061,816, a 6.1% increase over last year's $9,484,411 for the quarter. White Blue time rose to $2,779,820, a rise of 12.6% over 1939's $2,449,036.

For the NBC gross time sales were $10,419,743, which is 28% more than in the same time period for 1939's total $8,211,141. Mutual showed a 16.8% rise over the quarter, with $1,046,585 as compared with $889,659 in 1939.

Gross Monthly Time Sales

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<th>Network</th>
<th>% of Gain</th>
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<tr>
<td>NBC-Red</td>
<td>10.9%</td>
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<tr>
<td>NBC-Blue</td>
<td>15.9%</td>
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<tr>
<td>CBS</td>
<td>10.9%</td>
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Guarding of Air Freedom Urged at Bar Roundtable

PROTECTION of air and press freedom were advocated April 6 at a roundtable discussion of court reporting held in New York under auspices of the American Bar Assn. Spokesmen for radio and press participated. Neville Miller, NAB president, representing radio.

Mr. Miller said radio should enjoy the same freedom as the press and suggested that use of microphones in court be left to the sole discretion of the judge since most trials do not protect the suit. Radio material, William Allen White, editor of the Emporia (Kan.) Gazette, speaker for freedom of press, radio, movies and other agencies that form public opinion. Raymer T. McGlashan, owner of WAVE, has "not shown a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting within the purview of Section 44.02 (1)." Mr. McGlashan holds licenses for WEXK, operating on 2535 mc. with 1,000 watts, and WEXRE, operating on 423, 1163.5 and 350 mc. with 500 watts each, licensed experimentally and both using amplitude modulation. His regular broadcast service is licensed for a new low to 1200 kc., is not affected by the action.

"The applicant," said the Commission, "has not shown that substantial data will be taken on the propagation characteristics of the frequency involved on noise levels; on the field intensity necessary to render good broadcast service; and on antenna design and characteristics with respect to propagation within the purview of Section 44.02 (2)." The supplemental reports filed by the applicant are not adequate within the purview of Section 44.07."

The Commission's action is interpreted as indicating a tightening up of experimental license requirements generally, particularly with respect to high frequency broadcasting, in which chief attention in recent weeks has been focused on the PM method.

WHEN Jay Gould, The Old Song-smith of WOWO - WGL, Fort Wayne, Ind., spoke disparagingly about the sales department recently, he made the mistake of remarking that "if you bring in a contract for my Safety Swap Shop program, I'll eat it." Which is exactly what he's doing here, with salt and pepper, after Salesmen Paul Mills sold Safety Swap Shop on WGL to Holsum Bakery. The program features super-eater Gould and children from 111 Allen County schools, exchanging safety experiences, slogans and songs.

Tightening Up of High Frequency Requirements Seen in Action of FCC

WITH scores of applications on hand for new frequency broadcasting stations, almost all now asking for authority to operate with frequency modulation, the FCC on April 5 announced its first proposed denial of renewals of two high frequency broadcast licenses. In proposed findings of fact, subject to routine final approval after the usual 20 days allowed for filing exceptions, the Commission held that Ben S. McGlashan, owner of KGFJ, Los Angeles, has "not shown a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting within the purview of Section 44.02 (1)."

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Fertilizer Dawn Test

PACIFIC GUANO & Fertilizer Co., Oakland, Cal., recently started a spot announcement campaign on two stations, KOMO in San Francisco and KMJ, Fresno, in a one-month test. It purchased a participation in KSFQ's recently inaugurated Farm Journal between 5:30-6:30 a.m., the first attempt in the San Francisco area to merchandise a product through such an early morning program. Agency is Tomashche-Elliot, Oakland.

VETERAN WIRELESS Operators Assn., in conjunction with its recent 150th anniversary dinner service, published in its 1940 Yearbook containing data on the association and its awards along with pictures of its officers and award winners.

Page 60 • April 15, 1940
Check this important list of NBC Recorded Programs. They’re designed to "Air" Condition the buying enthusiasms of larger summer audiences. These expertly produced programs of proved popularity are available in one or more markets—at very economical cost. So look over the line-up and pick the one that will fit into your working plans for building bigger summer business.

- **THE LONE RANGER**
  One of the best known, most successful radio features ever developed. Captures tremendous audiences of young and old. A real money-maker now presented on more than 130 stations, in live or transcribed form. Over 276 half-hour programs available in the recorded series—together with an elaborate array of merchandising aids.

- **CARSON ROBISON AND HIS BUCKAROOS**
  Top-notch entertainment for every member of the family, with ten-year record of successful selling on the networks. Carson Robison’s songs and stories have a genuine flavor of life on the Western plains. Picturesque music, colorful yarns by a quartet that has sold refrigerators, shaving cream, soap, food and drug products, and many others. 115 fifteen-minute episodes available.

- **SECRET AGENT K-7 RETURNS**
  Thrilling exploits on land, at sea and in the air. Gripping, timely entertainment for youngsters and adults. Successfully used by local and regional advertisers for a wide variety of merchandising, including dairy products, candy, shoes, typewriters, tobacco, electric appliances, etc. 78 quarter-hour episodes—each a complete story.

- **HEART THROBS OF THE HILLS**
  Authentic dramatizations of famous ballads and folklore of the Southern mountain folk, rich in romantic and sentimental interest. Musical background by authentic mountain singers in traditional and well-loved songs. Entertainment value solidly established. 52 quarter-hour programs available.

- **NBC THESAURUS**
  Provides the finest "name" talent—hands, vocal and instrumental soloists, symphony orchestra and singing groups—all with ready-built audiences. 20 program series with varied product application, ready to include your own commercials. Available through 218 stations in leading markets in United States, Canada and foreign countries.

These are only a few programs from the extensive list of Syndicated Recorded material prepared by NBC. Clip this page and send in for complete, detailed information.
New License Forms of FCC Throw Industry Into Quandry

42-Page Document Invades Private Lives of Applicants; May Discourage New Stations

A NEW regulatory quandary for the broadcasting industry was pro-
voked by the FCC April 1 with the release of its revised application form covering standard broadcast stations, which stiffens require-
ments to the point where many at-
torneys feel it is practically impos-
sible to provide all of the data re-
quired.

Apparently in line with the new FCC philosophy of avoiding hear-
ings on applications and of ferreting out all necessary data in ad-

The consensus among lawyers in Washington was that in the case of a corporation in which several stockholders are involved, it would take weeks and possibly months to gather the information required in the new form. Moreover, it is felt many businessmen would forego participation in applications for new stations rather than reveal all the personal and other data required. Chairman James Lawrence Fly is understood to have inks for the new form.

The new form is the result of studies by the FCC Rules Commit-
tee, made up of department heads over a period of months, and ap-
proved by the FCC itself in latter March. It was clearly indicated that the effort is to obviate the ne-
cessity of holding hearing on appli-
cations for new stations, wherever possible, by obtaining fullest po-
sible disclosures in the application itself.

The WCOL Grant

The appearance of the new form coincided with a decision of the FCC granting WCOL, Columbus, a change in frequency from 1210 to 1200 kc., in the face of opposition of WCPG, Cincinnati, operating on 1200 kc., which protested electrical interference and a consequent loss in coverage. The FCC denied the WCPG petition for rehearing, hold-
ing that it was not necessary to have hearings, and that stations are not guaranteed under the law that they can serve any particular portion of the listening public. In this case, likely to be fully litigated, the FCC for the first time reached such a con-
clusion involving interferences without holding a hearing, claim-
ing that it had procured all of the detailed facts in the pleadings or in 
effect by correspondence. This was seen as moving in the direc-
tion of cutting down on hearings.

The new application form, in addition to the technical aspects, which are consid-
erably more detailed than in the past, contains entirely new sections relating to financial, network and other aspects of the applicant's pro-
posed operations. All past business associates of applicants must be set out in detail. Under a corporate setup, if there are not more than 100 stockholders, the application must show the name, address, legal residence and citizenship of each, together with stockholdings. If more than 100 stockholders are in-
volved, the detailed information is required only in respect to persons owning or controlling 10% or more of the stock.

Full 'Disclosures' Demanded

Then the application seeks inform-

ation on whether any applicant, partner, member, officer, director or princi-
pal stockholder has been found guilty of any felony or other crime in-
volving moral turpitude, bankruptcy proceedings, any Fed-
eral suit involving monopolizing or an attempt to monopolize radio com-
munication or apparatus, and finally "any suit or proceeding of any character." The latter was viewed as including traffic violations, infrac-
tions of city ordinances, divorce proceedings, small claims litigation over title to property, and as a mat-
ter of fact the entire scope of liti-
gation.

A portion of the form relating to financial qualification and plans for financing of the station is processed with the warning that "full and complete disclosure" is necessary, including all legal docu-
ments, express or implied, whether in existence or contemplated, a de-
scription of all conditions, discus-

(Continued on page 64)
Results!

Write for 15 other outstanding success stories

WEBSTER THOMAS COMPANY
WHOLESALE GROCERS
MANUFACTURERS OF
BAKERS', CONFECTIONERS AND SODA FOUNTAIN SUPPLIES
287 STATE STREET BOSTON, MASS.

March 21st, 1940

Station WORL
Boston
Massachusetts

Gentlemen:

I am pleased to advise you that the results obtained through advertising on the 920 Club on your station have greatly exceeded anything that we have done in radio.

At the time you approached us we were not so sure of the value of radio, but your ideas seemed feasible and after the past thirteen weeks' test we say that WORL has proved the best form of advertising in this section for us.

In one week period we obtained 2,000 orders from WORL listeners. We expect to be with you for some time to come. We thank you for your splendid cooperation and best wishes for the future of WORL.

Sincerely,

WEBSTER THOMAS COMPANY

By E. M. Nelson, President

920 Kilocycles WORL Boston, Mass.

BROADCASTING • Broadcast Advertising

April 15, 1940 • Page 63
Williamson on 20

WILLIAMSON CANDY Co., Chicago (Oh Henry candy), has expanded its station break announcement schedule to approximately 20 stations in the major cities of New England and Midwest. Increase is a spring campaign of undetermined length. John H. Dunham Co., Chicago, handles the account.

Gannett Opens Capital Office

FRANK GANNETT, New York publisher and radio station owner who recently announced his candidacy for the Republican Presidential nomination, has opened Washington headquarters in the National Press Bldg. C. Nelson Sparks, national campaign director of the publisher-broadcaster, announced appointment of Warren W. Wheelson, former publicity director of the Republican National Committee and former newspaperman, as manager of the Washington office.

New License Forms

(Continued from page 62)

ers, negotiations and copies of correspondence, whether or not they have been in agreement concerning present or future financing of the station. In this connection, observers held it was practically impossible to supply the data, particularly since few applicants would know about what the “future” might bring.

In addition to the information required in the application form (No. 301), applicants are asked to supply on the Commission’s separate financial form (706) a detailed balance sheet in the applicant, together with the original sources of each asset, the length of time owned and, other than cash, the basis of value. Applicants must submit four yearly statements showing in detail the amount and source of all yearly income for the past three years. Bank references must be supplied for each principal subscriber to or owner of stock.

In addition to estimated costs of construction and operation of the proposed station or the improved station (under a modification the applicant is required to submit a full description of the plan for financing construction and operation and for any future financing necessary. There is required a seven-point breakdown of funds on deposit, along with a series of questions relating to funds and property to be furnished by parties described by the applicant or by others.

All Sources of Funds

Such questions as the identity of each person at present or in the future will furnish funds, property, credit or other things of value, oral or written, are propounded. Then this is broken down to ascertain the description of the contribution: facts showing the source and manner in which each party originally required the funds or other things of value to be furnished now or in the future; financial statements of each party furnishing things of value; full information concerning the business or financial enterprises in which each is engaged, including details of each party furnishing funds or assurances over the last two years and bank references in carrying out the plan for financing the station.

Then the Commission wants copies of all correspondence relating to financing the station: a statement showing details of all discussions and negotiations in any manner relating to financing, and copies of all contracts and agreements (express or implied) “with any parties now, or in future will furnish” any things of value along with legal instruments existing or in contemplation which may affect the financing of the station.

Another series of questions relates to the applicant’s authority over control over the station. The applicant also must show whether he has had any connection whatever with any other broadcast station and disclose any substantial interest (25% or greater) in any business or financial enterprise.

To qualify what precipitated as much eyebrow lifting as any was one going into family connection: “Give the names and addresses of any relatives, present or former associates of applicant or, if applicant is other than an individual, any stockholder, station manager or other parties referred to in (b) above, who have any interest in or connection with this applicant, the station involved herein, or with any other radio broadcasting station.”

In connection with new station applications, the form carries a detailed interrogatory on proposed program service of stations, with detailed breakdowns required. Beyond the requested analysis of time to be devoted to particular types of programs, both commercial and sustaining, the Commission requests detailed data on personnel of the station, together with data on experience and salary of each member of the station staff, showing the position and duties of each and the specific part each will take in carrying out the proposed plan of program service. The percentage of time to be devoted to recorded programs also is requested.

Regarding possible chain operation, the questionnaire inquires whether any correspondence or any negotiations, discussions or understandings, oral or written, has been entered into on network affiliation. If such negotiations have taken place, the Commission requests in an exhibit a full and detailed description, together with copies of all correspondence, understandings and contracts.

Some question was raised regarding the propriety of the Commission’s questions on programs, station management and personnel, totally aside from character of financial and other information sought, particularly in the light of the Supreme Court opinion in the Sanders case [BROADCASTING, April 1], in which the court specifically stated that the Communications Act does not essay to regulate the business of the licensee and that the Commission “is given no supervisory control of the program, of business management, or of policy.”
International News Service scored
an outstanding radio beat Monday
night when at around 11:40 it fur-
nished its network and local station
clients with a bulletin stating that
the Nazi troops had crossed over into
Denmark. The event found Trans-
radio, United Press and the Asso-
ciated Press pocketed. They were
left, apparently, hoping that the INS
flash wasn’t true. It wasn’t until
about 45 minutes afterwards that
U. P. and A. P. came through, and
Transradio was considerably behind
that. There has been no scoop like
it since Max Jordan’s (NBC) break
at Munich (1938).

ENTERPRISE - SPEED - ACCURACY
are integral ingredients of
INTERNATIONAL NEWS SERVICE
Petrillo Seeking Recording Facts

Trains Remove Phonographs; 'Bootleggers' Are Sought

TO DETERMINE how, when and why recordings and electrical transcriptions are made, the uses to which they are put, and their final disposition, James C. Petrillo, president of the Chicago Federation of Musicians, has sent questionnaires to all radio stations in the jurisdiction of the Chicago union.

According to a signed article appearing in the April 1 issue of Chicago Local No. 10, Mr. Petrillo says: "The purpose of the report is to discover: How many recordings are made by non-union musicians, if any. . . . How many recordings and transcriptions are taken off the air without our knowledge. These recordings, in most instances find their way into other local stations around the country, where they are used on broadcasting stations, in order that the musicians who make them must not learn they have been bootlegged. And this, it would seem probably the real reason they are used. . . . The program is to have recordings and electrical transmissions off the air without the musicians involved receiving recompense for same.

The questionnaire reads as follows:

MADE WEEK ENDED . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 

GREETING TO C. B. Wilkoff (right) new treasurer of Columbia Recording Co. April 1 by President Edward Wallerstein of the newly-acquired subsidiary, Mr. Wilkoff came from Price, Waterloo Inc. He will headquarter at the record plant in Bridgeport.

