the men who came to stay

One of the nice things about our place is the increasingly greater number of smart timebuyers who come to stay at WOR. Consider, for instance, the renewal record which appears at the right. Could we offer greater proof of the dollar for dollar job WOR does than this story of the advertisers who not only bought time on WOR, but consistently renewed their contracts and, in many cases, doubled their expenditures, season after season and year after year?

Of WOR's total 1935 business, 57% was renewal business. In 1936, WOR renewals jumped to 60% of its total business. In 1937, it averaged 64%; in 1938 it increased to 77%, and in 1939 the 77 hopped to 79%.

Our address is 1440 Broadway, in New York
Top of the Dial

now assigned to

KOY

PHOENIX

BURRIDGE D. BUTLER, Chairman
FRED PALMER, Manager

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

KOY is Key Station of the
Arizona Network
KOY . . . . Phoenix
KTUC . . . . Tucson
KSUN Bisbee, Douglas
NEW ENGLAND'S Audience Count Goes UP -- in Summer!

AND sales figures go likewise. Here's why.

New England's temporary residents spend, in these six states, 11% of America's entire annual vacation fund—or an estimated $5,000,000—all within the 13 weeks of a short-time radio schedule.

Adding 3,000,000 summer visitors (a conservative figure for 1940) to the 5,982,273 potential audience of The Yankee Network makes

— more prospects among vacationists
— more sales to New Englanders who profit by this augmented income.

Sell YOUR products thru radio—the one medium universal to everyone—everywhere. Sell thru the only radio network giving complete coverage of New England—The Yankee Network.

Indications point to an all-time record season for "the Playground of America."

Step summer radio promotions UP in this spend-able, proven responsive market, with the 18 stations of The Yankee Network.
JULY IS
BIGGER THAN TEXAS

—BIGGER THAN CALIFORNIA, OHIO, ILLINOIS!

How many sales does it take to make a market?

More sales are made in July alone, than in all Illinois or California or Texas in a year!

Look at it any way you wish. Compare retail sales, payrolls or production. July is the bigger market. To ignore July...to do nothing about protecting your interests in this market...is like defaulting in Chicago, Philadelphia and Boston combined. July is bigger than the three of them.

So an old tradition dies...easily. The tradition that it makes sense for an advertiser to fight desperately for his share, say, of Illinois...and then do nothing to protect himself in a market three times as big: June, July and August!

That strange tradition has been blasted higher than the summer sky. Blasted by radio, which has changed the face of summer. Radio has broken the chains that bound advertising to time or place. Radio has made it economically possible to cover every market every week and every month; to do it with a regularity, a frequency, a mass coverage no practical budget can buy anywhere else. In summer as in winter.

There are now 6,500,000 automobile-radios on the road. There are 1,000,000 more of the new portable sets, travelling wherever America travels. And 21,900,000 radio families are known to be listening at home, each summer day!

Clearly, radio listening is no exception to the habits that make this nation a market. People eat and dress, work and have babies, shop and spend throughout the year. For the vast bulk of families, summer makes little change in the daily routine. It perhaps puts an extra stress on relaxation. And that only makes radio more than ever important! It’s so easy to listen...

Small wonder, then, that CBS summer advertising in 1939 leaped to a new high, 53% above 1938! Because the Columbia Network covers the vital summer market more completely and economically than was possible even a few short years ago.*

So there’s now no reason to give up the extra sales you might be making in June, July and August. Radio makes them as easy to get...and to protect...in summer as any other season of the year. And CBS makes them easiest to get!

COLUMBIA BROADCASTING SYSTEM

*The data in this CBS advertisement are taken from the most authoritative available sources. If you would like to make a specific analysis of summer advertising in relation to your markets we’ll be happy to assist you, with considerably amplified facts and figures. Write to CBS Madison Ave., New York City.
Michigan's income tax collections this year showed an 81% increase—the NUMBER ONE INCREASE of any state in the U. S. That fact is of particular significance to advertisers in the Detroit market. For the Detroit trading area, shown above—six Michigan counties within 50 miles of downtown Detroit —accounts for 65% of the total income tax returns of Michigan. And the Detroit Trading Area can be covered adequately with ONE radio station—WWJ.

Let WWJ deliver your sales messages to the most able-to-buy homes in the greatest industrial market in the world—the Detroit market!
NEARLY RIGHT IS NOT ENOUGH...

News reporting in today’s quick-changing world—more than at any other time in history—demands the accuracy of science. Radio stations—now more than ever before—rely on United Press accuracy and speed for complete coverage of world events.

UNITED PRESS
Member South Central Quality Network
WMC  KARK  KWKH-KTBS  WSMB

KWKH, with 50,000 watts power and serving one of America's most receptive markets, provides spotlight performance for advertisers who demand and get results. Place KWKH on your "must" list of powerful stations for 1940 advertising and you will reach more people within 150 mile radius of Shreveport than live within the entire State of Louisiana.

Represented by
THE BRANHAM COMPANY

A Shreveport Times Station

50,000 watts KWKH CBS
Shreveport, La.
PHEIDIPPIDES STARTED IT IN 490 B.C.

(B.C. HAD NO NBC)

Pheidippides, in 490 B.C. was an Olympic champion runner. His fleetness of foot, his stamina and his courage helped him accomplish the first great feat of war reporting in history. It was he, who after two days and nights of travel, running, swimming rivers and climbing mountains, brought news to the Athenians that the Spartan Army would start at full moon.

Between the days of Pheidippides and the Revolutionary War, little improvement was made in swift communications. The Town Crier, here announcing to a cheering crowd the surrender of Cornwallis, probably made known the news many hours after the surrender took place.... In 1815 the famous Battle of New Orleans was fought two weeks after peace had been signed at Ghent, Belgium.

In the Civil War telegraphy proved a practical method of speedily and easily sending news. It reduced to a matter of hours what had once taken painfully long. But even telegraphy was unable to supply all the facts and details as quickly as man was eventually to receive them.

Today all America hears the latest war news in detail almost as soon as it happens, sent through space by NBC. This newscasting, which emanates from important centers at home and abroad, is an NBC public service... another of the many NBC performs in the public interest.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A RADIO CORPORATION OF AMERICA SERVICE
Farmers within the "Golden Horseshoe" will reap an income of one billion dollars this year. Two great radio stations can sell them your products!

Political orators shout themselves hoarse on "the farm problem." Of course it exists. But you don't hear quite so much about it in the "Golden Horseshoe," that money-making, free-spending empire blanketed by WJR Detroit and WGAR Cleveland.

One out of every ten of the nation's farmers lives within these boundaries. Modern red barns dot the landscape. Mechanized units hum at their tasks. Here is one of the most prosperous areas of the productive Midwest in which 40% of total farm income is produced.

That line on your sales chart tabbed "the farm market" represents the largest single market in the world. And, to help send that curve upward, make certain your plans include the Great Stations of the Great Lakes.

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., National Sales Representatives
Survey Shows Listeners Like Commercials

Indiana U Finds Over Half Buy as Result of Broadcasts; Increased Listening Time Noted in Recent Years

THE POTENCY of radio advertising was strikingly revealed in the results of what is said to be the largest radio listener survey ever conducted. Undertaken by the Hoosier Radio Workshop of Indiana University, the survey covers nearly 85,000 personal interviews. Supplementing a preliminary report released last November [BROADCASTING, Nov. 15], the final returns disclose that 64.4% of the 84,099 persons interviewed by house-to-house canvass in 16 Indiana counties said they make a special effort to listen to radio commercials. Of that total, 52.9% reported they regularly buy products as a result of hearing them advertised over radio programs heard in their homes.

An Average State

The survey was conducted in conjunction with the U.S. Office of Education. It was supervised by Robert E. Allen, director of Indiana University radio programs, and Dr. Lee Norvelle, the University's director of radio.

"It is the belief of the committee in charge," said Mr. Allen, "that Indiana is something of an average state as to distribution of population in urban and rural areas, as to educational and cultural opportunities, as to distribution of wealth and industries, and as to radio services from the major networks and stations."

"Any survey of the radio audience in Indiana might, therefore, serve in a small way as an indication of the national picture."

"America's 'Middletown' -- the average American town -- lies in the center of Indiana."

The surveyed counties, chosen as typical for sampling purposes, included the urban centers of Indianapolis, East Chicago, Fort Wayne, and Evansville as well as middle-sized cities, smaller towns and virtually rural areas. Each area was subdivided in an effort to get samplings from districts representing all economic, cultural and educational levels.

Of the 64% who heed advertising, 19% said they buy some products to obtain box tops, cartoons etc., in order to enter contests.

Use Their Sets More

Of the homes canvassed, 94.1% had radio sets, averaging 4.4 years of service. Listening habits have broadened, 52.5% reporting that they use their sets more now than in 1936. The average Hoosier householder listens to his radio programs 4.2 hours a day; children under 12 listen an average of 1.7 hours a day. A parent listened from 12 to 16 average 2.1 hours a day.

An interesting sidelight is the assertion of 21.8% of those interviewed that school teachers influence their children's listening tastes.

By far the most popular listening period with Hoosier radio owners, the survey indicates, is from 6 to 8 p.m., 76.1% of all the interviewees reporting that they regularly have their sets turned on at that time. Somewhat surprising is the fact that more are listening from 6 to 8 a.m. than during the late afternoon period of 4 to 6 p.m. The figures for the full day:

- 6 to 8 a.m. 43.5%
- 8 to 10 a.m. 38.9%
- 10 to 12 m. 44.8%
- 12 to 2 p.m. 36.4%
- 2 to 4 p.m. 38.7%
- 4 to 6 p.m. 42.2%
- 6 to 8 p.m. 76.1%
- 8 to 12 p.m. 58.0%

Another result which might have been unexpected, especially since the survey was completed just prior to the outbreak of war last September is the supremacy of news programs over all other types, including serials and popular music, in the table of programs regularly listened to by the 84,099 Hoosiers.

In news, there was a regular following of 67.6%. Popular music provides a steady diet for 61.6%. Variety shows attract 59%. Serials provide 47.6%. Percentages for other programs types regularly heard, in order of their descendency, are: Sports, 42.5%; drama (other than serials), 42.1%; religious, 40.3%; quiz, 40.1%; household, 33; classical music, 24.9%; political, 21.3%; interview, 21.3.; scientific, 14.

Cities Like News

A comparison of program popularity in a metropolitan area, Marion County (Indianapolis), and a rural area, Orange County, indicates that the high appeal of news programs is concentrated in the metropolitan districts, 80% of the Marion County interviewees putting news on their "regular" list while only 46% constitutes the current event faithfuls in the rural area.

Variety programs, including the rustic brand, head the field in the rural county, getting an 80.5% vote of confidence, while falling to 69.8% in the metropolitan area. Popular music appears to be the common denominator, polling an equal vote -- 69% -- in both areas.

Sunday is the day most preferred for listening, getting the nod with 24.9%. Other choices are Saturday, 18.5%; Thursday, 16.1%; Wednesday, 11.7%; Tuesday, 11.7% and Monday, 7.0. All days were favored equally by 55.5%.

Management of Four Stations Will Revert to Westinghouse

SHIPTING of stations KDKA, Pittsburgh, KYW, Philadelphia, WBZ, Boston, and WBZA, Springfield, from NBC program and sales management back to Westinghouse will be effected July 1 in such a way as to be hardly discernible to the public, advertisers and the industry, under plans devised by the two companies for cessation of contracts in force since 1931.

Westinghouse, pioneer in broadcasting, announced formal termination of the NBC contracts April 24, following several months of negotiations. The four stations will continue as NBC-Blue outlets for an indefinite period, though when existing affiliation agreements expire there is the possibility of shifts from the Blue to the Red network. Conversations with officials of CBS looking toward realignment of the Westinghouse stations did not result in understandings regarding possible affiliations.

Radio Headquarters

Present plan of Westinghouse is to take over intact the personnel of all the stations now on NBC payrolls, effective with the switch, according to Walter C. Evans, vice-president of Westinghouse Radio Stations and general manager of the organization's radio manufacturing division in Baltimore. New general headquarters for the four stations, together with WOWO and WGL, Fort Wayne, which have been programmed directly by Westinghouse, will be established in the East -- either in New York, Baltimore, Philadelphia or Pittsburgh.

Additional personnel, it is reported, gradually will be retained to work directly under Mr. Evans.

Possibility that Sherman D. Gregory, general manager of KDKA and a former Westinghouse engineer, will join NBC in New York in an executive sales capacity, also was being discussed. NBC will remain as the national spot sales representative for the stations, and it was thought Mr. Gregory might be placed in New York in connection with supervision of this national representation. The Fort Wayne stations also will be represented by the NBC sales organization, effective about Sept. 1.

Should Mr. Gregory join NBC, John A. Holman, general manager of WBZ and WBZA might be shifted to the Pittsburgh post. Vincent F. Callahan, assistant general manager of the Boston-Springfield stations, presumably would be named to succeed Mr. Holman.

Reports that immediate changes in affiliations of Westinghouse stations from the Blue to the Red or to CBS were discounted both by (Continued on page 81)
Broadened AP Radio Policy Adopted to Meet Competitors

Management Considers Methods as Board Studies 3-to-1 Membership Vote in Favor of Change

UNDER MANDATE from its membership to "liberalize" its radio policies, the Associated Press board of directors, 10 of whose 18 members have been voted in since April 25 that their organization must "hush hush" radio affiliations, was made clear at the full AP membership meeting three days earlier.

The next step to be taken by the AP, as determined by Broadcasting from reliable sources, will be to formulate methods whereby, without violating the radio affiliations regulations of the association, which is cooperatively owned by its member newspapers, AP news could be made available for the air in the same way as the news of other press services already available to radio stations and advertisers.

3-to-1 in Favor

Although plans must yet be determined, it was said that AP before the end of this year will definitely be in radio on a competitive plane with United Press, International News and Transradio Press. Whether its service will be made available to radio stations without newspaper ownership affiliation has not yet been determined, but in its survey of the situation the board found that 100 out of 300 AP members with radio affiliations already broadcasting AP news either on a sponsored or sustaining basis.

Following a report of the board to the AP membership meeting, New York April 22, which revealed that a questionnaire poll of the press association's radio members had resulted in a 3-to-1 vote in favor of "broadcasting" present AP policies, the board went into several conferences on the subject. No word came out of the sessions directly, but Broadcasting learned that the sentiment was overwhelmingly in favor of recognizing radio as an established news and advertising medium.

One of the first results was the determination to establish an AP news service "processed for radio." It was also decided that identification of the AP news, whether or not the broadcast news would be permissible. Although not generally bratted about, the board already had given permission to a dozen of its newspaper members to identify their news broadcasts as coming both from the member paper and the AP.

It was said after the meeting that sponsorship of AP news undoubtably will be allowed, but on a "selective basis." By the same token that AP news "emphatically will not be coupled with quack medicines," it was stated.

Even now AP news may be used by national sponsors under rules of the organization, it was said, for the bylaws permit the board to enter into agreements for the exchange of news with anybody if such exchange will benefit members. It was pointed out that, since the networks, with their own sources of news, notably their foreign correspondents and their shortwave listening posts, are already supplying that news to newspapers and press services, it would be possible for exchange agreements to be worked out to permit the networks to carry sponsored AP news.

Presumably, applied locally, the same situation would obtain as between local AP bureaus and local radio stations.

Competition and Contracts

Illustrative of the new sentiment favoring radio-newspaper cooperation in every way, was the outspoken attitude of one leading AP member operating a radio station. He said he wanted AP news to be sold to competing stations in his own city because, he asserted, its identification with the press association would advertise and help sell his newspapers.

Contractual details remain to be worked out by the management, but it was stated that long-term contracts with stations or networks, such as those being signed by the rival press associations, are not likely in view of the fact that AP bylaws any member may quit upon two years notice. Whether this means that radio networks and stations may eventually be admitted to "membership" on an equality with newspapers, was not explained.

The board's report to the membership, read by Kent Cooper, secretary of the broadcasting committee, said that, while association's policies concerning the use of AP news to the radio stations, it was only last year that the membership voted to make AP news available radioactively without any circumstances, the proposal to do so having been indignantly downed by previous annual meetings.

The new AP board is made up as follows: Robert McLean, Philadelphia Bulletin, president; E. Lansing Ray, St. Louis Globe-Democrat, first vice-president; Stuart H. Perry, Adrian (Mich.) Telegram, second vice-president; Kent Cooper, AP general manager, secretary; Paul Bellamy, Cleveland Plain Dealer (WKY, WCLE, WHE, WKBN); George Longan, Kansas City Star (WDAF); E. H. Butler, Buffalo Evening News (WBEN, WEBR); Harry Grant, Milwaukee Journal (WTMJ); Clark Howell, Atlantic Constitution; E. K. Gaynos; Johnstone, Indianapolis Star (WYS), KLY; Hay Lind, Rocky Mount (N.C.) Telegram; L. K. Nicholson, New Orleans Times-Picayune; Robert R. McCormick, Chicago Tribune (WGN); W. H. Cowles, Spokane Spokesman-Review; J. R. Knowland, Oakland Tribune (KLX); Frank B. Noeys, Washington Star (WMAL); Paul Patton, Baltimore Sun; John E. Cowles, Des Moines Register (WMT, KRNT, KSO, WNA).

A's BOARD HAS 10 RADIO AFFILIATIONS

TEN OF the 18 members of the AP board of directors for the coming year have radio affiliations, a fact that is consistent with the changing sentiment of the Associated Press toward radio, which was even voiced in the AP's 1940 Yearbook: "The AP's radio network is still radio, but what was once a sideline has become a major part of the business." Although not generally believed, AP continues to supply radio stations with a major part of its news, as well as the AP's radio news service, which is available to affiliate stations for a fee.

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Famed Legal Pair
To Start Own
Law Firm

WITH AN 18-month record of court successes behind them, topped off by the U. S. Supreme Court decision upholding their "free-competition-in-radio" philosophy, the legal team of William J. Dempsey and David Koplovitz April 25 resigned as general counsel and assistant general counsel respectively of the FCC to enter private law practice in Washington. The resignations are expected to become effective about May 15.

In submitting their resignations, the attorneys asked that they be made effective "at the convenience of the Commission." Acting Chairman Thad H. Brown promptly commented that the Commission recognized the resignations "with genuine regret" and that their going "is a distinct loss to the Commission." Col. Brown added: "They are able industrious and conscientious young men with exceptionally high regard for public service."

Chaiman James Lawrence Fly radioed from Dallas that the Commission "is sorry to lose such valuable services to private practice." He predicted the attorneys with expediting and simplifying FCC procedures and particularly complimented them for their unbroken record of favorable decisions for the Commission in seven Supreme Court cases and 29 cases before the Court of Appeals.

Responsible for many of the innovations in radio practice and procedure, the youthful "New Deal" duo have completely reorganized the FCC Law Department, the year-and-a-half of their tenures. They joined the Government service in 1933 largely as proteges of Jerome Frank, present chairman of the Securities & Exchange Commission, and since then have worked together as a legal team.

The appointment of successors probably will await the reconvening of the full Commission, expected about May 7.

No Inkling of Successors

No inkling has been given as to possible successors in the general law practice it is expected the selections will be made from among attorneys in other governmental agencies rather than by promotions in the FCC ranks or from private practice.

Mr. Dempsey, who was 34 on Feb. 22, and Mr. Koplovitz, who will be 31 on May 30, apparently have been in mind tendering their resignations as soon as the so-called Sanders case, involving the fundamental issue of the FCC power to license new broadcast stations without regard for economic injury, was decided by the highest tribunal. The unsuccessful December appeal of the case resulted in the Supreme Court came March 25, upholding their "survival of the fittest theory" [Broadcasting, April 1]. But in the same opinion, the court broadened the scope of appealable ac-

Famed Legal Pair
To Start Own
Law Firm

will Continue as Teammates

Mr. Dempsey, contrary to the Dempsey-Koplovitz contentions.

The attorneys will establish offices in Washington to engage in a general law practice. It is expected, however, they will specialize in Government departmental practice, including the FCC, Federal Power Commission and Securities & Exchange Commission, by virtue of close legal association with these operations during the last seven years.

Mr. Dempsey, a native of Brooklyn but a legal resident of New Mexico, formerly practiced law in New York. Mr. Koplovitz is a native of St. Louis.

Despite internal conflicts within the FCC, reflected in something more than official differences among commissioners, the Dempsey-Koplovitz pair kept clear of the trouble. The entire membership appeared to have confidence in their judgment, even those individual members who did not see eye-to-eye with them on their theories regarding regulation.

This was not so in the Sanders case, where several members clung to the view that the statute authorized something more than mere technical regulation of radio, where, in the court, in attempting the "free competition" claim of the attorneys, at the same time held that the Commission is given no supervisory control over programs, business management or policy of licensees.

Worked as a Team

Highly regarded in Government circles as members of the so-called New Deal legal fraternity, the attorneys are affectionately known among their friends and colleagues as "Big Bill" (Dempsey) and "Little Bill". So far as known, they constitute the first legal team, as such, to leave the Government since the start of the Roosevelt Administration.

When Mr. Dempsey was appointed acting general counsel of the FCC on Oct. 15, 1938, after serving the preceding year as legal assistant to FCC Chairman Frank R. McNinch, he inherited more than a score of appeals pending in the U. S. Court of Appeals for the District of Columbia. Young Koplovitz joined the FCC Dec. 8, rejecting an offer of the general counsel of the Power Commission where he was acting general counsel, to reassociate with his teammate.

Won 36 Cases, Lost None

A litigation box-score of the Dempsey-Koplovitz tenure reveals that they won some 36 cases during their incumbency, without a single loss. When Mr. Dempsey became acting general counsel on Oct. 15, 1938, there were 25 cases pending in the courts. During that period 32 cases were disposed of in the Court of Appeals favorable to the FCC. Four cases were decided favorably to the FCC by the Supreme Court (Potviles, Heitmeier, Sanders and Rochester Telephone). The KSFO-CBS lease case now is pending in the Supreme Court, McNinch and Koplovitz are awaiting the final decision of the court. They handled some 60 power cases prior to their FCC advent without a loss.

Aside from their succession of court victories, the attorneys were instrumental in procuring revisions of the FCC's rules and regulations and articles of practice and procedure. While several of their innovations drew the fire of legal practitioners, and a few fell by the wayside, it is generally admitted that the organization and efficiency of the FCC Law Department is far superior since the advent of the Dempsey-Koplovitz duo.

Mr. Dempsey took over the FCC general counselship at the behest of Chairman McNinch when the Commission was under sharp attack in Congress and in the public prints. Hampson Gary, a former commissioner, had been ousted by Mr. McNinch from the general counselship, the Examining Division had been abolished, and G. Franklin Winters, chief of the press room, likewise had been released. Only 32 at the time, Mr. Dempsey a few months before had been assigned to assume charge of the then scheduled FCC network monopoly investigation.

When Mr. Koplovitz joined the FCC he was a law student, after rejecting the $9,000 general counselship of the Power Commission, he took over administration, litigation and international regulations and rules. Both argued cases in the courts. Mr. Dempsey also served as chairman of the important FCC Rules Committee, made up of department heads, and of the Administrative Board, formed several months ago to handle all actions not actually requiring a formal FCC vote.

Shortly after the Roosevelt Administration took office in 1933, "Big Bill" and "Little Bill" found themselves thrown together at the Public Works Administration, headed by Secretary of Interior Harold Ickes. Jerome Frank was general counsel. They participated in the handling of the original power order cases under Mr. Frank and later Mr. W. Joseph Foley Jr., now general counsel of the Treasury. In 1936, they joined the Power Commission, then headed by Secretary of Interior Ickes. Mr. Dempsey, as "Big Bill" as assistant general counsel and "Little Bill" as senior attorney, when Chairman McNinch, as the FCC administrator, was appointed temporary chairman of the FCC by President Roosevelt, he persuaded Mr. Dempsey to join him as special legal assistant, a newly-created post, taking office Oct. 1, 1937. Mr. Koplovitz was promptly elevated to the rank of special legal assistant, a newly-created post, taking office Oct. 1, 1937. Mr. Koplovitz was promptly elevated to the rank of special legal assistant, a newly-created post, taking office Oct. 1, 1937.

Son of Congressman

Mr. Dempsey is the son of Rep. John J. (J. J.) Dempsey one of the most influential members of the House and a prospective candidate for the Senate this year. His father did not know of his appointment as FCC general counsel until he had heard it in a news broadcast. The younger Dempsey attended grammar school in New York. During his high school years he resided in Oklahoma, where his father was an independent power commissioner. He was graduated from Georgetown U., Washington, in 1927.

While attending Georgetown Law School a night study program in mathematics and physics at the university during the day. He received his law degree in 1931, but had been admitted to practice in the following year. Upon graduation he joined the legal staff of BMT Corp., New York subway operators, handling utilities and railroad matters. Mr. Dempsey and Mrs. Dempsey reside in Washington with their four children, two daughters and two sons, ranging in age.

Mr. Koplovitz is a cum laude.

(Continued on page 78)
How The Broadcasting Industry Pays
MORE AND MORE
Increase in Cost of ASCAP Music

for
LESS AND LESS
Decrease in Use of Music

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By Public Relations Dept., Broadcast Music Inc.

ASCAP Claiming Approval of Plan
Alleges Stations Are Pleased With New Pact Formula

ASCAP's new plan for licensing radio stations is meeting "almost unanimously" by radio stations', John G. Paine, general manager of ASCAP, told BROADCASTING April 24. Each of the stations, he said, brings in additional requests for licenses from broadcasters, with the total approximating 290. Nearly 600 broadcasters have discussed the plan with ASCAP officials since its announcement slightly more than a month ago (Broadcasting, April 11), he stated, adding that everyone seemed to like it except the network.

(This statement does not jibe with reports from NBC and CBS that the response of their affiliates to letters announcing the networks' determination to refuse to accept the ASCAP proposals had been almost unanimously unfavorable and showed that the network-affiliated stations, at least, are prepared to present a united front in rejecting the ASCAP demand.)

Contracts Ready Soon
Contracts will probably be ready for presentation to broadcasters between May 15 and June 1, Mr. Paine said, indicating that they were now awaiting the approval of the general counsel. The terms will be those announced previously, he said.

Queried on reports that ASCAP was building a "war chest" by withholding a portion of its funds when it made its quarterly distribution recently, Mr. Paine denied the truth of such rumors, which he described as "pure imagination". Stating that the ASCAP payments to members for the first quarter of 1940 were approximately the same as for the first quarter of 1939, slightly more than $1,000,000, he said the rumors about a "war chest" were probably originated when someone pointed out that bills were higher than those of a year ago, ASCAP's income must also have been higher and therefore of it was being held by the ASCAP.

Such reasoning, Mr. Paine explained, overlooks the fact that ASCAP payments have also been considerably higher than normal during this period, citing the loss of suits against the anti-ASCAP laws of Nebraska, Tennessee and Florida as examples of the unusual expense.

Preceding the semi-annual meeting of ASCAP members on April 28, at which time the president, treasurer and general manager made their reports for approval of the membership, a board meeting was held April 24 at which the entire list of officers was re-elected. The three directors whose terms expired were also re-elected, and one new director, Johnny Mercer, was elected to fill the vacancy caused by the death of Young, restoring the balance on the board of writers and publishers.

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BROADCASTING • Broadcast Advertising

Cole Music Catalog Acquired by BMI

First Major Action in Drive for Music Reservoir

By BRUCE ROBERTSON

WITH THE signing April 24 of a ten-year contract for the exclusive performing rights to all music in the catalog of the M. M. Cole Music Publishing Co. of Chicago, Broadcast Music Inc. completed its first major move in its campaign to build an industry-owned reservoir of music. Contract becomes effective Jan. 1, 1941, day following the termination of the present station contracts with ASCAP. At present the Cole catalog, which includes more than 2,500 numbers, is controlled by Society of European Stage Authors & Composers and until the first of the year only SESAC licenses may get it.

Best Known for Ballads
While it includes such hits as "Mexacali Rose", "Strawberry Roast" and "Silver-Haired Daddy", the Cole catalog is probably best known for its many hillbilly music, cowboy tunes and folk ballads. Acquisition of these numbers, composed in a large and extremely popular part of the daily schedule of many stations, especially those catering to rural audiences, is described as concrete evidence that BMI is working for the entire broadcasting industry and for the entire radio audience as well.

"The acquisition of the Cole catalog for BMI licensees is not only of importance to the broadcasting industry, but to all other commercial users of music," Merrill E. Tompkins, general manager of BMI, stated.

Cost of Catalog
Contract calls for a total payment to Cole by BMI of $270,000 for the ten-year period, payable at the rate of $20,000 annually for the first three years and $30,000 per year for the remaining seven years. After 1950 the contract renewal rate will be set by referees of the American Arbitration Assn. of the two parties, unless they reach an agreement.

This arbitration clause, said to be an innovation, is regarded as an important step by BMI, since the NAB has vainly endeavored for a long period to persuade ASCAP and AFM to submit disagreements over rates and wage scales to arbitration. Another innovation in the performance rights field is said to be the clause providing for the discontinuance of the contract at the end of any year, providing BMI has paid Cole at least $25,000 during the period.

The Cole catalog includes the publications of M. M. Cole Co., Belmont Publishing Co., Calumet Music Co., Happy Chappies Ltd., Moderne Publications, Modern Edition, Hearst Music Publishing Co. Ltd. (Canada), Vincent, Howard & Freeman Ltd., Vincent & Howard Ltd. and Morse M. Freeman. While a number of other catalogs are being explored and their value determined, no other deals are in their final stage, it was stated. For that reason BMI executives declined to name names or discuss details of these negotiations.

Appointments of Carl Haverlin as station relations director of BMI, and of Dana Merriman as of- fice manager have been announced by Mr. Tompkins. Actively associated with radio since 1923, when he joined KFI, Los Angeles, Mr. Haverlin directed publicity and handled sports broadcasts for the station, broadcasting several Rose Bowl games and handled major events. In 1927 he was made sales manager of KFI-KECA, holding that position until 1938 when he joined Davis & Schweger as station relations manager.

To Handle Station Contacts
In his new post, Mr. Haverlin will maintain close contact with station subscribers to see that their program departments get the kind of music they need and also that they use their BMI music to the best advantage.

Mr. Merriman, graduate of the Yale School of Music and a well-known conductor, served as program director of WTCI, Hartford, from 1924 to 1928 and then joined NBC as a conductor and for work in the network's program and production departments. Last year he had charge of all music and music copyrights used at the New York Music Fair.

George Dickson Skinner has been appointed to the public relations department in charge of magazine and book sales.

(Continued on page 79)
CATCHING its second wind after the rigors of the frequency modulation hearings, plus the knock-down, drag-out television proceedings, the FCC tentatively plans to convene May 7 with a work-load which foreshadows unprecedented activity of major importance to the public and the industry. Here's the outlook:

1. Prompt selection of successors to William J. Dempsey and William C. Koplovitz, who have resigned to enter private practice [see story on page 15].

2. Quick action on television and FM allocations, which run hand-in-hand by virtue of claims for the same ultra-high frequency bands.

3. Alignment of Chairman Case and Commissioners Payne and Steiner for standard broadcast band reallocation, provided under the Havana Treaty, which will see assignments of the 880-890 kc. portion of the Vacuum wavelengths shifted 10 to 40 kc. away from their present positions in the spectrum.

4. Disposition of the so-called network-monopoly report, long overdue, based on hearings held in latter 1937 and early 1938.

Problems Interrelated

These are only the highlighted activities to which the Commission must give right of way. It is virtually committed to dispose of them in quick order. The interrelating of practically all unfinished business is such, however, that disposition of any one (save the personnel question) requires consideration of the others, technically or economically.

When the explosive television re-hearing concluded April 12, several members of the Commission found themselves in a state of virtual physical collapse. Not even the most pessimistic member had any idea that the wrath of practically the entire Fourth Estate, not to mention dealers and manufacturers, would descend upon the Commission with such spontaneity. The FCC is on record, in Congress and even at the White House, to dispose of the television allocations issue forthwith.

Almost before the echo of the closing gavel of the television hearings died down over the nation, Commissioner Lawrence Flaherty was on his way to his native Texas to take a needed vacation. He left April 14 and planned to return the first week in May. Only Commissioners Brown and Craven have remained in their offices.

Commissioner Case, ill at his Washington home since Feb. 20, has kept in telephonic touch, but it is expected that he will be back at his desk several weeks longer. Commissioner Walker left Washington April 15 for common carrier hearings on the Pacific Coast. Commissioner Thompson has left for a vacation, and Commissioner Payne went to Texas to resume revocation hearings against Texas stations identified with the

James G. Ulmer purported "hidden ownership" operations.