Recording Apparatus Firm

RECORDALL Mfg. Co., Inc., with offices and factory at 2419-25 Santa Fe Ave., Los Angeles, has been organized to engage in production of sound recording and re-producing apparatus, featuring "constant groove speed." Robert G. Sands, formerly in the investment department of the Union Bank & Trust Co., Los Angeles, heads the firm as president. Mrs. Mildred Griffin is secretary and office manager. Robert Young, M-G-M film star is a major stockholder and member of the board. E. E. Griffin, for 11 years chief engineer and factory manager of Universal Microphone Co., Los Angeles, is production manager. The technical staff includes Everett K. Barnes, recording engineer; Clifford H. Ruberg, communications transmission engineer, and Ernest Clover, laboratory assistant. The company handles complete reproduction on all of its products, and has just published its initial catalog, which is being mailed to the trade.

EXCLUSIVE RADIO FEATURES, Ltd., new Canadian transcription producer and representative, has established head offices in Toronto, with representatives in New York and Hollywood. The company was formed to produce transcriptions through Hollywood producers for the Canadian radio market, with the first show bought for Canada is Phronitoc, produced by Radio Attractions, New York. H. J. Smith is president of the new company, and Garry Carter, vice-president. The company's broadcasting Toronto, is executive vice-president.

RADIO ARTISTS of Hollywood Inc., that city's only exclusive Canadian rights to the 39 quarter-hour transcribed serial, Kluvidoc, to All-Canada Radio Facilities, Calgary, Alta. Serial, written by Hector Chevrier, is a story of Alaska in the days of '86.

500 Kilocycles
John J. Gillin, Jr., Mgr.
* On the NBC Red Net *
OMAHA, NEBRASKA

Page 66 • April 15, 1940

BROADCASTING • Broadcast Advertising
Which Hammer Does It?

Is it WTAM’s 50,000 Watts Power that gives advertisers a firm footing in the Cleveland trading area? Or is it WTAM’s prestige in 1,253,600 Radio homes? Or WTAM’s Red Network (best by all polls) Programs... or its clear (no interference day or night) channel? Which one of these tremendous forces produces SALES RESULTS for advertisers?

The answer is... all these forces work together to make WTAM an efficient, economical producer of sales. WTAM is the only single advertising medium that reaches all the families of the rich Northern Ohio Market. *It usually has as many daytime listeners as all other Cleveland Stations put together.

* Based on three independent co-incidental surveys of Cleveland audiences. March, June, 1938 and January, 1939.

WTAM
CLEVELAND
50,000 Watts 1070 KC

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

Broadcast Advertising April 15, 1940 • Page 67
Radio Advertisers

WQXR, New York, reports a 70% increase in time sales for the first quarter of 1957, last year, largest in the station's history for that period. Sponsors currently using WQXR are those not on the station during the first quarter of 1955, who have contracted for present or future time.

THE Chicago Herald-American is currently sponsoring News for Women featuring Betty Ann, staff writer, on WCFL, Chicago. Program consists of feminine news, interviews with Herald-American writers, and listener newsticles from the editorial pages of the newspaper. It is heard Monday through Friday at 10 a.m. and Saturday at 9:45 a.m.

UNITED DIATHERMY, Inc., Los Angeles (and 24 other machines) is anticipating a West Coast campaign, on April 3, started a test on KKK, that will last the entire week, Sidney Gerdelin, Agency, Los Angeles, has announced.

INTERNATIONAL INSURANCE Co., which has sponsored the morning WP, newest WP, First News of the Day, on KYAR, San Diego, last year has added KVOA, Tucson.

FONTANA FOOD PRODUCTS, San Francisco, has purchased the electrically, transcribed, So This Is Magic, on KGMB, Honolulu, and KHB, Hillsboro, Oregon, Saturdays, 11:45-12:30 p.m. Honolulu Time. Account is handled by a Brew-Werks Agency, San Francisco.

L. GROTIE Ltd., Montreal (to-bacco) on April 3 started Endowment, one of five daily KFB, Toronto; CKOQ, Ot-tawa; CFCF, Montreal; and in French La Feifie Cigaretteire on CHY, Montreal; GJR, Rimouski, Que.; CJBR, Rimouski, Q. Started April 10-15 p.m. Agency is Canadian Adv. Agency, Montreal.

OWL DRUG Co., San Francisco (Pa-cific Coast Drug company) and Morgan Co., Hollywood, newly appointed, on KOA, Los Angeles, a 10-minute weekly quarter-hour, early morning program, Keeping Fit in Hollywood, on KXO. Contract is for 22 weeks, and program features Richard Kline in health exercise.

L. GROTIE Ltd., Montreal, (St. Regis Tobacco) has started a Sunday quarter-hour French show Monseigneur de Madame on KFB, Toronto; CHBC, Que.; CJBR, Quebec, Que.; Canadian Adv. Agency, Montreal, placed the account.

E. T. ESTABROOKS Ltd., St. John, N. B. (Red Rose Tea) has started a twice-weekly 5 minutes public service announcements on CKAC, Montreal; CHBC, Quebec; CHIR, Quebec, A. McKinnon, Montreal placed the account.

IMPERIAL TOBACCO Co., Montreal, is sponsoring six regional hockey playoffs throughout Canada on local stations and n.r.t.w.r. by Can. Broadcasting, Montreal, places.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice), recently contracted for a twice-weekly 15 minutes public service version of its program starring Irene Rich on KWW, Honolulu, KWH, Hilo, T. H., on Thursdays, 7:45 to 8 p.m. Honolulu Time. Account was placed through National Export Adv., N. Y.

Six-Hour Sponsor

DAVIS - STANDARD Advertisers

TAVIS STEEL Co., Youngstown, O. through Lang, Fisher & Kirk, Cleveland, on March 28 sponsored an episode of "Your Masterpiece", from the Home Builders Show. Written and directed by Edward Szot and produced by S. K. Schlemmer (Van Aslo cigar) renewing its three- weeky spots comments by KER, 1210-KHRL, Philadelphia, the Philadelphia Press is also buying daily dramatized announcements to call attention to its classified ad section, placed through an Armstrong Agency, Philadelphia.

LOUISIANA POWER & LIGHT Co., is sponsoring a series of 26 spots for the chain, thru NBC, through KATO, Montgomery, Ala., thru WTL, Tiajuana, Mex., The Institute is also buying a daily program on XER, Tijuana, Mex.

LYDIA E. PINKHAM Medicine Co., Lynn, Mass. (proprietary), which sponsors several spot announcements daily on 150 stations throughout the United States, is placing additional dramatized announcements in Canada, and French on a large list of Canadian stations (including Radio Wasey & Co., New York, is agency.

E. GRIFFITHS HUGHES, Rochester, N. Y., is planning a test advertisement campaign with single announcements start probably in Kansas City and San Antonio late in April, with plans to add more spots if the test proves successful. Erwin, Wasey & Co., New York, handles the account.

SCHULTZ & Co., Terre Haute, Ind. (department store) is sponsoring a quarter-hour of daily Kitchen Barn on KOC, Terre Haute, an appeal to the farmer and small-town resident. Attempt is being made by the firm to have the listener use Terre Haute as trading center.

SECOND new on the by Kathleen Norris series, sponsored by General Mills for Wheaties on CBS, started April 2, The Mystery House of TOPICS, dramatizations continue Monday through Friday, 5-6:15 p.m. because of baseball broadcasts will not be heard on WABC, New York; WBBM, Chicago; KHR, Seattle; WCAU, Philadelphia; KMQX, St. Louis, and WJSV, Miami; WREX, Knoxville, Tenn., is agency.

WILMINGTON TRANSPORTA-TION CO., Wilmington, Del., (Island vacation resort), a seasonal user of radio time, on May 6, has placed a 13-minute half-hour man-on-the-street program on CBS, West Coast, Philadelphia, Monday, thru Friday, 1:30-1:45 p.m. (PST). In addition, the firm will sponsor a 30-second spot on KNX, Hollywood, only, during August. Agency is Neiser-Meyerhoff, Los Angeles.

MCCOLL-FRONTENAC OIL Co., Montreal, on April 1 started new six times weekly on KOC, Chicago; KFG, Kansas City; CFCH, Chatham Ont.; CFCF, Chatham Ont.; CKL, Kirkland Lake Ont.; CKXN, Wing- ham, Ont.; CFRH, North Bay Ont. Account was placed by A. McKinnon Ltd., Montreal.

SEVEN SPONSORS have been assigned for participation on the WJJD, Chicago, station's three-hour program which features race results, latest news, general sports information, interviews with sports celebrities, and transcribed music. Jointly sponsoring are Axton-Fisher Tobacco (Perfection brand cigarettes), through Weirs & Geller, Chicago; L. L. Bean, Portland Me., (Kennecott Co., Maine), thru Rustin (autos), through Louis & Tok- ey, Newton; Buschbaum Co., Philadelphia (Electo-Glades products) through Ir- vine J. Rosenboom Adv. Agency, Chi- cago; Wilson-Sildoor Co., New York; thru U. S. Ad. Corp., Chicago; Michigan AVE. & Co., Dorchester, Mass., (autos), through Schwimmer & Scott, Chicago; Keeley Brewing Co., Chi- cago; Studebaker Sales, Chicago (autos), through Schwimmer & Scott, Chicago.

GRUEN WATCH Co., Cincinnati, has added WAG, Atlanta, and WOLF, Syracuse, to the list of stations carrying its daily time signals. McCann- Erickson, New York, is agency.

INSTITUTE OF MENTAL PHYSI- CIAL, Los Angeles, has started a test program to go national with a spot announcement and dramatized campaign, featuring a thirteenth-quarter-hour program of recorded inspirational music and粤语, thru KGAS, Los Angeles, thru WAG, Atlanta, and WOLF, Syracuse, to the list of stations carrying its daily time signals. McCann- Erickson, New York, is agency.

FOR EFFECT means impres- sion, and when Standard features a hunk of sound directly from LIFE it's no mere impression—it's the McCoy. Ask your Accountman now, and you'll see how the Sound Effect makes your spot just about the best spot lif- time lead to our grooves!

AND by an amazing coincidence, we write this even as Standard releases eleven new double-looks direct Sound Effects. They include many industrial effects, many new nautical effects, but at a mere $2.50 per column inch! See if you can find a column inch for less than $2.50! We'll just write in. We will say these various cuts are even better than ever, and with business what it is, Men, I feel we should all take a cut.

AD DOW dat id's Sprig, with the returning birds and flora, the sprawling green Yankees, you'll want our perennial No. 21—our baseball broadcast theme effect with a beautiful background so realistic you can feel the peanuts in your pockets.

DON'T FORGET, kiddies when Standard makes a Sound Effect from LIFE—Life Goes To A Party!

Are Your Transcriptions Up to Standard?

Transcription Topics by the Little Tailor

NOW MRS. YIFFNIF, if you'll draw a question from the box, please, Ah, yes—WHEN IS A SPOON NOT A SPOON? SOUNDS EFFECT ... (No coaching, please, unless you're on our pay roll.) You say the Sound Effect is not a Standard Effect when it's made by Standard? Correct, Mrs. Yiffnif, absolutely uncanny!

BROADCASTING • Broadcast Advertising
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COMMUNITY OPTICIANS, New York, will sponsor the For Dancers Only program, but music played to an audience dancing in the studio while they listen, on WMCA, New York, from 4:45 to 5 p.m. Sunday through Friday, beginning April 15. Program, previously heard sustaining, has been popular with the teen-age listeners, with tickets applied for weeks in advance. Name sponsor has also competed in two daily quarter-hour periods of Zeke Hann and His Gang. Monday through Friday, also starting April 15, Campaign, totaling 16 quarter-hourly spots, was placed with Commonwealth Adv. Agency, Metuchen, N. J.

WM. WORTLEY Co. of Toronto, on March 27 renewed for 13 weeks the French show Course on a Prezore on CKAC, Montreal; CHRC, Quebec; and on April 9 renewed for 13 weeks Trektones on CFRB, Toronto; CFCF, Montreal; CKCO, Ottawa; CFCO, Chatham, Ont. Agency is Tandy Adv. Co., Toronto.

CANADA STARCH Co., Montreal (Corn syrup) on April 11 renewed for five weeks What Would You Do? on CFRB, Toronto; CFCF, Montreal; CKCO, Ottawa. Agency is Vickers & Benen, Montreal.

BOSCO Co. New York (milk amplifier) has renewed its five-minute, five-week United Press News on WMAC, Chicago, which features Fort Pearson (Renewal) is through Aug. 2. Kenyon & Eckardt, New York, is agency.

WHN's Signal at 3 a.m. becaused of increased business starting throughout April. WHN, New York, has added two operating hours daily, from 10 to 11 p.m., a program schedule, now beginning at 6 a.m. and ending at 3 a.m. the following morning. Recent newsmakers include B. F. Curry and Marvel Chevrolet Co., New York; 13 weeks of three quarter-hourly spots, Utilities Engineering Institute of New York, on April 14 started 24 quarter-hours on television course, on April 7 started 52 weeks of six hour-weekly; Air Conditioning Training Corp., on April 4 started 24 quarter-hourly spots, and Emergency Logs (Postal paper), on April 9 started three weekly participation on Polly the Shopper program.

Correction

IN THE STORY on Chicago baseball broadcasts on WJJJ, Chicago (Broadcasting, April 1, p. 97), the agency of Walgreen Drug Co., one of the joint sponsors, was listed as J. Walter Thompson Co., Chicago, rather than Schmimmer & Scott, Chicago, on the correct listing. The sponsors and agencies should read as follows: Congress Cigar Co., Newark (La Palina cigars), through Marschall & Pratt, New York; Walgreen Drug Co., Chicago, through Schmimmer & Scott, Chicago; Bowman Dairy Co., Chicago, through J. Walter Thompson Co., Chicago; Gillette Safety Razor Co., Boston, through Maxon Inc., Detroit. Broadcasting regrets the error.

THE FOREMAN Co., national representative firm, has been appointed representative of WCHM, Baltimore, and WIND, Gary, Ind.

EIGHTEENTH anniversary of WVL, New Orleans, was recently, with General Manager W. H. Summerville (right) presenting a silver cup to Father Edward Cassidy S.J., who founded WVL as a 10-watt station. Under guidance of Loyola U. of the South, WVL has grown to a 50,000-watt.
Latham to B & B

John R. (Jack) Latham, recently with Kenyon & Eckhardt, New York, on April 2 was appointed business manager of the radio department of Benton & Bowles, New York, succeeding William J. Fagan who has joined CBS as assistant sales manager. Mr. Latham was formerly director of spot radio for Young & Rubicam, New York, and president of the American Cigarette and Cigar Co.

Remy L. Hudson, who a year ago joined Mitchell-Faust Adv. Co., Chicago, has been elected vice-president of the agency. Mr. Hudson entered the agency field with Campbell-Mithun Co., Minneapolis, in 1934, after starting in 1920 in the advertising department of The Dayton Co., since then has become department store, and is associated with the McCord Co. as account executive before joining Mitchell-Faust.

George McGregor has resigned the production staff of Young & Rubicam, New York, following a several years' absence during which he handled a special radio assignment for Lord & Thomas, New York, on the American Tobacco Co. account.


John Johns, account executive of BBDO, New York, has been appointed a vice-president of the agency.

Cal Kuhl has been elevated to supervisor of all J. Walter Thompson Co., network programs emanating from the West Coast and will work directly with Danny Danker, vice-president in charge of the agency's Hollywood office. Kuhl will continue to produce the NBC Chase & Sanborn Show until mid-June when he is to be relieved by Maury Holland, who is being transferred from New York to Hollywood. Dick Mack continues as head writer on the Chase & Sanborn Show.

Milton Feinberg, head of Feinberg Adv. Agency, Los Angeles, has been appointed to the Junior Chamber of Commerce advertising and publicity committee. He will work with Jack C. Sagam, CBS Hollywood assistant publicity director, who is chairman of the Junior Chamber radio committee.