All of the tumult provoked by the television action comes to the inference that the Commission may be disposed to compromise on full commercial operation with perhaps a 507-line x 30-frame "temporary" standard of transmission as the most desirable obtainable today. This was the suggestion of RCA witnesses at the closing days of the hearing, whereas previously they had supported the RMA standard of 441 lines, 30 frames. The DuMont proposal of 625 lines 15-frames, which appeared to have the support of perhaps a majority of the commissioners during the hearings, will lose out if it is ascertained technically that the slower motion will place television at a disadvantage in competition with the movies which use 24 frames.

The thought is toward development of flexible transmission, capable of picking up several systems, but with a common synchronizing pulse which would actuate all types of receivers. The Commission might decide to eschew approval of any particular standards but simply license applicants who appear willing to follow best current practices, and then in the future grant applications which show improvements.

Whether the decision will be to retain the status quo insofar as television channel allocations are concerned or to proceed with sweeping new standards, it is obvious that the entire Fourth Estate, not to mention dealers, will lose out if the commisioners act in a way which would prejudice Armstrong wide-swing FM, and develop the new "static- free" system. It is anticipated that the proposed FM-television allocations program will be designed to accommodate Armstrong wide-swing FM, along with a host of other changes which would knock present broadcast economics into a cocked hat, perhaps even defeat the whole monopoly subject.

Commissioners Thompson and Walker have advocated a revolutionary breakthrough in order to get rid of the work-affiliate relationships, while Acting Chairman Brown has fostered a middle-of-the-road course.

There were developments on the network-monopoly study just before the several commissioners scattered April 11. The three committee members met for some four hours, reviewing the voluminous "preliminary report" prepared by the staff and reviewing the report of the Department. It was shot back to the latter department, however, for revision.

The word was that members of the committee will be asked about the responsibility of holding back the long-overdue report, particularly in light of the recent outburst of legislative activity following the television foray, and proposed investigations of the Commission. The plan apparently is to pass the report, without publication, on to the full Commission so that all seven, not three, would be responsible.

Treaty Shift

The standard broadcast reallocation on paper, is slated for Aug. 1, to which a much longer time has been extended. But it is next to impossible to meet that deadline, because of procedural preliminaries which must be hurried prior to the setting of the changeover date. The guess now is that Canada, Mexico and the United States will finally agree on a Continental "radio moving day" to occur about Dec. 1, which will provide adequate time for the parties involved, plus the public, a chance to gear themselves. The matter of putting into writing the "gentlemen's agreement" reached with Mexico, whereby six channels will be given that country on a temporary basis, remains to be accomplished at a meeting likely in Mexico City.

Rumors that several of the border stations, slated to go by the boards with the actual promulgation of the treaty, will find themselves accommodated in some fashion, are vehemently refuted at the FCC and the State Department.

Whether the resignations of Messrs. Dempsey and Koplovitz will slow down the FCC in digging into this welter of work, depends mainly upon whether the new appointments are made and whether the men retained are experienced in radio. Chairman Flaherty, it is understood, will within the next few days appoint the new commission members. Whether the FCC will get on with its own work is another question.
Joint Newspaper And Radio Rates Meet Opposition
Publishers See Advantages in Radio's Frequency Rates

A MORE friendly feeling towards radio than at any previous meeting was shown by the publishers of newspapers of less than 50,000 circulation during their meeting on April 25, opening day of the ANPA convention.

In contrast to the opening days of the last two years' ANPA sessions, both of which featured talks warning the small publishers against printing radio programs or having any contact with this competitive medium, the radio discussion this year was marked by a spirit of cooperation, and publishers owning or controlling stations urged other publishers to go into radio wherever possible for their own advantage.

Join Rates Opposed

Discussing joint advertising rates for newspapers and stations, John A. Ramspeck, Great Falls (Minn.) Tribune (KFBB), said that affiliation with a broadcasting station had caused a complete change in emphasis of his paper, with a different news treatment, style and presentation. Discussion of the rate question, to which general opposition was expressed, also disclosed a feeling that the FCC would frown on joint or group arrangements that dealt with various aspects of newspaper-radio cooperation and competition were on the agenda but not discussed by the meeting.

Follows Example of Radio

Publishers were advised to follow the example of radio in establishing national advertising rates by C. F. Waite, of Southern California. He stated that if advertisers and agencies want a flat rate on national business the publishers should give it to them, he continued: "But why not make it as high as your retail open rate and then offer quantity and other discounts that will compete favorably with those given on retail display? This would be in line with radio time and other media. Did you ever hear of an agency sending to a broadcasting station an air mail order for work to be done the next day only? Of course not. To get a favorable rate and hour the agency had to take the work in 26 or 28 weeks. Why do we not sell newspaper advertising the same way?"

PARTICIPATING in a roundtable discussion "for the good of the order", this group of Georgia broadcasters gathered in Macon, Ga., April 20, at the call of H. Wimpy, president of WPAX, Thomasville. Left to right: A. W. Marshall Sr. and Angelina Kelly, WKEU, Griffin; Mr. Wimpy; John Fulton, WGST, Atlanta; E. K. Craig, WABC, Atlanta; Lee Loo, WSB, Atlanta; Joseph Coleman, WATL, Atlanta; Robert Feagin, WTOC, Savannah; A. W. Marshall Jr., WKEU, Griffin; (kneeling) J. W. Woodruff Jr., WRBH, Columbus; Stuart Watson, WGFC, Albany.

Superpower Issue Is Revived;
House Votes Logan-Walter Bill

Committee to Consider Larabee High-Power Plan;
Anti-Liquor Advertising Bill Still Stymied

BY LEEW V. GILPIN

IN A FLURRY of revived interest in the superpower issue, subcommittee consideration of the resolution (HRes-234) introduced by Rep. Larabee (D-Ind.) in June, 1939, tentatively has been set for mid-May by Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee. The Larabee resolution recommends that the FCC look further into the possibilities of superpower operation, with an eye to authorizing experimental operation of "one or more stations to operate on power of more than 50 kw."

Adjuinment Obstacle

Although Chairman Lea originally had set the subcommittee meeting for April 26, the meeting was postponed until mid-May at the request of Rep. Larabee to allow time to produce witnesses to testify on behalf of his proposal. The postponement also will allow Rep. Sweeney (D-Ohio) to participate, fol-

lding his activity in the Ohio primaries. Rep. Sweeney has become a leader in the superpower fight on Capitol Hill, and drew considerable attention with his extensive listening survey covering Ohio-area station reception [BROADCASTING, Nov. 1, 1939; Jan. 1, 1940].

Procedure Bill Passed

The only affirmative action on legislation affecting the broadcast-

ing picture was taken by the House April 18 when it passed the Logan-Walter bill (HR-6324) by a surprising margin, 267-79. The bill provides a revised and standardized procedure for the work of Federal administrative agencies, including the FCC. The measure has been passed on to the Senate for consideration, and as BROADCASTING went to press indications were that it will be pried loose for a long hearing on the Senate floor despite objections of Administration supporters and indications of a veto. The Johnson bill (S-517) to outlaw alcoholic beverage broadcast-
ing via radio remains stymied by the threat of Sen. Clark (D-Mo.) to attach the controversial anti-

lishing bill as an amendment if it is brought before the Senate. Still on the Senate calendar, the measure was passed over April 22, as it has been numerous times before.

Ditter Bill Quiet

With the House Interstate & Foreign Commerce Committee apparently tied up with other matters, there seems little likelihood of any action on the Ditter bill (HR-8509), which would amend the Communications Act of 1934, or on its Senate counterpart, introduced by Mr. Javorsky (S-5312), introduced by Sen. Ditter (D-Ill.), appears to be bottled up in the Senate Commerce Committee.

Action also was put on process on the Fair Labor Standards Act as BROADCASTING went to press. Three separate sets of amendments, offered individually by Chairman Norton (D-N.J.), of the House Labor Committee; Rep. Ramspeck (D-Ga.) and Rep. Bar-

den (D-N.C.), provided a general liberalization of wage-hour regulations.

Of principal concern to radio advertisers was the amendment exempting "white collar workers." Those of workers, under the Norton and Ramspeck amendments, included government employees in a guaranteed monthly wage of $200 and initial guarantees of $500.

Under the Barden amendment, the salary guarantee for the class was set at $150 per month, and it required the additional qualification that the exemption applies only if the employee "is not required by his employer to work more than any specified number of hours in any work-week, work-week, or other period and has not been notified by his employer in writing that he will be exempt from such notification or that his hours may be reduced without notice."

(Continued on page 76)
Publishers Drop Antagonism to Radio

ANPA Members Show Eagerness to Get Into Field

BY BRUCE ROBERTSON

GROWTH of radio’s role in the newspapers industry has evoked widespread interest, especially the discussion of frequency modulation, which he stated "offers particularly favorable features for the establishment of stations in small communities." Also quoted was a remark by an FCC assistant chief engineer to the effect that six or more stations can be accommodated in the conventional broadcast band" after the impending reallocation of frequencies under the Havana Treaty. Reaction to this part of the report was said to indicate that the FCC may soon be flooded with applications for broad- casting facilities from newspaper publishers.

Mentioning the addition of 50 stations during 1939, bringing the U.S. total as of Jan. 1, 1940 to 814, the report quotes the Broadcasting 1940 Yearbook as listing 299 stations with newspaper ownership in whole or part, a gain of 31 for the year, and constituting a third of all stations licensed. Newspaper relation other than proprietary have also increased greatly, the report states, while the widespread use on the air of news supplied by services created for the newspapers has also tightened newspaper-radio connections.

While radio as a medium has become a powerful commercial entity, an inevitable gravitation associates it increasingly, and in many of its best spheres, newspaper- paper operation," the report stated. "Public approval of radio service of the kind and quality for which newspaper organizations lays foundation is a primary force of this gravitation.

A similar feeling of the growing kind was indicated by Mr. W.M. Dear, Jersey City Journal, was reelected vice-president; Wm. G. Chandler, Scripps-Howard Newspapers [WNOX-WCPO-WMC-WMPS], was reelected treasurer, and Norman Chandler, Los Angeles Times, was elected secretary, replacing John S. Parks, Ft. Smith, Ark. Times Record, retired. Ted Dealey, Dallas News [WFxAA], was elected a director to succeed Norman Chandler, and J. L. Stockhouse, Boston, Press (Pa.) Express, was named a director to succeed Edward H. Butler, Buffalo News [WBEN-WEBS]. Among those reelected to the board were W. E. Macfarlane, Chicago Tribune [WGN], and S. E. Winch, Portland (Ore.) Journal [KQIN-KE].

The entire membership of the radio committee and of the committee on cooperation of press, bar and radio was also reelected to continue in that capacity.

Guy C. Hamilton, vice-president and general manager of the McClatchy Newspapers and president of the McClatchy Broadcasting System, described his company’s experiences with facsimile broadcasting in an address April 23 at the Intertype Corp. dinner at the Waldorf-Astoria (see complete story on page 25).

RCA Shows Facsimile

RCA, in an exhibit adjoining the convention hall, displayed its new facsimile system, which has a self-synchronizing device not requiring a common power supply for transmitter and receivers, a speed of 1.2 inches per minute for copy 8 1/2 inches wide, visible printing, automatic start-stop, and frequency-modulated facsimile tone. The new RCA receiver, which will be displayed at the New York World’s Fair to get public reaction before being put into production, combines the facsimile receiver with a threeband radio set in a single console cabinet. Instrument will probably be priced between $140 and $175 retail, it was said, depending on the quantity made.

Foreign Pickups Of Nets Subside

Return to Normal Schedules But Add Pickup Points

While the networks are maintaining their 24-hour daily watch of the European scene, monitoring foreign stations, converting with their correspondents abroad and keeping a steadfast eye on the tickers of the news service, during last week they were reduced to about one-fourth their normal wartime schedules. The flurry of special broadcasts from Europe and extra periods of time by the networks was reduced to about one-fourth their regular daily pickups from foreign capitals to one each morning and another during the evening.

Stockholm has been added as a regular pickup point on each evening’s schedule of NBC-Blue, with Warren Irving giving a five-minute radio news broadcast under the title of "Chesapeake Events as seen from the Swedish capital. The following ten minutes are devoted to the American radio news via Captain Frederick G. Reinecke, U.S.N., retired naval expert, who rejoined the staff of news commentators April 23.

Stiffs Enlarged

H. V. Kaltenborn’s evening commentaries on the Red will continue during his European visit, as he will maintain his regular schedule. During his broadcasting from the Washington at sea and from Rome, Paris, London and his capital, his show was postponed for a week, until May 4, and unless the European situation changes, he will set his plan to return to America June 4 on the Pan American Clipper.

MBS, first network to bring to American listeners reports from Stockholm, broadcast by Donald Ford, Sweden, as a correspondent there, has added another of that newspaper’s foreign reporters to the broadcast staff. Van T V Veer of Amsterdam. To cover the Dutch front for CBS listeners, this network has sent another Dutchman to Amsterdam. Miss Breckinridge was in England doing picture assignments for Collier’s and the New York Times during the outbreak of the war, when Edward Murrow, CBS chief of European staff, invited her to tell American radio listeners her observations. One broadcast followed another and soon she was a full-time radio reporter for CBS.

Mutual has added two five-minute periods of AP news to its daily schedule, one morning and one evening, fed to the network by WGN, Chicago, through a special agreement with AP and the Chicago Tribune, owner of WGN.

Ford Signs Linton Wells

LINTON WELLS, foreign war correspondent and CBS analyst in New York, has been signed by the Ford Motor Co. as the Ford Motors Foreign Newsman for the period of the current conflict. His program is called the "Ford Motors Foreign Newsman Hour" as the "Red Reporter," suggested by film maker L.B. "Columbia" Orson Welles. And Conrad Thibault. The program airs every evening in the world's most cosmopolitan cities and by the Cruises Orchestra. Jesus Dragonette and Conrad Thibault. The program arranges the contract with Wells and N. W. Ayer & Son, Philadelphia, is the agency.

BROADCASTING • Broadcast Advertising

EVERYONE at WSJS, Winston-Salem, N. C., was on his toes April 15-16 when two NBC visitors dropped in—William S. Hedges, NBC vice-president in charge of station relations, and I. E. Showman, NBC sales manager. The group conferred on matters pertaining to the WSJS switch from CBS to NBC on June 25—from (1 to r) Norris O’Neil, WSJS manager; Harold Essex, commercial manager, and Meares. Hedges and Showman.

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ASCAP Is Called Music Monopoly
Florida Court Hears Claims Of Price-Fixing Tactics

EFFORTS to prove that ASCAP is a price-fixing monopoly, in violation of the anti-monopoly statute enacted by the Florida State Legislature, were made by counsel for the State in testimony April 15-16 before a three-judge Federal court at Gainesville, in two civil action proceedings brought by ASCAP to stay the State, on constitutional grounds, from making its statuteoperative.

Principal witnesses for the State were W. Walter Tison, general manager of WFLA, Tampa, Tom Belviso, director of the NBC musical department; Jerry Maulsby, production manager of CBS; James W. Baldwin, manager of ASCAP for Florida, and E. Claude Mills, chairman of its Administrative Committee, and John G. Paine, general manager.

Discrimination Charged Highlighting the State's testimony were comments of Ms. Tison and Mitchell regarding payments to ASCAP, particularly in the light of the ASCAP corporate structure discrimina-
tion resulting from the so-called newspaper type of contract, as argued by the State. Mr. Mitchell, point out that he operated under a newspaper contract, and that ASCAP's present discrimina-tion revealed that he saved just short of $6,000 in the last three years, as compared to a newspaper leader in the first quarter, the food industry, which expended $3,545,777, a 17.4% decrease over the 1939 outlay of $4,291,744.
The tobacco industry hit an all-time high in the first quarter with $17,759,748, an increase of 92.9% over the 1939 total of $912,256, thus displacing laundry soaps and cleaning soaps. The latter marked up a 30.6% increase with $1,735,744, or $1,929,319.

Leaders by Industries Leading advertisers in the first five industry classifications of NBC were:

- **Personal Care Products**: Colgate-Palmolive Co., Proctor & Gamble Co., Jergens Co., and Quaker Oats Co.
- **PAPER PRODUCTS**: American Can Co., International Paper Co., and W. S. Jones Co.
- **Chemicals**: Du Pont, General Chemical Co., and United States Rubber Co.

Gulf's Spring Campaign
GULF OIL Corp., Pittsburgh, is planning a spring campaign for Gulf Spray insecticide using quarter-hour programs twice weekly on a large list of stations throughout the country. No details have yet been released by Young & Rubicam, New York, the agency.

AFRA Request Disc Negotiations
Would Meet With Committee To Work Out Code Plan
FIRST STEP toward the negotiation of a code of practice involving the employment of actors, singers and announcers on transcribed programs was taken by the American Federation of Radio Artists. Mrs. Emily Holt, executive secretary of the union, plans to request the transcription companies to appoint a committee to deal with the AFRA transcription code.

A code, worked out by this latter committee and approved, following the election of membership, will be submitted to the manufacturers by the union, which expects that its proposals will be accepted by the transcription industry without undue delay. Terms and conditions are generally to follow those of the AFRA agreements with the networks for both sustaining and commercial programs.

Following completion of these negotiations, AFRA’s next major move will be toward revision of its contracts with the networks for talent employed on sustaining programs.

Sustaining Rates Present contracts expire in August, and new ones are expected to begin in June. While complete details of AFRA’s new demands are not known, it is certain that the union will attempt to remove the free re-hearsal clause from the sustaining contract. Minimum sustaining contract payments are paid $17 in contrast to $15 for quarter-hour programs. The rates on sustaining programs are put in two hours of rehearsal without additional pay, while those on commercial programs are paid for rehearsals at the rate of $6 an hour.

AFRA is also sure to seek to revise the clause requiring talent working for minimum sustaining salaries to pay commissions to network announcers, but to have the minimum sets as net to the arists, after payment of such commis-
sions. A move over this point between AFRA and NBC was submitted to the American Arbitration Association, and it is expected that the contract now reads, commissions must be paid even on minimum wages.

Goodrich Baseball List
B. F. GOODRICH Co., Akron, will make its play-by-play baseball broadcasts, in cooperation with General Mills, an important part of its summer advertising campaign for automobile tires. The schedules of games are distributed through Goodrich stores. Radio stations in the following cities are participating:

- Detroit: WJR, WXYZ, WXYZ-FM, WNAC, WWOOD, WATE, WZEX
- Cincinnati: WOAI, WKNX, WDNX
- Pittsburgh: KDKA, WPIT, WSTG, WJOE
- Salt Lake City: KSL, KSL-FM
- Waco, Texas: KXBL, WACO, WPEX
- Louisville, Ky.: WLKY, WAVE, WAVE-FM
- Miami: WINS, WQAM, WQAM-FM
- New York: WOR, WOR-FM
- Philadelphia: WCAU, WCAU-FM
- Portland, Ore.: KPTV
- Seattle: KJR, KSJI, KJR-FM

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$37,500,000 ADDED TO DETROIT'S RICH MARKET

It is brought in by the 500,000 people who visit Detroit either as Tourists or Convention Guests. This factor added to the terrific buying power of a billion dollar payroll, the highest payroll rate in the nation, is a challenge to every aggressive merchandising program.

WXYZ PROVIDES THE BEST RADIO DOLLAR VALUE FOR "CASHING IN" ON THIS MARKET.

5000 watts Daytime... 1000 watts Nighttime

WXYZ
KEY STATION
MICHIGAN RADIO NETWORK

Basic Detroit Outlet
For N. B. C. Blue Network

National Sales Representative: PAUL H. RAYMER CO.
Richmond Papers Merger Hinges on Station Transfers
WRNL, WRTD Involved in Big Newspaper Transaction

A UNIQUE situation, wherein FCC-proclaimed station transfers to newspapers and radio stations is involved, is being resolved by the new owners of the papers who merged last year as Richmond Newspapers Inc., and the newspapers and radio stations to add a new dimension to their operations. The newspapers and radio stations involved are the Richmond Times-Dispatch, The Richmond News-Dispatch, and WRTD.

Preliminary arrangements for merging the newspapers and radio stations under one corporation, to be known as Richmond Newspapers Inc., were agreed upon and announced in mid-April. The merger, the former evening and the latter morning, would be published under separate editorial direction but combined business and technical management.

The News-Leader is published by John Stewart Bryan, also chief of the daily Richmond, and the Board of Directors has been delayed in the Court of Appeals of the District of Columbia.

No Corporate Connection

The Richmond Times-Dispatch, wholly owned by the corporation which is licensee of WRTD, 100 watts on 1500 kc., has as its principal and controlling stockholders S. L. Sibley, president; L. W. News and P. S. Huber. All are residents of Norfolk, Virginia, and also are engaged in the publication of the morning Norfolk Virginian Pilot, and the evening Norfolk Ledger-Dispatch, and in the operation of WTRC of that city. Mr. Sibley is president of the board of the Norfolk Ledger-Dispatch, and the holder of a construction permit for the new WPID, Petersburg, soon to operate with 250 watts power on a frequency of 1210 kc. None of the various members of the board who are listed as officers in Richmond, Norfolk and Petersburg, has any corporate connection, however.

Since both WRTD and WRNL are part of the newspaper merger and could be controlled by the new corporation, the FCC has already approved the transfers of ownership of both stations to the newspaper merger to take place at the same time. The owners of the stock of both the newspapers and radio stations have not been disclosed. Approval for the transfer of the stations will shortly be filed with the FCC and it is hoped that the merger will be in operation by mid-summer.

The new Richmond Newspapers Inc. will be headed by Mr. Bryan who will be chairman of the board. Mr. Sibley will be publisher of the News-Leader, in the interest of William & Mary College and an outstanding leader for many years in civic and cultural affairs.
do we pull sales?

LOOK at our MARCH MAIL:

IT CAME FROM:
ALL of Kentucky’s 120 Counties
ALL of Indiana’s 92 Counties
ALL of Ohio’s 88 Counties
ALL of Tennessee’s 95 Counties
ALL of West Virginia’s 55 Counties
83 Out of 102 Illinois Counties

that’s pulling power!

WHAS

50,000 Watts—Basic CBS Outlet
Represented by Edward Petry & Co.

Owned and operated by
The Courier-Journal
The Louisville Times
New Interference Problems Involving Mexican Shifts

Delay in U. S. Change Seen; Border Status Confused

WITH THE STATUS of the North American reallocation of standard broadcast frequencies under the Havana Treaty still undetermined, the Mexican Communications Ministry has instituted another temporary change of frequency assignments which already is causing new interference problems in this country and Canada.

While the FCC has tentatively set Aug. 1 as the blanket license renewals date for all Mexican stations, in anticipation of making the reallocation effective at that time, it now thought it will be impossible to meet that date and there is talk of postponement until Dec. 1. The date is thought desirable not only because it would permit all conflicts to be worked out among North American nations, but because of the possible elections and the desirability of avoiding the large-scale recalebra-
ation require for the new frequency shifts which on paper would be from 10 to 40 kc. for 90% of the some 825 stations.

Secret Agreement?

The FCC Engineering Department is still working on several lists which must be submitted to the signatory nations prior to the set date of Aug. 1. Because the Commission itself has held all of the meetings since mid-April, it is unlikely that action can be taken for all stations by Aug. 1, as preliminary lists. [BROADCASTING, April 1]

Meanwhile, reports again became current that some sort of secret agreement had been reached with Mexico, whereby at least two of the notorious border stations (XERA, Villa Acuna, operated by Dr. John R. Brinkley; XEAW, Reynosa, and operated by Carr Collins of Dallas, and XELO, Tijuana, which is purportedly operated by former Border Patrol Chief Floyd White] would be excepted from the treaty provisions and continue operating. The two stations have not been confirmed in official quarters.

It is emphatically stated at both the State Department and the FCC that the border stations cannot continue operation with high power under the treaty terms and that the bilateral agreement reached with Mexico prior to its final ratification, which it would not be in any fashion be construed as per-
mitting the continued existence of border stations except with extremely low power which would render them ineffective.

A rising interest in the whole border situation may have been ignited by a well-written article in the April 20 Saturday Evening Post by J. C. Furnas, former Station Manager and author, Devoted largely to the location of Mexico's border station situation Mr. Furnas concludes it is difficult to believe Mexican authorities will ever permit the station XERA, under the treaty terms, to keep Brinkley permanently off the air.

"Large scale broadcasting," Mr. Furnas observes, "is as necessary Mexican High-Power Stations

Temporary Shifts of Stations of 5,000 Watts and Up

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<thead>
<tr>
<th>Frequency</th>
<th>Power</th>
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<td>Kilocycles</td>
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<td>XERA, Villa Acuna</td>
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<td>1100</td>
<td>2000</td>
<td>XERB, Tijuana</td>
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NOTE: Powers given are those specified by the Mexican Communications Ministry. In some cases they differ from the regulations of the FCC. In technical circles it is believed that the powers are somewhat less than those given, because the FCC engineering standards apply only to the border stations, however, use directive antennas toward the United States.

Grant of Two Salisbury, Md., Stations Tests FCC's Survival of Fittest Theory

FIRST and most extreme practical application of the "survival of the fittest" rule, as laid down by FCC orders-Dubuque case [BROADCASTING, April 1] is seen in the FCC's grants of two new local stations to Salisbury, Md., a community of about 12,000 population on Maryland's Eastern Shore.

The two stations would replace WSAL, a 250-watt daytime outlet on 1200 kc., which was ordered off the air on March 28. The Commission had conducted an inquiry into its financial background and decided that false statements had been made in its applications, had been made in the financial responsibility of the licensee. It is presumed that one or the other of the two new grantees will seek to replace the now silent WSAL.

Except for the case of the two new station grants in Saginaw, Mich. [BROADCASTING, April 1], made long before the Supreme Court decision, this was the first time in the memory of those close to the FCC office that a pro-
cessor Radio Commission had ever authorized two new stations in one city at one sitting. The grants were made April 13, and in neither case was a hearing held.

Both Full Time

To the Delmarva Broadcast Co., the Commission granted 250 watts full time license on 1200 kc. in the same frequency that was aban-
doned by WSAL, and in addition the new station got unlimited time whereas WSAL had daytime only. To the Peninsula Broadcast Co., the Commission granted 250 watts full time license on 1290 kc.

Whether both applicants will accept the Commission's unusual grants and proceed with construc-
tion is uncertain, for the cost of such stations is not at this point determined. In view of the small size of the community, it is ques-
tious whether the local population would support the two stations. The grants, however, bring into sharp focus the Com-
mision's theory that it can grant any and all applications, regardless of competitive factors, provided the facility is available and provided the applicants are legally, technically and financially responsible.

Delmarva's stockholders, each owning equal shares, are Paul E. Watson, president, who is president of the local Farmers & Merchants Bank; William H. Morton, vice-
president, head of the Salisbury Coca Cola Bottling Co., and Robert N. Rogers Jr., who until its demise was employed by WSAL, Young Rogers is the son of Naylor Rogers, veteran radio executive and former manager of KNX, Hollywood.

Peninsula's stockholders are 29 people, most of whom are business men of Del-
more and the Eastern Shore. Presi-
dent and holder of 500 shares, the largest share, is John W. Downing, of Salisbury, a Maryland State Bank Commissioner. Other officers and their stock-
holdings are William P. Allen, Sal-
isbury, vice-president, a banker and nurseryman, 250 shares; Albert W. Ward, Baltimore, secretary, an at-
torney, 100 shares; Turkey Tax Commission, 100 shares; John T. Holt, Salisbury, treasurer, local manager of Holt Oil Co., 150 shares, and Lena R. Dashiell, Salisbury, assistant secretary-treasurer.

Coast Druggists Turning to Spot

Owl Chain Is Latest to Start Radio, and Plans Expand

DIFFERENT from other parts of California, countered with a five-weekly-quarter-hour program, which was licensed in the local news exclusively, on KFI, that city, starting the series March 18 for six weeks, the program is the high-rate program through Robert Smith Adv. Agen-
cy. The firm in addition uses spot announcements for special sales.

Sontag Drug Co., Los Angeles, with 36 stores in the Los Angeles area, and with other parts of California, countered with a five-weekly-quarter-hour program on all local news exclusively, on KFI, that city, starting the series March 18 for six weeks, the program is the high-rate program through Robert Smith Adv. Agen-
cy. The firm in addition uses spot announcements for special sales.

Owl Joins the Others

Latest to fall in line is Owl Drug Co., San Francisco, operating approximately 125 stores in California, which started April 15 for 52 weeks, a five-weekly-quarter-hour program, Keeping Fit in Hollywood, on KNX, that city, and with the addition of the Alaska Co., Paramount Pictures Studio physical culture director, with Erwin Yoe, organist and guest tales. It is expected that after the first 13 weeks the series, placed through Raymond R. Morgan Co., Hollywood, will be extended to other CBS California stations.

Senata's Drug Co., San Francisco, with over 100 stores, is sponsoring a daily quarter-hour program, Keeping Fit in Hollywood, on KFI, that city, with the addition of the Alaska Co., Paramount Pictures Studio physical culture director, with Erwin Yoe, organist and guest tales. It is expected that after the first 13 weeks the series, placed through Raymond R. Morgan Co., Hollywood, will be extended to other CBS California stations.

Salute to CNFN

OFFICIALLY opening the modern new studios of CNFN, Montreal, pioneer station of the Canadian Marconi Co., at the same time celebrating the station's 21st anniversary, NBC-Blue and the Ca-
nadian Broadcasting Corp. were to join in a 21广播 hour program featuring the new facility. Lenox R. Lohr, NBC president, was to be on hand along with Rene Morin, chairman of the CBS board of governors, and A. H. Gim-
man, president of Canadian Mar-
coni.
Plan your Speech Input System around these basic units

Quality OK for Frequency Modulation

120A INPUT AMPLIFIER: a compact, high-quality, two-stage preamplifier or booster amplifier for speech input. Frequency response 30 to 15,000 cycles with only ±1 db variation. Source impedance 30, 250 or 600 ohms; load impedance 600 ohms. Gain 40 db. Noise level of noise contribution measured at output 82 db unweighted (0 level calibration 1 milliwatt). Maximum output level 16 db with 1% total harmonic distortion. Ask Graybar for Bulletin T-1659-A.

121A LINE AMPLIFIER: an adaptable three-stage unit for high-quality performance as a speech input intermediate level amplifier. Frequency response 30 to 15,000 cycles with only ±1 db variation. Source impedance 30, 250 or 600 ohms; load impedance 600 ohms. Gain 78 db. Noise level of noise contribution measured at output 42 db unweighted (0 level calibration 1 milliwatt). Maximum output level 28 db with 1% total harmonic distortion. Ask Graybar for Bulletin T-1659-B.

18A RECTIFIER: a full wave vacuum tube rectifier with filter for use with amplifiers in speech input. Will supply up to 8 amperes at 6.3 volts, 60 cycles, for filaments and from .007 to .075 ampere DC at 285 ± 35 volts for plates. Power required: 110 to 120 volts, 60 cycles, 100 watts. For full details, get a copy of Bulletin T-1659-C from Graybar.

MOUNTING FACILITIES:
1—177A Mounting Plate Mounts: up to 3—120A Amplifiers or 1—120A Amplifier and 1—121A Amplifier or up to 3—18A Rectifiers
1—296A Panel (Face Mat) covers wiring side and mounts accessory controls and meters in front of mounting plate.

Western Electric

"Wise advertisers are need a
to do a national
advertising job on the Blue!"
says ROY WITMER,
NBC vice president

Executives of Canada Dry, Adam Hats, Andrew Jergens Co. and many other
top-notch Blue Boosters agree... the
Blue provides "Money Market" coverage at a low national cost no other
medium can match!

Coming down on the train the other morning, Roy Witmer was chinning with fellow-commuter Ed Hitz, who assists him at NBC. "You
know, Ed," he said, "I hear more and more nice things about the Blue Network every day. Advertisers using it are really Blue Boosters."

Right, Mr. Witmer! Smart advertising men who buy radio to make sales know the Blue is an outstanding buy. And while that’s important to us, it’s even more important to you. Because their opinion stems from increased product profits and sales.

These canny buyers of advertising know from practical experience that it doesn’t take a million dollars to do a national selling job on the Blue. They discovered the Blue’s “Money Market” coverage came at the lowest cost of any advertising medium—something no buyer should overlook!

There are 45 advertisers who are taking advantage of the low-cost selling advantages of the Blue. They’ll tell you it’s 1940’s best advertising buy. Its low national cost, the result
of the famous Blue Network Discount Plan, enables the size of your network to expand with your business. Its coverage is concentrated in the markets where 72% of the country's effective buying power is located.

Ask any Blue Network user if you want enthusiastic proof that sales begin where the Blue begins! 70% of them came back in '39 after a successful '38. 17 new ones joined the ranks last year. May we tell you how the Blue can tonic up your sales for less than $5,000* per nighttime half hour? National Broadcasting Company. A Radio Corporation of America Service.

*Time only, of course.

After an "Adam Hat Sports Parade" broadcast at Madison Square Garden several weeks ago, NBC salesman Ren Kraft (left) and Adam Hat ad manager, Leon S. Goldberg, went to a nearby eatery. Milk-toasted Mr. Goldberg: "To the Blue Network. The best and most inexpensive large-scale salesman I have ever known." And that's why 70% of the Blue's advertisers came back for more in '39... why 17 new ones signed up.
LITTLE Pea Island, a small jut of rocks located in Long Island Sound about a mile off the coast of the counties known as Glen Island and Hunters Island, will become the site of a new $425,000 plant for the 50,000-watt WABC, New York, key station of CBS, to succeed WNEW, New York, the tower being constructed at Port Washington. CBS kept its plan to relocate WABC secret for several months, and it was not divulged that Pea Island had been selected from the Long Island Yacht Club, which had never used it because of its limited area and rocky condition. The tower will house facilities for the engineering staff have to be built over the rocks, but the staff will have the space necessary for buildings if not tower base. The salt-water location, it is believed, would be ideal for radiation purposes, since it could be considerably closer to metropolitan New York than the present transmitter at WNEW.

**Wendy Ferry Staff**

The projected new WABC would be almost directly across from Port Washington, Long Island, and not far from New Rochelle, N. Y. The new WEAF, FM also is being constructed at Port Washington.

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Western Electric equipment has already been ordered, and it is planned to set up the tower and facilities for the antennas and ground system $50,000 for buildings and $35,000 for land.

Suggestions that the site may be used for television and FM as well as WABC's clear channel operation is discounted by CBS. Transmission, it is pointed out, requires extreme height for maximum coverage, and this is being secured through a contract for the 900-foot Chrysler Bldg. FM also provides best service from high elevations, and is considered likely that CBS will also use the Chrysler tower for FM broadcasting.

**Book Firm's Spots**

DOUBLEDAY-DORAN Co., New York book publishers, during the week ended April 15 started a test campaign of programs promoting special books in varied fields on WAAT, Jersey City; WJZ, New York; WIP, WOR, WVIA, Harrisonburg, Va.; KMA, Shenandoah, Ia.; KTFI, Kansas City; KDKA, Pittsburgh; and WXYZ, Detroit. If the test is successful, more stations will be added, according to H. C. Morris & Co., New York, the agency.

**AFL Group Starts Legislative Drive Against Radio, Reviving License Tax**

REVIVAL of past efforts to saddle the broadcasting industry with a Federal franchise license tax, as a means of spiking competition with printed advertising media, is the object of the legislative drive launched April 15 by the International Allied Printing Trades Association. The group, representing five AFL unions, in a circular letter dispatched to substantial number of newspaper and magazine publishers, did not mention radio, but it placed emphasis on radio's earnings through a Government agency. The move was in the same spirit of the legislation that was in the air in the early 1930's but never reached the stage.

Michael J. Flynn, legislative representative of AFL, is understood to be the spearhead of the new movement. He has been in the forefront of past labor anti-radio crusades, particularly when they have reached the legislative stage.

The letter, signed by John B. Haggerty, president of the local, chairman of the AFL's board of governors and president of the International Brotherhood of Bookbinders, is of an exploratory nature. After citing 1939 statistics showing substantial increase in the use of advertising as advertising as against only nominal increases for newspapers, magazines and farm papers, Mr. Haggerty emphasizes the importance of these developments to every person interested in the printing and publishing industry. He solicits from the publishing world information as to what plans, if any, have been considered or may be considered "to correct this situation which has already proven most harmful to the best interests of printing trades workers and their employers."
WMT
(With Coverage Where it Counts)

WMT
600 KC
5000 WATTS DAY
1000 WATTS NIGHT

NOW THE GAP IS FILLED. Now you can have effective coverage, without duplication or waste, of the "juicy" portion of America’s Money Belt.

Here high, effective buying incomes are evenly distributed over a wide territory and WMT is the only medium that reaches all of this rich Cash Market at One Low Cost.

WMT has a daytime coverage 20% greater than any station in IOWA and its rates are surprisingly low considering its amazing primary area and consistent record of results for advertisers.

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

S. D. QUARTON, Manager

NOW BASIC COLUMBIA

BROADCASTING • Broadcast Advertising

May 1, 1940 • Page 27
McClatchy Stations Now Await Further Progress in Facsimile

Experiments Stopped for Time Being, Declares Hamilton, Who Describes $75,000 Operation

AFTER HAVING spent 11 months on the air with facsimile, during which $75,000 was invested, the McClatchy stations, writing "30" for the printed radio medium until "American mechanical genius" stands their operation, C. Hamilton, vice-president and general manager of the McClatchy newspapers and radio stations, told an audience of newspaper publishers April 25 in New York.

Discussing facsimile at the Intertype Corp. Dinner for the third successive year, Mr. Hamilton gave the results of a comprehensive survey based on 11 months of facsimile transmissions over KFPS, Sacramento, and KGJ, with RCA facsimile. Sets were placed in 580 homes whose occupants represent every income group, type and degree of intelligence and education. Professional classes were most enthusiastic, while the least interested were office workers, clerks, and owners of small businesses.

Improvements Needed

Mr. Hamilton said he thought facsimile would go just as far as American mechanical genius will take it. "So far," he said, "we could add to the pie and to say that within the last three weeks the manufacturers have announced new improved facsimile equipment which embodies many of the suggestions which we have made as a result of our experimentation.

Now for a few of the facts that we gleaned from our 11 months of facsimile broadcasting. During that period of time we placed receivers in 580 homes; those same sets were on the air almost every income group, type and degree of intelligence and education. And this is the last thing we heard from most of the homes having receivers, that we got all of our information.

About 97% were enthusiastic over facsimile and wanted to buy sets at once. A little over one-third of the facsimile production were sent in as a permanent addition to their daily papers, and the remainder used under some mild interest. Only 11% were completely indifferent to it.

I followed up one of our earlier conclusions, that a number of improvements would have to be made mechanically in facsimile before we could get universal acceptance. On the other hand, while our facsimile was checked, reported poor copy, while the other 91.9% reported good copy, thus proving our satisfaction that developed. Strangely enough the greatest number of complaints listing indifference to facsimile were received from the executive class of managers of large businesses.

Where Next?

Ideally I think facsimile will go just as far as American mechanical genius will take it. Speed it up, give it a bigger page size, make it easier to read, make it a means of flashing spot news in public form and the chances are the American public will accept it.

Following is an extract of the address:

January 10, 1940, by placing 110 facsimile receivers in the field, 55 in Sacramento and 55 in San Francisco, California. We started broadcasting nightly facsimile newspaper, seven nights a week, to a widespread group of radio stations, broadcast every night, except one, for 11 months. We took facsimile off the air the day after the war was declared in Europe in order to free our radio transmitter for the broadcasts of news bulletins from Washington. On Dec. 31, 1939, we stopped our facsimile broadcasts, which we had learned. The final answer in most cases added up to the same thing we got in almost all the others; we knew just about everything there is to know about facsimile in its present stage of development. The continuation of the broadcasts would be of little value.

Facsimile's next step had to be made by the manufacturers of facsimile equipment and until that step was taken there was little more we could add to the pie and to say that within the last three weeks the manufacturers have announced new improved facsimile equipment which embodies many of the suggestions which we have made as a result of our experimentation.

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The most up-to-date arithmetic on the Radio front is that the radio set is in something like five hours a day in five-sixths of all American homes. This is a bigger play than any other feature of wide-awake living. AM believes that interest like this in radio is growing, sustained, and that it deserves complete, interesting treatment in the daily press.

WMFR Sale Due Early

The 250-watt WMFR, High Point, N. C., operating on 1200 kc., will be sold for $46,000 to a company head- ed by J. E. Lambeth, wealthy furniture manufacturer of Thomasville, N. C., if an application for transfer of ownership is approved by the FCC. Wayne M. Nelson, station manager and chief owner, and E. Z. Jones, commercial manager, propose to sell their stock to Mr. Lambeth, who would use the station as an adjunct to his rug and drapery business, Mr. Lambeth Jr. The latter is understood to propose to operate the station, Mr. Lambeth would acquire ownership of and operate the station under the name of the Lambeth Corporation, a corporation owned by his son and daughter. Pending also before the FCC is an application for 250 watts on 1190 kc., for a new station in the same community, filed by the High Point Enterprise.

NEW PAPER PLANS SPONSOR MENTION

WHEN the New York newspaper, PM, makes its first appearance in the printing world this fall, in the shape of a tabloid or a broadsheet, it will be backed by an advertising campaign that will be the largest in the history of newspapers. It is estimated that the campaign for the new paper will exceed $5 million, and that the advertising budget will be as much as $2 million.

The advertising campaign will be conducted by the firm of Walter, Cleary & McLean, of New York, which has been engaged by the sponsoring company to handle the advertising for the new paper.

The advertising campaign will consist of a series of large-scale advertisements, to be placed in leading newspapers throughout the United States, and in leading magazines.

The advertisements will be designed to create public interest in the new paper, and to acquaint the public with the features of the new paper.

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STATION MANAGERS...ADVERTISERS...AGENCIES: THE HAMMOND NOVACHORD

belongs on Your programs

—because it's the newest of the NEW...in music for radio!

You can make the Hammond Novachord pay its way...minute for minute, program for program...in your music for radio! Because the Novachord is the newest, most amazing of musical instruments, it will give you the power of an audience appeal never before possible!

Because the Novachord is easy to play...because of its unique system of Tone Selectors*...it will let your musical talent give you more music—more different kinds of music—than ever before.

And because the Novachord is the most versatile of musical instruments...in its many practical uses...in its vast musical appeal...it will prove itself as one of the most profitable investments you can make in music for radio!

See...hear...play the Hammond Novachord. Visit your Hammond dealer. Or write for Novachord Achievements in Radio. Address Hammond Instrument Co., 2989 N. Western Ave., Chicago; in Canada, Northern Electric Co., Ltd., Montreal.

Hammond Organ Studios
New York—50 West 57th Street • Los Angeles—3328 Wilshire Boulevard

* You play the Novachord's conventional keyboard as you would a piano—and produce beautiful piano-like tones. You turn the Tone Selectors to bring in musical effects of string quartette, woodwinds, muted brasses...and dozens of others.

See...Hear...Play
The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND NOVACHORD
at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

May 1, 1940 • Page 29
Kiddies Prefer 7-8 p.m., Choose Mystery Series
A SURVEY conducted Feb. 1 in five Schenectady public schools disclosed that among 1,454 children from 7 to 15 who were questioned 1,359 reported having radios in their homes. Asked their favorite quarter-hour programs, 776 replied "I Love a Mystery;" other leading choices in order were Gang Busters, The Amos 'n' Andy Show, Jack Benny, Big Town, One Man's Family, The O'Neill's, Bergen & Murchison and The Shadow. Leading favorite serials in order were Jack Armstrong, Tom Mix, Lone Ranger, Little Orphan Annie and Blondey. A total of 4,399 votes were cast for 110 children; 5-6 p.m.; 7-8 p.m., 1,062; 5-6 p.m.; 8-9 p.m., 495; 5-6 p.m.; 9-10 p.m., 371; 5-6 p.m.; 10-11 p.m., 142; 5-6 p.m.; 11-12 p.m., 105.

Griffin Spots
GRIFIN MFG. Co., Brooklyn, in addition to the weekly Who Knows program on MBS, is sponsoring quarter-hour news and musical clock programs six times weekly on about 35 stations in the East and Midwest as part of its spring campaign for All-White shoe cleaner. More stations will probably be added in May and June to bring the total to 48 stations. Agency is Ber- 

Sterling Home Spots
STERLING PRODUCTS Co. and American Home Products Co., New York, both through Blackett-Sample-Hummers, New York, have started a campaign as of April 20 for their divergent products, including Dr. Lyons Tooth Powder, Phillips' Milk of Magnesia, Glosstol and Millennium Cocoa n't Oil. Radio schedule includes live one-minute spots. Announcements five times weekly at 15 stations. For Dr. Lyons Tooth Powder, Sterling Products has also started Elliott Roosevelt's "Americas Looks Ahead" program thrice weekly.

Nelson Eddy Wins Star-of-Stars Award; Benny Top Comedian; McNeil Honored
Nelson Eddy, baritone formerly featured on the Chase & Sanborn program, was named "Star of Stars" in the seventh annual Movie and Radio Guide poll, according to results announced April 22. After Air regularly since last autumn, he received a plurality of the votes of the 300,000 listeners balloting on their program favorites in the 1940 poll. Runner-up to the singer was Ann Sothern, also formerly heard as an announcer of the Chase & Sanborn program and now heading his own variety program on Friday nights, Amico also captured first place in the best actor division of the poll. Jack Benny, three times winner of the Comedian prize, pushed ahead of Bob Hope as best comedian. Hope, who held third place in the 1939 median race, pushed ahead of Charlie McCarthy-Edgar Bergen, in third position in the current poll. Kate Smith again was named best female singer of popular songs, while Bing Crosby won parallel rating in the male division. Best actress honor was named to Laddie, star of the First Nighter series.

McNeil Honored
Voters also named the Breakfast Club show as their favorite program, "Shille Donahue," 252; Don Ameche, 151; Bing Crosby, 125; Jack Benny, 123; Edgar Bergen, 57; Alice Tully, 47; J. Carroll Navarre, 46; Don McNeill, 33.

Man Singer of Popular Songs—Bing Crosby, 33; Jack Benny, 175; Lena Horne, 114; Benny Baker, 11; Don Ameche, 51; Frank Munn, 36; Johnny Herrin, WTOC, Savannah; Jack Rathbun, WJAX, Jacksonville; Lee Davis, WCBM, Baltimore; Jack McGee, WNSP, Springfield; Mr. Roslin, Tom Hussey, WABB, Bos- 

Rino Tests New Format
WHILE no renewal of contract has been signed by Bob Hope Bros. (Bing) and Michael G. Robinson, featured player, for return of the CBS Big Town series in full, it is reported in Hollywood, no deal is made in the weekly broadcast will have a change of format. Robinson is closing his season with six dramas based on New York stage successes. The group will serve as a test of this type of show. If a contract is signed, Robinson plans to appear in versions of popular Broadway shows, and will revert to the Steve Wil- 

Camera Firm Testing
UNIVERSAL CAMERA Corp., New York, is testing radio with three quarter-hour news programs weekly on KECA and KFI, Los Angeles. The first hour begins at 12:30 p.m. April 1 on KECA and April 2 on KFI, and will be expanded to other stations if the test proves successful. Architecture & Spector, New York, is agency.
EVERY DAY IS MAY DAY!

There's a year-round celebration in the Omaha market. Every day is May Day when you have a big, six-state market with 876,000 radio homes and nearly two billion dollars of annual spendable income, all reached by a single radio station—WOW. So get in the swing. Get your radio schedules set where they'll do the most good.

WOW provides more impacts, in more counties, with more spendable income, than any other medium in the Omaha market. If you want the Omaha market, you want WOW. Let us prove it!

John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the NBC Red Network • Write for Comprehensive Surveys and Maps.

WOW
RADIO STATION
OMAHA, NEBRASKA

5000 Watts on 590 KC Covers the Omaha Market
Paramount-Dumont Financing May Get New FCC Scrutiny

Donation by Film Company Claimed; Reopening Of Television Hearing Is Asked by Cath-Ray

Although early action is forecast by the FCC in untangling the confused television situation, with the three-way paramount-Dumont limit-operation apparently in the offing, there are indications that a reexamination of the interest of the three major television entrepreneurs in radio's advent may be precipitated.

While picture motion interests have looked askance upon television for more than a decade, and although the financial association of Paramount with Allen B. DuMont Laboratories has been questioned during the recent widely publicized proceedings which involved the White House, Congress and the FCC [April 13, April 15], new developments may focus attention on purported conflicts in Paramount's participation in the general picture industry. For instance, it was announced April 13 by the FCC to build a third television station in New York, on Channel No. 4, between 78 and 79 megacycles. The FCC's testing is to study the effect that Paramount simply had advanced funds to DuMont and in no wise controlled the company's operations.

Fears of Film Industry

In some quarters, it was felt that an examination of the whole picture indicated that the film industry, fearing box-office competition, wanted to see television development curbed as a home entertainment medium with its general use restricted to large-screen motion pictures.

In that fashion, observers reason, the motion picture industry could retain control of visual medium by preventing its development as a corollary of sound radio.

Examination of the DuMont application for the New York television station, plus other data available on the stock ownership of the company, it is reported, indicates that Paramount actually is in the position of electing four of the directors of DuMont and that it has advanced substantial sums to the company in return for stock. These recent events added to the ownership of DuMont Class B stock Paramount controls election of three of the six board members, and by virtue of a minority ownership of Class A stock with cumulative voting power, it can elect a fourth director.

Whether DuMont's precise data will bring about a new examination of the DuMont-Paramount relationship must await reconvening of the FCC. Decisions have been deferred virtually since the closing of the television hearing April 12. The Commission is not expected to meet again until May 5, that point being chosen to give all interested parties an opportunity to present their case to the FCC.

Meanwhile, DuMont-Paramount officials and salesmen they are supposed to have the new 1,000-watt station on the air in New York or on or before May 5 as the only station in the area operating in conjunction with the motion picture industry and one of the three outlets in the metropolitan area. The statement was issued by Paul Railton, treasurer of DuMont and an associate of Paramount. The announcement, which caused something of a stir, was followed by Paramount's station will transmit pictures of from 200 to 500 lines definition, depending on the type of program. It is the purpose of the station to keep the public apprised of the motion picture company.

There was a disposition on the part of engineers to question again the 15-frame proposal of DuMont as against the 30-frame standard proposed by RMA and endorsed by Driscoll, Danzig Share Duties of Johnstone, New Democratic Radio Chief

Dave Driscoll, Danzig Share Duties of Johnstone, New Democratic Radio Chief

Dave Driscoll, for the last four years special events announcer of WOR, Newark, and Jerry Danzig, WOR commercial program manager, have been appointed by Alfred J. McCooker, president of WOR, as special associates of Mr. Danzig while John Hayes, formerly in charge of WOR programming, has been appointed to direct radio for the Democratic Na-tional Committee (Broadcasting, April 15). Both appointments are effective May 1. Mitchell Benson, assistant program director, becomes assistant program manager in charge of regular program of Mr. Danzig and John Hayes, formerly in charge of WOR program-division.

Driscoll, whose title will be director of special features, began his radio career nine years ago as a baseball announcer at WCCO, Minneapolis. After serving as manager of KOFE, Fergus Falls, Minn., he joined WPIL, Philadelphia, in 1935 and the following year transferred to WOR. Actively participating in the picture industry, he has covered WOR in the last four years, Driscoll has also worked closely with Johnstone in planning many of the station's special events broadcasts. A graduate of the University of Minnesota, Driscoll is married and lives at Forest Hills, L.I.

Danzig's title will be director of WOR publicity. A graduate of Northwestern College, he works as a reporter on the New York Evening Journal before joining WOR's program division in 1937. He has assisted Dave Driscoll on many special features broadcasts of sport events and other programs on WOR. The two "D-men" have been called, conducted WOR's Let's Visit program together, interviewing all types of persons in the metropolitan area. Last year, Danzig participated in the Welcome Neighbor program on MBS, especially broadcast for visitors to the 1959 New York World's Fair. He has been assistant program manager of the station since 1938.

RCA. It was held that it is impossible to get good quality on outside pickups with 15 frames and that, as a consequence, if such a standard were adopted, television would be handicapped completely, now being 24 frames. The motion picture industry formerly used 16 frames but found that it could not catch motion, pictures, which are in the 24-frame marking of the motion picture company.

A new plea that the FCC again reopen the television hearings, this time to examine into DuMont activities, was sent the FCC April 22 (Continued on page 58)
Yes, sir. He's right. He's absolutely correct. The Pacific Coast does have the largest percentage of radio homes in the United States. This is typical of these westerners. They have the largest percentage of automobiles; they stand second in per capita retail sales. It's a market you shouldn't miss . . . and you can't miss if you use Don Lee, the only network that can deliver your advertising message to every single nook and corner of this fabulous coast. No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know Don Lee brings action where it counts . . . at the cash register.

DON LEE

1076 W. 7th St., Los Angeles, Calif.

THOMAS S. LEE, Pres.

LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.

Affiliated with Mutual...Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

BROADCASTING • Broadcast Advertising

May 1, 1940 • Page 33
Wichita Transfer Effected by KFBI

Elaborate Ceremonies Mark Shift of Kansas Station

WITH new studios and transmitter, KFBI, formerly located in Abilene, Kan., opened April 21 at its new location in Wichita, Kans. and operated by the Farmers & Bankers Life Insurance Co. of Wichita, the station operates on 1000 kc. with 5,000 watts full-time. KFBI's MBS outlet and a key station of the recently formed Kansas State Network, KFBI heads Herb Hollister, vice-president and general manager, who continues as president of KANS, also located in Wichita.

The elaborate dedication program included an opening speech by H. K. Lindley, president of the insurance company and the station, and brief addresses by City Manager Alfred Macdonald and Manager Hollister, along with several network salutes and congratulatory messages from Governor Arthur Capper and Clyde Reed, Rep. Jack Houston, NAB President Neville Low, and Sen. John Johnston.

KFBI's MBS affiliation brings the third network outlet to Wichita, which already carries KANS on NBC and KFH on CBS.

Latest Equipment

The new studios and transmitter are RCA equipped throughout. Studios and offices are located on the fourth and fifth floors of the Farmers & Bankers Bldg., headquarters of the parent company. The RCA transmitter, rated at 60,000 watts, is housed in a streamlined building on U. S. Highway 50 just east of the city, and joining the 254-foot antenna array. The transmitter house, designed by the local Overend & Boucher architectural firm, has a modernistic facade of glass brick and incorporates living quarters for the transmitter staff with the technical equipment.

Staff of the station, in addition to Manager Hollister, includes Ray Yale, formerly manager of KFBI when it was located at Abilene, now assistant manager and technical director; Coleman Sheehan, traffic manager; Frank Chiddix, musical director; Mary Eberhardt, traffic manager; John Eberhardt, station engineer; Les Jarvies, chief announcer; Montez Tjaden, director of women's programs; Harry Peck, announcer and sales representative; G. H. Johnston, chief transmitter engineer; John Stone, LeRoy Jelley, and Warren Sieverin, engineers; Clarence Rupp, publicity director; Leonard Standiford, assistant engineers; Arthur Hollister; Verne Nydегger, musical arranger; Evan Fry, continuity editor; Lenery Miles, sales representative; Herschel Holland, announcer; Marie Rupp, hostess.

Observing the KFBI dedication, both Wichita Business and Wichita Eagle appeared with special supplements covering the dedication and special activities, history and pertinent of the station.

More than 250 of the serenettes delivered by Richard L. Evans on the Sun God Salute to the City, sponsored by the Elks Lodge, was conducted and published in book form under the title, Unto the Hills, by Harper & Bros., New York.

Texas Hearings Resume; Report to FCC Urges Deletion of Three Ulmer Stations

WITH PRELIMINARY recommendation for deletion of four of seven Texas stations already made, a group of FCC officials reopened hearings in that State April 23 to try three remaining stations which allegedly procured their licenses through "hidden" agencies with Rev. James G. Umler of Tyler, Tex., the main personality.

In a preliminary report to the Commission April 17, based on the hearings already concluded, revocation of the licenses of KTBC, Austin, KNET, Palestine, KRBA, Lufkin, and KGKB, Tyler, was recommended by Commissioner George H. Peone, who presided at the hearings during March in several Texas cities. Cases yet to be heard are those of KAND, Corsicana; KFPI, Brownsville and KSAM, Huntsville—the latter to be completed after a preliminary hearing May 1.

The report is not in the nature of proposed findings, following established FCC custom but simply an interim report of the Commission. Proposed findings presumably will come later, after further work on the case held prior to final FCC ruling.

Deception Claimed

Particularly criticized in the preliminary report was the technique employed by Mr. Umler in procuring licenses of KTBC, KNET and KRBA, it was reported. The report contended that "Umler’s conduct is reprehensible in more ways than one. He has induced honest and self-respecting men to violate the law and participate in an intricate scheme of deception. Most of these men made themselves parties to Umler’s machinations through honorable intentions—a desire to serve their communities. Some of them even tried to break through the net in which Umler has caught them. But Umler’s own conduct was prompted wholly by greed. Umler has cast a shadow upon the business of broadcasting."

Describing the manner in which licenses were procured for the Austin station, the report said that Umler first prevailed upon three local business men of excellent reputation to organize a co-partnership. Then he directed all of the important details and finally had his own lawyer, James H. Hanley, former Radio Commissioner, file the paper. After the construction permit had been secured, the partners entered into a contract authorizing Umler or one of his co-workers to finance, construct and operate the station.

"Thus," said the report, "in the early history of the station, did the partners assign their license rights without the knowledge or consent of the public.

Received No Income

The report added that the partners made no capital investments and received no income. All or almost all of the profits “found their way into Umler’s pockets or the pockets of one of his close associates. The partners had no control of the station, its bank accounts, receipts or expenditures. They continued to sign papers because they were the licensees of record in order to deceive the Commission."

"It is clear that the partners were simply puppets manipulated by Umler. They never profited at all. It was Umler, or one of his associates, who financed, constructed and operated the station. It was he who controlled the programs and the station policy. It was he who hired or fired employees and enjoyed the profits."

"Perpetrated Fraud"

"The partners signed under oath by their application and associated papers that they would finance and control the station. They this never intended to do, thus perpetrating fraud upon the Commission. In several instances the partners submitted sworn statements showing that the partnerships involved possessed substantial assets; whereas, in fact, such partnerships possessed no assets whatever. Station assets belonged to Umler or one of his associates."

Regarding the Tyler station, the preliminary report said it differed somewhat from the partnership cases and involved a corporation. In this instance, Umler was said to have gained voting control of the company by means of stock purchase and provide "without the knowledge or consent of the Commission". It was held the license rights were illegally assigned and illegally exercised by the assignee, who was Umler. The proceedings were then April 23 in Dallas on the KAND case and May 12 on the KGKA case.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), has advertised Valencia oranges this summer and some $700,000 additional to promote sales during the last half of the citrus year, according to Russell Z. Eiler, advertising manager. Radio will continue to be used along with newspapers, consumer and trade magazines, 24-sheet posters and other mediums. The three-weekly quarter-hour program, Hodda Hopper's Hollywood, sponsored by the Exchange on stations including Monday, Wednesday, Friday, 6:15-6:30 p.m. (EDST), will continue throughout the summer. In addition, through Lord & Thomas, Los Angeles, an extensive spot advertising campaign is planned to start in June. It will be concentrated in areas where the network program is not heard. List of stations is now being made up.

RADIO talent appearing on the Los Angeles' Radio Theatre program, sponsored by Los Angeles' City of Commission, is scheduled to attract more listeners than exclusive movie talent, according to a check made over the program by C. E. Hopper, New York.

Mr. Arney's appointment was announced by President M. Spence, who has resigned to return to newspaper broadcasting business. Mr. Spence is now a partner in a new local station in Washington, D.C.

Mr. Arney

NEW POST AT NAB ASSIGNED TO ARNEY

C. E. ARNEY Jr., newly-appointed assistant to President E. W. Porter of the NAB, on April 17 formally took over his new position at Washington headquarters of the trade association. His functions will be largely those previously performed by Mr. M. Spence, who has resigned to return to newspaper broadcasting business. Mr. Spence is now a partner in a new local station in Washington, D.C.

Mr. Arney

Sunkist Plans Spots

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BROADCASTING • Broadcast Advertising
I LIKE WKY BECAUSE:

I HAVE USED WKY FOR OVER TEN YEARS TO PROMOTE

SALE OF MALT-O-MEAL WITH SPLENDID RESULTS

AND CONSIDER WKY A LEADING STATION IN THE SOUTHWEST.

C. C. LINDLEY

CAMPBELL CEREAL CO.

With announcements, with five-minute programs, with fifteen-minute programs, Malt-O-Meal has been kept before WKY listeners for more than ten years, spring, summer, fall and winter. And to quote Malt-O-Meal's representative, "We have always obtained splendid results." WKY has many such advertisers ... sponsors who give WKY a thirteen or twenty-six week trial and then come back for a run of five, eight or ten consecutive years. Most of these sponsors were attracted to WKY because of its nationwide reputation for superior showmanship. They extended schedules because of its record for a standout brand of selling.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN • KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Mgmt.)

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
"IT'S AS MODERN AS FM"

The modern interior of the 50 kw power amplifier room of radio station WIXOJ (Yankee Network) located at Paxton, Mass.—whose FM transmitter was built by REL.

WITH INTEREST in frequency modulation growing greater daily, progressive broadcasters now are making plans for the future in which FM is destined to play a leading role.

Radio Engineering Labs., Inc., pioneers in the manufacture of successful FM transmitters, invite executives and engineers to profit now, and in the future, by REL’s wide experience in the development of the FM transmitter field.

In collaboration with Major E. H. Armstrong, inventor of FM, REL built the first “static-less” FM stations (W2XAG—Yonkers, N. Y. and W2XMN — Alpine, N. J.). Today REL has built transmitters for the majority of FM stations now on the air, and pending applications reveal that broadcasters nationwide are applying for REL FM transmission units ranging from 1 kw to 50 kw.

We invite your inquiries

RADIO ENGINEERING LABORATORIES, INC.
35-54 36th STREET Phone RAVenswood 8-2340
LONG ISLAND CITY, N.Y.
Cable "RADENGLABS"
ACTION "as soon as possible" on legislation to assign frequencies for frequency modulation, destined to become the companion of present-day standard broadcasting in that the replacement market can proceed with assurance, was asked by FM Broadcasters Inc. in a brief filed April 22 with the FCC.

Summing up the case for FM, Phillip A. McGann of General Electric, who asked full commercial privileges for the medium. Permitted to develop on a regular basis, as he predicted, FM would have an evolutionary rather than a revolutionary effect upon broadcasting in the present band. First, it will make service now being rendered and will not exclude service now given in the present broadcast spectrum will remain essentially as it is. Second, service will be of no immediate obsolence of receiving sets. The transition preparing to put sets on the market.

The Case for FM

The FM brief, filed pursuant to permission given participants in the FM hearings held March 18-28, summarizes the case for FM as follows:

Eminent engineers and inventors who testified before the FCC in agreement that frequency modulation broadcasting using frequencies above 25,000 kc. is in a stage of development that it is now acceptable for rendering local and national, from experimental service to the public and that frequency modulation offers a superior ability to the broadcast service to communicate large amounts of information. The FCC's recent action in allotting 3,000 kanals for new broadcasters and radio equipment manufacturers concurred in this view. The testimony demonstrated that reliable frequency modulation transmitters and receivers are now available to broadcasters and to the public from competing manufacturers. Five manufacturers are now producing and selling receiving sets, while five others are preparing.

RCA Urges FM

Superiority of wide band (200 kc.) over narrow-band frequency modulation was the basic reason for the case. Once FM broadcasting is placed on a practical operation. Experts were in accord that the wide band is, directly related to the service and allocates the advantages inherent in the frequency modulation process. Any reduction in the 200 kc. band, would decrease the ability of the receiver to discriminate against all varieties of noise with the result that the quality of program reproduction is sacrificed.

Furthermore, as the bandwidth is reduced, the ability of the receiver to discriminate against adjacent channel and adjacent channel interference is decreased with the result that the separation between stations on the same and adjacent channels is required. Of great importance is the fact that receiving set manufactures become more difficult and costly, as the width of the channel is reduced.

Ready to Serve

Wide-band frequency modulation will permit the development of the small equipment necessary to serve individual home receivers multiplexed with rural broadcasting or independently of sound broadcasting. It has been pointed out that the broadcasters are in substantial agreement that a minimum separation of 200 kc. is not only to permit the accommodation of 100,000 radio stations in the area of the United States but will provide the entire spectrum with a narrow portion of the spectrum presently assigned to broadcasting has been one of the principal difficulties. Concern was expressed that certain frequencies may be allocated to different sizes and shapes and are located at unequal distances from one another, and that the radio industry will be very much to the point that the experimental stage has been only to a small extent to stimulate the development of special programs, encourage more competition among stations and stimulate users, and enable the FCC to make better and more definite development of the art. On the other hand, if frequency modulation is not permitted to grow with all commercial privileges, applicants will be handicapped and limited to those stations possessing sufficient funds to indulge in experimentation.