Ruth Johnson, in charge of radio talent and casting, has been made production manager of Raymond H. Morgan Co., Hollywood. Amy Helen Brown, who recently joined the agency, is her successor as director of media.

Ed Mead, Hollywood script editor of Benton & Bowles on the CBS Strange as It Seem program, sponsored by Colgate-Palmolive-Peet Co., has been transferred to the agency's New York office in an executive capacity.

Zohner E. Roler, formerly with Edward L. Bernays, New York, has been appointed director of promotions of the J. W. Pepper Co., New York advertising agency.

Leo Burnett Co., advertising agency for many of Chicago's important industrial concerns, has leased space for a New York office in the Time & Life Bldg., in Rockefeller Center. Telephone number will be Circle 8-5809.


Clarence Hatch Jr., account executive of D. P. Brother & Co., has been named vice-president to head that agency's Oldsmobile group.

Agency Meets Media

PACIFIC National Adv. Agency, Seattle, entertained 12 executives and members of the staff of KOMO-KJR, Seattle, at a luncheon March 29, the first of a series planned by PNA to meet with media representatives and explain the functions and facilities of the agency.

With William H. Horsley, president of the agency, presiding, talks were given by Harold O. Stone, Frank V. Twist and Harry Pearson on various phases of the agency's radio activities.

William A. Krasselt

William A. Krasselt, 66, a founder of Cramer Krasselt Adv. Agency, Milwaukee, died April 3 after a heart attack. Mr. Krasselt was chairman of the board of the agency, founded in 1895. He was also one of the founders of the National Audit Bureau of Circulations and was active in the National Better Business Bureau and the American Assn. of Advertising Agencies. A bachelor, he is survived by two sisters.

Henry B. Yates, a vice-president of Vick Chemical Co., New York, has been appointed to the newly-created position of executive vice-president in charge of advertising and sales.

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 300,000 radio families are influenced in the spending of $238,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!
Rebroadcast of International Stations Is Recommended to FCC by Committee

AMENDMENT of rules governing international broadcast stations, whereby domestic stations would be authorized to pick up and rebroadcast programs of international stations under specified conditions, was recommended April 4 to the FCC by a committee.

The committee, originally comprising Commissioners Norman S. Case, chairman, T. A. M. Craven and George H. Payne, had heard testimony on the petition of WNYC, New York City municipally-owned station, for authority to rebroadcast programs of WRUL, Boston international station operated by World-Wide Broadcasting Corp.

Little Opposition

Because of the illness of Commissioner Case, the report was submitted by the remaining members. While they agreed on the general recommendation, they differed on the suggested change in rule. Commissioner Craven recommended that authority be granted for such international pick-ups within the United States provided the rebroadcasting would not detract from the primary function of an international broadcast station and that good technical performance be assured. Commissioner Payne, on the other hand, proposed that such authority be denied except upon showing that the rebroadcast programs are intended solely for non-profit purposes and are not commercially sponsored.

Hearings on the WNYC application were held Oct. 25, 1936, at which time Mayor LaGuardia of New York and Prof. William Y. Elliott and Harry Rowe Minno, of Harvard, testified there was no concerted opposition to the proposal.

The committee reported that rebroadcasting of international programs is not prohibited by international convention; that no use of international frequency for primary domestic purposes is involved; that the use of wires for feeder purposes places a serious expense on non-profit stations; and that there are no legal bars to picking up and rebroadcasting such programs. Declaring it is important that Mayor LaGuardia’s petition be granted, the committee report said that the ultimate beneficial affects upon broadcasting and education in this country will be made each day. On the other hand, if the claims prove to be “false hopes,” nothing will be lost by granting the application.

Supplicant asked to have Rule 410 (d) should be amended to make the authorization possible, were as follows:

By Commissioner Craven:

410 (d) Authority will not be granted to rebroadcast in the United States the program of an international broadcast station located within the continental limits of the United States, except upon a satisfactory showing in the following respects:

1) That such rebroadcasting will not detract from the primary function of an international broadcast station.
2) That the technical quality of the rebroadcasting will be reasonably free from distortion and noise, as well as reasonably free from the effects of fading. The Commission will afford applicants a reasonable opportunity to secure facts concerning the proposed technical performance.

By Commissioner Payne:

410 (d) Authority will not be granted to rebroadcast in the United States the programs of an international broadcast station located within the limits of the North American Continent, except upon a satisfactory showing that the rebroadcast programs in question are intended solely for non-profit purposes and are not commercially sponsored.

Length of Commercials Is Discussed by Weed

IN ABOUT 90% of the products advertised, according to an analysis of records where direct sales results are expected, commercials of a minute or more are necessary, J. J. Weed, president of the station representative firm of that name, told the Worcester (Mass.) Advertising Club March 27, when he addressed the club on the subject “Results from Radio.”

While some advertisers, such as Bulova Watch Co., have successfully used brief announcements, he said, such commercials are usually primarily reminder copy. He quoted a leading national advertiser to the effect that one of the announcements in its 15-minute program should take two minutes or more in order to put over the sales message. Where long or short, Mr. Weed said, a great deal of care should be devoted in preparing the commercial copy and the announcer who reads it should be sincere, friendly and have good diction.

J. L. ALEXANDER, formerly with the Toronto office of Joseph Henney Mc Gillivray, has announced the opening of his own representation firm at 100 Adelaide St. W., Toronto, at April 1, and has been appointed exclusive representative of CJTC, Sault Ste. Marie, Ont.

JOHN S. HEWING, of the marketing department of Young & Rubicam, Toronto, Montreal and New York, on April 14 joined the Toronto office of Joseph Hershey Mc Gillivray as station sales representative. He succeeds J. L. Alexander.

JOHN BLAIR & Co., national representative firm, has been appointed as representatives for M., Albuquerque, N. M., and KVBF, Santa Fe, N. M.

FREE & PETERS Inc., national representative firm, has been appointed representative of KIRO, Seattle.

LILLIAN E. SELB, for five years in the radio department of Blackett-Sample-Hoover & Co. and formerly with Joseph Mc Gillivray, radio representative, on April 1 joined the New York office of The Foreman Co., station representative.

WTOOL, Toledo, O., has appointed Radio Advertising Co. as its representative in New York, Chicago, Cleveland etc.

WIRX, Utica, has opened a New York office at 100 E. 46th St. Telephone: Plaza 8-0008. M. L. Swars, manager, in charge of program creation and exploitation, is manager.

A. M. MARTINEZ, formerly manager of Cristo Rey Co., foreign transcription and production company of New York and Chicago, has been placed in charge of the radio division of Melchor Guzman Co., New York representatives of international advertising media. Mr. Martinez recently returned from a month’s visit to Mexico, where he studied radio and market conditions for American products.

Adams Form Rep Firm

JACK T. ADAMS, former executive of the Transcontinental Broadcasting System, and previously radio director of Erwin, Wasey & Co., has formed Adams & Adams at 11 E. 44th St., New York, to represent radio stations and talent. Telephone is Murray Hill 2-6148. The company is handling Arthur Godfrey, Stella Unger, Johannes Steel and Gabriel Heather, but no list of stations announced. Mr. Adams’ son, Trevor Adams, will also be an executive.

The first thought of listeners . . .

advertisers!

3000 WATTS DAY
1000 WATTS NIGHT
CBS—1010 kc.

KNOXVILLE
TENNESSEE

Represented by
The Brannum Company

Page 72 • April 15, 1940

BROADCASTING • Broadcast Advertising
License Transfer Case Is Appealed
FCC Seeks U. S. Supreme Court Review of CBS-KSFO Case

IN AN EFFORT to settle the question of the right of parties to appeal from FCC decisions refusing consent to a voluntary transfer of a station license, the FCC April 2 petitioned the U. S. Supreme Court for a writ of certiorari to review the KSFO-CBS transfer case, now pending in the U. S. Court of Appeals for the District of Columbia.

In its petition, signed by Francis Biddle, Solicitor General, and William J. Dempsay, FCC general counsel, the Government brings out that the lower court on Nov. 29 denied the FCC's motion to dismiss an appeal taken by CBS and KSFO from the Commission decision denying transfer of the San Francisco outlet under lease to the network. The Commission originally had denied the transfer in October, 1938. When the appeals were taken both by CBS and KSFO, the FCC filed motions with the lower court to dismiss the appeal. The lower court subsequently denied the Commission's motion to dismiss in both cases.

Transfer a New Applicant?
The Commission said that the law authorizes appeal to the lower court from any decision refusing an application for the assignment of a license or for a license or for renewal or modification of an existing license, and does not mention transfers. The Commission said it regarded the issue as important not only because it finds that a transfer request to a transfer is to be considered an applicant to the Commission for a license, but also because it involves the right to a hearing before the Commission, the nature of his substantive rights and the scope of review of an adverse determination of the Commission.

Moreover, the Commission said that in the lower court's decision, Chief Justice Groner and Associate Justice Miller had found the Commission's dismissal also, with Justice Stephens dissenting. Three other members of the court—Associate Justices Edgerton, Vinson and Rutledge—have not directly passed upon the question raised. "In this situation it is impossible to know with any degree of certainty," the Commission said, "whether an appeal to the court below will lie from an action of the Commission in such cases, since a determination of that question will depend upon the views of the two Associate Justices who were assigned to sit with the Chief Justice in the case."

In a second petition, dealing with KSFO, the Commission pointed out that the case is a companion of the CBS case and that the issues are the same, since the lower court disposed of the two cases in one opinion. It added, however, that there was one additional question involving KSFO—whether, assuming that the act authorizes an appeal to the court from a decision of the Commission, refusing consent to a transfer, such an appeal can be prosecuted by the proposed transferee of the license. The latter is in the position of agreeing not to contest the application and undertakes to surrender its license if the Commission grants the application, the Commission pointed out. Under this analysis, it stated, the transferor cannot possibly be aggrieved or adversely affected within the meaning of the law by an order of the Commission denying the application any more than would any other person having a contract with the assignee conditioned upon favorable Commission action.

Walter Neff, president of Neff-Ronop, New York, on April 11 gave a brief talk and directed a question and answer clinic on radio for the New York Business Institute, a division of the YMCA.

What is ‘RFD 1020’?
A top-notch farm show broadcast by KYW six days a week, from 6 to 7 A. M., Monday through Saturday.

Where is ‘RFD 1020’ Heard?
It serves an immensely rich agricultural area containing 571,800 rural radio families — more than live in IOWA and MINNESOTA combined.

What does ‘RFD 1020’ Cost?
Your participation every day in the week (Sunday excepted, of course) costs only 581 per week.

Who are ‘RFD 1020’ Advertisers?
Since Jan. 1st such fine accounts as du Pont, Wene Baby Chicks, Allis-Chalmers, Olson Rug, Hoffman Seeds, Mentholatum, Flex-o-Glass, Kemp’s Balsam.

KOIL Welcomes Gracie Allen’s Surprise Party Convention to Omaha during Golden Spike Days
GRACIE, OF COURSE, WILL BROADCAST ALL HER IMPORTANT SPEECHES AND COLUMBIA SHOWS OVER OMHA’S FAVORITE STATION

KOIL BASIC COLUMBIA IN OMAHA!


KOIL WELCOME GRACIE ALLEN’S SURPRISE PARTY CONVENTION TO OMAHA DURING GOLDEN SPIKE DAYS! GRACIE, OF COURSE, WILL BROADCAST ALL HER IMPORTANT SPEECHES AND COLUMBIA SHOWS OVER OMAHA’S FAVORITE STATION

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It serves an immensely rich agricultural area containing 571,800 rural radio families — more than live in IOWA and MINNESOTA combined.

What does ‘RFD 1020’ Cost?
Your participation every day in the week (Sunday excepted, of course) costs only 581 per week.

Who are ‘RFD 1020’ Advertisers?
Since Jan. 1st such fine accounts as du Pont, Wene Baby Chicks, Allis-Chalmers, Olson Rug, Hoffman Seeds, Mentholatum, Flex-o-Glass, Kemp’s Balsam.

KOIL WELCOMES GRACIE ALLEN’S SURPRISE PARTY CONVENTION TO OMAHA DURING GOLDEN SPIKE DAYS! GRACIE, OF COURSE, WILL BROADCAST ALL HER IMPORTANT SPEECHES AND COLUMBIA SHOWS OVER OMAHA’S FAVORITE STATION

What is ‘RFD 1020’?
A top-notch farm show broadcast by KYW six days a week, at 6 to 7 A. M., Monday through Saturday.

Where is ‘RFD 1020’ Heard?
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These are a few of the tongue-twisters that World’s Fair visitors tossed at Pedro, the Voder, last summer. None of them stumped him.

Pedro, of course, is an amazing electrical device that actually talks. By pressing keys singly, or in combination, a skilled operator can make Pedro speak in almost human fashion, with varying inflections.

Pedro’s potentialities as the world’s first synthetic speaker are still being explored at Bell Telephone Laboratories, the same laboratories that developed much of the equipment that makes possible today’s network transmission. And here skilled men are constantly working to discover new and better ways of transmitting the radio programs of the future.

RCA Mfg. Co., Camden, N.J., has announced the new RCA Type 312 radio noise meter for measuring radio noise and interference. Designed for simplicity and portability, the meter is fundamentally a superheterodyne receiver with a small vertical antenna, containing an output metering system equipped with an integrating network quasi maximum indications on a direct reading meter. The instrument, employing a self-contained calibrated source, is claimed to be adapted both for field and laboratory service, its principal uses including measuring noise levels of transmission lines, electrical apparatus, and field strength of radio signals in comparison with noise levels.

STANDARD ELECTRICAL PRODUCTS Co., 317 Sibley St., St. Paul, has announced a new line of Stenograph machines designed especially for radio frequency and high voltage application.

WCAE, Pittsburgh, granted 5 kw, night, has ordered from Victor J. Andrews, Chicago, complete directional phasing, coupling, phase monitoring, coaxial cable, metering and gas equipment.

DOOLITTLE & FALKNOR Inc., Chicago, will supply transmitter equipment for the newly-authorized WSJF, San Juan, Puerto Rico, 250 watts on 1560 kc., and a Lehigh vertical radiator has been ordered, according to Miguel Soltero, treasurer of Fortunis American Broadcasting Co., holding the CP (BROADCASTING, March 15).

RCA MFG. Co., Camden, N.J., has announced the sale of the following equipment: 200-D transmitter to KROD, El Paso, Tex.; 100-EM modulator unit to WMFJ, Daytona Beach, Fla.


UNIVERSAL MICROPHONE Co., Inglewood, Calif., on April 30 will issue two new catalogues for the trade. One is on microphones and the other on recording machines and accessories. Both are in loose leaf form and contain many new items since the 1939 catalogues. A third leaflet, No. 165, on recording and playback turntables, is also being issued.

O’Hara’s Spanish

JOHNNIE O’HARA, sports-caster of KWK, St. Louis, sponsored by Falstaff Brewing Corp., during a training camp visit with the St. Louis Cardinals accompanied the team to Havana, Cuba, for pre-season exhibition games, originating his nightly sports review on KWK from there. During the four-day series with the Cuban All-Stars, O’Hara put his fluent command of Spanish to good use in assisting local Havana stations in their play-by-play accounts of the series. He picked up Spanish during seven years at sea as a wireless operator on ships plying South American waters, before entering radio as an announcer and engineer in Chicago in 1926.

NEW additions in the master control room of CBS Hollywood headquarters are explained by Lester Bowman, the network’s western division chief engineer (center, pointing), to G. Stanley McAllister, CBS New York superintendent of construction and maintenance (left) as George McCaughna, in charge of maintenance and construction at Columbia Square looks on. McAllister came to Hollywood in late March to inspect the two new audiences studios which were added to the Columbia Square building.

Search for Model Son
IN COOPERATION with United Artists as promotion for the picture “My Son, My Son,” WMCA, New York, is conducting a search for New York’s model son between the ages of 13 and 18, the winner to receive $100. Announcements on the contest and guest speakers describing the necessary qualifications are presented by WMCA on various daily broadcasts. Judges are Lowell Thomas and Allen Dinehart. Following the local contest, it is planned to hold a national search for a model son, the winner to receive a four-year scholarship to college.

EXPERIENCE ALONE
Does Not Assure SUCCESS

CREI courses in Practical Radio and Television Engineering provide ambitious radio-men with modern technical training to increase the value of their practical experience, enabling them to take advantage of opportunities. The fact that there are CREI men in more than 300 broadcasting stations is proof that our training enables them to meet the competition of college-trained engineers and increase their earning power by increasing their ability.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. 8-4, 3224-14th St., N. W., Wash., D. C.
Roosevelt Urges Flexible Television

By LEWIE Y. GILPIN

The usually prompt Commission running behind time, the hearing on Mr. Roosevelt's complaint of the RCA for the manufacture of a receiver capable of picking up DuMont and Philco transmissions, would go a way toward it in this situation. He also assured the committee that other stations would be on the air "pretty soon" he said.

Chairman Fly declared that RCA had "complied" with the minority report by Comdr. Craven, Chairman Fly said there was no question raised in the Commission discussions as to the FCC's jurisdiction by the dissenting commissioner. He added that if RCA continues its "healthy" that it tended to advertise television and that he thought he had given Mr. Sarnoff the "very well" Chairman Wheeler observed Mr. Sarnoff hadn't done so badly in RCA's behalf.

Combination Receivers

Chairman Fly said that if RCA would put out a receiver capable of picking up DuMont and Philco transmissions, it would go a long way toward it in this situation. He also assured the committee that other stations would be on the air "pretty soon," he said.

The hearing then was opened up as a sort of free-for-all. William A. Roberts, counsel for DuMont, in the read in the closed committee room was asked to make a statement. Supporting the FCC hearing order, he said the whole issue before the Commission was whether the RMA standards should be adopted. He added he thought it was "fairly clear" that RCA did control RMA through its engineers on various committees. He added that if RCA continues its merchandising campaign, standards would be frozen to the RCA scheme of things and the "flexibility" would be impossible.

Mr. Roberts declared he felt that RCA's promotional campaign was "in deliberate defiance of the Commission's order." RCA, he charged, proposed to sell "two or three" receivers to 40,000 sets which would not accommodate improvements unless they paid the additional $5 to $6 per unit for the alteration. He referred to an RCA letter, sent out Feb. 29, which advised dealers that RCA would immediately push television at the 441-line RMA standards.

Mr. Sarnoff asked that the record show that DuMont is controlled by Paramount and that the impression should not be given that he was "big RCA and a little DuMont." Mr. Roberts retorted that Paramount does not control his company, but has advanced money on notes.

Chairman Fly himself took up the questioning of Mr. Sarnoff on the freezing of standards through its manufacture of 441-line receivers. Mr. Sarnoff disagreed with him; he said thatFly's contention that the RCA was substituting itself for the FCC by attempting to enforce its own standards.

Edwin M. Martin, secretary and patent counsel of Farnsworth Radio & Television Corp., also asserted that the RMA standards do not belong to RCA but to the entire industry and that the FCC must control the Farnsworth system of television.

Both companies, along with others, who had been before the commission took part in the drawing up of the RMA standards. He said it was intended to make the record clear that Farnsworth was never controlled by RCA and that it is dis- ports. It is impossible to determine the legal propriety of RCA's merchandising campaign, standards and the discussions of the FCC's jurisdiction are involved.

Chairman Fly declared that RCA's promising a "fairly conclusive" statement that Farnsworth receivers would not appear as scheduled because of the FCC's hearings before the FCC. While Chairman Fly was on a letter to the committee, offered to testify later, Chairman Wheeler indicated the committee would meet in a few days in executive session to vote on the Lundeen resolution, and probably would hear no more testimony.

To clear the record in the light of Chairman Fly's statement the preceding day regarding his dis- sent, Commissioner Craven explained Senator Lundeen had requested reasons for his "no vote" and that he felt it was his duty to comply. He emphasized that he did not vote on the matter because he felt no compelling reason. He retorted that Chairman Fly that he had not filed a dissenting opinion with the FCC in connection with the resolution.

Declaring it is not usual for Commission members to write dissenting opinions, Senator Lundeen said the FCC minutes show he voted "no." He added he had his "no vote" at the time, and suggested that action be postponed until sufficient time had elapsed for "second thoughts." He said he believed it possible to bring about an agreement with RCA personally not to take the action, and that if that were not possible, to make an attempt to stop the action.

Running Account of FCC Hearings on Television

By LEWIE Y. GILPIN

The usually prompt Commission running behind time, the hearing on Mr. Roosevelt's complaint of the FCC for the manufacture of a receiver capable of picking up DuMont and Philco transmissions, would go a long way toward it in this situation. He also assured the committee that other stations would be on the air "pretty soon," he said.

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After reading the Craven letter, Chairman Wheeler said he thought there was no conflict in the light of Mr. Fly's previous testimony. Senator Hill agreed, and then placed in the record minutes of recent meetings of the RMA, dealing with television standards. Similar material had been included in the FCC hearing report by Bond Geddes, RMA executive vice-president.

Describes Reception On 20-Inch Tubes

If the RCA 44-line standards were accepted as they stand at present, the DuMont experiments would be an experiment in futility, and television would cease, since there would be "no percentage" in developing a system that would not be used, Mr. DuMont continued. Defining reception on the DuMont 20-inch tube, he said the 44-line standard would not be satisfactory, since there would be only 35 lines in the picture tube to the inch, as against about 35 lines to the inch on a 14-inch tube. If the size of the image is to be increased, the "lines in the picture tube" must be increased to maintain the same quality and definition.

Although the DuMont organization is ready to install and operate transmitters to demonstrate the...
Behind the Times

THE "oyez" procedure at FCC hearings, which embraces best courtroom procedure, stumped one observer at the television hearings April 9. When the FCC filed in all the evidence in the consideration of the exception 3965, not out of personal feeling, but real interest, then he found that it would take six to eight months to produce a new television station. The time required, he stated, is not the only one who has been engaged in the business of dealers. RCA cost of the Chairman Fly, cost only "A question of time." He observed, as an understandable explanation, Chairman Fly observed, "You're doing a lot of concentrating now to try to get this transmission that's seen demonstrations.

In response to a flat question from the FCC chairman, Mr. Lubke stated he would be satisfied to "lock the standards down to 441 lines, 30 lines for experimental purposes, and go without further research." With the standard at least reasonably definite, further investigation by both DuMont and RCA, in image quality would come from cathode ray developments, since the present cathode ray tube is not a cure from the tube of the future.

Outlining the results of a Don Lee study of ultra-high frequency propagation characteristics, Mr. Lubke insisted the FCC should not be too quick to put the "high" transmission up to the hillside, for the FCC is all set for the future. "We have spent millions in research, and have better coverage in hilly country like that of the Los Angeles area."

Cross-examined by FCC General Counsel Dempsey, Mr. Lubke stated that only Channel 1 could be used in the Los Angeles area and give satisfactory service, but that the Channel II carrier is above 600, with a corresponding drop in coverage and behind hill signal strength. The FCC felt that higher frequencies could be used in plains county, the lower frequencies would give better coverage in flat country like that of the Los Angeles area.

When he declined to conclusion immediately,生生 that he was not advising the FCC to fix 441 lines, 30 lines for the RAM-FM's, and that the FCC had no jurisdiction over the matter, Chairman Fly observed that he could not reconcile this statement with his previous testimony that he was ready to "lock the standards down".

Theatre Chain Shows Interest, Says Weiss

Following Mr. Lubke's statement, Mr. Weiss declared that although the station could still be considered as in the testing stages, it is ready for full commercialization. Limited commercialization, he said, must have a rating before it can be offered for sale. In the meantime, he said, "We do not know who is going to be interested in this station and what the terms of sale may be." The station was not for sale, but could not be used for full commercialization until the FCC had made a decision on the matter. Mr. Weiss also mentioned that the station was being built for experimental purposes, and that it would be used for transmission of experimental programs, as well as for television commercials.

Parritying on the FCC threat, Mr. Lubke held the relative propensities of 441-line and 441-line transmission, from a technical standpoint, could be worked out with "a pencil and paper and logic." Qualifying this observation as an unimpeachable one, Chairman Fly observed, "You're doing a lot of concentrating now for the transmission that's seen demonstrations.

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of theatre projectors for furnishing television entertainment to patrons in its various theatres. He estimated that 400 projectors costing $10,000 each would carry the venture from $18,000 to $20,000 weekly for program production, with the prospect of adding the same entertainment as the theatre patrons. Along the same line he stated that several theatre owners are ready to buy time on W6XAO, fully realizing the limited size of the present audience.

Rebutting Don Lee's desire to keep abreast of the latest developments, either through personal experience or through reports, Mr. Weiss was questioned on why Don Lee apparently had neglected to keep abreast of the latest developments of DuMont and other manufacturers. Mr. Weiss explained that although he had read and examined some of these developments since Mr. Lubcke's visit to the DuMont laboratories in May, 1939, he had read infrequent and often one-sided reports that had reached him. He was then asked how he had arrived at the point of believing that his standard was most satisfactory.

_Words Jockeyed by Weiss and Fly_

A heated colloquy broke out between Mr. Weiss and Chairman Fly when he replied that, although he had not been present at the meeting of the Commission that considered this topic, he believed he was within his rights appearing under oath as a witness in the hearing to make that observation "from the questioning of the Commission itself". The colloquy concluded with an admission by Mr. Weiss that such was the only basis for his statement.

Special equipment and other developments were necessarily followed when such services as the projected theatre programs arrive, Mr. Weiss declared, adding that the Minden equipment is geared to public demand and that "there is a limit to the pre-judging attitude" that can be maintained in a theatre projection brought on a discussion of large screen television.

Drawing an analogy to the photographic engraving process, Mr. Weiss stated that an important factor in picture defects is that defects in the source of his information, he had reason to believe there was "no unanimity of opinion" among the Commission based on this single source. Mr. Weiss, weighing this remark, then demanded the source of the information and, when it became evident the chairman was prepared to admit that a broadcaster who has been in the business for 10 years may have some knowledge of the subject, and is trying to be practical and recommend that the consumer be protected from an angle of sight, defects was exaggerated in proportion to the blowup, with the hearing room tense as the FCC chairman pursued his inquiry. Mr. Weiss, in a sense, was performing the "six-month delay" was the amount of time required by Philco, so that standards "not yet formed" could be held, as the chairman asked whether the "six-month delay" was the amount of time required by Philco for the "RCA line-freeze" standards, and if by "RCA line-freeze" standards, "philosophically" that the amount of time required to do the research and see the rest of the industry will be "limited," and that if there would be willing to see standards frozen at 605-lines, 24 frames, Mr. Smith would not "go back to the four corner after everybody had been heard". Under cross-examination, the researcher, W. Engstrom, RCA director, "frozen" but he qualified his previous assertions by saying he was "frozen" because they are frozen at the Philco standards.

Although his company did not complain to the Commission, Mr. Smith said it was disappointed when the Commission set a deadline for the report, saying it was "impossible to warn the January television hearing on that before the October 1939 hearings against an immediate commercial freeze of standards. Mr. Smith interpreted the single "commercial" effective date of a "go-ahead date" as "an industry" that expected the industry would go ahead "in a moderate way" to sell receivers.

Mr. Smith asserted he felt standards need still more improvement, and suggested six months would suffice. He assured the Commission, "To Chairman Fly's questions, he repeated that six months would be an "improved time" and indicated improvements that are "now on the horizon". While he said it would "never go back" to the standards, he felt the burden was on the Commission to do so. He insisted the 605-line 24-frame system was superior to the 441-line, 30-frame system, going into its technical aspects and remarks that "from the standpoint of quality" standards fixed on the Philco level.

_Six Months Sought For Philco Research_

Philco has held a television station license since 1932 and has operated on Channel 2 since 1936, he said. He did not have a program service of a minimum of five hours per week for public reception in television projection or home reception tests. It has program and studio facilities, it added.

And so Chairman Fly if Philco would consider resuming the research program it curtailed after March 1 if the FCC would "in some proper way" offer to freeze standards, Mr. Smith answered in the affirmative. "Some time or other," he asserted, "make television standards must be set down, and we think six months would be a reasonable time."

_BROADCASTING • Broadcast Advertising_ April 15, 1940 • Page 74-C
mittee, was introduced in the rec-
ing had said, “We see no value ever in interlaced scanning.” He said also that at one of these meetings, representatives of some standards offered, the RMA had given a blessing of sorts to all of them.

Cross-examined by Mr. Dempsey, he stated that American Television had its laboratory and that its employees work at production of various products. He also mentioned that it was necessary to give the organization operating funds, he stated. Although its latest developments are not yet released for general exhibition, in comparison with other methods, he said, they have reached a stage before they showed defi-

Although the new technique yield some quality picture on a narrow band, he declared it would not be advisable to cut down the bend bandwidth in any cir-

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Highlight of Mr. Sanabria’s tes-
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LATE Personal Notes

E. C. MILLS, chairman of ASCAP's administrative committees; John G. Paine, general manager of the Society, and Louis D. Friedlich and Herman Finkelestein of the ASCAP counsel; Schwarts & Frohlich, are in Florida for the trial of the ASCAP suit to test the constitutionality of that state's anti-ASCAP law. Hearings were scheduled to start April 15 before a Federal court in Gainesville.

DAVID C. PRINCE, chief engineer of the switchgear department of General Electric Co., has been named manager of the commercial engineering department. Mr. Prince is the holder of 73 patents and is one of the executives of the state's anti-ASCAP law. Hearings were scheduled to start April 15 before a Federal court in Gainesville.

GARDNER COWLES Jr., Class of 1925, is one of eight candidates who have been nominated for the Harvard class council. Mr. Cowles is editor of the Des Moines Register & Tribune and president of the Iowa Broadcasting Co.

F. H. THOMAS, president of the Association of American Radio Stations, has been named to the executive committee of the ASCAP.

NO TRICKS were missed by KFEL, Denver, in covering the finals of the National A.A.U. Basketball Tournament for the Mutual Network. The battery of radio men insured full coverage for local and national listeners. At the KFEL mike are controls (I to r) were Sigton Binghan, A.A.U. official; Bill Welsh, announcer handling play-by-play; Frank Bishop, station manager handling color descriptions; Gene Carpenter, engineer.

MIGHTY MIKE SAYS
WFIL'S
NO. 2 OR BETTER
66 2/3% OF THE DAYTIME
IN PHILADELPHIA

C. E. HOOPER SURVEYS PROVIDE THE EVIDENCE
Six of the nine hours between 9:00 A.M. and 6:00 P.M. WFIL is the second choice or better of Philadelphia listeners. These facts are demonstrated conclusively in a new WFIL folder, "Daytime Dialing." Based on a four-month C. E. Hoofer Survey from November, 1939, to March, 1940, the figures show that WFIL is consistently Philadelphia's No. 2 daytime choice. Ask for your copy of "Daytime Dialing" now. Ask, too, about WFIL's attractive daytime availabilities. There is one waiting to do a sales job for you, NOW.