RCA asks FCC to Retain Present Television Bands

In its annual report to the Congress, the FCC indicated that there was a need for improvement of physical service both from the standpoint of present service by RCA for the next 10 years, for the FCC to the spectrum presently assigned to television. The report points out that there are 16,000 cities or towns in the United States, of which number 15,000 have a population of 10,000 or less. Of these, 75 per cent have a population between 10,000 and 25,000 each, and 376 have a population exceeding 25,000. There are 50 towns each having a population in excess of 10,000 which do not have radio stations. However, while 30 of these towns are located within or adjacent to one of 106 metropolitan areas and the others perhaps derive some degree of service from stations located in distant districts, must be borne in mind that 370 cities have but one station. The report further discusses the problem in considerable detail, the above figures are sufficient to show the great limitation to which the present standard broadcast band is inadequate.

RCA Urges Provisions for FM

The Chicago police department is planning to install 200 FM receivers in its squad cars. The police department, using the Armstrong frequency modulation system. The present car, which is known to be inferior to the FM channel, was given at the two spots where interference spoiled FM's perfect reception. On one of the cars, eight miles from the station, with engineers blaming interference on demand for the wide range of miles out. In these cases the FM was "no intelligibility" and "absolutely no reception at all.

Mr. Schnell commented that Commissioner Allman and other commanding officers of the government were enthusiastic about FM's performance. He added that when the time comes for FM installation in the future, large equipment manufacturers will be asked to submit bids. 

** Tests of FM Transmission by Police Lead to Proposals to Buy Equipment **

FM was tested by the police department on its squad cars. The tests were made March 15 and 16 with Police Commissioner James P. Allman approving FM's adaptability to police use was demonstrated by General Electric in a Schenectady test last December. The experiment showed static elimination surpassing all expectations, according to Mr. Schnell and Frank A. Gunther, chief engineer of Radio Engineering Laboratories, Long Island City, New York. The two companies manufacturers of the tees equipment.

Results of Tests

Two squad car tests were made on succeeding days. For the March 15 test, squad cars carrying FM antennae transmitted radio broadcast from various parts of the city to the police station. The test was on the roof of the 46-story Field Bldg. Each car was reported as excellent, even at "dead spots" from which reception was impossible in the 12-watt mobile transmitter, manufactured by REL, was driven through lower Manhattan and at 1,000 feet above water and its audio signal was received through a receiver at Alpine, N. J., it was reported. Even when the car traveled under bridges and tunnels, the signals were perfectly received, it is said.

Advantages of FM for police radio work were also demonstrated by some "drone" radio tests. A series of experiments in which Maj. Edwin H. Armstrong, the inventor, participated. FM was the 12-watt mobile transmitter, manufactured by REL, was driven through lower Manhattan and at 1,000 feet above water and its audio signal was received through a receiver at Alpine, N. J., it was reported. Even when the car traveled under bridges and tunnels, the signals were perfectly received, it is said.

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BROADCASTING • Broadcast Advertising

RCA urges FM in Filing Brief

A PLEA that FM and television be permitted to develop simultaneously, but that space in the spectrum presently assigned to television should be left open, by General Electric, in a brief filed April 22 with the FCC, summing up RCA contentions during its series of hearing on "Filing Brief."

Describing FM as "an evolution and not a revolution," whereas television is a "revolution and offers to the American public a new medium, the addition to sound," RCA Attorneys Manton Davis and Frank W. Wozenreich urge the FCC to divide the spectrum presently assigned to television into three segments: one for 200 kc. wide-swing FM broadcast, another for television, and the third to be left available for FM radio and television. The brief stated, "According to the president of FM Broadcasters Inc., Mr. John Shepard, 3rd, the transition from standard band broadcasting will take ten years. This is the statement of an enthusiastic proponent of FM. While all of us have high hopes for the future of FM, no one can predict with assurance that extent of rapidity of its growth."

In discussing FM channel widths, RCA pointed out that it is possible to get 84 channels of 40 kc. width which could be supplied, after holding that better service could be provided with the lower swings than with the 200 kc. band sought by FM proponents. Certainly, for the present, case may be made to show all the channels which are needed for FM, for the reception of which the wide bandwidth equipment will be required. The brief stated, "According to the president of FM Broadcasters Inc., Mr. John Shepard, 3rd, the transition from standard band broadcasting will take ten years. This is the statement of an enthusiastic proponent of FM. While all of us have high hopes for the future of FM, no one can predict with assurance that extent of rapidity of its growth."

In discussing the question of "dead spots" from which reception is impossible, RCA pointed out that high-fidelity can be obtained by proper design with -amplitude modulation or any other type of transmission. With a 40-ka. channel, under average conditions, it was said a 1,000-watt station would serve a range of 84 miles, with as many as 26 stations possible on a 1 mc. channel. With a 60-ka. band, the total service would be 80 miles with 12 stations to the megacycle. With a 140-ka. channel, the same range could be 76 miles with only seven stations to the channel, while with a 200-ka. channel, the same range would be 73 miles with only five stations per channel.

RCA argued that the only advantages of the wider-sweep transmission would be a relatively small improvement in the quality of service over the 100 transmitters within the total area, but obtained at the expense of a greater reduction in the number of stations per megacycle and a still further reduction in the total service area.

Referring to the reputation of its witnesses, the brief said that 11
Payemnt of Salary Restitution Ordered in Wage-Hour Ruling

KGO Enjoined in Decree by U. S. District Court;
Interpretations Affecting Radio Stations

IN THE FIRST proceeding against a radio operator by the Wage-Hour Division of the Federal Labor Standards Act, KMOBY, Inc., operating KGO, Missoula, Mont., on April 22 was permanently enjoined from violation of any of the provisions of the Fair Labor Standards Act in a decree signed by Judge Baldwin in the U.S. District Court at Butte, Mont. The company was enjoined to cease and desist from the entry of the decree, which directs payment of restitution to 18 employees of the station, including announcers, engineers and salesmen.

The amount of the restitution payment is to be fixed upon investigation by Wage-Hour Division field representatives. According to Col. Philip B. Fleming, administrator of the Division, KGO is the first radio station against which an action has been brought.

No Exemption

In a survey conducted by broadcasting into the application of the Fair Labor Standards Act to broadcasting industry, at the end of the first 18 months of the Act's operation on April 24, it was indicated that many stations, believing that the law's provisions are broad, blanketed the operations end of the industry with stations definitely not classed as employees within the provisions of the law. In general, there is no exemption available, either on executive or professional grounds, for announcers, engineers, program director or other persons participating in selling, programming or transmitting.

Although the question has arisen in several cases, Division officials have interpreted that chief announcers or chief engineers are not to be exempted. Since these employees do not operate in a bona fide executive capacity. For instance, a chief engineer to be exempt must satisfy either professional requirements which virtually preclude his general type of employment. He could not be classed professionally as could a doctor or lawyer. And in most cases he does not have complete or recommendatory authority in hiring and firing other employees, and during a good share of his time he does the same type of work, i.e., operating studio or transmitting equipment, or other employees working under him.

Under the law as it stands now, the fact that an employee is inexperienced in the few cases where the enforcement of the Act is concerned. Even voluntary workers would come under the regulations, since the Act provides that "employee" includes "to suffer or permit work." The same condition applies to students under contract. In cases like these may apply for a "learner's certificate," which makes provision for a definitely limited learning period during which the worker is exempt.

Although the Wage-Hour Division has had relatively little call for interpretations of the law's application to employees in the broadcasting field, individual situations have brought explanations from the Division. It has pointed out that so long as an announcer was employed on a salary basis, his standby time must be counted into his aggregate working time for each week. The act, as applied at this time, makes no provision as to how the work-week shall be split up, it was pointed out, and no judgment was made as to the number of hours are not exceeded, whether the work is on an 8-hour or a 42-hour day basis, no overtime payment is required. Reporters, presumably radio as well as newspaper, working on "continuous assignment," such as traveling with Presidential candidates, must be paid overtime for excess hours, according to another interpretation.

Since the Act specifically exempts "employers" employed in the operation, the United States, States and political subdivisions of States, the Federal Government, and the District of Columbia, in the line of duty, and the "home office" of a radio station, the "employers" would be exempt from compliance with the regulations, whether operated as a profit or non-profit enterprise.

Extra Compensation

In the case where an announcer receives, in addition to his regular salary from a station, special compensation from a sponsor for announcing his programs, the station paying the salary is the "employer" required to keep the records and has the primary duty of compliance with the Act, according to another interpretation. Carrying this situation into the overtime aspect, the interpretation would be that the sponsor would be considered as compensation to be included in the regular pay and would not be the ac- tual employer, nor the sponsor purposes of determining the regular rate of pay.

Thus, with the station and sponsor jointly in mind, it is likely the broadcasting company would be jointly liable for overtime compensation for all hours worked, including those paid for by the sponsor and including in the regular rate of pay compensation received from both employer and sponsor.

Under provisions of the Act, the 44-hour maximum workweek and 25-cent minimum hourly wage must be paid beginning on Oct. 24, 1938, was superseded by the present 42-hour 30-cent standard on Oct. 24, 1938. On Oct. 24, 1940, the standard will be set at 40 hours and 30 cents.

National Restaurant Week

TO OBSERVE National Restaurant Week, May 6-12, the New York State Restaurant Ass'n will make announcements on various network programs over ABC, CBS and Mutual and will issue in two weeks free of charge copies of the celebration of the special week.

CALL-LETTER TALE

Station Designations Used as Basis of Word-Play


"KATE WHO came from KIEV was a WISE KID, so she packed her HIT and went WEST to win WRENS. She got her SUMMER HOME and was on living WELL. The pirate WIND blew like a WHIP and made her hair fly like a BROAD WIRE. But KATE went to WORK and after a quick WASH she had a WAVE in her HAIR and came to KOME. The little WREN looked like a WOW. KATE didn't KNOW it, but WHOM do you suspect of interest for KATE and WOLF? WHAT? WILL no one ISO the peril? "Hello, New, Castle, Pa. WOLF with a WAGA his tail. But KATE was WISE and went WHAM on the KOME. KEEN WOLF's KORE and went WHAM he lapsed into a KOMA."

YOUNG O'NEIL BUYS CONTROL OF WJW

WILLIAM M. O'NEIL, son of William O'Neill, president of the General Tire & Rubber Co., will become a partner in the operating of WJW, Akron, if the FCC authorizes transfers of stock in application being filed by Young O'Neill. Young O'Neill proposes to buy 237½ shares of the 447 shares outstanding for $175 per share. The slot is a 250-watt outlet on 1210 kc. Two of its largest stockholders recently sold their interests to S. Townsend Baldwin in a deal with WMAN, Mansfield, O., and John F. Weimer, now with WKST, New Castle, Pa.

Young O'Neill would purchase 142⅔ shares from Edward S. Sheek, Akron lawyer; 7½% from Mrs. Ruth Rubin, of Cleveland, and 22½% from William F. Jones, Akron motor dealer. The remaining shares are held by Mrs. E. F. Ruben and by Mrs. Rubin, who owns 133½ shares and also is a minority stockholder in WRSN, with WOJB, WHKC, Columbus; J. E. Henry, Kansas City construction man, 76 shares, and R. M. Wendelkin, Akron attorney and president of WJW Inc., 1 share.

O'Neill's uncle, T. F. O'Neill, of Miami, Fla., who is director of General Tire and heads the General Tire Co. of Miami, is president of General Broadcasting Inc. which recently applied to the FCC to build a new station in Miami to operate with 600 watts night and 1,000 day output. After 1935 the new station will be known as WHAM when the Havana Treaty becomes operative [Broadcasting, March 1]. He would hold 60½ of the stock. The seller, William O'Neill would hold 39½.

GOV. LEHMAN on April 22 approved the bill introduced by Assemblyman Aaron Goldstein, 4th dist. Brookly, making it a misde- meanor for a person to make any publication untrue or misleading advertise- ments and requiring the advertiser to post a bond and appear before the state's true name and business address.

CBS First Quarter Net Increases to $1,552,031

NET PROFIT from CBS operations for the first 13 weeks of 1940 was $1,552,031, or 90 cents a share, as compared with $1,165,947, or 68 cents a share, for the first quarter reported April 17 at the annual CBS stockholders' meeting. Gross income for the quarter was $18,747,484, or up $3,705,834 as against $10,276,108 last year [see April 16 Broadcasting for complete 1939 financial report of CBS].

Meeting, which was sparsely attended, approved a five-year extension of the contract for William Paley to continue as president and general manager of CBS until Dec. 31, 1946, and reelected the network's board of 14 directors. In response to a question about television plans it was stated that pending FCC action CBS was continuing to experiment with program technique for this new medium.

Pipe Firm Testing

WILLIAM deMUTH & Co., New York, on April 9 started a test campaign for Hessen Guard Milano pipes using a weekly sports program on two MBS stations, WOR, Newark, and WGN, Chicago. The program, featuring Red Barber and Al Helfer, well known sportscast- ers, is heard on WOR Fridays, 9-10:30 p.m. and on WGN 10:30-10:45 p.m. the same eve- ning. More MBS stations will be added if the test proves successful, according to Grey Adv. Agency, New York.

Page 38 • May 1, 1940
Here's More Proof that...
the only radio station which
"delivers" the Great Northeast
is WGY, Schenectady

The Sun Oil Company has been sponsoring Col. Jim Healey's newscasts over WGY, Schenectady, for well more than five years now, three times weekly, from 7:30-7:45 P.M.

A coincidental telephone survey was made in Albany, Amsterdam, Glens Falls, Schenectady and Troy on Wednesday evening, March 27, from 7:30-7:45 under the supervision of an independent research agency, The Armstrong Company of Schenectady.

Calls were completed with 263 homes whose radio sets were in use. The results:

137 or 52.0% were listening to WGY
48 or 18.3% were listening to Station A
33 or 12.6% were listening to Station B
15 or 5.7% were listening to other stations
30 or 11.4% answered "don't know."

There you have one more proof that the only radio station which "delivers" the Great Northeast is 50,000-watt WGY—more proof that WGY offers you a unique opportunity to promote the sale of your product throughout this area.
5000 Watts • Dial 1050 • Affiliated with MUTUAL BROADCASTING SYSTEM

REPRESENTED BY HOWARD H. WILSON COMPANY

An Old Established Station With a
moves to WICHITA

BRINGING TO YOU THESE VERY DEFINITE SALES ADVANTAGES

1. KFBI, the Pioneer Voice of Kansas, is now located in the best metropolitan market in Kansas, WICHITA!

2. KFBI is now located in the heart of the rich, responsive KANSAS and OKLAHOMA farm market!

3. KFBI, with 5000 watts power on 1050 Kc brings to this area for the first time programs of the coast to coast MUTUAL BROADCASTING SYSTEM!

4. KFBI mechanical equipment is completely new. Just installed is the latest and best 5,000 watt RCA transmitter spotted by engineers after exhaustive tests in the most favorable location for maximum radiation efficiency.

5. KFBI has an experienced, enthusiastic, SALES-PRODUCING talent and announcing staff. They know how to produce programs Kansas and Oklahoma people like to hear.

6. KFBI is directed by an aggressive, experienced group of broadcasters who give this pioneer station a NEW SELLING VITALITY.

If YOU'RE looking for new worlds to conquer with your product, if YOU'D like to have definite, tangible returns for your advertising dollars . . . if YOU want to go places in sales in Kansas and Oklahoma . . .

IT'S YOUR MOVE NOW!

WICHITA, new home of the Pioneer Voice of Kansas, KFBI, is located in the south central portion of the state, the buying center of a huge, prosperous Kansas and Oklahoma area. Wichita is the first market in Kansas in retail sales and effective buying income.
Recording Victory Is Hailed by NIB

Shows Cooperation Benefits, Declares Lloyd Thomas

ACTION of the major phonograph record companies in dropping plans to ban or license broadcast stations for performance of recordings was hailed as a victory for independent stations by Lloyd Thomas, secretary-treasurer of National Independent Broadcasters Inc., in a letter April 20 to independent stations.

Cancellation by RCA of its monthly license plan, which meant an average monthly payment of about $1,067 per station, along with announcements of similar plans by Columbia Recording Corp. that their records could be performed only under the written consent of record companies, was found to be Aside from the opposition from the broadcast industry, prospects of prolonged litigation in the Whitehouse case, plans of the recording artists to a ban on radio performances, contributed to the decision.

Moreover, after Decca and Columbia announced that stations could perform their records without a fee or royalty, it was found expedient to drop its licensing plans and to refund all money paid under the plan. He added that restrictions of performances of its records but the Decca and RCA actions were reversals of policy.

Hailed as Victory

Mr. Thomas attributed the action to the “persistent efforts” of President Harold A. Lafount of NIB and called it “a real victory for the independents,” as the largest users of phonograph records. "This shows what can be done by effective cooperation through an organization of the independent stations' national representative for the independent stations," he said.

Another observation of Mr. Thomas, was made by KGFW, Kearney, Neb., that undoubtedly the work done by President Lafount and the NIB Council and Mr. Bennett "had considerable to do with the recent offer of ASCAP to the industry in which the independent stations were offered a considerable concession as compared with past license charges." He added that there was no doubt that any deal made by the industry with ASCAP "will include suitable and equitable rate to the independents".

Discussing other activities of NIB, including FCC regulatory affairs, Mr. Thomas said plans are being considered for an annual convention of independents to be held this summer, probably in Chicago. All independent stations will be invited to discuss industry problems. One matter requiring action was the extension of 1394-108 statute for employment of union musicians. The present agreement of independent stations is due to expire in September.

Stations were asked to advance their ideas about the annual meeting, the dates of which they would prefer and their ability to accept and consider soliciting membership among some 400 independent stations.

PLANS for women's participation in the New York World's Fair 1940, opening May 11, were discussed with women radio commentators recently at a luncheon in the Empire State Club, in New York. The luncheon was given in honor of Mrs. Oswald B. Lord (extreme right), chairman of the national advisory council on women's participation in the Fair, and Miss Mary Lewis, (second from left), the Fair's fashion director. Shown chatting at the luncheon are (1 to r) Adelaide Hawley, CBS; Miss Lewis; E. Frederica Millett, of the Fair's publicity department (extreme left) and June Hynd, who served as NBC representatives.

Record Hearing Set

ARGUMENT on the appeal of National Assn. of Performing Artists (acting for Paul Goodman), RCA Mfg. Co. and the NAB (acting for WNEW) from the decision of the Federal District Court in the RCA-Whiteman-WNEW case will be heard in June by the Circuit Court of Appeals in New York. Attorneys representing the three parties appeared before the Appellate Court just before April 19 and requested that their arguments be heard during the three-week session beginning June 3, to which the court agreed, placing the case on the calendar for that date. Transcripts of oral and appellants' briefs were filed by all attorneys on April 12; appeallants' briefs are due by May 11, and reply briefs by May 28.

The Broadcast Day

AMENDMENT of broadcast rules whereby the broadcast day will begin at local sunrise rather than 6 a.m. local standard time, was authorized April 13 by the FCC. The change in rules will permit stations to begin regular operations earlier during the summer months but will mean a later start in the winter, when the sunrise is closer to noon. The use of a differential in day and night power, under the revision, can start in 15 days. Where a rise rather than 6 a.m., it was explained. However, in the winter, the stations will start an hour later will mean a later start with their higher day powers because of the summer hours. The change, as was said, some interference has been experienced as a result of use of daytime powers before sunrise. The rules, changed to become effective immediately, are Sections 3.6(3), 3.8(4), 3.10, 3.23(e), 3.79, and 3.84.

Amos 'n Andy Renewed

CAMPBELL SOUP Co., Camden, N. J., has renewed its contract with Amos 'n Andy on CBS for a 3½-year period as of Jan. 1, 1941, expiration date of the present contract. Program is heard on 59 CBS stations, Monday through Friday, 7-7:15 p.m. with a rebroadcast at 11 p.m. Ward Wheelock Co., Philadelphia, is agency. The comedy team is doing a “radio-cinema” of continuous network broadcasting, and, according to a CBS estimate, reaches between 11 and 15 million or approximately 50,000,000 listeners.

When Amos 'n Andy was created on March 19, 1928, it was the first group radio program. Highest rating was on a network Monday through Fridays.

S A V E D S Y M P H O N Y

Rosenbaum Mediates Dispute

In Washington

CREATED with saving Washington's National Symphony Orchestra, Samuel E. Rosenbaum, president of WFiL, Philadelphia, and chairman of IRNA, in mid-April settled a musicians' union squabble with the Symphony Association which threatened the continuing existence of the orchestra. With negotiations between the association and the AFM local on next season's wage scale deadlocked for three months, Mr. Rosenbaum was called in by Dr. John Steckel, of the U. S. Labor Conciliation Service, after all other efforts to avert a strike had failed. His compromise proposal was accepted within a week by both sides.

Mr. Rosenbaum was chairman of the IRNA committee that negotiated the musicians' agreement in 1937 which avered a nationwide radio strike. As a tribute to his ability as a negotiator, IRNA elected him chairman at the Chicago organization meeting last September. Joseph M. Miller, labor relations director of NAB, arranged for Mr. Rosenbaum's intervention in the symphony dispute. Mr. Rosenbaum's mediating role is detailed in his book, "The Symphony," the biography of Mr. Rosenbaum in the May 16, 1938 issue that sold the Symphony Association on Mr. Rosenbaum as a mediator.

New Vitamin Series

SANTA ANA VITAMIN Co., Santa Ana, Calif. (powdered vitamin) new to radio, in a 62-week campaign started April 15 is using twice-weekly participation in Norman Young's "Happy Homes and Mervorey on KHL, Los Angeles. Firm is also using weekly participation in Eddie Albright's program on that station, six weekly in "Rise & Shine on KOY, Phoenix. Other stations will be added as markets are established, Glasser Adv. Agency, Los Angeles, has the account.

Eno Discs on 10

J. C. ENO U. S. Ltd., New York, on April 22 started a series of one-minute announcements taped for NBC Radio-Recording Division in the interests of Eno Fruit Salts using spots on KTRH, WCAC, and WNEW. The spots on the five-minute announcement on April 15 on WOR, Newark, Atherston & Currier, New York, is agency.

License Expenses Ruled Deductible

Held Necessary to Business

In Revenue Bureau Opinion

EXPENSES incurred by broadcasters in connection with applications to the FCC are deductible expenses for Federal income tax purposes for the year in which paid or accrued, according to a ruling announced in mid-April by the Bureau of Internal Revenue. The ruling followed a request made late in March by Russell P. Place, as assistant controller for the Decca Broadcasting Co., Inc., of the bureau, stressing place's letter, J. Mooney, deputy commissioner of the Internal Revenue bureau, stated: "The facts, as stated by you, are as follows: 'Such expenses include legal fees, engineering fees, travel and clerical expenses, etc. Such applications may be for a construction permit for a new station, for an increase in hours of operation of an existing station—in any case, having to do only with the terms of a license from the Commission looking to broadcasting operations on an assigned frequency for a limited period of time. Licenses are at present issued for one year, but may be issued for a maximum of three years, are revocable for cause, and grant no property rights in the frequency.'"

"Section 23 (a) of the Internal Revenue Code (55 Stat., Part 1) provides for the deduction from gross income in computing net income for Federal income tax purposes of all ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business. In order to secure a license to engage in the business of radio broadcasting an individual is required by law (Title 47, Chapter 5, section 308, U. S. Code) to make application to the Federal Communications Commission for a permit. Inasmuch as you state that the licenses are only issued for one year, it is the opinion of this office that ordinary and necessary expenses incurred in connection with securing the licenses constitute deductible expenditures and may be deducted as expenses for the year in which paid or accrued.'"

THE April 1 BROADCASTING, through an inadvertence, reported that Mayor Ralph L. Lewis, of Goldsboro, N. C., had applied to the FCC for a new local station on 1370 kc. The city should have read Greensboro. BROADCASTING regrets the error.

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BROADCASTING • Broadcast Advertising
Typical WCOP Long-Term Accounts

Community Opticians .......................... 3 Years  (Five 15-minute periods weekly)
Nature Food Centres ........................... 3 Years  (Six 15-minute periods weekly)
Kane Furniture Company ........................ 5 Years  (Twenty-four 15-minute periods weekly)
(Exclusive with WCOP)
Dubbleware Work Clothes ....................... 3 Years  (Six 15-minute periods weekly)
P. Pastene Company ............................ 4 Years  (Six 15-minute periods weekly)
Statler Products ................................ 5 Years  (Seven spot announcements weekly)

A Long List of Others on Request

Memo: Attention Mr. Time Buyer
By all means buy Boston's Best. Wire, write or phone for special package rates.

WCOP

Boston, Mass. 1120 KC 500 Watts

Nationally Represented by Headley-Reed Co., New York Chicago Detroit Atlanta
Broadcasting • Broadcast Advertising

May 1, 1940 • Page 43
Local Monopoly, Financing, Absentee Ownership Issues Are Raised by Fly

LOCAL monopoly of radio-newspaper ownership, sources of finances and nonresident ownership were raised as policy issues again in a decision of the FCC, April 15 in which Chairman Fly dissented from the majority vote adopting a final order granting William C. Barnes and Jonas Weiland, partners, authority to erect a new local station, 100 watts night and 250 day on 1420 kc., in Martinsville, Va. Call letters are WMVA. Original proposed findings favoring the Barnes-Weiland application over that of Patrick Henry Broadcasting Co., seeking the same facilities, had been issued last Jan. 11 [ Broadcasting, Jan. 15].

Chairman Fly's dissent, in which he reported that Commissioner Case concurred and with some of the reasoning of which Commissioner Walker also concurred though he voted with the majority, was significant for the arguments propounded in which Mr. Fly favored the competing Patrick Henry application largely on grounds of local monopoly, financial responsibility and the absentee interest represented by Mr. Weiland, who is owner of WPTC, Kinston, N.C., and part owner of WGBR, Goldsboro, N.C. Mr. Weiland's partner, Mr. Barnes, is publisher of the Martinsville Bulletin.

Inconsistent, Says Fly

The majority's decision, Mr. Fly stated, is inconsistent with the case of two competing Port Huron, Mich., applicants, one a newspaper publisher, in which the Commission had held that the granting of the nonnewspaper station (now WHLS) would add competition in the dissemination of news and information.

Mr. Fly pointed out that the views expressed in the Port Huron case "were not intended to be applied generally toward all newspaper applicants but only when the tower would be creating a local monopoly in the channels for public expression of news and information and when at the same time a competing application was presented." In his opinion, he said, "this policy is sound and no justification for a failure to apply it here."

Comparing the two applicants, Chairman Walker, while the Weiland-Barnes combination apparently has adequate net worth, the amount of cash available to them at the time of hearing was "far too small for this purpose and, except in a general way, no indication was given as to the source of the required capital." On the other hand, the Patrick Henry group was held to have shown greater resources and to have demonstrated specifically where and how many of them necessary finances would readily be made available.

An Absentee Partner

Mr. Weiland, it is further pointed out, lives in Kinston, 160 miles away, and Mr. Barnes has lived in Martinsville only three years. On the other hand, S. S. Walker and J. R. Walker, two of the three partners in the Patrick Henry group, were said to be closely associated with local government and local organizations and have lived in Martinsville for more than 30 years. Moreover, Chairman Fly's dissent pointed out, Weiland is only 37 years old, and his radio experience, which apparently weighed with the majority, is offset by the fact that the Walkers in "their considerable business ventures have been successful" and proposed "to engage a staff of qualified persons to operate the station." S. S. Walker is director and stockholder in various Martinsville corporations and member of many civic organizations, according to the original findings. J. R. Walker is vice-mayor of the community, president of the city council and secretary-treasurer of the local ice and storage board. A third partner, C. F. Walker, is in the laundry business in Rocky Mount, N.C., 154 miles away, but visits Martinsville eight or ten times yearly. The Walkers are brothers and partners in the proposed radio venture.

In a statement concurring with the majority but also upholding the "general policy" expounded by Mr. Fly, Chairman Walker said:

"I am of the opinion that it may well be said that the granting of the license herein to the later applicant would create a monopoly of the news in the hands of the Patrick Henry Broadcasting Co., through such control of advertising as may mean the elimination of the newspaper, through such loss of advertising revenues as to make impossible continued operation of the newspaper by the present owner.

"With the general policy regarding monopoly of news through unity of ownership of all means of communications, as stated in the dissenting opinion herein by the majority, I fully agree, but I am of the opinion that it is clear that the proper one for beginning the application of this policy is not one in the Grantee.

"I therefore concur in the grant to Wm. C. Barnes and Jonas Weiland, co-partners, trading as Martinsville Broadcasting Co."
WPAY CASE RAISES MONOPOLY PROBLEM
A NEW test of the issue of purported local monopoly in public opinion was foreseen in the recent action of the FCC denying the application of the Brush-Moore Newspapers Inc., chain of Ohio dailies, for acquisition of control of WPAY, Portsmouth, O., in which it holds a 50% interest. WPAY is the only station in Portsmouth and the Portsmouth Times is the only newspaper in the city. Chester A. Thompson, newspaper representative of Cleveland, who owns 50% of the station, sought to transfer his interest to the Brush-Moore Newspapers for approximately $20,000.

In denying the application without a hearing, the FCC did not make public its detailed reason. It was reported, however, that by a 4 to 1 vote the Commission decided it desired to see a test of the issue of local monopoly, and as a consequence rejected the application. It is presumed that WPAY will file a petition for rehearing and perhaps be granted oral argument. Should the Commission again deny the application, an appeal to the U.S. Court of Appeals for the District of Columbia would be the next step.

Voting to deny were Chairman Flug and Commissioners Walker, Thompson and Payne. Commissioner Craven dissented. The same issue was raised last year in connection with the transfer of WSAN, Allentown, Pa., to the Allentown Call, only newspaper published in the city, which owned WCBA, time-sharing station. The FCC finally granted the transfer, however.

The Brush-Moore Newspapers also own WIBC, Canton, O., in conjunction with the Canton Repository.

New WATW on Air
WITH N. C. Ruddell as general manager, the new WATW, Ashland, Wis., 100 watts on 1370 kc, is scheduled to begin operating May 1. It is licensed to WJMS Inc., licensee also of WJMS, Ironwood, Mich., of which Mr. Ruddell is also manager. John K. Hubbard Jr., formerly of WJMS and WMAM, Marinette, Wis., has been named commercial manager. Ruth Wright, formerly with the Wisconsin Research Alumni Foundation, program director; Claude S. Pray, formerly of KPIZ, Pond du Lac, Wis., and WIBU, Poynette, Wis., sales manager; Warren Hites, formerly of WJMS, announcer. Chief engineer of both stations is R. L. Johnson, with John Pedri as assistant and Neil Lockhart as operator. Gates equipment has been installed, with a 175-foot Lehigh tower, General Radio equipment and monitoring monitors and Presto turntables.

Go to Church Campaign
NATIONAL Committee for Religious Recovery, New York, is launching a series of one-minute announcements to be spotted at one-hour intervals Saturday evenings on local stations throughout the country urging people to go to church the following Sunday and to send their children to Sunday school. Purpose of the talks, to be repeated each week for six months, is to revive religion, which the Committee feels "is surely as important to civilization as business recovery."

This new, moderately priced Presto Model F recorder makes the perfect installation for broadcasting stations, colleges, advertising agencies and personal recording studios. It records continuously, without interruption, on records up to the 17¼" master size and also re-records from one record to another. The quality of the recordings made on the model F recorder makes them suitable for use by any broadcasting station.

Note these operating conveniences:
• The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shifter changes instantly from 78 to 33½ R.P.M.
• A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.
• A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33½ R.P.M.
• Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 33¼ R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.
• The complete equipment mounts in a wood table (Length, 67"—Depth, 21"—Height, 49") attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32".

For descriptive folder and price quotations, write:

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N.Y.
Opinion Amended In Supreme Court

When you think of NEW ORLEANS
you think of:

When you think of...

Palm Trees and Patios

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

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

BROADCASTING • Broadcast Advertising

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WHISPERS a heartfelt ta-ta, Tod Williams, news commentator of WTCN, Minneapolis, recently bade adieu to one of the boisterous staff of Northland Milk Co., which until recently sponsored his program.

The court denied the petition without opinion. The amendments to its decision were not sought by WKBB.

BROADCASTING • Broadcast Advertising
**RMA TO CONTINUE JOINT NAB DRIVE**

RADIO Manufacturers Assn. will continue to cooperate with the NAB in the joint promotional campaign for the American system of broadcasting launched by the two organizations a year ago, according to an announcement April 18 by Bond Geddes, RMA executive vice-president and general manager, following a meeting of the RMA board of directors in New York. The board voted to match dollar for dollar the contribution of NAB in this year’s campaign, which for the next few months will be centered on the “Listen Before You Vote” theme.