FOR LOW COST CIRCULATION
BUY WFIL
NBC BLUE NETWORK • MUTUAL NETWORK REPRESENTED NATIONALLY BY EDW. PETRY, INC.
Nets Prepare to Drop ASCAP
(Continued from page 16)

The widest possible use of BMI music via transcriptions, the organization, unlike other publishers who make substantial charges for the privilege of using their copyrighted music, will be permitted only the statutory fee of 2c per composition per pressing. BMI also has complete plans for expansion of its territory by utilizing additional space and personnel at its headquarters at 580 Fifth Ave., New York City.

In announcing the BMI policy of making its music available to transcription companies, Mr. Tompkins stated: "The copyright law is clear. The maximum fee which can be charged for the right mechanically to reproduce the work is 2 cents for each composition, regardless of the form or purpose of the record.

"Music publishers initially succeeded in imposing higher fees which have been imposed upon electrical transcriptions, by a threat to restrict the production of wire transcriptions. The precedent created thereby has been accepted by many persons who have not been aware of its implication.

"BMI is in a position to break away from what I think is an improper precedent. We shall, therefore, charge the statutory fee for the use of our compositions for electrical transcriptions. This will help not only the transcription industry, but also the broadcasters themselves, as in transcribing the costs in the last analysis are paid by the broadcasters.

"In thus aiding the transcription industry and broadcasting industry, we are also aiding BMI composers and authors as the use of BMI compositions will be enormously stimulated by our adherence to the legal charges."

Asks Sponsors to Aid

While expecting that its music will be actively exploited by broadcasters on sustaining programs BMI is also endeavoring to enlist the cooperation of advertisers in placing their radio spots to include its numbers on commercial programs. An educational campaign is now being planned to point out to radio sponsors the importance of radio that, as they are the source of income of the American system of broadcasting, it is as bad for them as for the broadcasters to have music in a monopolistic position, controlled by a single source which is thus in a position to enforce any demands it may see fit to make.

To set up an adequate supply of music which will free the broadcasting industry from such complete dependence upon ASCAP, BMI executives are carrying on negotiations with a number of publishers to place their catalogs under BMI control. Pending the successful completion of these negotiations, BMI officials decline to discuss details or to mention names, but it is believed that such progress has been made that the acquisition of several important catalogs by BMI will be announced in a similar fashion. Reports that BMI was planning to take over the licensing rights of the catalogs of Associated Music Publishers, which Mr. Tompkins headed until he resigned to join BMI, and of the Society of European Stage Authors & Composers, were, however, denied by Mr. Tompkins.

Many BMI members, he stated, are already receiving the AMP catalog through long-term contracts for its library service, and many stations are already licensed by SESAC to perform its numbers, so that there would be little point in BMI taking over these catalogs. No negotiations have been started with either AMP or SESAC, he said, nor are such negotiations under consideration by BMI.

Six popular tunes were released by BMI early in April: "Here in the Velvet Night," by Ernest Gold and Dan McCray; "Sagebrush Serenade" by Milton Cassell and Charlotte Cassel; "We Could Make Beautiful Music Together" by Henry Manners and Robert Sour; "Let's Draw Straws" by Eugene Conrad and Robert Braine; "In the Silence of the Dawn" by Leon De Costa and Samuel O. Johnson; and "What Good's the Moon?" by Lee Wainer and Robert Sour.

Numbers were selected from some 20 pieces auditioned at a dinner attended by representatives of networks, stations and recording firms, each of whom commented on each number heard. These questionnaires were then studied by BMI music executives and the six tunes issued.

A similar audition for another batch of BMI music is planned for the near future, it was reported, and others will be held as frequently as necessary.

In announcing the inclusion of these BMI numbers among its May 1 releases, Lang-Worth said that all the selections would be recorded as dance numbers with vocal refrains and that in addition those capable of salon treatment would also be recorded as that type of number.

Lever Network Plans

LEVER BROS. Co., Cambridge, Mass., early this summer will start a program for Lifebuoy soap in the first available period on either NBC or CBS, according to Wm. Esty & Co., New York, the agency handling the account.

KEX BOOSTS SKI SALES!
The Beebe Company selects Northwest's Favorite Sports Station to introduce new line to Skiers!

- How to introduce its line of Splitkein and Flexible Flyer Skis and Avalanche Waxes to winter sports fans of the Oregon country was the problem faced by The Beebe Company. They recognized that skiers are strong advocates of their favorite brands, and that to build up sales on new names called for special strategy.

Oregonian radio station KEX was selected to do the job—and KEX delivered. With a 5-minute Friday night broadcast of snow conditions, weekend weather and skiing news, The Beebe Company has sold the quality story of its products. In less than three months, according to the Beebe management, these KEX broadcasts have made Splitkein and Flexible Flyer Skis and Avalanche Waxes a byword throughout the Northwest.

With sales successfully launched on these products, The Beebe Company is continuing to use the power and popularity of KEX to mark up new sales records for its ski department.
WHEN the weekly Richland County Home Demonstration program recently celebrated its fourth birthday on WIS, Columbia, S. C., General Manager O. Roberts & Shafto got a special birthday cake, baked by Mrs. Fred Rush, blue ribbon cake decorator, WMBN, 99 South Carolina State Fair. The presentation was made by Winnie Belle Holden (right), county agent who conducts the farm women’s program, and Mrs. Beasie Harper (center), district agent.

WEBC, Duluth, was forced to use its auxiliary transmitter for 24 days when a severe storm struck April 3, causing extensive damage to communications lines. Telephone and power lines to WEBC’s transmitter on the outskirts of Superior, Wis., were down during this period, but using the auxiliary transmitter in downtown Superior and the city’s new FM transmitter, WEBC restored its NBC service, after stringing an emergency wire by rebroadcasting the signal of KSST, St. Paul. The FM broadcast was picked up downtown and led into the auxiliary transmitter until regular wire service was restored. WEBC’s Arrowhead stations on the Minnesota Iron Range were isolated longer, but maintained its CBS programs by rebroadcasting WCCO.

KLPJ, Minot, N. D., recently awarded gold basketballs to 10 players picked for their showing in games broadcast by the station during the 1939-40 season. Selection was made by Floyd J. Wyman, KLPJ sports announcer, in collaboration with R. J. Schmidt and Leslie E. Mayne, of the special events department. During the season KLPJ carried 67 games, including various tournaments.

CBS has reorganized its trade department under the supervision of Victor L. Banning. Banning will direct sales promotion to emphasize special articles and services rather than general releases. He was appointed by the late Wroe Jr. continues as trade manager.

WIBC, Indianapolis, has started a weekly quarter-hour promoting a driver’s safety contest conducted under auspices of the local Lion’s Club. The contest is open to commercial drivers of local firms.

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

THE STATION ‘IN THE HEART OF THE INDUSTRY’ PONTIAC MICHIGAN

1000 Streamlined Watts Announces The Appointment Of RADIO ADVERTISING CORPORATION NEW YORK CHICAGO CLEVELAND National Representatives

Shut His Eyes

ALTHOUGH it happened in the Fable Room of a Modesto (Cal.) hotel, Wayne Berthold, engineer of KTRB, that city, swears his most embarrassing moment was no fable. According to Berthold, during a fashion show during a convention of women students from California, he had two pieces of equipment in a small room adjoining the auditorium. Called out and detained by the broadcast time, Berthold rushed back to find the room had been transformed into a dress room. The models were in various stages of undress. As he barged in, the models started and nearly brought students stared, but Berthold gave all attention, he says, to the prompter who gave him to that “the show must go on.”

SABOTAGE is hinted in the cutting of a 300-foot lead-encased conduit from the CJRC, Winnipeg, studios to the transmitter outside the station’s CBCB building, but no damage was done. A police search after the cut was a clue to the fact that someone had been acquainted with the electrical plan. The conduit was cut at 3:15 Sunday morning and was seen in a telephone call that would be run by the Canadian Pacific telegraph office to give inaccurate scores on the Edison Cup. Both finals played that night in Edmonton.

CBS on April 22 will start a series of half-hour dramatic programs, titled Mystery Hall, with David Cheskin’s orchestra and originating NBC studios, Hollywood. A total of 106,620 persons attended commercial and sustaining broadcasts at the WOR-AM studios in New York during 1939, according to a report by the WOR guest relations department. WOR, November with 1,458 individual ticket requests, which does not include attendance at other WOR shows outside WOR studios. The greatest num-

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NOT A suburban residence but a transmitter house in this edifice built by WBZ, Boston, at nearby Hull for its new 50,000-watt transmitter, across the harbor from Boston, with the transmitter beamed on the city.

OLIVE KACKLEY, director of the Community Service Department of WCKY, Cincinnati, has been appoint- ed second “goodwill ambassador” for the station by L. B. Wilson, president and general manager. In announcing the appointment Wilson said that the work of the original “WCKY goodwill ambassador,” Milton Becon, has been received as enthusiastically as he is now booked almost solidly two months in advance for talks in neighboring communities. Miss Kackley will continue to direct the community opportunity work in conjunction with her speaking appearances. As a public service feature WCKY offers gratis speaking appearances by Miss Kackley and Mr. Becon to schools and other community groups.

WNAX, Yankton, S. D., has started originating its Junior Kwix show from the stage of the Orpheum Theatre. Mr. Yankton, WNAX group manager, is conducting the show. Mr. Yankton has received an enthusiastic response from the radio publicity for the premiere, April 4 of the 13th annual campaign.

STUDENTs of Ohio State U. in Dr. Norval N. Laxson’s radio newswriting course in the school of journalism process news for two daily quarter-hour broadcasts of WOSU, University of Ohio station in Columbus. Processing of news is done in the Ohio State radio newsroom, served by a WPEN (teletype). The student newsmen handle the individual cost of the WPEN service. Broadcasts are handled by John N. Traxler, director of KSTP, Minneapolis.

INFORMATION for Boy Scouts in all branches of radio has been started by WPEN. The series is scheduled for six weeks with an award for the best performance in all schools. The program will be heard on April 15, at the conclusion of the series.

KVOO, Tulsa, has started a quarter-hour Junior Programs, called “KFOO Radio Report,” a radio station in the Tulsa Junior C. of C. Safety Quiz, under the supervision of the Tulsa Eagle Department. Team leaders of Tulsa business concerns are chosen to answer questions on traffic and public safety. High scoring team at the end of the series will receive a plaque.

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FACILITIES for training in radio have been installed in the new $275,000 journalism building of the Iowa Agricultural College and Research Institute, in the city, which will be dedicated May 2-4. Modern soundproof studios and control rooms are operated by students from the classrooms make possible class observations. It is planned to have the daily newscast, currently emanating from the Minnesota studies of WLB, originate in the new studios.

A SERIES of 15 radio scripts on city government is available free to school and civic groups upon application to the U. S. Office of Education.

Wagal Dedication

CIVIC leaders, gathered for the dedication of the new studios of WAGL, Lancaster, Pa., on April 5, paid tribute to the services contributed in the past by the station. The address was made by Mayor D. E. Cary, who was introduced by Col. J. H. Steinman, president of the steering committee. The Radio Group, which includes WAGL, the exercises, which were broadcast from 9 to 9:30 p.m., were over the Philadelphia office of WAGL.

Headley-Redd Co., NATIONAL REPRESENTATIVE

Radio and Education

IRWIN A. JOHNSON, director of development of the University of Missouri at Columbia, O., in an article, “The Evolution of Educational Radio,” published in the February, advanced service to educators on how to take advantage of radio’s expanding educational sphere.

NATIONAL Catholic Education Association held its annual convention in Kansas City on March 29, in which the classroom use of the CBS American School of the Air. The organization will present the plays before an estimated 1,000,000 school children in the year during the course of a tour reaching every section of the country. Casts of professional actors will stage the plays.

Among the productions to be taken on tour are selections from the Tales From Far & Near literature series, the New Horizons geography and science programs and others from the new CBS series of American workers. All the plays will have a Latin-American theme, in line with the recently announced CBS plan of extending its air school to all Western Hemisphere countries. Three years ago CBS cooperated with Junior Programs in a weekly dramatic series, Legends of the Western World. Junior Programs is a non-commercial enterprise established and directed by Mrs. Dorothy L. McFadden for producing dramatic entertainment for young people.

NEVILLE MILLER, president of the NAB, was introduced by Phillips Collins, NBC eastern program director, as guest speaker on the April 15 program of New York University’s Diplomas and Jobs series on WNYC, New York’s municipal station. Mr. Miller will discuss “What Kind of Opportunity Does Radio Offer the Young Job Seeker?” and will be quizzed by a recent NYU graduate who is looking for employment. The program is produced by Richard Tuck, also an NYU graduate, now in charge of programming for WNYC.

School Scripts of CBS

To Be Used for Plays

COOPERATING with CBS, Junior Programs Inc. during the 1940-41 school year will include in its repertoire dramatizations drawn from the CBS American School of the Air. The organization will present the plays before an estimated 1,000,000 school children in the year during the course of a tour reaching every section of the country. Casts of professional actors will stage the plays.

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WHIO's Proof

PROOF of performance of spot announcements is supplied agencies by WHIO, Dayton, in the form of transcriptions as read by the announcer on the air without his knowledge. To date WHIO has sent a score of "proofs" to agencies, receiving many favorable comments. The method was developed under direction of Dave Brown, assistant manager in charge of sales.

John H. Hawley

JOHN H. HAWLEY Sr., 66, account executive of Young & Rubicam and founder of the former Hawley Adv. Co., died at his New York home April 11 after a brief illness. Mr. Hawley, a native of Detroit, has been associated with advertising and publication work in New York City since 1918. He is survived by his wife, three sons and a daughter.

WFB L SYRACUSE
Nationally Recognized as the LEADER*

in a nationally favored "TEST" MARKET

"Now carrying heaviest schedule in history—95% of time sold! WRITE FOR FULL DETAILS

WFB L SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair [N. J.] 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

J. BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocahion Engineers
Earle Building, Washington, D. C.
Telephone National 7787

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

CLIFFORD YEWDAII
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adaptable to Radio

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Present Address: 2915 North Henderson Ave.
May 1st Address: Highland Park Village
DALLAS, TEXAS

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broadway, New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
7134 Main Street
KANSAS CITY, MO.

Help Wanted


Salesman—with not over two years experience on small station. Must be willing to work up. Four salesman already on staff have best accounts. Midwestern city. Over 109,000 population. Network, 1870 commision. $25 per week guarantees. Box A768, Broadcasting.

Situations Wanted


Young, new working—desires employment with local, small, regional, new station, as manager program director. Box A783, 844, Denver, Colorado.

"Live Wire"—28, married, Assistant Manager-Program Director regional. Desires better connection. 7 years experience. Box A767, Broadcasting.

Continuity Writer—experienced all forms script writing, also announcing. Prefers Mid-west. Writs smooth, lively copy. Box A773, Broadcasting.

Ye Gode—Engineering college graduate does not want employment but needs it. Technical, non-technical work with high short hours desired. Amen. Box A772, Broadcasting.


Announcer-Newscaster—Five year back-ground covering all types of commercial and general announcing, programs, special events direction. Sponsored as newscaster by several national organizations. Transcription available. Box A770, Broadcasting.

Help Wanted (Continued)

Situations Wanted (Continued)

Announcer - Continuity Writer — Southern voice, can present program, experienced in programming, special events and news College education. Southwest preferred. Box A784, Broadcasting.

Program Director, Announcer and Copy writer, Specialty announcing. Ten years experience, available immediately. Would also consider purchasing stock in live station. Box A771, Broadcasting.

Sales Promotion Man—with advertising, merchandising, and publicity background on one of the southwest's finest regional stations. Desires a change. Prefer to stay in southwest Available immediately. Write Box A781, Broadcasting.

Production Manager—fourteen years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A777, Broadcasting.

Employers—We have experienced radio employees in every section of the United States. Let us supply you with the names of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 884, Denver, Colorado.

Manager—Young with outstanding background of experience in all phases of broadcasting including extensive sales. An opportunity to present my story and evidence will convince you. Affiliated with major network station in key city. Box A774, Broadcasting.

Agency Radio Director—with proved record station management, sales, promotion, program creation and production desires to locate with new or established station as sales manager. Young (aged 30), has specialized in producing sound ideas that sell for local and regional advertisers. Sober, industrious, ambitious, personable; now employed by nationally known firm specializing in production of radio campaigns for local and regional advertisers. Available on two weeks' notice. Go anywhere, there is a job to be done. Box A766, Broadcasting.

For Sale

Radio Station—for sale if action is taken immediately. Box A779, Broadcasting.


For Sale—Immediate delivery, DeForest 100-c 200 watt transmitter. Also Western Electric 104A, 1500 watt transmitter (modernized) : two 166 ft. Lehigh masts. Box A790, Broadcasting.

Mail Order Millivolt No Copyright Fee
WALTER P. BURN & ASSOCIATES, INC.
7 W. 44th Street
New York, N. Y.
1939 Annual Advertising Award — “Research Achievement.”
B-S-H Replaces Disc Series With Local Programs

AFRA Stand Causes Changes In Regional Schedules

STERYLING PRODUCTS, New York, and American Home Produs, Inc., have joined forces to begin using the local -hour block of recorded music on their respective networks broadcast on the SCN radio system. This move is part of a plan to increase the number of programs carried by the network.

Theofs are carried a State Network.

When Chicago & Northwestern Railroad renewed its six-weekly one-hour Musical Clock on WMAQ, Chicago, March 25, it marked beginning of its fourth consecutive year as sponsor of the program. At the formal opening of the new season, WMCA, Chicago, the agency; Oliver Morton, sales manager of WMAQ; Sidney N. Strots, NBC vice-president; W. L. Williams, railway executive officer.

The employer lives up to the terms of his contract.

Charges that AFRA has winked at this clause in the case of the national networks and permitted regional rebroadcasts via transcription to be put on without payment of the rebroadcast fee, to suit the sponsors' convenience, were indignantly denied at AFRA headquarters. It is reported, however, that executives of the regional groups are considering the situation, which they feel places them in an unfair competitive position, with the U. S. Attorney General's office for possible action under the anti-trust and restraint of trade statutes.

Two-hour block of serial dramas which American Home Products and Sterling Products have sponsored on WMCA, New York, from 8-10 p.m., as an experiment in repeating these programs, broadcast by network stations in New York during the daytime hours for listeners unable to hear them in the morning or afternoon, will be shifted April 15 to an afternoon period on WMCA, 1:15-3:15 p.m. At the same time five of the script shows will be dropped and a musical program, Sweetest Love Songs, an hour-and-a-quarter of recorded music, substituted. Serials continued, each a-quarter-hour, are Easy Acres, Our Gay Sunday and Romance of Helen Trent.

While shift of the two-hour block from the more expensive evening hours to time during the day, generally believed to indicate a failure of the experiment, executives at Blackett-Sample-Hummett have declined to comment on the reasons for the change or to discuss the regional network programming.

PRIZES FOR KIDDIES
Popsicle Giveaway Includes Money and Candy

JOE LOWE Corp., New York, has started a special merchandise giveaway offer on the half-hour transcribed Buck Rogers programs for Popsicles, currently on 100 stations throughout the country Saturdays between 12 noon and 1 p.m. Before the serial starts, local announcers telephone four local numbers and ask if there are any children between the ages of 5 and 17 years.

If so, the child receives a check for $2.50 and a coupon for two Popsicles. If there is more than one child, the one nearest a predetermined age receives the money, the others receiving the coupons. If there are no children, the family receives the coupons, and the money is held over for next week's program, which also occurs if the phone is unanswered or is busy. The "contest" idea, titled "Popsicle Pete's Money Box," started April 6 on 18 Southern stations carrying the Buck Rogers program, and will start May 4 on the remaining 82 stations.

New Sponsor for "Voice"

It is understood that The Voice of Experience will be called by Sayle Taylor, heard on MBS last fall for Lydia E. Pinkham Medicine Co., will probably start again on Mutual about May 1 sponsored by the Stanback Co., Salisbury, N. C. (proprietary). Return of the program has been tentatively arranged for about 10 stations, White Co., New York, in charge.

In Chicagoland

300,000 Lithuanians Listen to one program

The LITHUANIAN HOUR
Over 5,000 Watt WHIP 10:00 to 11:00 A.M. daily

A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

For participation details, write SALTMIREAS RADIO ADVERTISERS 6912 S. Western Ave. Telephone: Prospect 4050 CHICAGO, ILL.
Wander Serial to Award Roles to Amateur Talent

AMATEUR talent contest will start the middle of April to run for two months, the winners to receive two-weeks contracts, with all expenses paid, to appear on the Wander Co.'s Carters of Elm Street serial program heard on 85 BBS stations. Local contests will be held in the cities and towns with recordings of the local winning voices sent to regional centers, which in turn will select one winner. The two winners will be chosen in the "Carrie Carter Talent Search", as the contest is titled and open to all girls ages 12 and over, one winner to be in the 15-25 group, and the other in the group over 25. Winners will receive a salary of $112 a week plus expenses, and will have special parts written into the show to fit their special acting ability and personality. Virginia Payne, who plays the starring role of Carrie Carter, will be chairman of the board of judges. She suggested the contest originally. Agency handling Co. account is Blackett-Sample-Hummert, Chicago.

KSD-WHIO Get Series

AMP Recording Studios, New York, on April 1 and 2 placed the thrice-weekly series as described serial Beyond Reasonable Doubt on KSD, St. Louis, for the Roosevelt Savings and Loan Asn., and on WHIO, Dayton, for Continental Banking Co. The series is produced by the Wander Co. and sponsored by the American department stores. The serial is slated to begin on stations in Australia and New Zealand in May, coinciding with the winter season there. With the March 23 broadcast, Vick Chemical Co. ends 78 episodes in the series over the first fast stations, completing its seasonal advertising for 1940. A tie-up promotion is next fall through Morse International, New York.

New UP Subscribers

NEW subscribers to United Press are: WDPY, Hertshoorn, Ill.; WSDM, Muscle Shoals City, Ala.; KWFC, Hot Springs, Ark.; WAPL, Appleton, Wis.; WQAD, Davenport, Ind.; KWNO, Winona, Minn.; WOC, Davenport, Ind.; WBPY, Tomahawk, Wis.; KWAT, Watertown, S. D.; WLEU, Erie; WFWA, Frederickburg, Va.; KIKE, Chula Vista, N. M.; UKBN, Campbellton, N. B.

IN PROPOSED findings issued April 5, the FCC has tentatively denied the application of the Laramie, Wyo., local outlet on 1420 kc, to shift to 1270 kc, and operate with 1,000 watts fulltime.

LANG-WORTH

planned programs

LARGEST
PUBLIC
DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH

FEATURE PROGRAMS
420 Madison Ave.
New York
Disc Restrictions Eased in Canada

Stations May Match Use of Recordings With Talent

By JAMES MONTAGNES

GIVING Canadian broadcast stations more leeway to use recordings in evening hours from 7:30 to 11 o'clock, local time, and at the same time developing the use of local live talent during those hours, the Canadian Broadcasting Corp. has issued an amendment to its regulations effecting April 15. Broadcasters, on application to the CBC, may now use recordings up to 1 or 1 1/2 hours each evening if their primary area is respectively more or less than 20,000 radio homes.

In outlining the new regulations to station managers in a letter, H. N. Stovin, CBC supervisor of station relations, stated that the new regulation was "promulgated by a two-fold hope, (1) that it would meet the desire of radio stations for greater flexibility in their program arrangements, and (2) that it would serve as a stimulus in the matter of the employment and development of live talent by Canadian radio stations."

Must Reciprocate

A hint of the new regulations was given Canadian broadcasters at their annual convention in Montreal Jan. 22-24, coinciding with the meeting of the CBC board of governors at Ottawa which passed the new regulations, announced to stations April 1.

Under the new rule, any Canadian broadcasting station can obtain a half-hour of transcription time during evening hours if its employment of live talent in the opinion of the CBC warrants that permission. The CBC states that a station "will" be required to certify in writing that (it) will be prepared to spend 1 1/4 times (its) card rate per week in the employment of live talent or its development. Live talent is interpreted to mean any program broadcasts designed for the education, enlightenment or entertainment of listeners and not mechanically reproduced, for which remuneration is made. In terms of this definition, live talent programs include presentations of vocal and instrumental music, news and drama. Each station is given SIXTEENTH anniversary on the air is being observed by WLS, Chicago, with a nine-day celebration started April 12. Three feature programs which started within a week of the station's debut are included in the ceremonies. The programs are WLS National Barn Dance, Dinner Bell Time and Homecoming.

World events since the WLS debut were highlighted in the opening program, "The Barn Dance of World." Art Page, veteran WLS employee, acted as narrator, with Jack Holden announcing and Al Boyd providing.

Each morning a quarter-hour of music popular in 1924, and news events of that day, was presented. A session called Round Table of the Air, featuring four employees who have been with WLS all its years, was heard during the early days of the activities. The participants were Grace Cassidy, traffic manager; Tom Rowe, chief engineer; Harold Safford, program director, and Art Page, farm program director.

Stations breaks throughout the entire nine days called attention to the anniversary. On some programs, the words Time, commissioners of agriculture a stated sum based on its card rate which it must spend from April 1, 1940 to April 1, 1941, to qualify for use of transcriptions under this clause.

A further half-hour of transcriptions is available to all stations in what primary area there are less than 20,000 radio homes. Stations of 250 watts power or less not served by any CBC network in areas of 20,000 radio homes or less, can obtain a further half-hour for sponsored programs and a third half hour for unsponsored programs.

At the same time an amendment was made to regulations regarding spot announcements. Under the amendments time signals or weather reports can be sponsored provided no advertising other than the name of the sponsor is mentioned, and stations can make coverage test spot announcements with price mention up to 25 cents allowed.

Maclev's Perfumes Tests

MACLEV'S Personalized Perfumes, New York, on April 15 starts a four weeks' test campaign of daily one-minute announcements on more than 100 stations, done by Edwin Strong, on WSVA, Harrisonburg, Va.; WCNW, Brooklyn; CHNS, Detroit; and WHAM, Ston.

Women listeners requesting "personality charts" may send their names and receive a sample bottle of perfume blended to their particular personalities. More stations in different sections of the country will be added at the end of the test, according to Norman Well, New York, agency in charge.

WPEN Picketing Continues

THE Philadelphia Musicians' union, Local 77, AFM, in its effort to force a settlement of music differences with WPEN over the employment of a studio orchestra, has indicated it will extend its boycott to the station's sponsors. All the commercial advertisers on the station will be placed on the union's unfair list, under the plan, with members forbidden to patronize the establishments and products. Musicians have been picketing the station more than four months and A. Rex Richards, secretary of the Union, said that efforts will be made to enlist the support of the Central Labor Union in striking at the station's sponsors.

WFMJ

The only full-time station in Ohio's 3rd largest market.

14,797 listeners, most of them within 30 miles of Youngstown, Ohio, replied to a single broadcast over WFMJ.

CHNS

HALIFAX, N. S.

The Key Station of the Maritime

Representatives

WEED & COMPANY

530 Madison Ave., N. Y.
Running Account of FCC Hearings on Television

Continued from page 74-D

tee on standards. He also stated he had in his records a notice dated Feb. 16, calling attention to a com-
mittee meeting at the DuMont Laboratories for a demonstration of the DuMont television.

As requested by Chairman Fly when RCA President Sarnoff made a speech to the association, Mr. Geddes stated that it would be an in-

 President Sarnoff, to his knowl-

dge, was during the discussion at the meeting of "the only things" television were dis-

 humbnails of the programming so he did not feel free to do so with-

 committee on standards at the DuMont Laboratories for a demonstration of television.

Chairman Fly immediately in-

strued that the requested mate-

rial be subpoenaed. Mr. Geddes also explained that the only television action taken at the meeting in ques-

tion was approval of the ap-

 pearances of Messrs. G. B. Grindol, G. B. Bingley, and W. B. DuMont as radio and television, and himself at the television hear-

ings. He stated that there was no need for a coin-

ference on the "other things" than television were dis-

 cussed at the meeting.

In answering another matter, Chairman Fly then requested that all parties submit all correspon-

dence with other parties, as well as their respective representatives, regard-

ing television activities be-


tween the dates of the closing of the FCC's January hearing and the start-

ting of the present proceeding. Ad-

vised this would be a large or-

ganization of papers for the FCC to take responsibility for the "volume".

Mr. Geddes expressed a desire for permission before com-

plying, the FCC chairman issued instructions for another subpoena for this material. He requested that this material, from all parties, be furnished by April 12 so as to be made available to the FCC at the

ight.

Chairman Fly stated that the committee meetings be suspended at the hearing room immediately after questioning Mr. Geddes.

Farnsworth Counsel

Favors RMA Standards

Following Mr. Geddes to the stand, Edward Farnsworth, secretary and patent counsel of Farnsworth Television & Radio Corp., outlined the research activities of his or-

ganization. He said Farnsworth's extensive program research and de-

velopment in the television field, extends to larger and better tubes, high-

motion picture projection, transmission on high frequencies, and single side-band transmission.

The company's present research staff includes engineers, technicians and engineers, and grew out of a project begun by Mr. Farnsworth years ago. Out of this research organization looking for "something new" in the field, does not include film production engineers and others who deal directly with manufactur-

ing products, he said. He included in his engineering staff of the company approximately more than 100, estimated.

Farnsworth standards at this time will figure furt-

ther research, Mr. Martin declared, adding that giving careful consideration to the proposals the Farnsworth organi-

zation favors adoption of the

RMA standards. He stated also that commercialization, or limited or full, should be permitted, hailing it as "an essential step in the development of television, and a step that should not be further delayed".

Bingley Tells of Committee Meetings

Cross-examined by FCC General Counsel Roberts, Mr. Bingley holds the stan-

ard committee on standards for manufacture.

Although Farnsworth television re-

cords, and the FCC committee was in con-

sideration of several sets are oper-

ating in test demonstrations over the country, none has yet been put on the market, he stated. Pro-

duction is planned for the near fu-

ture, he added. Mr. Martin also pointed out that from September, 1940, to February, 1941, the FCC had been on the market, until the end of the year about $2,000,000 worth had been placed in service.

Mr. Bingley stated that to the best of his knowl-

dge the statement probably was discussed but not questioned. In his testimony he had to testify of the Feb. 29 meeting which indi-

cated that following a discussion of standards he had asked as chairman. He explained it was then ap-

parent that the subcommittee's board would not be limited in effect, and that for this reason, with Philco's pro-

posal for full-scale operation, the subcommittee would not longer serve as chair-

man. The minutes indicated a new chairman took over at 11:52 a.m., following the Bingley resignation.

Commenting on the effect of this RMA attitude, he said since it ap-

peared the "flood gates were about to open", Philco made preparations to suspend its research beyond the point of the FCC's attempt to get into production.

RCA Video Activity

Sketched by Morton

Starting RCA's presentation, A. H. Morton, NBC vice-president in charge of television and radio, stressed the activities of the network in tele-

vision development from a program and research point. He stated that 85 per-

sons are on the NBC television re-

search staff, including 49 engineers and technicians, 27 program produ-

cers and directors, three costume and setting designers and two working on outside pickups. With a "substantial acceleration" in pro-

gram research started after March 1, he outlined various program de-

velopments. To be undertaken, he said, a new program of twice a week, running from Lowell Thom-

mas and Esso newscasts to telecasting an eclipse of the sun.