Mr. Geddes made a factual report to the board on the television situation, describing the FCC orders of Feb. 29 and March 23 and the hearing of April 8-12, including his own testimony and the FCC’s action in suppressing the minutes of the RMA board meeting of Feb. 8 and all correspondence between RMA members on television between the closing of the FCC’s January hearing and the opening of its April hearing [BROADCASTING, April 15]. The report was received without discussion or action, Mr. Geddes reported.

Board voted to include data on frequency modulation receivers in the weekly report on set manufacture and sales made by the RMA to its members. Remainder of the brief session, which included a luncheon, was taken up with technical manufacturing problems, with action on most matters being postponed until the RMA convention, to be held June 11-12 in Chicago.

CROWDS thronged around this window in the Weis & Fisher furniture store, Rochester, as Jack Barry, WHEC musical clocker, and Bob Campbell, engineer, broadcast in bed from 6:45 to 9:30 a.m. Garbed in flaming pajamas, the WHEC team put on their morning program in solid comfort. Two portable receivers on the sidewalk brought the proceedings to the onlookers. Highlight, says WHEC, was when Barry actually fell asleep.

**Squirt to Go National**

SQUIRT Co., Beverly Hills, Cal. (beverages), using bottler tie-in, through Logan & Rouse, Los Angeles, is placing a series of minute transcribed and live announcements on stations nationally in a summer campaign.

**Arrow in Canada**

CLUETT PEABODY & Co. of Canada, Toronto (Arrow shirts) on May 14 starts musical one-minute spot announcements four times weekly on 15 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

**FCC Orders Hearings On WTCN, KSOO Pleas To Use WOR Channel**

APPLICATIONS of WTCN, Minneapolis, and KSOO, Sioux Falls, S. D., for assignment to 710 kc., on which WOR, Newark, is the dominant station, were designated for hearing April 17 by the FCC. Other applications for assignment on this channel filed in recent months have been withdrawn.

Regarded as a test of duplication on erstwhile clear channels, the hearing is expected to provoke considerable interest. No date has yet been set, though the docket schedule indicates the proceeding will occur in June. WTCN, now on 1250 kc. with 5,000 watts day and 1,000 watts night, seeks assignment on 710 kc. with 10,000 watts using a directional antenna at night. KSOO operates on 1110 kc. limited time with 5,000 watts. It seeks unlimited time on 710 kc. with 5,000 watts and a directional antenna for night use.

The FCC granted construction permits to KIRO, Seattle, and KMPC, Beverly Hills, Cal., for increase power on 710 kc. KIRO was authorized to boost its power from 1,000 to 10,000 watts and install a directional antenna, receiving what amounts to a Class I-B assignment. KMPC was authorized to increase its power from 1,000 to 5,000 watts as a Class II station and install a directional antenna. Both stations are CBS outlets, though the Los Angeles transmitter is supplementary to KNX, CBS-owned 50,000-watt station.
You advertising men have been
essential facts about FM (Free
You have heard it described as
of sending radio programs into
told that in an FM broadcast—
An orchestra sounds as thou
with you. A high violin note
scale of chromatics. It has an
The deep bass gains tone in
your ear. An actor's whisper
startling realism.
During pauses you are trea
lence . . . no sign of static . . .
plete as though you had flicked
Magic? Yes. The magic of 'o
over a "Wide Range," from v
to very high. The frequencies
put harmonics into each note
ing out color and individuality.
World is important to FM
World has long held the m
probably learned the

Modulation). An advance in the art

homes. You’ve been

it were in the room

gs to you with a full

canny “presence.”

sections that delight

omes through with

d to deep, dense si-

radio void, as com-

off the switch.

“frequencies” playing

very low

which

bring-

cause

advanced position in high fidelity recording. “Wide

Range” has come to be synonymous with World

because these transcriptions have covered nearly
double the frequency range of conventional record-
ings. Hence, the tone richness, the life-like quality

that you enjoy today in a World broadcast.

That extra “Wide Range”—that reserve of quality

which has for years earned the preferment of radio

stations and advertisers—is a “must” for FM broad-

casting.

While ordinary recordings cannot meet the exact-
ing requirements of FM, World’s quality is in de-
mand as fast as FM stations are licensed. It is a sci-

entific fact, of course, that the most nearly perfect

thing in recorded sound is a World vertical cut,

Wide Range transcription.

Use this quality for your programs.

531 stations throughout the world

have long been equipped with the spe-
cial sensitive apparatus required for

broadcasting World transcriptions.

ASTING SYSTEM

RANCHES AT SAN FRANCISCO AND WASHINGTON
**OUR PLATFORM**

*Keep American radio free as the press.*

Maintain a system of free, competitive broadcasting, rendering public service without undue restraint.

Build programs to provide the greatest good for the greatest number.

Avoid political partisanship on the air.

Install radios in every home, classroom, office, automobile, passenger train and airplane.

*Keep pace with technical developments and foster their commercial applications.*

**Indiana’s Index**

**IN the Face of consumer movements against advertising, to some indeterminate extent nurtured by governments, comes the result of the most extensive single house-to-house radio survey ever conducted. It should provide real comfort to all those interested in radio advertising, and at the same time deflate the arguments of those who feel that sales promotion is somehow anti-social.**

For radio advertisers, present and prospective, and their agencies, the new survey more than sustains the argument about every argument made by broadcasters about their medium. After ringing 84,099 doorbells in typically American Indiana, the Hoosier Radio Workshop found that 64.4% of the persons interviewed reported they make an effort to listen to radio commercials. And 52.9% said they regularly buy radio-advertised products.

The results of this survey are more than a tribute to radio advertising. They denote a public confidence in radio, and a public desire to patronize those companies which foot the bill for the programs that provide them with entertainment, news and education.

Because Indiana is an average State in all respects, the survey results doubtless can be multiplied by 48 with corresponding results. It was conducted by a major university in cooperation with the U. S. Office of Education, and under expert guidance. It is a gratifying example of cooperation with industry. Indiana, often called the cradle of journalism, by virtue of this pioneering large-scale undertaking now acquires a new stature as a radio testing laboratory.

Totally aside from the willingness of the Hoosier listener to buy radio-advertised goods are several other disclosures which merit notice. Practically every home (94.1%) had a radio. Their dwellers listen an average of 4.2 hours a day. And about one-fourth of the school children are influenced in their program tastes by their school teachers.

We hope that more workshop surveys of this nature are undertaken in other States, under the same kind of unbiased and unprejudiced auspices.

**Closer Affinity**

**THE SIGNS of growing friendship and cooperation between radio and the press continue to multiply, and they are all to the good. Radio is now accepted for one of its primary functions, namely, another medium of journalism—"audible journalism," we like to call it. If there are any lingering misgivings among non-radio publishers, the public acceptance of radio as a news and advertising medium supplies the answer.**

It was gratifying to observe that, far from carping and criticizing as they formerly did, the American Newspaper Publishers Assn. convention and the annual meeting of the American Society of Newspaper editors this year simply took radio for granted. More newspapers are in radio (about 275 of the 829 stations licensed or authorized to date having newspaper ownership in whole or part) and by far the majority of the most prominent publishers and editors are now altogether friendly toward the broadcast medium.

Now comes the Associated Press, cooperatively owned by its member newspapers, as a prospective purveyor of news to radio stations on much the same basis as UP, INS and Transradio. Although belated, its recognition of radio’s journalistic function can only be welcomed. Our hope is that this new competition stimulates a better news service to radio from all sources. Certainly the revenues derived from radio will enable the press associations to bulk up their news network coverage, especially in those momentous times when the public’s eyes and ears are concentrated on their newspapers and radios for every scrap of news available.

Not a single objection has reached us since we recently advanced the suggestion [Broadcasting, April 1] that feasts of radio journalism be recognized in the annual Pulitzer Prize Awards, and we have high hopes that this will eventually come about. Half or more of the news-gathering, news-writing and news-purveying manpower of radio comes out of newspaper offices; it is easy for newspapermen to adapt themselves to the new medium, and radio has opened up a great new field of employment for them as mergers and empires of newspapers otherwise narrowed their opportunities.

**Gadflies**

JUST ABOUT every legislative headache the broadcaster has suffered during the last decade could be traced to a small group of lobbyists working for this faction or that. Bills to allocate fixed percentages of broadcasting facilities for educational or non-commercial purposes; to ban advertising of alcoholic beverages on the air; to combat alleged "monopoly" in radio; to tax transmitters according to power; and for sundry other purposes—all had the same sort of cloakroom origin. All flopped.

The latest excursus is that of the printing trade, seeking to curb "diversion" of advertising from magazines and newspapers to radio. Here is an effort to sweep back the tide with a whirlpool.

International Allied Printing Trades Association, concerned over radio’s growing stature as an advertising medium, wants to carry the torch on behalf of magazines and newspapers. It cannot hope to convince advertisers by argument that they should eschew radio. The publishers themselves dropped that years ago, and set out to build the proverbial better mousetrap. The fact that both magazines and newspapers increased lineage in 1939, after a rather sick 1938, indicates they have been reasonably successful. The fact that radio spurted ahead rather spectacularly during the same period simply denotes its continuing appeal to advertisers.

It is apparent that the printing trades propose to undertake a legislative fight to curb commercial radio. The threat is slight in this Congress, which is much too preoccupied and which is likely to adjourn in a few weeks. Moreover, for such a campaign there must be coordinated effort. Few publishers, we venture, would be willing to participate in a fight where the chances for success are so slight. There may still be a few die-hard publishers, reliefs of the Ventura (Cal.) Free-Press era, but they aren’t risking money on a futile cause. Alert publishers aren’t sitting back and sulking; most of them are now synchronizing with the tempo of the times.

It is clear to us, from the tenor of the letter sent by the printing trades group to publishers, that the eventual approach will be discriminatory tax legislation—another effort to saddle radio with a privilege tax burden designed to be practically confiscatory.

Otherwise, why should such emphasis be placed upon station earnings stemming from a "Government license"?

Printers, compositors, engravers, stereotypers and pressmen quite naturally want to protect the "job opportunities" of their crafts. That means protection of the publications dependent upon advertising. When the publications thrive, printing craftsmen are in a better position to bargain for wages, hours and other work benefits. It is a natural wish. But the follow-through inferred—if attempting to stop progress by scuttling commercial radio—is as silly as the last stand of the horse-car driver against the electric street car.
NILES TRAMMELL, NBC executive vice-president, acted as chairman of the radio division of the committee planning the new Greater New York Fund, Inc., in April. A permanent organization, titled the Committee of Forty, was formed, and made up of younger executives, has been named, and members of which include William S. Paley, president of CBS; Lunsford F. Yandel, in charge of the radio interest of the broadcast service, and Jerome Danzig of the sales department of WOR, Newark.

GUY CLARENCE HAMILTON

"They all though I was crazy," he recalls.

Today radio is recognized as a primary journalistic medium. It was never more evident than at the ANPA convention just closed in New York. When those same ANPA conventioners of just a few years back were leering at radio, Guy Hamilton was preaching the gospel of the new medium, and backing it up with facts—facts that dis- tinguished the initial broadcast which he ascribed largely to radio plugging for new readers.

How Guy Hamilton got into broadcasting is a story worth recounting. He began studying radio as an adjunct of publishing in 1929. Two years later—on Feb. 2, 1922—KVQ was launched as a broadcast station under the auspices of the Bee. It was the first station on the Pacific Coast to be operated by a newspaper. Six months later the power was increased to 500 watts, but protests of interference from DX fans subsequently caused abandonment of the station.

While the experiment was short-lived, it had been conducted long enough to convince Guy Hamilton, then the manager of the Bee, of the possibilities of radio as a newspaper goodwill builder. In 1926 the McClatchy organization joined forces with another Sacramento firm and acquired KFBK, its present outlet. In 1929 McClatchy assumed complete control of the station.

This marked the beginning of radio as a commercial enterprise with the firm. The station was expanded to 5,000 and then to 10,000 watts. After regional network operation the station became a Don Lee-CBS outlet. In 1936, KFBK joined NBC, along with several of its sister stations, and the California Radio System subsequently was organized as a statewide service.

Meanwhile, under the enthusiastic guidance of Guy Hamilton, the broadcast outlet was extended to other fields, as KMJ, KERN, KWG and KOH were acquired. All of them became affiliated with NBC.

W. J. McEDWARDS, assistant sales promotion manager of the NBC Cincinnati office, handled the general sales staff on April 16, succeeding Charles L. Hotchkins, who resigned recently to direct the operation of Sherman K. Ellis & Co., Chicago. George A. Bolas has been promoted to succeed McEdwards, and is succeeded as clerk in the department by Robert V. Oden.

ED CURTIN, former secretary-treasurer and auditor of the Greater New York Fund, was elected President at the recent Birthday Ball, and previously news editor of NBC, has joined the radio department of the New York World's Fair.

LARRY NIXON, formerly publicity director of WNEW, has joined the staff of the Daily News, New York, and the author of several books on travel, will be in charge of the press room in the NBC New York area. Sterling Fishel, former host of "Goodwill Out West," this summer at the New York World's Fair.

SIDNEY N. STROTZ, NBC vice-president and general manager of the First Federal Savings and Loan Association in Chicago, was named at a hunchen April 18 for Niles Trammell, NBC executive vice-president for New York, as receiver of NBC's Chicago department heads and members.

MRS. MARY B. O'FALLON, mother of Eugene O'Neill, who died recently in Denver, is recovering in the Sanatorium Hospital, New York, from a fractured skull and is expected to return to the east any time.

HUGH M. FEITSL, commercial manager of KOMO-KJRH, Seattle, has been named president of the U.S. Broadcasting Division of the National Association of Broadcasters. The convention, to be held July 7-10, at the Juneau.

JOSEPH CONNOLLY, for the last five years publicity and promotion director of the KDKA station, recently joined the sales and station promotion staff of the KDKA station, the parent company of the CBS network. He belongs to the editorial staff of the New York World's Fair.

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Meet the LADIES

LEONA BENDER

FOR almost eight years WAI, San Antonio, has been the daily language of one woman, best known for her "Woman's Page of the Air" and educational activities. She made her mike debut in May 1940, first singing with a De Wolf Hop- pen unit, doing a stage routine with Ginger Rogers, and singing later on. Yes, her career includes several years of newspaper work.

Talent Vacation

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), sponsoring the five-weekly quarter-hour program, "Happened in Hollywood," on 28 CBS stations, Monday, through Friday, 3:15-3:30 p.m. (EDST), will give every member of the staff, including Eddie Dunstede's 10-man orchestra, one-week vacation with full pay. Cast will qualify for the vacation as a similar employees' vacation packing concern. This is believed to be the first time that musicians in a radio orchestra will be paid for a vacation period. The show will continue through the summer with members of the cast taking their vacation just as any member of the firm. Don Creed, CBS Hollywood sound effects technician, is included in the vacation plan by Hormel through employed by the network.

George Zellers, formerly of Screenland magazine, has joined KDKA, Pittsburgh, as assistant to W. R. McNeill, KDKA promotion manager.

CHET BLOMSNESS has resigned as account executive of KTXA, San An- niston, to join the local sales staff of KGW-KEX, Portland, Ore.

A. H. NICOLL, since last November assistant to the president of Graybar Electric Co., in mid-April was elected vice-president of the company. Mr. Nicoll started with the company in 1911 as a sales record clerk.

AL AMUNDSEN, copy chief of KIU, Walla Walla, Wash., has been appointed publicity director of the station.

Sam H. Bennett Named KBMC Sales Director

SAM H. BENNETT, veteran Southwestern station manager who is now managing director of the Lone Star Radio Co. of San Antonio, Texas regional network, on May 15 will become director of sales of KBMC, Kansas City, according to an announcement by Arthur R. Church, KBMC president, and Karl Koerper, vice-president. At KBMC he will directly supervise all sales, while Carter Ringler, former director of sales, will be regional sales manager, concentrating all his effort on the KBMC regional stations.

A graduate of North Texas Agricultural College and Rice Institute, Mr. Bennett entered radio in 1927 with KBJZ, Fort Worth. Ten years later he became manager of KTAT in that city, and in 1935 he was made manager of KTVZ, the old Southwest Broadcasting System. When that regional network was sold to Mr. Church last fall, he was made KBMC station manager, that station not being included in the deal. In 1938 he became vice-president for KBMC with KBMC, and the next year was added to KBMC's Lone Star and KTAT, formed to compete with TBM and comprising KFOR, Fort Worth; KGAM, Amarillo; KRVG, Weslaco; KTSU, San Antonio; KXYZ, Houston; KRIS, Corpus Christi.

Robertson to KGGM

APPOINTMENT of Dale Robertson as general manager of KGGM, Albuquerque, was announced April 16 by A. R. Henn, owner, president of the station. Mr. Robertson recently re- signed as manager of WBAX, Wilkes-Barre, Pa., to assume his new post. He had formerly headed WIBX, Utica, and before that was sales manager of the general manager of WIBM, Jack- son, Mich. Mr. Robertson succeeds the late Mike Hollander.

WINS George Holmes Award

KENNETH T. DOWNS, manager of the Paris bureau of International News Service and its chief war corres- pondent on the western front, has been named first winner of the George Holmes Trophy Award, established by INS in honor of the former's Washington bureau, was announced by Joseph V. Connolly, president of INS, at a luncheon in Paris, June 10. (INS) who was heard on NBC from Paris during the early days of the war, was the basis of his dispatch of Dec. 7, following a week spent with a recent front far from the main bastions of the Maginot Line.

WKVB, Richmond, Ind., remained si- lent from 10 a.m. to 6 p.m. April 20, by special FCC order, for the death of Mrs. William O. Knox, wife of the owner of the station.

MRS. LAWRENCE H. PIKE, for the last two years a member of the household staff of WGGY, Schene- coch, New York, has resigned to a staff of Sherman & Ellis, a writer of food copy. Patricia Sheldon Smith is the original girl to leave the program until her retirement from radio, writes Mary syn. to return to WGGY to resume the daily program, effective May 1.

BRUCE WENDDEL, announcer of WADK, Des Moines, has resigned to Earl Harper in broadcasting the New- ills Bears International Football games, has joined the announcing staff of WHE, New York. George R. H checkpoint replaces him at WNEW.

CHARLES URQUHART, for several years production chief of KDKA, Pittsburgh, has been transferred to Chicago as a producer-director of dramatic shows, according to an an- nouncement by George C. Heid, station manager. George Heid succeeds him as station manager.

EDGAR FAIRCILD, New York musical director and composer, has joined the radio staff of the NBC Music Co., Chicago, in charge of National Dairy Products Corp. (Seal-Last) commercials. He will be in charge of all commercials of Seal-Last, and will supervise and assist in creating original music for the weekly program. He joined Seal-Last in New York May 30 for two months.

STAN VANRIEB, formerly of KRRC, Beaumont, Tex., has resigned to joined the announcing staff of KABC, San Antonio, succeeding Jerry Fisher, now with WMCA, New York. James Halloway, formerly of KICA, Clovis, N. M., has joined the announcing staff. Lester Scott, KABC announcer, left April 21 for Honolulu for an extended rest due to ill health. Maxine Gerthaugh has joined the KABC sales force.

WAKEFIELD HOLLEY, formerly of KWKH, Shreveport, has joined the announcing staff of WKY, Oklahoma City. He is currently the assistant news editor, has been appointed pub- lishing director.

WALKER J. PATTERSON, who formerly directed and announced the Musical Steakhomes show for Wheeling Steel Co., MBS, has been appointed the staff of WSPD, Toledo, Ohio. He will serve as an announcer for the last three years, has resigned to become public rela- tions manager for Corning Glass Works Co., Toledo. Jack Bolon succeeds him.

GORDON ROTH recently joined the announcing staff at KRE, Berkeley, Calif., succeeding Hal McNulty, who recently joined KYF, San Francisco.

JAY SIMS, formerly announcer of WBBM, Chicago, and of KGMB, Honolulu, has joined WOR, Newark. Marshall Daves and Forrest Phelpels have also joined the WBBM and WBAL, Baltimore, also has joined the WOR announcing staff.

GEORGE TOLIN, sportscaster, has joined KGW, Oakland, Calif., and is assisting Sam Maddux at baseball games.

DON BRUCE, formerly with KGHI, Little Rock, has joined the announcing staff of KARK, that city. Miss Lee McBean, formerly of Sears, has joined the staff of the KARK staff to handle a daily Town Talk program for the Arkansas Continunity Department.

JOE EMERSON, of the staff of KFEL, Denver, went to Hollywood in mid-April to broadcast the film "Movie News and Movie Views" program, which is being handled in his absence by Herb Trackman.
He's thinking of flying hoots. He's thinking of that five-
dollar pari-mutuel stub in his hand. He's thinking of
Bimelich moving up on the outside. He's thinking
Kentucky Derby.

And what's he thinking when he reads

BROADCASTING? He's thinking Radio.

BROADCASTING means radio advertising. It's 100%
Radio all the time . . . and nothing but. It's the last,
sure, economical way to sell your story. It's a winner.
Logic says BROADCASTING.
OMAKAS

KATZ AGENCY, Youngstown and Cleveland and Pittsburgh.

THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO

Our bilingual service covers the meeting place of Spanish and English markets.

WNEW
San Juans, Puerto Rico

The Shortest Route to the rich

AKRON MARKET
vis a
Akron's Popular Station, WWJ

OMAHA'S BASIC COLUMBIA STATION DON SARRLE. GENERAL MGR. KATZ AGENCY, NATI. REP.

DAVID W. SHEVERS, announcer of WQBR, Goldboro, N. C., is the author of the play, "Doors That Slam," which opened on Broadway and was produced in mid-April on MBS by the Carolina Playmakers. Shevers wrote the script while a student at North Carolina University, where he majored in dramatics before graduating in February. WQBR carried the play by special permission.

JACK KELLY, of the sports department of KRL, New Orleans, has been added to the announcing staff of KTA, San Francisco.

VERNE WILSON, formerly of KSFO, San Francisco, has been added to the announcing staff of KTA, San Francisco.

EUGENE HAMILTON, formerly of KTL, Tulsa, Okla., and for the last six months demonstrating and teaching electric organs and record changers in the St. Louis region, has returned to KTL as organist. In addition to his radio work, he has opened a studio and is offering courses in the instrument through his "H-M" method. Bob McWilliams, graduate of the Oklahoma U school of Journalism, has joined the KTL news staff.

JIM O'NEIL, head of the news department at KJBS, San Francisco, is now also head of the news department at KGW, San Jose.

DON HAMILBY, program director of KRE, Berkeley, Calif., is the father of a boy born recently.

JOE GOODELL, of the guest relations staff of KPO-KGO, San Francisco, has joined the KPO network recently.

DANE LUSSIER, Hollywood writer of the CBS program, It Happened in Queens, has joined the new board of directors for the sixth annual one-set play tournament staged April 17-19 under the direction of the city recreation department.

RICHARD WYNN, formerly of KYA, San Francisco, and winner of the Sid Baker Ad Agency announcer's award last year, has joined KFRC.

HELEN SCHINDLER, on the announcing staff of WDAS, Philadelphia, has announced her engagement to James H. T. Richmond.

Rosalind Roulston, formerly in the continuity department of WABC, New York, has joined the KKNX, Hollywood, continuity staff.

HAL TUNIS, announcer of WBGB, Glenade, Pa., on May 1 married Sylvia Lipschutz.

Paul Pierce, CBS Hollywood play by play editor and Bob Garsfield, news commentator, will shortly apply for their private plane pilot licenses.

Jack Riaska, production manager and announcer of KJNO, Ogden, Utah, is recovering from a recent tonsillactomy.

JIMMIE ALLEN says:

"I believe I can give you bigger sales increases per dollar spent than you can get by any other method—let me prove it."

Up to 650 transcribed episodes (World transcribed) available.

Proven merchandising plan.

You can buy rights for any book—65 episodes per book. Write for price and information—stating number of episodes, radio stations, etc. Audition record sent $4.00 C. O. D. Money back when returned.

RUSSELL C. COMER CO.

101 W. 11th St., Kansas City, Mo.
Delivery Error

For WEEKS Ed Wallis, production chief of WIP, Philadelphia, had worked on a series of dramatic scripts to be submitted to a client for possible sponsorship. At the same time Wallis worked on an exhaustive series of instructions on the care and feeding of an anticipated offspring. Both were completed about the same time and both were well handled — except that the client got the wrongopus and phoned President Benedict Gimbel Jr. to ask what was the idea of sending him a piece about baby rearing.

PUTTING his moniker on the dotted line, Rube Bressler (right) recently signed a contract to handle a five-weekly evening program on WCKY, Cincinnati, for Western & Southern Life Insurance Co. Bressler was in the National League for 18 years, 10 of them with the Cincinnati Reds. Watching him sign are E. C. (Jim) Krautgers, WCKY sales manager (left), and George H. Moore, WCKY sales promotion director.

Atlantic City Considers Man-Made Static Law

Man-Made static would be penalized by a fine of $200 or 90 days imprisonment under a proposed ordinance before the Atlantic City, N. J., city commissioners. A twofold campaign to eliminate interference with radio reception here was started April 18 with the introduction of the plan by Director Cuthbert and the creation of a board to study the subject.

The measure would forbid operating any apparatus in the city limits which causes interference that is "reasonably preventable," excepting therapy apparatus "when properly equipped to avoid interference." It does not apply to broadcast stations or transmitters. A resolution was introduced by Director Cuthbert creating the "Atlantic City Radio Advisory Board," a non-salaried group of nine, to investigate radio interference, receive complaints, suggest means of eliminating man-made static and conduct a campaign to clear the air waves.

From a distance will give you some of Indiana's bright spot

Why not give it both barrels right from the center?

Westinghouse Radio Stations, Inc.

NBC Basic Blue Network
0,000 Watts 1160 kc.
Free Ad. Peters, Inc.
National Representatives

Indiana's Most Powerful Radio Station

WOWO Fort Wayne Indiana

Edwin Mullinax, formerly with WHMA, Anniston, Ala., has joined the announcing staff of WBSX, Nash- ville.

Bob Anderson, newscaster of KPO-KGO, San Francisco, resigned May 10 to join KPO-KGO, San Francisco. Bert Buzzini has joined KPO-KGO as relief announcer.

Ken Miller, news editor of KVOO, Tulsa, led the field in the recent election for the Tulsa School Board.
Fly Disclaims FCC Program Control; Listening Groups Urged by Mrs. Lewis

INTERRUPTING his first vacation since becoming FCC chairman last fall, James Lawrence Fly April 18 told an audience of broadcasters and clubwomen at Dallas that the responsibility of deciding what is proper radio service rests with the public rather than the Government.

The chairman addressed a luncheon meeting of Texas clubwomen who participated in a survey of radio as part of the national project of the National Radio Council on Children's Programs. Mrs. Dorothy Lewis, vice-chairman of the council, in collaboration with the NAB, has addressed a number of meetings throughout the country.

Advising that it did not matter what he as chairman of the FCC thought, Mr. Fly told the clubwomen that it was their job to study, appraise and be articulate on radio programs. He said he knew Texas broadcasters would cooperate with the clubwomen in their efforts to improve quality of programs because "the best public interest is the best private interest". The greatest public service the broadcast industry can render is high quality entertainment, he said.

In addition to a representative group of Texas broadcasters, the Dallas meeting was attended by Mrs. Joseph E. Goodbar of New York, director of the Radio Survey Committee and president of the National Federation of Press Women; Dean Henry H. Mayer, of the School of Religion and Social Work at Boston U; and Edward M. Kirby, public relations director of NAB. Mrs. Goodbar said that women must serve as "minute men of the waves" in describing the national program survey.

Following the luncheon session, attended by about 125 representatives of women's organizations and stations, Mr. Fly had an off-the-record conference with about a dozen of the broadcasters present. It is understood he discussed programs and FCC policy in a general way and mentioned particularly improvements in FCC procedure designed to facilitate action.

A typical reaction to the Dallas session was that of James R. Curtis, president of KPFO, Longview, who immediately announced changes in his station's programs to provide greater diversity. Program changes, he said, were made partly to overcome the great number of strip serials during the day.

Would Stop "Yowling" In Philadelphia April 15, Mrs. Lewis conferred with women's clubs on children's programs and said she "hoped to get the women to stop yowling about nothing and to obtain constructive ideas about programs for children". She said women have told the council they would like less high pressure salesmanship in advertising; more diversity in daytime programs, and fewer serial stories; fewer religious programs wrapped in the "gaudy words of the hawkers" and, most important, better programs for children.

Mrs. Lewis, in her coast-to-coast tour, for which NAB has appropriated the traveling expenses, has addressed sessions in which broadcasters participated, along with local clubwomen. As the field representative of the council she is making contacts throughout 44 States for the national survey of children's programs.

Reactions among broadcasters were favorable. Several of them expressed the view that for the first time they have heard a representative of organized women publicly urge the active support of sponsors who would permit an approved type of children's programs.

During her tour, Mrs. Lewis has urged formation of local radio councils. She pointed out that representatives of various women's organizations, are designed to work closely with station management and preaudition local children's programs.

She explained that the sole purpose is to support and approve desirable programs. "If we do this, the undesirable programs will fall by the wayside from sheer neglect," she said.

In her addresses, Mrs. Lewis has emphasized that wherever she goes she is urging women to buy the products which make possible good children's programs. "In the minds of mothers will have to pay, to cast their votes against bad programs, is that they will have to get along without many fine advertised products," she said, and paid tribute to the American system of broadcasting under which "practically all children's programs are, and will continue to be, sponsored by national advertisers.

"For some time it was difficult for the Radio Council to fix the responsibility for the program content of children's programs. Our committee has come to the conclusion that the advertiser himself, through his agency, is the party with whom we must deal," Mrs. Lewis said.

She explained that the council has set up a "pre-audition" group, and has been considering placing children's programs on networks, or by transcription, are welcome to permit this pre-audition committee to listen to the program before it is put on the air.

"The pre-audition committee," she said, has already been qualified by many advertisers. Usually programs are good, when they come to our committee, if the advertiser and his producers have followed the ten principles set up by the council at the qualifications of good children's programs."
Television Future Scanned by Joyce
Sees Million Five-Year Sales; Traces Place
in Philadelphia

TELEVISION is on the threshold of becoming not only the biggest industry in the United States, but also the biggest and most important medium for education and entertainment, according to Thomas P. Joyce, RCA Mfg. Co., vice-president in charge of television sales. Mr. Joyce's prediction was made at the annual spring luncheon of the Philadelphia Motion Picture Preview Study Group, held April 17 in Philadelphia independent movie exhibitors and managers of local film exchanges.

In the scheme of things when television becomes fully of age, radio will be relegated to the same position as silent motion pictures today, Mr. Joyce declared. "Television will make radio as dead as a dodo, just as the talkies have done to the silent screen," he said, adding that although aural radio will not be forced entirely out of the picture, its function likely will be limited to the music sphere where "appreciation is not dependent on a visual perception." By that time there will be only a few aural stations, with the trend definitely toward frequency modulation, he commented.

Market for Video Sets

Pointing to television's baptism by fire during the last year, he pointed out that regular television service in the New York area completed its first year April 30. "We have a year of experience and know definitely that it can go ahead," he stated. "Next year the New York market alone will absorb from 25,000 to 50,000 television receiving sets."

Discussing the relation between television and motion pictures, he said: "While television undoubtedly will draw heavily on pictures for its production service, it won't be in competition with the picture industry, but will supplement it. Television will be the greatest medium of promotion for pictures." He intimated that motion pictures might be one of television's best advertisers.

However, television would be much more than merely an effective promotion medium for movies, he observed. "It will be an aid to the local theatres in that exhibitors will be able to offer the public more than just a motion picture. With large screen television available, the public will be able to go to the theatre and sit in on World Series baseball games, Kentucky Derby races and championship prize fights."

In that connection Mr. Joyce explained that theatre operators would buy television shows much as they buy motion pictures today. Since certain types of television shows would be an impossible financial strain on a single sponsor, the costs would be carried by theatres buying rights to present the shows, he commented. A private wire service would be set up for theatres, with programs taken off the regular radio relay and fed by wire to all subscribers, he added.

However, he continued, such programs would not be available to home set owners, who would have to pay an admission to the theatre to see the particular show. He added that he did not believe this discrimination would deter sales of home television receivers, since an uninterupted program service for the home will always be available regardless of shows furnished exclusively to private subscribers.

Speaks Before Movie Men

Speaking April 22 at the spring convention of the Society of Motion Picture Engineers in Atlantic City, Mr. Joyce predicted that within a year after the FCC permits commercial television programs more than 20,000 television receivers would be sold in the New York area alone. Pointing out that 30 stations in 18 cities had applied to the FCC for television licenses, he said:

"Six of these have already been granted, and if the others are granted, up to 10,000,000 families will be within range of home television service. If these stations begin sending out television programs, I do not think the prediction of at least 1,000,000 television receivers being purchased by the American public in five years is too optimistic. That means that our potentially great television industry is fairly under way."