Among recent technical improve-

ments, he listed a lens coating of potassium fluoride yielding as high as 65% spectral efficiency, an RCA lightweight portable television equipment, and the new orthicon transistor, which, he stated, is being reactive improvements is marked, he de-

clared. With 30 to 35% of the look-

ing program ratings regular-

ly, he said the ratings at March 1 had averaged 1.98 weekly (3 as top rating), while since that the weekly average has jumped to 2.19.

In line with accelerated develop-

mental activity, it was also planned to add engineers to the television staff and to contract new writers and designers, he commented.

Mr. Morton also stated that in March 23 orders "until we can see our way clear." Analysts of the "K-Hil-

laine" national advertisers have ex-

pressed a desire to participate in television. Asked when he thought commercial operation should be started, he answered "to-

card or tomorrow".

Chairman Fly, at Mr. Roberts, he stated advertising students have indicated that a well-produced com-

mercial program on television can do a coin-

ing as it does fundamen-

tals of advertising appeal—sight, sound and motion—when it has a sales effect four to ten times higher than established media.

Research Progress

Discussed by Engstrom

Elmer W. Engstrom, RCA direc-

tor of television research, launched into a description of RCA's re-

search activities, which he said among other things included tube screening and development, market gradation, greater contribution to large screen projection. He stated there has been no change in this extensive research system since March 1.

Mr. Engstrom estimated that RCA's research staff, including technicians were working fulltime on the television research of RCA Mfg. Co. and Communications, with additional part-time research-

ers bringing the total to over 100, not including assistants.

One of the developments of Mr. Engstrom's appearance developed around this testimony on the prog-

ress of the business. He explained that present tests have reached a stage where a relay sys-

stem between New York and Phila-

delphia, with two channels each way, is considered practical. Al-

though RCA stands ready to un-

dertake construction and develop-

ment of the relay as a common carrier facility, he said no license applica-

tion for this purpose will be made unless the com-

mercial issue is decided, since it is decided, there would be nothing to support.

This observation drew immediate fire from Chairman Fly and Com-

missioner Martin, who questioned the propriety of RCA's with-

holding construction until some sort of financial return seems assured. Carrying out his point, with Coun-

sel Wozencraft by this time in the thick of the discussion, Chairman Fly pointed out that RCA (Mfg. Co.,) did not hold a "license for relay transmission) to-

morrow, then you ain't got a pro-

t. RCA is ready to go and with no license certification is marked, he de-

clared. With 30 to 35% of the look-

ing program ratings regularly, he said the ratings at March 1 had averaged 1.98 weekly (3 as top rating), while since that the weekly average has jumped to 2.19.

Inaguration Telecast Plans Discussed

Asked about the prospects for the projected NBC television cov-

rage of the 1941 inauguration in Washington, Mr. Wozencraft de-

clared that it was now "too late"
...to carry out the pickup. Chairman Wozencraft asked, "When did it become too late? About March 23rd?" The RCA counsel replied that there was "no intent to delay the issuance of the order which is holding up the building of the relay," adding that RCA is "just waiting like a stocky muffaletta" to sell its product for its projected service.

**Questioned by Commission Thompson**, Mr. Wozencraft stated that, as he remembered, the application for a relay CP was prepared after the March 23rd deadline and was about ready for filing with the FCC in late March. He added that it is possible that this time had not been for the present hearing. The decision against filing the application was made between March 20 and 29, so it could not be more "for publicity" than facts. Mr. Wozencraft observed the whole matter boiled down to whether there was any sense in building a common carrier facility without the authority to charge for its use.

Citing RCA's January testimony, Mr. Wozencraft quoted, "If limited commercial operation is not started, the steps will be taken to construct relay facilities between New York and Boston, New York and Philadelphia and that it would be available to all users on a first-come-first-served basis." He said he felt that if commercialization of television broadcasting is permitted, the FCC may also authorize payment to users of common carriers to relay the visual programs.

**Would Compete With Coaxial Cable**

Chairman Fly asked how such a relay could be classed as a common carrier. Mr. Wozencraft replied, "If you look at the point out that it would operate in competition with the coaxial cable system by NBC and RCA and Philadelphia and that it would be available to all users on a first-come-first-served basis."

Mr. Wozencraft then went into the record a statement on behalf of RCA that if the FCC would make it possible for RCA to build and operate a receiver capable of receiving television programs broadcast under other standards than RCA's. **RCA Standards Held Best by Test**

"The RCA is using these standards and believes that in their fullest development, they incorporate the best features that have been developed in the television broadcasting of the United States, England, Germany and the rest of the world," he commented. "After years of experimentation and on the basis of tests which the RCA believes that television programs built under these standards are superior, we believe that television programs under these standards will give the public a larger measure of satisfaction than if it is made to stand on a platform."

"During the course of the present hearing the suggestions have been made that television receivers be manufactured that would be able to receive from television broadcast stations other than those of RCA. The RCA does not believe that it would be in the interests of the public to encourage such a development, however, since such a development would prove to be of advantage either from an engineering, economic, or commercial point of view.

"Nevertheless, if the FCC accedes to the request of telecasting television programs from the public airways, the suggestion that it might be possible to return to the pre-inaugural telecast of Mrs. Roosevelt and to carry it, if the situation was not suitable for RCA, by inductive coupling."

"In the case of three recent meetings that the FCC did not favor fixing standards now, it is only because of the deadlock. We have now suggested that the FCC should not favor fixing standards now, but that the FCC will not allow any "hodge-podge" situation to develop in connection with broadcasting."

**Unsatisfied with Resolution**

"The late Mr. Patterson's examination, questioning the constitutionality of the possible implications of use of the proposed "common carrier relay" by broadcasters, finding that it would give "flexible" synchronizing pulse and also accommodate other systems. He also stated that "the little black box" and making other "very slight" alterations in the transmitter would not be a "farthing". The FCC meetings popped up when Mr. Wozencraft declared that the FCC would be doing its utmost to introduce standards that the FCC would not be doing its utmost to introduce. Mr. Wozencraft then asked, "When did you point out that the FCC had been doing its utmost to introduce standards that would not be doing its utmost to introduce standards?"

"We have asked the FCC to allow a commercial station to be inserted into the system of proof."

"Chairman Fly then observed that Mr. Wozencraft had been promised a "feeble" answer to his question."

Chairman Fly then said that it was his "impression" that Mr. Sarnoff and others did not know, Mr. Sarnoff stated that it was his "impression" that the FCC had not favor fixing standards now. After Mr. Wozencraft had stated that it was his "impression" that Mr. Sarnoff and others did not know, Mr. Sarnoff stated that it was his "impression" that the FCC had not favor fixing standards now. After Mr. Wozencraft had stated that it was his "impression" that Mr. Sarnoff and others did not know, Mr. Sarnoff stated that it was his "impression" that the FCC had not favor fixing standards now. After Mr. Wozencraft had stated that it was his "impression" that Mr. Sarnoff and others did not know, Mr. Sarnoff stated that it was his "impression" that the FCC had not favor fixing standards now.
Supreme Court Appeal Sought on Right Of FCC to Curtail Station's Coverage

ANOTHER test of FCC powers, involving the right of the FCC to curtail existing coverage of an established station without the formality of a hearing, may find its way to the Supreme Court, if any appeal is taken before any action is taken by the FCC. A recent ruling by the First Circuit Court of Appeals, in the case of WCOL, Columbus, Ohio, demonstrated the question of whether the FCC may undermine a station's service without a hearing.

The FCC decision of April 2 denying WCPQ's petition for a hearing on its grant to WCOL apparently was written with the intent of forcing litigation to test the electrical interference issue. Since to be heard was denied, a motion, by the Superior Court in the so-called Dubuque L&G KIRKEBY, managing director of KGPF, Hal Staley, commentator and conductor of the weekly Help Thy Neighbor on KJH; Harrison Holliday, KFI-KECA, manager, and Dr. Lee deForest, well-known radio pioneer, Messrs. Hancock and Holliday and directors of the new chapter, and Dr. deForest is advisor, counsel as well as honorary president of the National Organization, Richard Stoddard, chief engineer of Hughes Aircraft Corp., Burbank, is vice-president of the chapter; Leroy Bremner, technical director of National Schools, secretary-treasurer, and James Chappel, Los Angeles FCC inspector, chairman of the board.

PRINCIPLES of the newly-formed Los Angeles-Hollywood chapter of Veteran Broadcast Operators' Association were discussed by these members late in March following installation of Mr. H. Duke Hancock, manager of KGPF; Hal Staley, commentator and conductor of the weekly Help Thy Neighbor on KJH; Harrison Holliday, KFI-KECA manager, and Dr. Lee deForest, well-known radio pioneer. Messrs. Hancock and Holliday and directors of the new chapter, and Dr. deForest is advisor, counsel as well as honorary president of the National Organization, Richard Stoddard, chief engineer of Hughes Aircraft Corp., Burbank, is vice-president of the chapter; Leroy Bremner, technical director of National Schools, secretary-treasurer, and James Chappel, Los Angeles FCC inspector, chairman of the board.

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Radio Again Aids Flooded Regions
Northern California Stations Repeat Public Service

STATIONS in Northern California were called upon for the second time within a month to serve thousands of flood-stricken families when a three-day deluge overflowed rivers and creeks and inundated 100,000 acres of farm land and a dozen or more communities. Although the situation was not as serious as the first disaster late in February [BROADCASTING, March 18], the storm and subsequent floods on March 22, 29, 30, 31 and April 1 threatened an even greater catastrophe.

KFBK, Sacramento, situated in the heart of the flood area, played a major role in bringing succor to the thousands in isolated communities and farm homes which had been broken by the first storm and which were under repair by emergency crews working day and night, gave way in spots, causing havoc.

Governor Appeals
Gov. Olson personally appealed to Howard Lane, general manager of KFBK and the McClatchy stations, to give all assistance necessary to the State Department of Public Works. Under Lane's supervision, the KFBK staff coordinated the mobilization of all broadcasting facilities in the department, getting frequent reports from the various sub-departments of the station, and coordinating them to alert the emergency crews battling the flood waters and the thousands of persons in the inundated areas and the direct path of the onrushing waters.

When the wiser gates of one of the main levees were opened to flood North Sacramento to save other vital regions, KFBK sent out frequent warnings to the residents by sending out a separate section of the station. Bob Handshack of the KFBK staff went aloft in a chartered airplane to cover the floods and broadcast the first eyewitness account of the flood and the situation. Northern California stations likewise did a meritorious job in bringing vital aid to the stricken. KVOV, Redding, which performed so well in the first flood, repeated its service, as did KBLI, KCO, KROY, Sacramento; KDON, Monterey, and KHUB, Watsonville.

Dairyman's Dream Comes True Quiz for Parents on Child Raising Brings Women To Plant for Broadcasting and Entertainment

By HAROLD S. KAHN

THE dairy man's dream of having thousands of mothers visit his plant is being realized by the Franklin Cooperative Creamery, Minneapolis, as a result of its new type of radio program. The Parents' School program originated with WTCN, Minneapolis. The half-hour weekly feature presents competing teams of parents who are questioned on child-rearing.

Competing teams are recruited from local mothers' clubs, parent-teacher organizations, and other groups. Two opposing teams of five, each representing a different organization, compete each week. The winning team receives a cash prize of $15 for its club's treasury, the losing team $10. Each individual contestant receives a week's supply of milk free.

Listeners send in questions, six of which are selected each week by the sender of each question used receives as an award, two quarts of milk daily for a week. In addition to these questions, 12 to 14 additional ones are obtained from books and magazines, an average of 18 to 20 for each broadcast.

Ann Ginn, of the WTCN staff, acting as m.c. conducts the quiz. Each organization sending a team is invited to have a party at the Franklin Cooperative plant, where they are shown through the plant, then served a free luncheon followed by an afternoon of entertainment consisting usually of bridge or "500," the organization being permitted to choose its own program. In the case of card games, prizes are supplied free by the company.

Ten days later the field men conducting the tours make a personal call on each visitor, offering a free souvenir booklet as an excuse for the visit. Because they have been in fairly close contact and perhaps chatted with the housewife during the tour, it is invariably welcomed as an acquaintance and his job of selling is simplified. More than 2,000 calls have been made to date. In addition to new customers obtained this way, about 30% of the contestants and listeners who receive free milk cards become steady customers.

The 13-week experimental contract, which began Oct. 10, 1939, has been extended on an indefinite basis. The sponsor's plant auditorium, accommodating 500 persons, is booked solid until June with parents' organizations obtained through the program.

CHOICE OF HOBES Toscanini, Information Please — Cited for Honor

HOBES of America prefer Arthur Toscanini and the NBC Symphony Orchestra over all other attractions in the entertainment field, according to the current issue of Hobo News, official publication of the Hoboes of the United States. Second place in the nationwide hobo mail went to Information Please, sponsored by Canada Dry Ginger Ale on NBC.

Commenting on the results of the poll, Hobo News said, "Choice of Toscanini is not surprising, considering the marked intellectual and aesthetic tendencies of a majority of the Recreation Itinerants. While riding the rods, nothing could be more soothing than mentally recreating the stirring symphonies of the 110-man ensemble directed by the incomparable maestro. Likewise, to a group as dependent as hoboes on valid information a program such as Information Please is bound to have vital significance."

Troops Fee-Exempt

SOLDIERS in barracks do not have to buy the annual $2.50 listener license fee this year in Canada, according to a new regulation issued with the approval of the Department of the Interior. April 1. No other changes have been made in connection with the license fee, collections of which this year amounted to over $3,000,000 to finance the publicly-owned Canadian Broadcasting Corp. About 1,223,500 licenses were issued in 1939. While rumors have been current for some time that license regulations would be amended to make one license fit all receivers in any one home, the license notices received by listeners show that a separate $2.50 license is necessary for each receiver in the home and in the automobile.

Nets Cover Movie Premiere

CBS, NBC and MBS on April 11 carried special programs from Albany, Ga., in connection with the world premiere of the new Paramount picture "The Biscuit Eater." Billy Lee, star of the show, was interviewed by Parks Johnson and Wally Butterworth of WOR, New York, which originated from Albany that evening on CBS. MBS arranged a special program for the opening, and NBC broadcast music from the charity ball which followed the premiere.

Local Interest and CBS programs are exclusive nation wide, but the audience is a superior audience.

Send for Facts
National Representatives
BURN-SMITH CO., Inc.
New York and Chicago

WITNESS FOR WCOP BOSTON, MASS.
ANNOUNCEMENT MAY 1 ISSUE OF BROADCASTING

April 15, 1940 • Page 87
When Norton Cotterill, WBS vice-president, was scheduled to speak recently before the Erie (Pa.) Advertising Club, a window in Trasks, Prescott & Richardson department store was decorated with an exhibit showing various steps in the manufacture of a Mr. Perkins transcription, along with a photo of Mr. Cotterill and samples of Oxydol. The club presented a plaque to Mr. Cotterill after his address, which was titled "It's the Woman Who Pays!" Mr. Cotterill spoke April 10 before the College of the City of New York's class in radio advertising. His subject was "Stretching the Radio Dollar." The talk was made in the WBS studios, where students saw a motion picture which depicted the intricacies of modern disc making.

**Decisions**

**MARCH 30**

WLPM, Suffok, Va.—Granted license new station 1420 kc 100-250 w unl.

APRIL 2

KSAL, Salina, Kan.—Granted license change to 1110 kc 500 w 1 kw LB, direction.

WCOL, Columbus—Petition of WCPO, Cincinnati, for rehearing, asking that station grant power increase to WCOL be set aside, was rejected.