Mr. Joyce invited the motion picture industry to play a more important role in the early development of television as an entertainment service. He pointed to the mistake made by the phonograph industry in the early days of radio's development when it chose to ignore the new medium, adding that if it had taken an active part in radio's development, the phonograph industry might still be holding the public's favor with both radio and progressively better phonographs and records. However, he continued, it is now the other way around, with radio companies taking over the phonograph companies, applying modern technical advances in radio to the phonograh art, and revitalizing the record business to the point where it is once again a thriving and growing industry.


Heat From Tubes

D'ORR COUSINS, chief engineer of KLO, Ogden, Utah, reports that after a one-year trial his system of heating the transmitter house is a success. Warmth for the entire building is supplied from heat generated by the tubes of the 5 kw. transmitter, with special blowers installed to distribute the warm air.

**SUNBURN**

**and CHIGGERS**

mean SALES

for You!*

More than six hundred thousand vacationing listeners, with money to spend, offer you a bonus audience on WATAR. All of Virginia's famed seaside summer resorts are within twenty-five miles of WATAR's powerful transmitter. Early Spring campaigns are pulling record-breaking business. Tap this richest Tidewater Virginia market and get an additional audience of six hundred thousand vacationers free—include WATAR on your summer schedules.

*Peoples Service Drug Stores have used WATAR on a DAILY SCHEDULE of one hour, 6 DAYS PER WEEK for 6 YEARS!

National Representatives: Edward Petry & Co.
WOWO, Fort Wayne
Ohio Seed Improvement Assn., Columbus, as series, thru Byer & Bowman, Columbus.
Auto Crafts Training Co., Chicago, as series, thru First United Broadcaster, Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. (county fair), as series, thru Western Illinois Fairs.
Fitpatrick Bros., Chicago (Kitchen Kleaner), sp series, thru Neisser Bottling, Chicago.
Standard Brands, New York (Chase & Sanborn), sp series, thru J. Walter Thompson Co., N. Y.
Pep-Jel Corp., Kansas City (Pep-Jel), 13 sp thru David Mindlin Adver, Kansas City.

KJI, Los Angeles
Dryden & Palmer, Long Island City, N. Y. (Gravy Master), 2 sp weekly, thru Samuel C. Coote Inc., N. Y.
General Motors Corp., Detroit (card), 72 sp, thru Arthur Kudner Inc., N. Y.
Randall Motor Club, Hollywood (auto club, insurance), weekly sp; thru Locustwood-Shackelford Adv, Los Angeles.

KSFQ, San Francisco
Southern Pacific Co., San Francisco, 12 sp thru Lord & Thomas, San Francisco.
Oza U. S. A., Boston (bouillon cubes), 1 sp thru pharmaceuticals, thru Lord & Thomas, San Francisco.
Acme Breweries, San Francisco (Acme Beer), 4 sp weekly, thru Birschaker, Davis & Staff, San Francisco.

WEOL, Boston
Boston & Maine Railroad, Boston, as series, thru Harold Cabot & Co., Boston.
Fruit Dispatch Co., New York (Unic fruit basket), thru Platt Forbes, N. Y. thru BDFO, N. Y.
Griffin Mfg. Co., Brooklyn, 21 sp thru Birmingham, Canastan & Pierce, N. Y.

KOA, Denver
General Foods, New York (Jello), 9 sp thru Young & Rubicam, N. Y.
Campbell Cereal Co., Northfield, Minn. (Maltos), 20 sp thru H. W. Kastor & Sons, Chicago.

WNEW, New York
Tayton Co., Kansas City (cosmetics), 2 sp weekly, thru Borden Co., New York.
Gang & Gang, Passaic, N. J. (furriers), 5 sp weekly, thru I. J. Fox, New York (furriers), 50 sp weekly, thru Lew Kamish, N. Y.
Marble & Stone Institute, New York, 2 sp weekly, thru Kuhlman Co., New York.

WNN, New York
Secretariats, New York (lodges) thru Samuel Welt, Bloor & Mead, New York.
Gang & Gang, Passaic, N. J. (furriers), 5 sp weekly, thru I. J. Fox, New York (furriers), 50 sp weekly, thru Lew Kamish, N. Y.
Marble & Stone Institute, New York, 2 sp weekly, thru Kuhlman Co., New York.

WYNN, New York
Secretariats, New York (lodges) thru Samuel Welt, Bloor & Mead, New York.
Gang & Gang, Passaic, N. J. (furriers), 5 sp weekly, thru I. J. Fox, New York (furriers), 50 sp weekly, thru Lew Kamish, N. Y.
Marble & Stone Institute, New York, 2 sp weekly, thru Kuhlman Co., New York.
NELSBIT FRUIT PRODUCTS, Los Angeles (bottled orange juice), in a local bottler tie-in campaign, through Chas. H. Mayne Cuy that city, on April 15 started for six weeks sponsoring a twice-weekly quarter-hour transcriptioned children's program, Nelsbit's Radio Rashum, on KGU, Des Moines, and KVOA-DT, Toledo, with contest rules with prizes awarded children for 10 or more ballots each week.

MUTUAL CIRUS PRODUCTS Co., Anaheim, Cal. (powdered lemon juice and dry peas), started a third-weekly five-minute transmitted announcement on KHJ and KPO, San Francisco, adding KQH, Spokane, to the list April 22. The firm plans to add other stations in the West as the season progresses. Chas. H. Mayne Co., Los Angeles, has the account.

MAPLE LEAF MILLING Co., Toronto (flour), starting April 15 started a British United Press newscast six times weekly on CKY, Winnipeg, and Transradio Press on CKAC, Chatham, Ont. Agency is Cockfield Brown & Co., Toronto.


MILES LABORATORIES (Canada), Toronto (brandy), a twice-weekly opening April 18 started a quiz show, Did I Say That?, five times weekly on CFRB, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

HALL & RUCKEL, New York, on May 6 will start promotion for its X-basis denim using three quarter-hourly shows of the 26th Club program on WOR, New York. Stations may be added later. Redfield-Johnston, New York, is agency.

SINCLAIR REFINING Co., New York, which started its first transmitted opening April 3 the thrice-weekly CBS European news round-up program The World Today, is using the series to introduce its new Double-Range HC gasoline. Program is heard Monday, Wednesday and Friday, 6:45-7 p.m. Agency is Federal Adv. Agency, New York.

CLINTON WATCH Co., Chicago, has started a series of daily spot announcements on WRLG, that city. New to radio, the firm may expand its radio advertising following this test spot. Advertising in the market, H. H. Stimson, account executive of Malcolm-Howard, Chicago agency handling the account.

CATSPAW RUBBER Co., Baltimore, on May 1 will start a four-week campaign of tie-in announcements for its rubber heels sold under the brand name KOA, Denver, Agency in charge is S. A. Levine Co., New York.

DOMINION STORES, Montreal (national campaign for grocereters), April 8 a weekly quiz show The Pantry Slate is being heard Mondays and Thursdays, 5:30-6:30, by 10,000 families in the city. WBC, Montreal, handling the account.

LOOK Magazine, Des Moines, has started a five-weekly five-minute Unitated Press newscast for 22 weeks on WMAO, Chicago, with Norman Barry as newscaster. Agency is Son De Reger & Brown, Des Moines.

BROADCASTING • Broadcast Advertising

QUARANTY UNION Life Insurance Co., Beverly Hills, Cal., through Sted-Ad Adv. Co., Los Angeles, in mid-April started a twice-weekly quarter-hourly transcription children's program, Quaranty's Radio Race, on KOY, KTUC, WSUN, KGLU. Originating at KOY, Phoenix, the program features two announcers giving information, following each item with rapid-fire discussion of world problems involved.

CHAPPEL BROS., Chicago (Ken-Ration dog food), is sponsoring daily Dep-Interscriptions of Chicago Cubs and White Sox home games on WJJD, Chicago. The program features Charlie Grinnin and Lew Fonsecia, former pitcher and radio announcer, morning and night, Chicago, handles the weekly.

COCA COLA BOTTLING Co., Cincinnati, is sponsoring 10th inning on WKRC, Cincinnati, for 52 weeks, with promotional tie-in to Coca-Cola tie-in with station and nearby towns each noon, conducted by George Sutherland and A. O. Hammitz Club. Transmitter Oil Co., Cincinnati, is re-creating Red's baseball games each evening, with George Sutherland at the mike. A contest is included. Account is placed by William H. Thomas, Inc., Cleveland.

STROH BREWING Co., Detroit, on May 2 starts a weekly half-hour musical quiz show, It's Your Chance, 2:30 p.m. (EST), featuring Gas Henschel and a 30-piece all-string orchestra, with new music proposed each week. Station is WXYZ, Detroit, and stations of Michigan Radio, Inc., is Zimbardi, Detroit.

LEWIS H. HOWE MEDICINE Co., St. Louis (Tunna), on April 25 starts a weekly Club program on WJZ, New York, and KWR, St. Louis, with plans to expand to additional cities. Program is carried Mondays through Fridays, 9:30-10 a.m. (EST), heard on WJZ, Mondays through Fridays, 11:30-12 a.m. (EST), heard on KWR, Mondays through Fridays, 10:30-1:30 a.m. (EST), heard on COCA COLA BOTTLING Co., Cincinnati, is a weekly quiz show, It's Your Chance, 2:30 p.m. (EST), featuring Gas Henschel and a 30-piece all-string orchestra, with new music proposed each week. Station is WXYZ, Detroit, and stations of Michigan Radio, Inc., is Zimbardi, Detroit.

SPOONED by the Lone Star Gas Co., Morning Meditations made its debut bow via KKGX, Fort Worth, April 29. The six-weekly quarter-hourly 7:45 a.m. show originates in Dallas, Saturday mornings, 7:45 a.m. and Saturdays, 7:45-9:15 a.m. (EST), placed by Stetler-Grabbe Agency, New York.

No Film-Radio Budget

TWENTIETH CENTURY-Fox, Los Angeles, on behalf of Van Camp's canned pork and beans, in a 13-week, or more, campaign which started in early April is using daily participating programs and spot announcements on 11 stations in Southern California—KWH, KFJ, KFC, KXPC, KFWD, KKEA, KCAW, KGTP, KJAP. Announcements are scheduled for 52 weeks and handled direct.

Boys' Home Buys Times

THE ST. Charles Home for Boys (Chicago, Ill.) is starting a new series of a half-hour news program on WTMJ, Milwaukee, to acquaint listeners with the function of the home, the activities of the boys. The program is scheduled for 52 weeks, heard Sunday mornings, feature talks by Brother Venard, director of the home, R. J. Mckeep, president of the home foundation, appeared as guest. Production of the series is handled by the Bureau of the C. H. Mclnerney Agency, Milwaukee, with Neile Bakke handling radio.

JOHN H. PLATT, director of advertising of Kraft Cheese Co., Chicago, arranged a deal in which the company at the annual stockholders' meeting held in Chicago early in April.

OUR V.P. in charge of Compiling Long Lists to Be Ignored was at it again the other day. Armed with slide rule, graphing iron, and Mason's Bat Exterminator, he dug into the files. And what do you suppose he discovered? Why that old issue of La Vie Parisienne we thought was lost all this time! Oh yes, and the fact that there are now more subscribers to the Standard Library Service than at any time in our history!

Yesir, as we print to read, there are 238 stations subscribing to the Tailored Transcription Service! From the rock-bound coast of Maine to the Hays-bound coast of Hollywood, there are 238 subscribers, including welcome new customers, WNAX, Yankton, S.D.; KANS, Wichita, Kans.; WLOG, Logan, W. Va.; WSAQ, Saginaw, Mich.; WATQ, Ashland, Wis.; WHLD, Niagara Falls, New York; WOLF, Springfield, Mass.; KACC, Abil- lene, Texas; KGKL, San Angelo, Texas; KCAM, Texarkana, Texas; WBIG, Big Spring, Texas. (Who said no Texas without representation.)

CONTENDED customers, too! Look at the swell May Day bou- quet we found on our doorstep, right between No Milk Today and No Milk Tomorrow. We're thankful to Mr. Hume A. Lethbridge, CKLN, Nelson, B. C., says: "I have nothing to do but give the ser- vice you give us, and for the quality of your recordings." You'll find us reasonable people, CKLN. Praise and a contract is all we ask of any station.

BOY! 238 subscribers! Where the people! At last we can say with truth that the Sun Never Sets on the Standard Empire! With our typically lovely spring weather, the sun hasn't even shown on it for four months.

Are Your Transcriptions Up to Standard?

Tailored Transcription Service

Chicago • Hollywood
William E. Bettis, for three years Hollywood manager of Ruthnarf & Ryan, has been transferred to Detroit, as District Manager, Droege Bros. Corp. (automobiles). Charles Peck, who managed the agency's San Francisco office, has been transferred to Hollywood, taking over the Los Angeles agency formerly under the charge of W. Duerer who has been made manager of the San Francisco division.

Ivan Hill, for several years account executive of Don Len Broadcasting System, Los Angeles, has joined Russell N. Betts, Inc., in New York. Ted Neal has joined the Mayer Co., Los Angeles, as account executive.

Cottam, formerly of United Press in Omaha and Denver, has joined Glaser Adv. Agency, Los Angeles, as production manager.

Buchanan & Co., recently moved its Los Angeles offices to 427 W. Fifth, has continued to move its operations. The new offices of the company at 1900 Fourth Ave., to larger offices in the new 50 S. Figueroa St. Bldg., in Rockefeller Center, New York, will be on the 5th floor.

Leonard M. Leonhard, circulation editor of the New York Post, resigned on May 1 to join Aisner & Aisner, New York, to supervise all radio co-ordination and production. Mr. Leonhard had previously been editor of Current History and education editor of the New York Post.

Alvin Gardner Co. has moved its offices in New York to 500 Fifth Ave., to 347 Madison Ave. New telephone is Murray Hill 67480.

Dorothy Barstow, New York radio director of McCann-Erickson, was in Hollywood during late April to confer with Joan Cavanaugh, producer of the Chaseboard CBS Dr. Christian program on summer plans.

Cowen & Denor, New York advertising agency, on April 20, moved from the RCA Bldg. to new offices in 516-18 Rockefeller Center, New York.

Station partner wanted

With $20,000 for proposed local station of WOR, Newark, in May 1, this station could meet local competition. Box A 44, Broadcasting.

Runyon Texaco Director

As Gardner Quits Post

With Ed Gardner having resigned as Hollywood producer of the West Coast section of the weekly one-sheet magazine, Texaco has appointed Runyon, radio director in charge of Texaco's radio division, to succeed him. Texaco was a subsidiary of DePuy, run by DePuy, Inc., and was purchased by Texaco, Inc., on January 1. Runyon, who has been associated with Texaco since 1933, continues at 6331 Hollywood Blvd, Hollywood.

Schwab & Beatty, New York entertainment agency, has moved its offices to 156 E. 47th St., Suite 407, from its former offices in the Fifth Ave. Bldg.

Bill Cottam, formerly of United Press in Omaha and Denver, has joined Glaser Adv. Agency, Los Angeles, as account executive.

Bill Cottam, formerly of United Press in Omaha and Denver, has joined Glaser Adv. Agency, Los Angeles, as account executive.

Bert Cairns is appointed

Radio Director McKim's

Bert Cairns, sales executive at All-Canada Radio Facilities, Toronto, has been appointed radio director of A. McKim Ltd., advertising agency, with headquarters in Toronto, effective May 1. He succeeds Donald Lee, who resigned March 31 (Broadcasting, April 11). Cairns, in his early thirties, came to Toronto from Western Canada three years ago when All-Canada moved eastward. His radio career started at the University of Alberta, where he did sports announcing and programming at the university's station CKUA. On graduation he joined the former CFTP, Edmonton, and then went to CJCA, Edmonton, where he was production manager when transferred to Toronto as the owner of CJCA branched out into Canadian-wide entertainment. Cairns is succeeded at All-Canada by Ed. G. Chown, sales manager of CJCA, Edmonton.

CHICAGO AGENCIES

PLAN BULL SESSION

First of a series of regular semi-monthly luncheon meetings planned by Chicago agency men dealing in radio, the first meeting, was more than a score of Chicago agency radio executives became charter members of the informal organization which was held on May 1. The luncheon was held at the executive suite of seven new members and entertainment. The meeting was held in the home of Harlow H. Roberts, of the S. S. Roberts Co., 1750 Euclid Ave., Chicago, 20, by Frank Faulkner, CBS technical director in Chicago, speaking on FM. The meeting was approved by all the members present. At the second meeting, which was held on May 15, was held at the Hotel Blackstone, Chicago, by Frank Faulkner, CBS technical director in Chicago, speaking on FM. The meeting was approved by all the members present.

BBDO San Francisco office

BBDO about May 1 will open a San Francisco office at 2810 Russ Blvd. under the management of R. H. Hurst, as Canadian representative, according to Miss Williams, BBDO office manager, who will remain in Chicago and will be in charge of the new office. The new office will have a staff of six and will be under the supervision of Jack Cornelius, BBDO vice-president in the Minneapolis office, who is in charge of all the agency's western offices, including Chicago.

South Carolina's

ONLY

Regional

CBS

Station

WCSC

Charleston, S. C.

1000 watts

Free & Peters, Representatives

BROADCASTING • Broadcast Advertising
To Manage New WPID

LEE CHADWICK, who left the staff of WATR, Norfolk, last Feb-

ruary to join the New York staff of

Young & Rubicam to become

staff writer on the We the People

program, has resigned to as-

sume managers-

ship of the new

WPID, Peters-

burg, Va., now

under construction. The station, 250 watts on 1210 kc.,

will be oper-

ated by the same

interests that own

WATR, and is
tentatively scheduled to begin oper-

ating in June or July. Mr. Chad-

wick entered radio in 1929, serving

with various Philadelphia stations.

He resigned as program director of

WTEL in 1934 to join WATR.

Grange Opposes Shifts

THE Lancaster County Pomona

Grange, at its quarterly meeting in

Ephrata, Pa., in mid-April went

on record as "opposed to any change

in radio wavelength that would

affect reception in rural districts."

End of Cotton

WESLEY WALLACE, WPF, Raleigh, staff an-
nouncer, caught a network

break at 4:59-40, April 19, with a UF bulletin covering

the Cotton murder trial being

held in the county courthouse

next door to WPTF studios. Read Wallace: "The jury has

just handed down the verdict

in the Cotton murder trial.

Woodrow Cotton is guilty of

first degree murder, and his

wife has been found

innocent." After a pause came an

introduction to his regular

daily 5 o'clock feature:

"Here are today's closing cotton

futures."

Yeast Foam Test

NORTHWESTERN YEAST Co.,

Chicago (Yeast Foam), on April

29 started a test of Songs of a

Dreamer on a thrice-weekly basis for

22 weeks on WENR, Chicago.

The show features songs and

philosophy by Gene Baker, with Larry

Larson at the organ, and is heard

Mondays, Wednesdays and Fridays,

3:30-3:15 p.m. Home economics type

cosmopolitans are handling the

account. During the test the

company also is continuing its

schedule of participating announce-

ments on WLS WJR WCCO

WFBA KPO KSS WMT KOMA

WOWO WIBW KPFQ KMA

XRAY, with addition of WHAM

WGY WLBZ WDZ.

Healthfair Spreads

HEALTHFAIRS Inc., Jersey City,

which has been testing Norman

Brekenridge's Healthfair talks

thrice-weekly on WHAM, Roches-

ter, for Scrutanum, on April 29

started the program on six Don Lee

stations, Monday, Wednesday and

Friday, 9:15-9:30 p.m. Agency is

Austin & Specter, New York.

Awarded Rakes

MEL ALLEN, baseball announcer for

WABC, New York, Mark Hawley,

Transradio Press newscaster on WOR,

Newark, and Ears Stone, star of Gen-

eral Foods' Ainsa Family broadcasts

on NBC, were included in the dozens

successful young men under 31 years of age elected to the board of

Directors of the Yonkers Men of

the Advertising Club of New York this

year. Awards of 100 gold, 200 silver

trophies and 300 bronze "rakes,"

symbolic of success gained by scratch-

ing for it instead of being held up for

opportunities to come, were made

April 18 at a luncheon. Allen is 28, Hawley

30 and Stone 25.

KSD is Putting Over

The Big Radio Sales Job
in St. Louis

BECAUSE

KSD has led with "Firsts" in

nation-wide Star Popu-

larity Polls since 1935,

assuring listener prefer-

ence in St. Louis.

KSD has a greater day-

time population coverage

area than any other

St. Louis broadcasting

station.
ABC Sounds Effects Men Get New Guild Contract

CONTRACT giving Hollywood sound effects technicians a five day week of 40 hours and 100% Guild shop was signed April 15 by NBC executives and those of Radio Production Guild of America. Pact is for 18 months and provides for two-week vacations, exclusive of holidays, as well as two-week notice or two-weeks pay upon discharge. Minimum wage scale for apprentices is fixed at $120 per month. Juniors are to receive a minimum of $140 a month for the first six months with an increase to $165 for the balance of the year. For the third six months, salary will be $190 and $210 thereafter. Those already receiving the minimum scale are reported to have been given a flat 15% increase.

Blundin will receive straight time for overtime between 40 and 42 hours and time-and-a-half for overtime in excess of 42 hours. A rest period of 12 hours is mandatory between calls, and no soundman can work more than 12 continuous hours. Sound technicians, according to the pact, must also be given $1 for dinner when on duty 10 hours in any one day. Contract was negotiated for the Guild by George E. Bodie, attorney.

FOR SALE

AVAILABLE NOW

Biggest mail pulling program on WMMN — Grandpa Jones and his grandsons — drew more mail than any other station, for a nationally known hot cereal manufacturer during the past winter season. Among the other stations were several of the nation’s greatest 50000 Watt mail pullers. (Names furnished on request.)

The WMMN audience—RESPONDS

Write—wire—or phone

WMMN—Fairmont—West Virginia

or nearest John Blair & Co. office
Craven Challenges Non-Profit Ruling

Seeks Opinion on Change in International Pickups

RIGHT of the FCC to restrict re-broadcastings of international programs to non-profit purposes has been raised by Commissioner T. A. M. Craven, following a adoption April 13 by the FCC's majority of new rules authorizing standard and non-commercial educational broadcast station pick-up and re-broadcast programs of international broadcast stations.

Commissioner Craven reserved his vote pending a study of the question by the Law Department, particularly in the light of the recent Supreme Court opinion in the Sanders-Dubreque case, which held that free competition should prevail in broadcasting of the same time ruled that the law does not permit the FCC to regulate the programs, business management or policy of stations.

Change in Language

The FCC adopted in principle the recommendation of Commissioner George C. Payne but did not adopt the language he proposed. He had recommended that the rule (4.10(e)) be modified so that re-broadcasts would be "intended solely for non-profit purposes and will not be commercially spon- sored." Commissioner Craven, however, had proposed that the rule be amended so that the re-broadcasting would not be part of the primary function of the international station and that the technical quality will be reasonably good. He did not mention the commercial aspect.

The FCC announced that the change in rule means that any broadcast station or non-commercial educational station in the United States may, upon authority of the station originating the international program, retransmit it. The rule would apply to any international broadcast station, whether located within or outside the United States.

Following are the changes in Parts 3 and 4 of the Rules and Regulations:

Section 3.94(e) is hereby made Section 3.94(d), and Section 3.94(d) is made Section 3.94(e), and the following is inserted as Section 3.94(c):

"Section 3.94(c). The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast on a non-commercial basis a noncommercial program of an international broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program."

Section 4.10(d) is deleted; Section 4.10(c) is made Section 4.10(d), and the following is inserted as Section 4.10(c):

"Section 4.10(c). The licensee of a non-commercial educational broadcast station may, without further authority of the Commission, rebroadcast the non-commercial programs of a standard broadcast station or an international broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program."

The words "or noncommercial educational programs" are stricken from Section 4.10(b).

Television Notes

Plugs for Ivory

TWO one-minute televised commercials for Ivory Soap were included in NBC's telecast of the home game of the Brooklyn Dodgers for the 1940 season on April 19. In one spot, Kenn Roberts, announcer, showed how the soap foams by making soap pads in a glass; in the other, by wearing one red mitt and one white mitt, he illustrated how Ivory keeps hands white. Commercials were prepared by Comp- ton Adv., New York, Ivory agency for Procter & Gamble Co., Cincin- nati, co-sponsor of the Dodgers games broadcast on WOR, Newark.

In addition to the normal audience of television set-owners in the metropolitan area, the game was witnessed by more than 50 patients at the Metropolitan Sanitarium at Mount McGregor, Saratoga Springs, N. Y. Signals from W2XBS, NBC's New York television station, were picked up by the General Electric television relay station in the Heidelberg mountains 12 miles from Schenectady and rebroadcast, making possible the reception at the sanatorium.

Hams' Own System

With commercial television temporarily stalled by the standards controversy, amateur experimenters are busy developing a two-way visual system following an announcement in QST, official organ of the American Radio Relay League, of an electronic television system using a newly-developed small-image tube. Widespread amateur interest is expected in the new system, which represents a sizeable cost reduction, according to James J. Lamb, A.R.L. radio engineer in charge of television development. The new system requires only a 400-kc. channel, as against the 6,000 kc. channel for commercial work under present standards. The picture size is about 1/9 inches square, with 120 lines to the inch, 30 frames per second. An inexpensive cathode-ray tube is used to monitor transmission. Ordinary daylight is said to provide sufficient illumination for the system, Mr. Lamb stated.

NEWSREEL technique has been adapted to television by Don Lee Broadcasting System with this Pontiac station wagon fitted to accommodate a video camera on its roof. The mobile pickup unit is used for outdoor coverage by WEXAO, Don Lee television station in Los Angeles. Standing on the far side of the car, pointing, is Harry Lubeck, Don Lee director of television.

Western Auto Series

WESTERN AUTO SUPPLY Co., Los Angeles (chain), seasonal users of radio, on April 25 started for 26 weeks, a weekly quarter-hour program, Outdoor Reporter, on KECA, that city. Series features Ethel Maltz and Earl Wilcox, em- ployees of the firm, who give fishing and other outdoor sports information. Dan B. Miner Co., Los An- geles, has the account.

NFED FULFILLED

TROY - Forgotten City of 119,000

Now Has WTRY Operating

From 6 A.M. to Local Sunset

COMPLETE COVERAGE OF THE TRI-CITY AREA

Schenectady

Albany

MARKET

Not only Troy, but the entire Tricity area including Albany and Schenec- tady, will be served by WTRY. Three-quarters of a million people in Ver- mont, Massachusetts and New York live inside this new station's area.

SERVICE

U.P. NEWS World Library Fine Local Talent Experienced Staff Some Management as WSYR, Syracuse

WTRY

TROY, N.Y.

1,000 WATTS • 550 KC.

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Power Increases In New York Area

WBNX Granted 5 kw. Night; WWRL, WHOM Increases

Two Regional stations in New York’s metropolitan area soon will operate with increased power by virtue of FCC actions April 17. WBNX was granted a construction permit authorizing installation of a directional antenna and a power increase from 1,000 watts to 5,000 watts fulltime to 1,000 watts day and 1,000 watts night to a directional antenna on 1450 kc. WWRL, Woodside, L. I., and WPTL, Fort Lauderdale, Fla., were authorized to increase night power from 100 to 250 watts, pursuant to recent changes in rules allowing horizontal power increases where engineeringly feasible.

Asheville Denial

Application of Publix Bamford Theatres Inc., Asheville, N. C., for a new station to operate on 1430 kc. with 1,000 watts fulltime, was denied April 15 by the FCC on engineering grounds. The Commission found the antenna site specified is not satisfactory, since it would not enable such a station to render a usable signal of 25 millivolts to the business district of Asheville.

The proposed findings of fact and conclusions stated that operation of the station as proposed would constitute a departure from the Commission’s plan of allocation in that stations of the regional classification are designed to render service primarily to metropolitan districts and to contiguous rural areas, whereas Asheville is not classified as a metropolitan district. Moreover, it held that because of the drastic limitation expected to be caused by the proposed night time service area (to the 10 millivolt contour) the station could not render interchangeable service at night even to the entire city of Asheville.

“The Commission will not, in granting applications for broadcasting facilities, depart from its plan of allocation unless convincing reasons are advanced in a given case to show that such a departure will be in the public interest,” the proposed findings continued. “No such considerations are shown in this record.”

WOV Tower Ready

WOV, New York, will begin broadcasting about May 1 from its new 350-foot tower with a 40-foot “top-loading” antenna system, according to Miss Hyla Kiczales, manager. The Lehigh wireform taper tower rests on 110-foot piles at the transmitter site in Kearny, N. J. All equipment is Westover Electric. The tower was constructed by Hartenstine Zane Co., and the mechanical work was under the supervision of Robert E. Study, chief engineer of WOV.

The FCC has refused permission to WLA, Lexington, Ky., to rebroadcast facsimile transmissions of WLW, Cincinnati, using its regular wavelength of 1430 kc. with 250 watts.
Once an Engineer

NOT EVEN a bout with pneumonia could keep Walter Widlar, WGAR engineer, from thinking about his chosen profession. While conva-

cessing in a Cleveland hospital, Widlar contrived an amplifica-
tion device to be used in surgery to amplify the pa-
tient's heartbeats on a small speaker, thus keeping the surgeon informed on the pa-
tient's condition throughout the operation. Hospital sur-

geons are testing it.

Transradio Moving

TRANSPRO PRESS SERVICE, New York, on or about May 1 will move from 342 Madison Ave. to

new offices on the 39th floor of 521 Fifth Ave. The space leased in-
cludes the penthouse, in which a mezzanine floor will be constructed for the accounting and business offices. The executive and other offices will be on the main floor.

TRIAL and tribulation are accepted with stoicism by J. D. Bloom, chief engineer of WWL, New Or-
leans, as he tries to figure out how 25 feet of master control apparatus will fit in 15 feet of space. With a set of blueprints in his hands, Bloom deploys all sorts of com-
binations to solve the riddle.

New FCC Amateur Test

To Be Effective July 1

STARTING July 1, 1940, the FCC will replace the amateur operator license examinations in use for the last several years with new examina-
tions consisting primarily of the multiple choice type questions which have been used successfully during the last year in the commer-
cial radio operators' license exam-
nation. In announcing the com-

ing change April 24, the FCC indi-
cated the class A examination will contain a maximum of 40 advanced technical questions dealing mostly with radiotelephony. The class B and C examinations will contain a maximum of 50 questions, of which about 30 will be technical and 20 on regulatory and legal aspects. The code requirements remain un-
changed.

It is believed by the FCC that the new examination format, in addi-
tion to reducing examination time, also will reduce the elapsed time for grading and issuing licenses. A study guide, with paraphrased quotations, is to be released soon.

Here’s A BAKER’S DOZEN-

A baker’s dozen in the old days was thirteen. Bakers, like everyone else, seem to have changed, but the same old baker’s dozen will be found in Gates made broad-
cast transmitters as far as extra features and quality are concerned.

Of course you never paid extra for a baker’s dozen, and the same holds true with Gates. Why not write the Gates American Cor-

poration of Quincy, Illinois, today and investigate “The Gateway to better broad-
casting.”

GATES 250-A TRANSMITTER

A brand new catalog of 52 pages is yours by only writing on your station letterhead.

BROADCASTING • Broadcast Advertising

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WAVE PUTS YOU IN "CLOVER"—NOT CLOVER (KY.)!

If you're looking for sales to be knee-deep in Clover (Ky.), don't depend on WAVE! We probably don't cover it. But we do cover and influence the MILLION-plus buyers in the Louisville Trading Area—which has 67% more wired homes than the remaining Kentucky counties! That's where the "clover" is—and that's where WAVE puts you!

PROMOTING a big spring sales campaign, DeSoto dealers of Philadelphia have started DeSoto Quiz Caravan on WFIL, Philadelphia, with Mort Lawrence as m.c. During the half-hour program Quizzzer Lawrence operates from behind the wheel of a convertible coupe, querying about 25 members of the audience, blowing a musical air horn for errors and giving away silver dollars and part payment checks on new DeSotos as prizes. Every person coming to the mike gets a car lubrication gift certificate good at any local DeSotons.

Plans call for extension of the series into the summer, with the Quiz Caravan visiting showroomsof each of the 15 participating dealers. Merchandising supplements include parades of bannered new and used cars, window displays, large scale ticket distribution to past clients and prospects through salesman, and other advertising media. Arrangements for the series are handled by Jack Bradley, DeSoto district manager, J. Stirling Getchell advertising agency, and Jack Surrick, WFIL sales director.