APRIL 3

MISCELLANEOUS—WHF, Harvi'sburg, Pa., granted temp. auth. 500 w in 1940 during food; WKZO, Kalamazoo, granted license change hours, directional antenna N. 360 kc 1 kw untl.; WMGB, Richmond, Va., granted new equip., increase to 1.5 kw untl., directional N. KFRO, Longview, Tex., denied temp. auth. night baseball games on 250 w.

APRIL 4

KARM, Fresno, Cal.—Granted consent level assignment license to Gilbert H. Jerberg, executor of George Harm estate.

WKEU, Griffin, Ga.—Granted CP increase to untl., change antenna.

MISCELLANEOUS—WSA, Salina, Md., dismissed application, without assignment, license to Eastern Shore Bost. Co. (in view of WSA license revocation; WLAC Nashville, denied petition to classify station as I-2, WMEX as 1-I and that any WMEX app in conflict be held in abeyance; WLOG, Logan, W. Va., granted mod. CP new station in a antenna, trans., studio site; KALE, Fortaleza, Brazil, granted license move trans., increase power, etc.; WDLF, Panama City, Fla., granted license new station.

APRIL 5

WXKG, WXRE, Los Angeles—Tentatively denied renewal of 500 w 1 kw stations. WLAP, Lexington, Ky.—Tentatively denied CP new trans., directional antenna, and change to 1750 kc 1 kw untl.

NEW, Neptune Bost. Corp., Atlantic City—Tentatively granted new station 1420 kc 250-350 w unl.

NEW, E. E. Krebbach, Miles City, Mont.—Granted decal renewal without prejudice, 1310 kc 195-250 w unl.

NEW, Air Printing Co., Miles City, Mont.—Granted indefinite continuance hearing on appeal, CP 1210 kc 1 kw unl.

NEW, Springfield Radio Service, Springfield, Mass.—Dissolved with prejudice appeal, 780 kc 286.3 d.

NEW, Brookley Co., Watertown, N. Y.—Granted motion appeal amendment CP to 1270 kc 500 w unl.

APRIL 8

MISCELLANEOUS—KTKC, Visalia, Cal.—Granted license change trans.; WPK, Pongkeepasie, N. Y., granted mod. CP change trans.; NEW, C. T. Sherer Co., Worchester, Mass., scheduled for oral argument proposed findings re. new station, for 425-40; KFGI, Brownsville, Tex., granted temp. auth. discoll. operations pending revocation of license etc.

WSSY-WSYU, Syracuse—Granted license new trans., 510 kc 1 kw untl. directional.

WBU, Anderson, Ind.—Granted CP new trans., change antenna.

WFPM, Fort Myers, Fla.—Granted license new station.

APRIL 10

WNYC, New York—Continued hearing to 5-27.

APRIL 11

KGFI, Brownsville, Tex.—Payne designated to preside at hearing on order revoking license.

WXOR, Carteret, N. J.—Granted exp. license 4240 kc 1 kw FM.

WJMC, Washington—Granted license new 4240 kc 100 w untl.


WBYN, New York—Granted mod. CP to 1-5 kw, new trans., change directional antenna.

**Applications**

**MARCH 30**

WSYR, Syracuse—License new trans.

NEW, Wash. Institute of Technology, College Park, Md.—CP FM 1 kw 42800 kc.

WFIL, Philadelphia—CP FM 1 kw 42800 kc.

WSNB, New Orleans—License increase power.

NEW, Liberty Life Insurance Co., Columbus, S. C.—CP 420 kw 1 kw untl.

NEW, Tyler Bost. Co., Tyler, Tex.—CP 1500 kw 1 kw untl, Class B (KXKJ facilities if its license is revoked).

APRIL 9

NEW, Tyler Bost. Co., Tyler, Tex.—CP 1500 kw 1 kw untl, Class B (KXKJ facilities if its license is revoked).

NEW, Class B new trans., 1 kw FM.

WVMT, E. St. Louis—CP new trans., antennas, change to 1450 kc, increase to 500 w 1 kw, move trans., asks Class II.

WAGF, Dothan, Ala.—CP new move trans., new antenna.

WMTX, E. St. Louis—License to Class II.

WDLF, Crescent Springs, Ky.—CP 1500 kw 250 w untl, increased to 750 w.


KFAB, Lincoln, Nebr.—CP move trans., new antenna.

KWMT, Denver—CP new trans., increase to 1 kw, to Class II, asks Class III a.

KWHN, Reno—CP new trans., directional, change to 630 kc 1 kw untl, asking for Class III.

KIEV, Glendale, Calif.—License increase power, change equip.

APRIL 6

NEW, Champion Bost. Bkgt. Sts., St. Alaba, Va.—CP 1290 kc 1 kw D (asks WDWM facilities), also license to new station.

WBPT, Boston—CP new trans., antenna, 470 kc 1 kw, WSC electric.

WKIF, Denver—CP new trans., increase to 1 kw, to Class II, asks Class III A.

KWHN, Reno—CP new trans., directional, change to 630 kc 1 kw untl, asking for Class III.

KIEV, Glendale, Calif.—License increase power, change equip.

APRIL 9

WTCI, Hartford—Extension exp. auth.

WUSR, Delmont, Pa.—CP 10 kw 100 w 1 kw directional.

WDKL, Wilmington, Del.—CP increase to 3 kw & D, amended to Class III b.

NEW, Yankee Network, Alpine, N. J.—CP increase to 3 kw & D.

NEW, Hildreth & Rogers Co., Andover, Mass.—CP 4280 kc 1 kw.

WOKO, Waynetown, N. Y.—CP 4300 kc 1 kw untl, FM, amended to 1 kw.

NEW, Baltimore Radio Show, Baltimore Md.—CP 1420 kc 1 kw untl, FM.

NEW, Brooklyn Co., Watertown, N. Y.—CP for WCAD change to 1270 kc, new trans., move trans., studio trans. corr., granted CP new station to 1270 kc 500 w D.

WXKI, Philadelphia—CP to 43000 kc.

NEW, W. M. Jr., Youngstown—CP 42800 kc 1 kw FM.

WJDC, New Orleans—License increase power.

WUFU, SE, Augustine, Fla.—Vol. assign. license to Fountain of South Beach Corp.

WXNO, Knoxville—CP directional N, increase to 1 kw P & D.

WDAE, Tampa, Fla.—CP increase to 740 kc 16 kw, new trans., directional N.

NEW, J. W. Birdwell, Knoxville—CP 10 kw 250 w D.

NEW, Durham Radio Corp., Durham, N. C.—CP 4900 kc 1 kw FM.

NEW, Kokomo Bost. Corp., Kokomo, Ind.—CP 1620 kc 250 w unl, asks Class IV.

KJL, Los Angeles—CP increase to 6 kw & D, asks Class III A.

NEW, Western Radio Corp., Dallas, Ore.—CP 1200 kc 100-250 w unl, asks Class IV.

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WXMO, Avon, Conn.—CP increase to 5 kw & D, asks Class III B to operate on commercial basis.

NEW, Melkrod Radio Engineering Co., Philadelphia—CP 42.4 mc 1 kw FM.

NEW, L. G., Ola, Co., Seven Hills Village, O.—CP 43.4 mc 1 kw FM.

WXJF, Washington, D. C.—CP 43.8 mc 1 kw FM.

KSTP, St. Paul—CP Class II television.

NEW, L. C. AS Ad.

WXWY, Superior, Wis.—License FM.
NEW BROADCAST SERIES, based on the great classics, past and contemporary, was recommended for production on CBS by the CBS Adult Education Board at its annual meeting on April 8 in New York. The series, as yet untitled, would replace "Americans at Work," which started on CBS in 1935, at the recommendation of the board. The CBS program department will work out the details of the series, which will show the development of great ideas that have made history.

At the meeting, Sterling Fisher, CBS director of education, in his annual report stated that there had been a 27% increase in 1939 over 1938 in CBS programs of general educational interest to adults, both sustaining and sponsored. The hours in 1939 totaled 1,471 as against 1,157 in 1938, while the number of broadcasts increased from 4,500 in 1938 to 5,596 in 1939.

The increase in broadcasts devoted to news and current events was most marked, according to Mr. Fisher's report. In 1939 there were 2,945 broadcasts as against 2,257 in 1938. Programs devoted to arts and drama amounted to 159 hours in 1938 compared to 218% hours last year.

Lyman Bryson of Teachers College, Columbia U., presided at the session, which was attended by the members of the Board and CBS officials.

Front row (l. to r.): Dr. Harry Woodburn Chase, chancellor New York U.; Mr. Byrson; Edward Klauber, executive vice-president, CBS; Dr. Kay Lyman Wilbur, president, Stanford U. William Allen White, publisher of Emporia Gazette. Back row: Douglas Coulter, assistant to vice-president in charge of broadcasts; Mr. Fisher; Spencer Miller Jr., Workers Education Rockerfeller Foundation; Henry R. Luce, chairman of board of directors, Time, Inc.; Dr. Stringfellow Barr, president, St. John College; William Benton, vice-president, U. of Chicago; Rep. T. V. Smith (D-III); Leon Levine, assistant director of education, CBS; Dr. George Edgar Vincent, president emeritus, Rockerfeller Foundation; Rev. Robert J. Gannon, president, Fordham U.; Willard Lewis, CBS vice-president in charge of broadcasts.

Civil Service Arranges Examinations for Script Writers, Production Men

OPPORTUNITIES for employment in the Federal Government are open to script writers, script editors, production men and radio music writers, the U. S. Civil Service has announced in listing a new group of civil service examinations for posts ranging from $6,500 to $26,000 a year. Although the title of the examination was given as "Information Specialist," radio is listed as an optional subject. Federal agencies are searching for specialists "who can direct or assist in directing radio broadcasting activities and to plan or prepare interpretative radio scripts." Applicants will be required to have experience in interpreting facts in either of the following fields: Conservation, economics, sociology, agriculture, aeronautics, public health, forestry and education.

A provision known as "selective certification" will permit officials to select from candidates those with special qualifications—such as expert radio music writers and arrangers, production men, or writers with special knowledge in some unusual field even though the applicants may not be "on top of the list."

Government officials point out that this examination will establish a list of candidates who may be hired by any agency in the Government. The examination was prepared after consultation with officials directing informational services. Copies of the announcement for senior information specialist may be obtained from the U. S. Civil Service Commission, Washington.

Georgia U Considering Radio Awards; Pulitizer Board Studies Similar Plan

A PLAN to create annual public service awards to radio, paralleling the Pulitzer awards in journalism, was proposed April 6 by the board of Regents of the University of Georgia and referred to a committee for further report.

In effect, to create the George Foster Peabody award to be administered by the Henry W. Grady School of Journalism of the University, the plan was evolved with the cooperation and support of the NAB. The object is to provide in the same manner an incentive to public service that the Pulitzer awards give to journalism and literature (Broadcasting, March 15).

It had been expected that the board of regents would act finally on the proposal, advanced initially by Lambdin Kay, director of public relations of WSB. The board, however, decided to refer the whole subject to a committee for further study and report. It is understood the board gave the project its implied endorsement.

It was also learned that the board of awards of the Pulitzer foundation likewise is considering extension of the Pulitzer awards to cover the radio field. Joseph Pulitzer, publisher of the St. Louis Post-Dispatch and son of the famous journalist and publisher who created the awards bearing his name, is said to favor expansion of the awards to cover radio.

The University of Georgia plan, if approved, would provide for the first awards, in 1941, Competition for the honors would be based on work during the 1940 calendar year. The closing date for entries would be Jan. 15, 1941.

RCA Plans Scholarship For High School Senior

RCA is conducting a nationwide competition to select the high school senior most likely to succeed in a career in radio science, the winner to receive a $4,000 scholarship to one of 100 colleges accredited by the Engineers Council of Professional Development. Entry forms were sent by RCA to 18,000 high schools throughout the country, entries closing March 17. Entrants, who must be certified scholars to be graduated this June, on April 23 will take a special science examination prepared by Columbia U. professors and radio scientists.

Ten finalists will then receive a trip to New York Aug. 5 to work at a station under the supervision of RCA engineers. The winners will be announced in the fall.

New Hawaii Station

AUTHORIZED for construction in 1938, the new KTOH, Lihue, Hawaii, local outlet on 1500 kc, is scheduled to go on the air about May 8, according to a report from Robert Glenn, chief engineer, formerly with KGU and KGMB, Honolulu; KBHC, Hilo, and KKE, Berkeley, Cal. Collins equipment is in installation by a leather tower and RCA microphones and turntables. Manager and commercial director is Deane Stewart, former program and musical director of KGU and KGMB. Program director is Bill Parsons, recently with KSAN, San Francisco. Foreign language departments will be handled by Abe Albayalde, Filipino, and Soichi Hamura, Japanese. The station is owned by the publishers of the Garden Island and the Kauai Filipino News.

WNYC is Upheld

NEW YORK STATE Court of Appeals on April 30 unanimously upheld the right of WNYC, New York's municipal station, to broadcast a radio version of the Lehnstok tower in cases held by the Holy Name and St. George Societies of New York. The court sustained the decisions of two lower courts, refusing to grant Joseph Lewis, of New York, an injunction forcing New York City officials to cease using WNYC for such broadcasts.

WILLIAM A. WOLF, information manager of Western Electric Co., was honored on his 35th service anniversary at a dinner tendered by his associates at the Waldorf-Astoria in New York.
...of Mikes and Men

Today's time buyer is as much concerned about the quality of a station's signal as the space buyer is about the quality of a publisher's printing. Because WLW's signal is as near 100% perfect as it is humanly possible to maintain, time buyers will be interested in the technical organization responsible for this achievement.

More than 60 highly trained engineers—each specializing in a certain phase of radio transmission—are on the WLW staff. Working in their own well-equipped research laboratory, they are constantly alert to changes and improvements. As a result, the WLW engineers have contributed many advancements to the technical art of radio broadcasting.

Consider WLW's high technical efficiency when planning to advertise to the Middle West.
SOUND ECONOMY

...RCA AIR-RADIATOR TRANSMITTING TRIODES

Hundreds of RCA-891-R's and 892-R's in daily service in leading broadcast stations testify to the sound economy of operation made possible by these popular RCA Air-Radiator Transmitting Triodes. Lower first cost—simplified installation—no water-cooling worries—ample output for general broadcast requirements!

Similar in construction to water-cooled units, these tubes are equipped with highly efficient air radiators which provide great cooling areas in a minimum of space. Anode heat is dissipated quickly and efficiently.

Double-unit filaments permit operation from two-phase a.c., thus minimizing hum. Filaments used in these types operate at lower-than-ordinary temperatures and contribute materially to exceptionally long tube life. Ask the station that uses these tubes!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8500 volts; d-c plate current, 1 ampere; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.

NEW!

This Triode Takes its Full Rated Input of 50 Watts up to 500 Mc.

Outstanding engineering features make the new RCA 1628 Transmitting Triode unexcelled in its class. A double-bulb filament has a center-tap lead that is brought out of the bulb through a separate seal. By connecting the three filament leads in parallel through r-f bypass condensers, it is now possible to minimize the effect of filament lead inductance at ultra-high frequencies. Double grid and plate leads, also brought out through separate seals, simplify neutralization in r-f amplifier service at the ultra-highs by eliminating common impedances between tank and neutralizing circuits within the tube. Close spacing of grid and plate decreases electron transit time, thereby improving efficiency at high frequencies.

Data bulletin on request

No Experiments Here!

As essential to the operation of Air-Radiator tubes as good tube construction itself, is the design of the finned radiator with which they are equipped. Pioneered and perfected by RCA, each radiator supplied with RCA-891-R's and 892-R's carries the fine reputation which has been established through more than four years of extensive use in many of the country's leading high-power broadcasting stations. Exceptionally low operating temperatures are assured at all times. For real economy, it pays to invest in experience—not experiments!