Pittsburgh Swap

AFTER an experimental period of two weeks, the OKA and the new,羊毛burgh Post-Gazette have embarked on a regular time-space trade deal. The station uses approximately three inches daily on the Post-Gazette radio page for the column, KDKA Today, under the by-line of James R. Luntzel, director of publicity. The newspaper in return uses a daily five-minute morning show offering shopping news and plugs, aiming highlights of interest to women.

WAVE'S 1940 BILLION DOLLAR MARKET

"On-the-Spot" Coverage

of Upstate New York's 4-Billion Dollar Market

WFBL

Syracuse

5000 Watts Day-time

1000 Watts Night-time

Favored by Listeners

Proved by Advertisers

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

National Representatives, Free & Peters, Inc.

Ea To STIMULATE employers' interest in the weekly half-hour quiz program, "Tell or Leave It," which started April 21 under sponsorship of Wahl Co., Chicago (Ex- cursion pen and pencil), on WCKY, 10:10-10:30 p.m. (EST), with West Coast repeat, 9:30-10 p.m. (PST), a special "Tell or Leave It" was carried over April 19 in the network's Hollywood studios. In addition to pep talks by executives of the firm and Dahl, taped preview of the show was presented along with a playback of recorded interviews made as em- ployees entered the studios. Rally was in charge of George Moskovic, CBS Pacific Coast sales promotion manager, who explained features of the series and promotion being used to support it. Harry W. Witt, CBS Southern California sales man-ager, presided.

In the Old Country

TO PROMOTE its coverage of the Scandinavian war news, KSTP, St. Paul, is feeding a special 15-minute weekly series, "The Norway Story," WCAL, of the Norwegian St. Olaf College at Northfield, Minn. Val Bjornson, KSTP political commentator, and a Norwegian-speaking Icelander, presents the program in both English and Norwegian. Because of Minnesota's heavy Nor-wegian population, KSTP at the outbreak of Scandinavian hostilities set aside 22 additional weekly periods, using two-column ads in the Minneapolis Star-Journal to plug the extra coverage.

Editor Guests

CONTINUING a successful 1939 promotion, WCKY, Cincinnati, has started a series of daily programs under auspices of 132 newspapers in the WCYK service area and dedicated to the home towns. Editors appear briefly on the programs, to run from April 29 to Sept. 28, and music is selected for each program by balloting, in each sponsoring newspaper. Last year's salute series under newspaper auspices brought WCYK reams of publicity, and letters from editors accepting the invitation to participate in the 1940 series praise the station for its community activities.

Right Time and Place

RECENT eclipse of the sun was tied in with a station promotional stunt by Fred Palmer, manager of KOY, Phoenix. He engaged Tex Rankin, sky-writer, to spell out "KOY—550" in the sky, during the eclipse and at an angle where thou- sands of persons watching couldn't miss the smoke message. The 550 is KOY's spot on the dial.

Jointly Promoted

ORIGINATING from the stage of the Tides Theatre in Portsmouth, Va., a stage-radio show, is publicized jointly by the theatre, WRVA, Richmond, and the Portsmouth Star. The program is a talent test, is conducted by Joe Brown.

Merchandising & Promotion

DeSoto Dollars—Rally for Wahl—No Mirrors Used—Seed in Soil—Invoices—Seeds from Boston

Wahl's Pep Rally

They Help Each Other

SEPARATED by the breadth of the continent, WGAR, Cleveland, and KMCP, Beverly Hills, Cal., and participating in a promotion to earn mutual goodwill from listeners. Through set arrangement with the Cleveland Automobile Club, members requesting routines to California receive a special pink insignia with the legend maps calling attention to the programs of KMCP and extending WGAR's wish for "a safe and pleasant trip." The Auto Club estimates an average of 3,000 such routines are issued yearly. A similar arrangement is being made with United Airlines, under which each reservation on Cali- fornia's Red Network includes a WGAR-KMCP reminder.

Dakota Tributes

USING its Happy Rocky farmer trademark, WDAY, Fargo, N. D., is distributing a folder providing reprint of testimonial letters par- ticularly complimenting the station on its merchandising activities on behalf of sponsors. The publicity and folder is carried out by the WDAY staff under Bill Dean, publicity director, include box of plugs, For- way Forum radio column stories, stories in the weekly Radio Shopper paper, along with pictures of individual promotions.

Not With Mirrors

FEATURED these cartoons in color by Peter Arno, NBC has issued a new promotion booklet for its red promotion, "It's Not Done With Mirrors." The network pres- entation is built around pictorial ac-counts of the futile pitting efforts of "one Abraham Dazzalian, frustrated Mullah of Magic Mir- rors." The colorful 20-page book con- tains easy-to-read data on NBC-Red history, clients, artists, audience, results and operation. Each copy of the trade is accom- panied by a personalized letter from Roy C. Witmer, NBC vice-president in charge of sales. E. P. H. James, NBC advertising man-ager, prepared the book.

Sports on Billboards

TO PROMOTE its sports features, KMCP, Beverly Hills, Cal., is using large billboard displays in baseball parks and other strategic points.
HEAVY ATTENTION was accorded this display of KFXM, San Bernardino, Cal., at the city's 30th annual National Orchestral Show, attended by more than 150,000. The exhibit incorporated the station's new RCA 250-watt transmitter, a United Press teletype, an RCA television receiver and various other apparatus, with a live hookup to the studio for originating newscasts and special programs from the booth. In addition to several roving reporter interview programs, all local newscasts were originated at the exhibit. A feature was the broadcasting of guests' names.

After Hours
SPONSORS and advertising executives are receiving invitations from NBC in the form of a glossy folder called "After Hours" to meet Juan de Jara Almonte, official host of night operations at the network. The folder, illustrated with a picture of Almonte, and accompanied by a letter from Roy C. Witmer, NBC vice-president, gives his background and says, "Perhaps if it were possible for a large organization such as NBC to capture and crystallize its personality in a single human being, John Almonte might reasonably assume that role."

WINNERS of the contest to name The Program Without a Name, serial sponsor on NBC-Pacifie by Albers Bros. Milling Co., Seattle, were announced recently with their actual participation in a special dramatic episode. Top prize was a $500 fur coat, with $200 fur coats going to the 10 runners-up and $100 cash prizes for the contributors of winners. The program is now known by its prize-winning title, Mine to Cherish. Erwin Wasey & Co., Seattle, handles the Albers cereal count.

Staff Prices
IN A one-month trial, KLO, Ogden, Utah, is offering cash prices to its announcers for following through on original program ideas. Other members of the KLO staff act as judges in the competition.

Edison Essays
WPEN, Philadelphia, participated in a four-way promotion with the Franklin Institute, Philadelphia Daily News and Stanley-Warner theatres in a movie exploitation campaign for the film "Young Tom Edison." An essay contest was conducted, with 50 pairs of movie tickets awarded, and a special prize of a one-day trip to the New York Fair.

BROCHURES
TRANSMITING SMALL cellophane envelopes containing what appears to be ordinary mud have been sent to radio editors by WMCA, New York, with an accompanying letter explaining that the dirt came from 90 feet below the site of the station's new transmitter at Orange, N. J., the depth to which the WMCA engineers had to dig to find a solid rock foundation for the huge transmitter towers. This extreme depth made it necessary to import 100-foot trees from the West Coast for pilings, WMCA reports, adding that they are here now and work on the superstructure has begun.

Theatre Pickup
UNUSUAL broadcast was carried April 16 by WGBR, Goldsboro, N. C., when it picked up direct from the projection room of the local Paramount Theatre the sound track of the March of Time movie feature, "Canada at War." The program was given an extensive build-up by the station, which plans to repeat with similar broadcasts of new March of Time releases. Manager Frank Remburg of the theatre, Lonnie Hughes, projection manager, Jim King and Levin Suggs, WGBR engineers, and Harry Bright, announcer, arranged the broadcast.

Said With Seeds
ANNOUNCING its new daily Farmers' Almanac program, which started April 22, WEEI, Boston, attached to publicity releases distributed to the trade a packet of vegetable seeds. The new program started following announcement of the appointment of Jesse Buffam as New England farm reporter for CBS, and it is supervised by him. The feature includes weather forecasts, salute to outstanding New England farms or farmers, a dairy department, editorial page and a question-answer department, with entertainment by WEEI's yodeling cowboys, Jimmie and Dick.
PRODIGIOUS  

DELICIOUSLY SERIES  

For the First Quarter of 1940 in Indianapolis

BANK CLEARINGS
Up 11%

OUTBOUND CARLOADINGS
Up 25.5%

NEW CAR SALES
Up 18%

INDUSTRIAL ELECTRIC POWER
Up 16.5%

MANUFACTURING PAYROLLS
Up 18.8%

PRODUCTION AND CONSUMPTION are moving ahead in the Hoosier Market!

THE HOOSIER STATION
Sets the Pace in Indianapolis

Solid figures prove the Hoosier Station’s influence in the market. At the end of 1939 the average listening audience divided this way:

WFBM 28.3%
WIRE 24.5%
WLW 21.3%

FLASH! Indianapolis' largest brewery chooses WFBM for its first radio campaign — 26-week local sports package.

THE "HOOSIER" STATION

Represented Nationally by

VIRGIL REITER & CO.

New York  Chicago

Page 68 • May 1, 1940
THE FLORAL TOUCH
WBZ Flowers Promote New
Transmitter

A FRESH carnation or gardenia, accompanied by an explanatory card, was delivered to the desks of 255 advertising agency executives in five key cities the morning of April 17 as the opening gun of a promotion campaign by WBZ-WBZA, Boston-Springfield.

The personal card attached to each flower, delivered by a local florist, said: "Good Morning . . . A flower for you. Things are happening in Boston . . . We want you to know about them . . . Won't you please look at one flower in the current (April 15) issue of BROADCASTING Magazine? . . . Frank R. Bowes, Sales Manager, WBZ & WBZA."

The reference was to a full-page advertisement in BROADCASTING announcing WBZ's new 50 kw. transmitter at Hull, Mass. The bloom heralded a campaign to advise the radio industry, agencies and clients of WBZ's increased signal properties under high power operation. Carnations went to men, gardenias to women - 96 in Boston, 9 in Springfield, 86 in New York, 60 in Chicago and 3 in Washington.

Days of Yore
TAXING listeners back 25 years, 'The Year's Age' is heard twice weekly on WSB, Atlanta. The quarter-hour show features a narrator called Mr. Memory and stresses names that are familiar today which were in the news a quarter-century ago, tying in the happenings of those days with current events.

Hiram Feeds His Dog T-Bone Steaks!

Even the "mutts" are used to living high in the Red River Valley! Although our hayseeds raise the bulk of their fresh foods on their own rich farmlands, they spend $58,704,000 annually for foodstuffs they do not produce!

If you are selling foods of any sort, let us tell you of some jobs we've done in this line. We believe we can really surprise you!
The Case for FM

(Continued from page 37)
sarily rigid and complex engineering framework upon which the present standard broadcast system was erected. Frequency modulation in the ultra high frequencies possesses inherently desirable radio characteristics. Frequency modulation stations have substanti-}

ally identical night and day service areas and interference areas between stations on the same channel are slight when compared with interference areas between standard broadcast stations operating on a common channel.

The basic formula underlying the allocation of frequency modulation facilities has been appropriately termed a radiating index. The three elements comprising the formula are power, antenna height above the surrounding terrain, and antenna efficiency. Applying

the formula of this allocation efficiencies inherent in the system itself, service areas of stations can be readily fitted into inural areas. The Commission recognized the desirability of this procedure when it suggested in its

report that to use the community and its sphere of economic and social influence.

Authority to establish such areas or zones theretofore assigned the radio frequencies in the law. Were such areas or zones to be established, it would be

practically impossible to continue to maintain such a basis. Such a system of allocation would avoid the competitive possibilities which exist under the present

plan of broadcast allocation. By taking full advantage of the allocation efficiencies of frequency modulation, a fair, efficient, and equitable radio service can be provided on a truly competitive basis and fitted into the general economic and social pattern of the commu-

nity.

Effectively to achieve the greatest efficiency and the maximum public service in the allocation of facilities under the frequency modulation system, the power limitation of 1 kilowatt now provided in the rules should be removed. The allocation formula recommended during the hearing is adopted and report to the Commis-

sion. It is

necessary to fix upper or lower limits of power by regulation.

Following a study of the record testimony, the Board of Directors of FM Broadcasters Inc. at a meeting held on April 10, 1940, unanimously adopted a resolution recommending to the Com-

mission that, "From a practical standpoint, any continuous band of twenty cycles between 40 and 60 kc is satisfactory, but in the logical sense the practical solution is the extension of the present high frequency broadcast band to include 40 channels from 42 to 50."

From the standpoint of broadcast reception design and manufacture, it is desirable that decision as to frequency assignments and channel widths for frequency modulation be made as soon as possible so that sales to the normal replacement market which begin in June can proceed with assurance.

Promoted by GE

Mr. Lang

Mr. Peare

More FM for Hams

MODIFICATION of amateur rules, whereby the ultra-high frequency amateur band between 56,500 and 60,000 kc, can be used for FM transmission, has been announced by the FCC. Previously, amateurs were permitted to use FM for radio telephone communication in all amateur bands above 112,000 kc. The change in the rule will make possible wider experimentation in FM, since equipment now is gen-

erally available for the lower band. The FCC also revised, in the inter-

cest of clarity, other rules specifying the use to be made of amateur bands, although no other changes were made.

FM for Remotes

RADIO ENGINEERING Laboratory, Long Island City, is developing a new line of portable FM transmitters for special feature broad-

casts and remote pickups from places where wire lines are not available. It is claimed that FM produces a strong signal with less power than is possible by amplitude modulation, so that more compact portable units can be used, and that there is less possibility of elec-

trical interference at the point of reception for rebroadcasting.

FM in Milwaukee

WXAO, the Milwaukee Journal FM station, began operation April 22 on a regular daily schedule from 10:15 to 11:15 p.m. The station will broad-

cast an independent schedule of programs, thus giving Milwaukee listeners the advantage of an additional program service. The man-

agement point is that the inde-

pendent policy is being followed despite the present thin scattering of FM receivers in the Milwaukee area and the ready availability of WTMJ programs for rebroadcast.

BYE-BYE RED INK!

Black Ink is always in vogue in the Winston-Salem market — that is for sponsors who choose this sales-producing station. For a real money-maker, choose

WAI R

Winston-Salem, North Carolina

National Representatives: Sears & Ayer

Lang Directs GE Apparatus Sales

Also Is Broadcasting Head; R. S. Peare Successor

PROMOTIONS by General Electric Co., under which Charles H. Lang, manager of advertising and sales promotion activities since 1932 and, as such, head of broadcasting ac-

tivities, became manager of apparatus sales with Robert S. Peare designated to succeed Mr. Lang, was announced April 1, by Charles E. Wilson, GE president.

Mr. Peare leaves the presidency of the Advertising and Sales Promotions in Schenectady, to take over the public-

ity department. In his new position, he will serve as manager of broadcasting with responsibility for operation of WGY, Schenectady, KGO, Oakland, and KOA, Denver, as well as international broadcast stations WAGE, WGEA, and WGEI, FM station W2XOY and television station W2XB.

Mr. Lang remains as chairman of the Advertising Committees of GE, with general supervisory charge over broadcast operations. He is also licensed to NBC, but WGY is operated by GE with program and sales management carried on by NBC, with which the station is affiliated.

Mr. Peare has had no previous experience in broadcasting but has had several years, at NBC, at which time he was hired by Mr. Lang. His chief assistants are B. J. Row-

and, in charge of equipment, and technical operations and R. L. Gibson, in charge of programming. This de-

fers the liaison with NBC as well as the executive operating organization for the non-

standard broadcast activities.

In his new post, Mr. Lang takes over apparatus sales and be-

comes vice-chairman of the company's apparatus sales committee. This activity includes all capital goods lines, ranging from big tur-

nines to tubes. It was organized the GE Market Research Bureau in 1932, having joined GE in 1919 as a traveling auditor, and has re-

ceived rapid promotion. Well known in advertising, he has served for two years as president of Adver-

tising Federation of America and later as its board chairman. He is an active member of the Associa-

tion of National Advertisers and has long been a member of the governing committee of the Coop-

erative Analysis of Broadcasting.

Mr. Peare is a native of Belmont, Ind., entering the GE employ two years after graduating from the University of Michigan in 1922. He was in its advertising department until 1923 and in 1926 was elected secretary-manager of the Maqua Co. Three years later he became its general manager and on Jan. 1, 1934 was elected its president.

WCAU to Test FM

TELEVISION broadcasting using frequency modulation rather than amplitude modulation is planned by WCAU, Philadelphia. The existing opera-

tion of W3XIR, WCAU experimental adjunct, will be switched to FM and applied to a new station, which will be made for 43 mc. in lieu of 42.14 mc. on which the station has been operating, John O. Leitch, WCAU technical advisor, said experiments will be conducted with FM to determine its suitability for television pending the granting of a television license which is sought by the station.
Chairs, regardless of band width, would be required to assign one station to each of the major metropolitan areas having a population of 100,000 or more. Nine additional channels would be required to make it possible to assign one station to each town or city having a population of 10,000 or more. Thus, 20 channels would be necessary to provide one station for each city and town having a population of 10,000 or more. To provide two competing stations in each such town and city would require 40 channels for three stations.

Engineering Aspects

Asking what advantage is gained by the use of wide-band and whether the advantage compensates for the reduction in the number of stations compared with the larger number which could be assigned if narrow band was employed, the attorneys said there was only one benefit. This was described as the improvement in signal-to-noise ratio in the small outer fringe of the service area of the station, where the standard of service is raised from "good" to "excellent". In the large area inside, with the use of either wide or narrow band, excellent service results.

RCA counsel contended that with widespread use of FM, it is not necessary to employ as good engineering in the manufacture and operation of transmitters and receivers as with narrow bands. Once standards are adopted, it was contended, the public will not know and will not be concerned with the bandwidth used. The only operation which an owner of a set will have to perform to receive program service with other system will be to "push a button". It was argued that the fact that the wider bandwidth will permit manufacturers to "relax engineering standards is not an argument entitled to any weight".

Regarding the attribute of multiplexing possible under wide band, including services such as television broadcasting and facsimile in the same channel with FM, RCA counsel contended there is little engineering and operating interaction involved concerning it. Moreover, it held that due to the nature of multiplexing, there would be no result and that additional equipment probably will be necessary to avoid interference in the receiver between multiplexed services. RCA recommended that facsimile service be assigned to the 25-27 megacycle band where it would have an opportunity to develop.

Pleading that television channel No. 1 be retained, Messrs. Davis and Wozencraft held that television as a new service has reached its greatest development on channels Nos. 1 and 4. The testimony showed that allocation of television channel No. 1 to another service would set the waves "many months". To change the NBC-RCA television transmitter on the Empire State Bldg, from channel No. 1 to channel No. 2 would take a minimum of four months, during which there would be no regularly scheduled television program service in New York. To change it to any other channel would require 18 months. Under such circumstances, television would cease to be a new service but would become again a hoped for service, the attorneys contended.

"It would be pushed back around the corner," they stated.

There can be no question that if the two services television is the more important and that it should not be sacrificed—particularly when such a sacrifice would be restful and unnecessary, the Commission was advised. In conclusion the attorneys said that in reaching a decision as to the adoption of wide band and allocations for FM broadcasting, the Commission should consider with two considerations—the quality of service and the quantity of service which will be made available. Citing that the public is entitled to reception from a sufficient number of stations to insure a variety of program services, the attorneys held that the data they had submitted showed how both of these objectives may be obtained without injury to the services.

Television Engineers Organize

TO ENCOURAGE the use of television commercially and to establish with the Federal Communications Commission that television is ready for commercialization, a group of New York television engineers has formed a nonprofit, noncommercial, nongovernmental organization titled the Assn. for the Advancement of Television. Recently, the assn. received a charter from the Secretary of State at Albany. Closely patterned on the Television Engineers' Institute of America, a California group, the company will be "solely and exclusively for the advancement of the theory and practice of television electronics and its associated arts and sciences." Charter members are J. H. Prager, president; Elliott G. Gubel, David Katz, Joseph Barbuzza, Walter M. Jona, Joseph Schwartz, Rubin Stern, E. M. Burzun, Hedin V. Sears, Samuel I. Basil is attorney for the group.

Howard Hughes Seeking FM and Video Stations

PROPOSING to enter the broadcasting field via frequency modulation and to erect television stations, Hughes Productions Division of Hughes Tool Co., Los Angeles, has applied to the FCC for two stations, each with 1,000 watts on 43.5 mc, one to be located in Los Angeles and one in San Francisco. At the same time it asked for a construction permit for two new Class II television stations, also in Los Angeles and San Francisco, both to be operated with 10,000 watts and in the 12-75 mc. band. The company is controlled by Howard Hughes, the famous Round-the-World Flier who is also an important motion picture producer.

One Canada License Fee Covers All Sets in Home

CANAJDANS need pay only one radio listening license during the fiscal year 1940-41, for any number of receivers in one residence. Min. P. D. Howe, Minister of Transport, announced at Ottawa on April 16. Last year listeners had to pay a license of $2.50 on each receiver. This year, retroactive to April 1, a second license will be required only for auto receivers. Listeners buying more than one license for radios in a private home will have their money refunded. Mr. Howe announced that the Canadian Broadcasting Corp. board of governors had recommended charging a lower or additional fee for radio receivers in public places.

Allen Kander & Co., Inc.

150 Broadway
New York, N. Y.

Consultants with Selected Clients on questions of broadcasting economics and large Station Holdings—particularly with reference to further acquisition or sale of Radio Broadcasting properties.

Telephone
Cortland 7-2816

May 1, 1940 • Page 71
Additional Net Changes Caused by Daylight Time
CBS has reported the following summer changes for some of its network programs since the schedule shifts effectivelly with Daylight Saving Time published in BROADCASTING April 15.

BROWN & WILLIAMSON TOBACCO Co. (Baltimore), Paul Sullivan reviews The Keys, shifted to Mon. thru Fri., 6-30-6:45 p.m., 1-10-6:15 p.m. and 1-18-6:15 p.m., April 23.

AMERICAN OIL Co. (Amoco), Edwin C. Ellis's Human Side of the News, re-broadcast add on Mon. thru Fri., 11-05-11-35 p.m., April 22.

U. S. TOBACCO Co. (Model smoking toks.): Model吸烟者, 5-5-5-5 shifted.

KRTM WHAS KMOX WIBW WAFI WLGK KLKD KOMA KYEA KOKH WWAX WPNK to repeat.

LEVER BROS. Co. (Rinno), Big Town, April 23 shifted KZL and KSL to repeat.

R. J. REYNOLDS TOBACCO Co. (Camel), Blondie, April 29 shifted KMBC to repeat.

CALIFORNIA FRUIT GROWERS EXCHANGE (Sunbonnet oranges), Eddie Hopkins's Hollywood, April 29 shifted KSDK to repeat.

WAR CLOUDS SETTLE OVER KANSAS

EDWARD KLAUBER, executive vice-president of CBS, is recuperating at Doctors Hospital, New York, after a gall bladder operation April 17. His condition was reported excellent.

ALVIN AUSTIN, vice-president and treasurer of Austin & Spectro Co., New York advertising agency, on May 15 will resign to open his own office as a consultant on advertising and promotion. The agency has not announced any plans following Mr. Austin's resignation.

ERIC SEVAREID, CBS correspondent in Paris, is the father of twin boys, named Peter and Michael, born April 22 in Paris. Sevareid cabled Paul White, CBS special events director, that the twins were born in the only night during the week in which there had been no air raids.

DICK DORRANCE of the publicity department of WOR, Newark, is planning to open his own office in New York to devote full time to FM Broadcasters Inc. at such time as the FCC renders a decision on FM. Dorrance will continue at WOR until that date.


W. B. LEWIS, CBS vice-president in charge of broadcasts, on April 24 left for Hollywood, where he will discuss details for CBS summer programs.

CHARLES A. WALL, NBC budget officer, is on a three-month leave from a hernia operation which began April 19 at the Wickersham Hospital, New York.

BUD CHERRYTON, formerly of KFEO, St. Joseph, Mo., and WACO, Waco, Tex., has been named assistant to C. B. Arnold, manager of KMBC, Kansas City, Janesville, Alaska. Edwin A. Kraft, Seattle owner-operator of the 1,000-kw. full-time independent station, has indicated that Cherryton will direct merchandising and account promotion.

CHARLES HUNTER, formerly of WMRO, Aurora, Ill., has resigned to become public relations director for the University of Wisconsin and move to Madison, Wis. Hunter's resignation was announced by the station in April 23.

WILLARD EGOFF, commercial manager of KVNO, Tulsa, has been elected president of the Tulsa Advertising Federation. He is a director of the APA 10th District.

TOM JONES, of the production staff of KYA, San Francisco, has resigned to accept a free-lance position.

JAMES ELLIOTT, former Yankee Network announcer and later with Betty J. Elliott (Betty Ragland), Yankee Network continuity writer, have joined the new WJPF, Poughkeepsie, N. Y. Elliott becomes program director.

ROALD PAUL, program director of WHO, has been designated chairman of the Des Moines Civic Music Association Concert Committee for 1940-1941.

BROADCASTING • Broadcast Advertising

THE MILLIONS

SOME 500 Rochester folk paid tribute recently to Clarence Wheeler, WHEC vice-president, and Wheeler at a birthday dinner upon completion of Mr. Wheeler's eleventh year as president of Oak Hill Country Club. He had served a decade as president, starting in 1918, and had been persuaded to return to the post last year.

PLAYS DUAL ROLE

Transmitter Also Serves as a Receiving Set

NEATEST listening trick of the month, using a radio transmitter and antenna as a receiving set, is described in a letter received early in April by KFBK, Sacramento, Cal., from R. B. Sutton, chief engineer of KEB, Baker, Ore. In Engineer Sutton's own words:

"In case anyone ever asks just how well KFBK 'gets out,' my ex-perience of April 1 should supply an answer. I was engaged in recording when KBBK signed off at 9 p.m., and instead of shutting down the whole works, I merely cut the plate voltage off the transmitter. About 9:30 p.m. I became aware of music in the background. A search for the source began with the incoming program line and eventually my sticking my head out the front door of the plant. Finally the search ended when I ran up the gain on the monitor speaker.

"We operate on 1500 kc. and the 150-foot monoband tower is di-rectly coupled to the transmitter. A portion of the audio available at the "peak" center terminals of the General Radio meter is em-ployed to drive the monitoring ampli- fier. The amplifier consists of a 7 for 48 (pentode) amplifier with internal feedback. Although the volume was quite low, I had perfectly under-standable reception from 9:35 to 10 p.m. except during fading periods."

WWNO

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

DOLLS by

THE MILLIONS

—will soon be rolling into Ashe- ville and Western stations. Carolina Daily president's "Travel America Year" proclamation of Great Smoky Mountains National Park, Blue Ridge Parkway, etc., assure a big summer tourist earner. Schedule your advertising cam-paign to hit WWNO sole blanket radio coverage!
Television on Networks
Seven Days a Week Seen
Within Year by Morton

MORE programs for the television
er and the beginning of regular
transmissions on NBC, as well seen
throughout the year
in the first seven days of
May 10, 1940, will give over
the air by NBC, and will consist
of 850 weekly telecasts, giving
reports of NBC's television trans-
missions, as well as a series of
weekly polls, as well as a series
of 600 polls, as well as a series
of 500 polls, as well as a series
of 400 polls, as well as a series
of 300 polls, as well as a series
of 200 polls, as well as a series
of 100 polls, as well as a series
of 50 polls, as well as a series
of 25 polls, as well as a series
of 10 polls, as well as a series
of 5 polls, as well as a series
of 2 polls, as well as a series
of 1 poll.

Video “Jeep” to Bermuda

WQXR, New York, will welcome
visitors to the Fair on a weekly
series of programs from Times
Square hotels.

Audition Success for Bob Hope

YOUNG, N. C., September 13 (tooth-
paste), again this summer will broad-
cast a substitute program for Bob
Hope in the Tuesday, and will consist
of 850 polls, as well as a series
of 600 polls, as well as a series
of 500 polls, as well as a series
of 400 polls, as well as a series
of 300 polls, as well as a series
of 200 polls, as well as a series
of 100 polls, as well as a series
of 60 polls, as well as a series
of 55 polls, as well as a series
of 50 polls, as well as a series
of 45 polls, as well as a series
of 40 polls, as well as a series
of 35 polls, as well as a series
of 30 polls, as well as a series
of 25 polls, as well as a series
of 20 polls, as well as a series
of 15 polls, as well as a series
of 10 polls, as well as a series
of 5 polls, as well as a series
of 2 polls, as well as a series
of 1 poll.

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois - one of America's three richest ag-
structural market centers; home of the area's leading
agricultural and educational institutions; and with
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SALES must go on, so when W. E. Jackson, sales manager of KDKA, went to the West Penn Hospital in Pittsburgh for a minor operation, his department continued to function as usual. Reason: He assembled his staff for regular meetings right in the hospital room. Those in the picture (1 to r), are: Richard C. Bachman, salesman; Sherman D. Gregory, general manager; Mr. Jackson, the patient; J. R. Lutz, publicity chief; Walter Horn, salesman; G. C. Zeller, sales service head.

IN OBSERVANCE of a "Cradle of Fame" Week May 6-12 sponsored by a summer search for amateur radio talent conducted by Pic magazine, WNEW, New York, which claims the title "Cradle of Fame" because of the people it has launched on radio careers, will conduct daily quarter-hour programs to audition amateurs. The station will also dedicate a weekly program to each of four winners chosen each month from auditions held Sunday afternoons at the New York World's Fair. KWBP, Hollywood, is cooperating in a similar way with Pic in the national talent search.

ANNA HELFER, night telephone operator of WMCA, New York, discovered yesterday she had to board old planes when she was able to present the Court of Missing Hear program on CBS with death and burial permits and baptismal records proving she was the daughter of the late Samuel Holmes, large captain of New York Central 4, Hooboken, N. J. and therefore Wkhers there to the $5,000 estate left by an aunt. Mrs. Helfer didn't hear the program on April 15 when her aunt's sustained estate was described, but friends heard the show and told her the story.

WCKY, Cincinnati presented a style show in the Hotel Gibson in conjunction with Bond Clothiers, sponsor of the WOKY Morn Patrol. Prominent guests included the Cincinnati Reds baseball team were introduced to the audience by WCKY staff artists provided entertainment. Free tickets to the opening mid-ball game were distributed.

CBS in mid-April established a completely equipped photographic studio, under direction of Fran Byrne, former Chicago Daily News photographer, in conjunction with the WBBM-CBS news department in the Wrigley Bldg. in Chicago. In addition to his studio work, Byrne will handle CBS subject photography, special events and WBBM Mobile Air Theatre assignments.

A TOTAL of 27,020 persons visited 13 NBC studio open houses at Chicago's Merchandise Mart during March, 1940, an increase of more than 4,000 over the same month a year ago and the largest number of visitors in any single month during the past year.

OBSERVING the 300th consecutive weekly broadcast of Labor News Review, a reception and special testimonial broadcast was conducted April 27 at WJJS, Washington. Hailed as the outstanding feature of the current program, Labor News Review is conducted by Albert N. Dennis. With union officials cooperating, the special broadcast presented brief statements by Francesco Sottile, Secretary of Labor; Harry C. Butcher, CBS Washington vice-president; Lawrence E. Williams, president, Washington Board of Trade; John Locher, president, Washington Central Labor Union, and several others, with A. D. Willard Jr., WJJS manager, presiding.

KVOS, Bellingham, Wash., in mid-April inaugurated its new remote studio in Mt. Vernon, Wash., with a 90-minute salute to the city as the first step in establishing regular program service for the neighboring city, 11 miles away. The new studios, located in the President Hotel, are managed by Park Gagnon.

WITH the shift to Daylight Saving Time on April 29, five NRC Pacific Coast stations plan to make individual recordings of the two NBC serials "Guiding Light" and "The Strew," which are sponsored by Wetter & Gilmore Co. from New York between 11:30 p.m. and 12:30 a.m., to rebroadcast on the coast between 2:30 and 3:30 a.m. the programs, after April 29, reach the coast at the existing early time, interfering with the stations' regular schedule. Some stations are requiring the use of recordings for rebroadcast.

WITH the start of the baseball season on April 16, Bert Lee of WHN, New York, has resumed his nightly re-enactments of the day's major league games on his Today's Baseball program. Sponsored by Gillette Safety Razor Co., Boston, as were Lee's hockey programs, the broadcasts are heard daily, 7:15-7:30 p.m.

IN cooperation with the U. S. Coast Guard, WNEW, New York, will start a weekly show in May for small pleasure boats cruising local waters. Me to the Hook. Weather reports will be broadcast Friday nights and at intervals during the week.

FOUR staff members of WBBM, Chicago, have been recuperating recently from various ailments. Vincent Res- so, of the engineering department, is on a short convalescent leave; Dwight McPeek, of the engineering department, is undergoing mastoid operation; Robert Hanvey, of the engineering department is convalescing at home; and Sales research, breakdown; Sally Reams, of the office staff, bronchial pneumonia.

WGN, Chicago, will originate for WRBM a series of the city's well-known operetta by heard May 2, May 16 and May 29. Henry Weiler, WGN musical director, will direct music for the operetta series, which will be produced by William Bachor. The operetta, "Bittersweet" will feature Marion Claire and James McEachron.

KOAs, Denver, having installed International News and United Press telegrams and features news broadcast schedule by four periods daily. This is in addition to the twice-daily period of Denver Press.

WKY, Oklahoma City, recently carri- ed a special pickup from R. W. S., during that community's annual rattlebox battle. The program was handled by John Ward, special events chief of WKY.

WSFD-Toledo, O., in tying with the Willy's Skyroad Parade on April 17, carried a quiz program from the office of Joseph W. Fryer, president of Willy's Overland Motors. The flight bringing more than 100 buyers and dealers to the Chicago area in a fleet of automobiles was part of the largest mass flights in commercial aviation history as reported. The broadcast, carried just before a luncheon, presented interviews and lending tests and views.

WEOA-WGBF, Evansville, Ind., co- operates with the local Marylene Theatre in producing a local talking newspaper shown regularly at the theatre. The picture is shown several times, with Hugh Employees make the notes, and the commentary is then transmitted in the WEOA-WGBF studies.

WKNY, Kingston, N. Y., on April 15 formally opened its new remote studio in Poughkeepsie, and a week later inaugurated newly completed studies in Hudson, N. Y. Several remote programs from the city are added to the station's regular schedule, and it is planned to use these extensively on special events.

AMBASSADOR-BC, New York City, to carry special broadcasts, with the picture of the local "City Hall" series, with the addition of a regular sales manager, will produce special programs for the new station.
CBS Hollywood has closed its Music Box Theatre on Hollywood Blvd, for the summer and moved Luxe Radio Theatre, sponsored by loudness (LUX) to the CBS Vine St. Theatre. Metal Readers Group, opened by William Wrigley Jr., formerly from the Vine St. Theatre, has been closed off to Columbia Square.

WOWO, Fort Wayne, Ind., recently received a wire from WJLL, Battle Creek, Mich., asking help in locating a man whose daily broadcast had died. Ed Hepp, minutes after an announcement had been broadcast, on the telephone, explaining that the man was on his way home.

KINY, Juneau, Alaska, faced an absence of telephone lines. In mid-April carried a pickup from the Coliseum Theatre in Portland to Juneau by KINY’s shortwave transmitter. KBQQ, the broadcast was the first ever participated by the Juneau people, according to KINY. The station plans similar picks to Wusagga, Sitka, Shakwak and Haines.

GOLF TEAM of KMO, Tacoma, has issued a challenge to all radio teams in the Pacific Northwest for a home-and-home match. Challenge will be accepted, according to Carl Hayden, KMO manager, on a scratch basis. The KMO team is composed of Bert Dunn, Roscoe Smith and Jerry Geethan.

KQW, LaGrande, Ore., in mid-April held a public inspection of its new studios in the downtown Bldg.

WSJS, Winston-Salem, N. C., recently put into service a new Callbeck. Present equipment of the truck includes a Fairchild high-power supply units and amplifiers for remote broadcasts. A shortwave transmitter is to be added soon.

WSAZ, Huntington, W. Va., celebrated its 13th birthday in mid-April, along with the third anniversary of WXXI, Clarksburg. The station broadcast a complete salute carried on the West Virginia network.

KEVO, Missoula, Mont., is cooperation with the local Child Health Council in a campaign to raise funds to finance dental training and tooth treatments for underprivileged and handicapped Missoula County school children.

WITH the 900th broadcast of the American Legion, May 5, on the Fiars of the St. Christopher's Inn at Graymoor, Garrison, N. Y., the Legion observed their 78th birthday on the air. During the five years the program has grown from a one station affair to a seventeen station chain. Regular hookup on Sundays and weekdays transmission on 117 stations.

KBCI, Twin Falls, Idaho, has added the Ave Maria Hour originating at 6:30 p.m. each Sunday at WMCA, New York, New York; WIP, Philadelphia, and WCBM, Baltimore.

In connection with Let’s Go To School, heard weekly on WGBI, Scranton, Pa., the radio committee of the Scranton branch of the Pennsylvania State Educational Assn., has prepared a mimeographed script giving data on production and reception of the program. The program, featuring “Your children and your children’s children,” pupils in our Scranton and Dickson schools,” is transmitted in the auditoriums of the various schools regularly taking part in the series and then rebroadcast in a 6:30-10 p.m. spot on Mondays. So far during the 1939-40 fall season, more than 15,000 students have witnessed the rebroadcasting of the programs, and more than 1,200 have participated in the broadcasts, according to WGBI.

ROCKY Mountain Radio Council, Denver, to participate in educational programs carried by stations in the Rocky Mountain region, has published a list of broadcast hours and stations on which particular educational programs are broadcast. This list has been distributed to schools and the public, and is available to other organizations who have conducted a telephone survey of listening for educational features.

The Rockefeller Foundation Grants Fund to Harvard

ROCKEFELLER Foundation, in line with its interest in radio, has given Harvard $24,000 to help establish a lecturership in broadcasting. To this lecturership Harvard has appointed Charles A. Siepman, formerly of the British Broadcasting Corp. Also in the field of radio is the Foundation’s grant of $54,500 in 1937 and 1938 to the School of Public and International Affairs of Princeton for a study of the role radio plays in listeners’ lives.

In the Foundation’s “Review for 1938,” it is stated that one of the reports, shortly to be published, contrasts radio’s present service with that of the printed page. Findings indicate, the report states, that “radio seems, as yet, not to be extending the interests of those members of its audience who find more satisfaction in reading than in hearing,” and continues that “serious broadcasting will have to become imbedded in the whole plexus of social institutions before it can, to any large extent, contribute to the increase of serious responses in the American community.

The less educated rely more on radio than the more educated, who tend to rely on print, says the report. Accurate and impartial information, particularly in radio’s news service, is “of extreme social importance because of the suggestibility of the lower cultural groups, as compared to the upper.” That “suggestibility” is the subject of the recently published “Invasion from Mars,” another study by the Princeton Radio Project [BROADCASTING, March 1 and April 1].

Schools Enrolled in NAB Campaign

Pupils Submitting Essays in National Radio Festival

BEGINNING May 4, KQW, San Jose, Cal., is turning over its studio to pupils of the San Jose public schools for five consecutive Fridays. On the fifth Friday, 10,000 local students will actually participate in operating the station, with regular staff members participating only in advisory work.

The plan is coordinated with the NAB’s National Radio Festival promotion to help students gather material for their essays in the national essay contest on “The American System of Broadcasting—Why it is best for Americans.”

Maj. Edney Ride, president of WBIG, Greensboro, N. C., has announced that WBIG has made detailed plans for its “Radio Festival Week” from May 6-12. The management of the station, in conjunction with surrounding towns have issued official proclamations calling attention to the Festival. Maj. Ride and copies of the Greensboro proclamations have been mailed to 500 city school teachers in the service area by radio and mail of the local school system. In addition heads of county schools are sending letters to all teachers, inviting their classes to visit WBIG studios. Ten colleges in the area also have been invited to participate. The station is planning special programs for the week and has enlisted the cooperation of radio sponsors and dealers in the territory.

Stations Participating

A large number of stations over the country are planning to participate in the Radio Festival, according to Maj. Ride. Interviewed has been WBGH (WBIG-owned) Boston; and KVOO, Tulsa, Oklahoma; and others.

In interviews, NAB’s Dominion Director, W. Scott Stringer, of the NAB headquarters staff in Washington, who is in charge of the Festival promotion, said some of those definitely indicating that they will participate are WCHV, Charlotte, N. C.; WBZ, Boston; WBEN, Buffalo; KQW, San Jose, Cal.; and many others.

In addi-
Superpower, Logan-Walter Bill Up
(Continued from page 16)

Logan-Walter Bill would be called up on the floor of the Senate early in the March, passed overwhelmingly in the House, with a surprising 297-79 vote after a four-day debate, the bill has been one of the major New Deal stumbling blocks during the present session of Congress, and promises to become a campaign issue other accepted or rejected.

Designed to standardize the ad

ministrative procedure of some 130
Federal agencies, with few exceptions, and to provide uniform methods of appeal from regulations and administrative decisions of these agencies, the bill specifically pro-

vides for a rehearing or judicial appeal on any existing regulation issued under the act, providing it has not been in effect more than three years, and sets up a method of appealing from an administra-
tive decision affecting any personal or property right.

Although the Logan bill (S-915) early in this Congress was passed on the Senate unanimous consent calendar, Administration suppor-
ters almost immediately afterward started calling it back for re-
consideration. Since then, and fol-
lowing the death of Sen. Logan (D-Ky.) one of the sponsors of the bill in the Senate, proponents of the measure in the upper house have not actively pressed for its consideration.

Change of Attitude

The movement to revamped admin-

istrative procedure gained fresh im-

petus some months ago when Rep.
Walter (D-Pa.) emerged with a revised proposal essentially similar to that proposed by the late Sen.
Logan. The new measure gained rite-of-way in the House when the Rules Committee reported it favorably. Subsequently, and before it was actually considered in the House, it became known that Sen.
King (D-Utah), who had handled the Logan bill in the Senate since the death of its author, would move to substitute the House bill for the original Logan proposal.

The likelihood of Senate consider-
ation this session became appar-
ent shortly after the bill's enthusi-
astic approval in the House when Senators who previously had taken more or less casual interest in the legislation urged its immediate con-
sideration. Chief among these was Sen. Hatch (D-N.M.), author of the "clean politics" bill passed at the last session. The Senate recently passed a group of related sponsored amendments to the original act which since have been effectively bottled up in the House Judiciary Committee. It is believed that Hatch Bill supporters in the Senate will work on behalf of the Logan-Walter proposal there, while proponents of the other proposals in the House will exert their influence to pry loose the Hatch Act amendments.

Speak of Senate opposition to the administrative procedure bill has been and remains Sen. Minton (D-Ind.), all-the-way New Deal supporter. Mirroring the feelings of Administration opposition in general, he termed it a "make-work bill for lawyers" which would ham-
string and shackle the administra-
tive side of government. Although President Roosevelt has not re-
ferred to the Logan-Walter bill by name, he has made it known that he would oppose legislation with this effect, and it is probable he would veto the measure if it was finally passed by the Senate. In view of this, it is considered un-
likely that the bill actually will be enacted at this session, since if it were vetoed, Congress likely would adjourn before it could be taken up again to override the veto.

Meantime the legislation has drawn the legislative spotlight during much of Act. Free press generally supporting the measure, has usually taken the tack that al-
though the proposal may have flaws, it is a step in the right direc-
tion. Opponents hold that its main purpose is to wreck such pet New Deal agencies as the National La-
bor Relations Board and Securities & Exchange Commission. In neither House nor press discussions has the FCC drawn any substantial amount of individual attacks on the legislation.

Sees Many Flaws

Objections of one group of the legal fraternity were presented in a memorandum written by Louis G. Caldwell, Washington radio at-
torney, which appeared in the ap-
pendix of the Congressional Record of April 18. In putting forward his objections academically, Mr. Cald-
well explained to Broadcasting, he was speaking solely in his capacity as a lawyer and former chairman of the administrative law commit-
tee of the American Bar Assn., and not to represent the attitude of the

WAGE-HOUR CLAIM REFUTED BY MILLER

PUBLISHED comments that local radio advertisers using stations heard outside the State would be required to observe the Federal Wage & Hours Act were re-

futed April 26 by Joseph L. Miller, director of labor relations of NAB. New York Herald-Tribune April 26 in editorially attacking the Wage-Hour Act as "absurd," that is, that researching "business advertise-
tives" over a radio station heard outside its State jurisdiction it has been constrained to "in interstate commerce within the meaning of this grotesque statute."

Mr. Miller wired the newspaper suggesting a correction. He point-
ed out that last Nov. 27 Joseph Rauh, assistant general counsel of the Wage-Hour Bureau, had ruled that "the mere fact that the em-
ployer uses the facilities of radio broadcasting to make his products not ordinarily make his entire business subject to the cov-
erage of this Act."

Declaring the broadcasting industry has had its troubles under the Wages & Hours Act despite the fact that the average weekly wage of $25.00 is one of the highest in the country, he told the newspa-
per that the prospective radio ad-
viseer who are at present exempt from the Act "need not fear that advertising by air will bring those employees under the Act."

Clear Channel group or any other broadcasting group which he is identified professionally.

In his critical memorandum Mr. Caldwell contended that the legis-
lation did not accomplish the purpose for which it was designed. He observed that although it has been greatly improved over the original broad overview submitted to the ABA, "it still is full of flaws, ambiguities and even incongruities". He pointed out that the proposed legislation, ap-
plicated to be quasi-judicial and quasi-legislative powers of adminis-
terative agencies, in many cases would yield a procedure less satisf-
actory than now prevail.

One of the major arguments used by governmental opponents of the bill is tied in with the studies of administrative procedure being made by the Attorney General's Committee on Administrative Law. They contend that the findings of this special committee, which already has issued preliminary re-
ports in the form of monographs which is expected to make a final report after public hearings this summer, should be considered before such legislation is enacted (Broadcasting, Feb. 16).

Mr. Caldwell's observations have drawn considerable interest, since he was chairman of the ABA ad-
mnistrative law committee in 1933 when the study was begun which eventually evolved the present Lo-
gan-Walter bill. However, he has pointed out, his present position as a critic of the bill results not from any change of mind on his part but from the fact that the Logan-Walter bill represents a reversal of position by the association (and its special committee on adminis-
tive law) as against the position adopted at its annual meet-
ing in 1934 and 1936".

Clear Channel group or any other broadcasting group which he is identified professionally.
FM APPLICATIONS
REACH 121 TOTAL

TOTAL number of applicants for FM facilities reached 121 as of April 25, with the FCC still receiving them at the rate of two or three a day. Twenty-one have been added since publication of the supplementary list in the April 15 BROADCASTING. Another supplemental list was published last week. Among the latest applicants are stations from the following: WLNA, St. Paul; WIBF, Parkersburg, W.Va.; WIC, Chesterfield, Mo.; WDI, Bend, Ore.; WDAF, Omaha; WIV, Milwaukee; WECO, Cocoa Beach, Fla.; and WMT, Waterloo, Iowa.

WEAF's New Plant
WITH foundations completed and construction work in progress, indications are that the new WEAF transmitter building at Fort Washington L. I., will be ready to go into operation in September, according to Raymond F. Guy, NBC facilities engineer. Construction work on the transmitter started in January, 1940, following the removal of equipment from the old site at Bellmore, L. I., by Skinner, Cook & Babcock. It is being erected at an approximate cost of $300,000.

Cotton Textile Tests
COTTON TEXTILE INSTITUTE, New York on April 29 started a test campaign to sell Blue Denim, using part live and part transcribed programs. The campaign is timed to coincide with the peak buying season. Programs and commercials are broadcast with frequency to stressed areas in New York City.

ASCAP Under Scrutiny
WHETHER the Government will revive its anti-trust suit against ASCAP may be determined soon at the Department of Justice, it was indicated April 26. Victor Waters, special assistant to the Attorney General, who was assigned full time to study of the case several months ago, is in the field making an independent check, and was in New York during the April 22 week.

The suit against ASCAP, naming some 130 defendants, was instituted in 1935 and is still pending before the Federal District Court for the Southern District of New York. It seeks dissolution of ASCAP as a monopoly in restraint of trade. The case has been on the deferred calendar for the last several years, when the parties failed to agree on a stipulation of facts.

New WSLB on the Air
THE NEW WSLB, Ogdenburg, N. Y., 250 watts on 1370 kc., went on the air in full operation for the first time under the direction of Joseph R. Brandi Jr., sometime Notre Dame football star who is president and co-equal stockholder with Harold Bailey. Mr. Brandi is also president of the Ogdenburg Advance-New.

Philco to Sell Stock
PHILCO Corp. at a special meeting in Philadelphia April 26, voted to change from a privately-held to a public corporation with common stock to be placed on the New York Stock Exchange at $3 apiece. Present par of common stock is $100 but this would be exchanged 3621/2 for 1, with present stockholders disposing of a portion of their holdings. Additional stock would be sold to retile all outstanding preference stock. Corporate management would remain the same.

MODERN INDUSTRIAL BANK, New York, on April 26 started weekly financial and consumer services (WFCO). Mr. Brandi, New York, as director of Gabriel Hutter's 9 p.m. program on WOR, New-

International News Service
Gives Credit to WPEN
As the First Station in the Country to Broadcast the World-Shaking News of Germany's Invasion of Denmark.

WPEN
Carried the News 39 Seconds After It Was Flashed by BBC, which had a Clean Beat of More than an Hour over Every Major News Service.

WPEN
Is always on the Job. Always Doing a Good Job of Bringing News to its Loyal and Always News-Hungry Audience.

WPEN
Has News Periods Available for Sponsorship
WPEN 1000 Watts Phila.

FM Applications Reach 121 Total

TOTAL number of applicants for FM facilities reached 121 as of April 25, with the FCC still receiving them at the rate of two or three a day. Twenty-one have been added since publication of the supplementary list in the April 15 BROADCASTING. Another supplemental list was published last week. Among the latest applicants are stations from the following: WLNA, St. Paul; WIBF, Parkersburg, W.Va.; WIC, Chesterfield, Mo.; WDAF, Omaha; WIV, Milwaukee; WECO, Cocoa Beach, Fla.; and WMT, Waterloo, Iowa.

WEAF's New Plant
WITH foundations completed and construction work in progress, indications are that the new WEAF transmitter building at Fort Washington L. I., will be ready to go into operation in September, according to Raymond F. Guy, NBC facilities engineer. Construction work on the transmitter started in January, 1940, following the removal of equipment from the old site at Bellmore, L. I., by Skinner, Cook & Babcock. It is being erected at an approximate cost of $300,000.

Cotton Textile Tests
COTTON TEXTILE INSTITUTE, New York on April 29 started a test campaign to sell Blue Denim, using part live and part transcribed programs. The campaign is timed to coincide with the peak buying season. Programs and commercials are broadcast with frequency to stressed areas in New York City.

ASCAP Under Scrutiny
WHETHER the Government will revive its anti-trust suit against ASCAP may be determined soon at the Department of Justice, it was indicated April 26. Victor Waters, special assistant to the Attorney General, who was assigned full time to study of the case several months ago, is in the field making an independent check, and was in New York during the April 22 week.

The suit against ASCAP, naming some 130 defendants, was instituted in 1935 and is still pending before the Federal District Court for the Southern District of New York. It seeks dissolution of ASCAP as a monopoly in restraint of trade. The case has been on the deferred calendar for the last several years, when the parties failed to agree on a stipulation of facts.

New WSLB on the Air
THE NEW WSLB, Ogdenburg, N. Y., 250 watts on 1370 kc., went on the air in full operation for the first time under the direction of Joseph R. Brandi Jr., sometime Notre Dame football star who is president and co-equal stockholder with Harold Bailey. Mr. Brandi is also president of the Ogdenburg Advance-New.

Philco to Sell Stock
PHILCO Corp. at a special meeting in Philadelphia April 26, voted to change from a privately-held to a public corporation with common stock to be placed on the New York Stock Exchange at $3 apiece. Present par of common stock is $100 but this would be exchanged (3621/2 for 1, with present stockholders disposing of a portion of their holdings. Additional stock would be sold to retile all outstanding preference stock. Corporate management would remain the same.

MODERN INDUSTRIAL BANK, New York, on April 26 started weekly financial and consumer services (WFCO). Mr. Brandi, New York, as director of Gabriel Hutter's 9 p.m. program on WOR, New-

People are BUYING in Canada's Golden West

A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat crop on a firm and rising market, together with tremendous war orders, is putting millions of dollars of new money into the circulation among Canadian farmers, cattlemen, fruit ranchers, miners and oilmen.

This means greater potential sales for your product in Western Canada. Make these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)
First in Listener Preference
Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

U.S.A. - WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

KFRU
•
COLUMBIA, MISSOURI
A kilowatt of power on 650 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

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Actual Radio Experience Included in New York U Summer Workshop Plan

PLANS for New York U's seventh annual summer radio workshop have been announced by Douglas Coitner, director, who stated that students would be given regularly scheduled opportunities to produce programs and to become familiar with the practical aspects of radio production during the six week period starting July 1.

A. Murray Dryer, script writer for the CBS American School of the Air, and Roberta Smith, script writer and commentator for the CBS program This Living World, have been invited as instructors in script writing. Radio production will be taught by Earl Metzler, director, and the studio production groups will be directed by Philip Cohen, production director of the radio division of the U. S. Office of Education, who also will conduct a seminar on the educational aspects of radio.

Speakers in the series of special lectures on various aspects of broadcasting include: George O. Mine, NBC engineering division; Nila Mack, CBS producer of children's programs; Edward Lasker, vice-president of Lord & Thomas, New York; Lyman Bryson, chairman of the CBS Adult Education Board; Morris Novik, manager of WABC, New York City; and the domestic stations; Bernard Herrmann, CBS staff conductor.

Florida ASCAP Briefs

FOLLOWING the hearing April 16 before the United States District Court in Gainesville, Fla., to test the constitutionality of the Florida anti-ASCAP law both ASCAP and the state are preparing briefs supporting their contentions to be submitted by May 18, according to Harry E. Shulman, ASCAP counsel. No further action was reported in New York when the New York State Supreme Court, after a three-judge hearing, found the Florida anti-ASCAP law to be unconstitutional.

"Heltzappin' on WABC

SELECT THEATRES Corp., New York, has launched a marketing program of Old-Fashioned Favorites on WABC for "Heltzappin'." Brand show agency is In Blaine Thompson Co., New York.

1000 STREAMLINED—Watts

"In the Heart of the Motor Industry" PONTIAC MICHIGAN

All Richardson Radio Interests Sold to New Trans-Canada Communications

By JAMES MONTAGNES

AFTER 16 years of broadcasting activities, the radio division of James Richardson & Son, Winnipeg, has sold its stations and all radio interests to a newly formed Trans-Canada Constrictions Ltd., Winnipeg, subsidiary of the holding company Armadale Canada Co., Winnipeg, and Toronto, of which Victor Sifton, Western Canada newspaper publisher, is president. Stations changing ownership in the agreement were CGB, Winnipeg, and CJRM, Regina. Included also were shortwave stations CJX and CJGV, Winnipeg, and portable VD2R of Winnipeg.

Neither Clifford Sifton, officer of Armadale Corp., at Toronto, and Charles Campbell, secretary-treasurer of James Richardson & Son, in Toronto, would disclose the amount paid for the stations. Unofficial estimates in the radio industry lead to a figure between $100,000 and $150,000.

Same Management

According to Clifford Sifton, no changes are to be made in the management of the station. Vic Neilsen, formerly of CPFC, remanagement of the newly-formed Trans-Canada Communications, succeeded Sifton, Winnipeg, as president. The new owners have no plans at present for station expansion, but it is understood they will operate the stations until they can sell them.

The Sifton interests own CKCK, Regina, Sage Foundation, New Press, Regina Leader-Post and Saskatoon Star-Phoenix.

FCC Team Resigns

(Continued from page 10)

graduate of Harvard in 1933, and studied law at the famous Felix Frankfurter, now an associate justice of the United States Supreme Court. He was graduated from Washington U., St. Louis, having a four-year scholarship from his high school as the highest ranking student. He also obtained a scholastic fellowship at Harvard.

Social Research

At Washington U. Mr. Koplovitz majored in applied sociology, receiving his A.B. degree in 1929 and his M.S. in 1930. While engaged in a research study for the Social Research Foundation in New York in 1932, he co-authored a book titled "Emergency Work Relief"—the first study of its kind, which eventually was used as a foundation for New York relief work. The thesis of this study was to pay wages to unemployed instead of instituting the WPA.

Mr. Koplovitz joined PWA in 1933 where he first met Mr. Dempsey. That started the Federal association that ran for six years with a lapse of only the few weeks when "Big Bill" was Mr. McNinch's legal assistant and "Little Bill" held forth at the Power Commission. Mr. Koplovitz was born in St. Louis May 30, 1909. Single, he resides in Washington with a sister and a nephew.

Impact of Media Subject of Study

Missouri School Seeks Data

On Readability, Listening

RADIO listening habits, along with newspaper and magazine reading habits of the radio listening audience were surveyed by a "three-dimensional study of primary advertising media" started early in April by the Missouri University Research Institute in Columbia, Mo.

The "product improvement" study, covering the three media simultaneously, for six consecutive five days, is expected to produce revealing data on effective coverage, measured by degree of readership and listening.

The radio phase of the survey employed both the "aided" and "unaided" recall methods in a Gallup-type study. With about 200 journalists working as interviewers, the program included self-interviewing in the Gallup-type interviews, the study covered local listing (at least one) KFPL, KMBC, KXNO, KSD, WDFN, WGN, WHO, WIL, WQAI and WTNM. One hundred interviews are to be made each day in the radio survey.

Economic Divisions

For purposes of the three-way study, Missouri, with a population of 20,200,000, was divided into four economic income levels. In dividing the state market into four sections, a correct sample of the total market was obtained on each of the economic levels. Accurate data on the economic distributions of economic districts were checked against the 1940 R. L. Polk & Co. city directory for thoroughness.

"Unaided" recall questions included: "Was your radio tuned on when you first got up this morning? If so, what station?" 

"Aided" recall data included listings of the last 3 stations at 11 stations at 11-minute intervals for each day. Interviewing was di-

 FOX FEATURE Syndicate, New York, reports that 30 stations have signed for the "Big Bill" Beetle, twice weekly adventure comic strip, being produced for radio by Dean V. Grumbach.

BROADCASTING • Broadcast Advertising
BROADCASTING

USING this collection of equipment to illustrate its points, Henry Grossman (left), chief engineer of WABC, CBS New York key station, early in April, disclosed Special Event Pickup Facilities with CBS employes. Chatting with him is R. G. Thompson, WABC supervisor of field engineering. The lecture, held at CBS headquarters, was the sixth of a series of engineering and general radio lectures which began Feb. 5 and held every Monday for CBS employes wishing to attend.

BMI Acquires Cole Catalog

(Continued from page 14)

article writing and publicity. A graduate of Princeton and Columbia Law School, he has been a lawyer, teacher and writer. He practices law in New York and his writings, published under the name Nickson Skinnep, include fiction and magazine articles. Most of his article work has been in the musical field.

Actively promoting the aims and purposes of BMI to the public, the back page of all BMI sheet music carries the story of this new publishing company, through which "broadcasters are working to assure equal opportunity and fair compensation to all composers." "BMI," the message concludes, "gives to American music a freedom for creative progress that it has never had before. BMI for the first time gives to you who listen and you who sing and play the opportunity to take full part in that progress and to guide it in accordance with your own desires."

Round the Cage

Promoting BMI also to the broadcasting industry, the company has prepared a leaflet pointing to BMI as the broadcasting's means of escape from the squirrel cage ASCAP has had him in. "You paid for an ASCAP license because ASCAP controlled the music that was popular... As music was added to the ASCAP catalog that music became popular because you were broadcasting it... Round and round you raced in your cage. Because you played the music it became popular and because you had made it popular you needed the license to play it."

"Nowhere else in the record of modern business is there a case in which a monopoly has been as successful in making its victims themselves operate the mechanism that held them prisoners."

Going after other users of music than the broadcasters, BMI has written a letter to the operators of coin-operated phonographs which is being distributed by a number of contractors' associations, urging them to cooperate with the broadcasters in their own self-interest. Pointing out that ASCAP has long attempted to tax coin-operated machines, the letter quotes an ASCAP statement supporting a law now pending in Congress that the minimum amount ASCAP would expect to collect would be $60 a year a machine, a minimum total of $12,000,000 a year from this source.

Supporting BMI in its campaign against the ASCAP music monopoly, the National Council of State Liquor Dealers Associations, representing more than 150,000 retail liquor establishments, passed a resolution at its annual convention to the effect that ASCAP is "levying a charge and imposing fees from users of copyrighted music." Urging Council members to give full support to BMI, John Fetterman, legal advisor to the Buckeye Liquor Dealers Assn. of Ohio, stated: "Our field of activity has suffered great hardships because of ASCAP. Under the strong leadership of BMI we have affiliated interests on our side who will help us battle this unfair monopoly."

Song Writers Views

Charging BMI officials with being "willing to sacrifice the interests of the songwriter to benefit their backers, the chain broadcasters and some of their affiliates and independents," the Songwriters Protective Assn. has issued a statement protesting BMI's aroused policy of making its music available for transcription at the statutory rate of 2c per composition per record in place of the customary 25c charge. Seven BMI members are currently participating in the statutory rate. [Broadcasting, April 15].

The songwriters, who divide these mechanical rights fees evenly with the music publishers, dispute the statement of Mr. Tompkins that "the maximum fee which can be charged for the right to mechanically reproduce the work is 2c per composition for each record manufactured, regardless of the form or purpose of the record," and contend this is not only a "test or construction of these compulsory license provisions".

BROADCASTING • Broadcast Advertising

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Observe 'CKAC Week'
CKAC, Montreal, celebrating the inauguration of its new modern studios and a new RCA transmitter, was the subject of a proclamation by the Mayor of Montreal who set aside April 20-27 as "CKAC Week." Besides an inaugural program in which 60 radio personalities participated, CKAC started several new French-language programs in which is specialized. The French daily La Presse, with which the station is affiliated, devoted several pages of its April 20 edition to promote the station's new facilities.

WIBG, Glennville, Pa., on May 12 will sponsor a Mother's Day trip to Washington and Arlington Cemetery by Zella Drake Harper, station's woman commentator and co-ordinator of its Women's Radio Club.

Buy Participations
LAMONT, CORLISS & Co., New York, during the week of April 22 started three weekly spots on participation programs on WJR, Detroit; WBG, Minneapolis, and WKC, Washington, to promote Semi-Sweet Chocolate. The company already sponsoring two to three participations weekly on the Maryrose Mills and Imogene Woolcott programs on the Yankee Network, is the agency.


Farnsworth to Produce
PRODUCTION of television receivers will be begun this September by Farnsworth Television & Radio Corp., Fort Wayne, according to an announcement by W. E. Nicholas, president. Until then Farnsworth will round out its commercial equipment and transmitting equipment. New items to be manufactured by Farnsworth include television studio consoles, studio rack equipment, transmitters of 1,000 watts rating and single sideband filter, in addi-

Help Wanted
Sports Announcer—and special events man who can handle multi-channel mid-day station on major network affiliate. Send age, salary required, experience, education, photo. Box A795, Broadcasting.

Competent engineer-operator who can maintain 100-watt station. Good opening for reliable, sober, experienced man. Send references. Box A795, Broadcasting.

Local time salesman for NBC Red Station in important Western city. Good opportunity for a producer with a clean rec-

Chief Engineer—May I have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to invest in Box A802, Broadcasting.


Pop Brownlee's tunes (musical entertainment) powerful sales stimulant; creates goodwill, ups P. S. Edwards, 1664, Broadway, New York.

Experienced Combination Man—Announcer, Originator, Sales, Commercials, and hard worker. References. Box A793, Broadcasting.

Announcer—Accomplished—Young man desires opportunities in station. Capable as musical director-announcer-accom-

Manager—Young with outstanding back-

BROADCASTING • Broadcast Advertising
Kaltenborn Shifts Plans, Sails for Europe May 4

H. V. KALTENBORN, NBC news analyst, who originally had planned to sail for Europe April 27 [Broadcasting, April 11], will leave instead on the Washington May 4, accompanied by his wife, Baroness Olga von Nordenpelt. Although his plans are subject to change, Kaltenborn expects to spend four weeks abroad, returning to New York June 4 on the Pan American Clipper.

Until May 26, Kaltenborn will broadcast on NBC-Red on Saturdays at 7:45 p.m. and Sundays at 3:45 p.m. from the Washington at sea and from Rome, Paris, London and Lisbon. Pure Oil Co., beginning May 26, will sponsor Kaltenborn's talks on NBC-Red, Tuesdays, Thursdays and Saturdays at 7:45 p.m., the first three broadcasts to be heard from London, Paris and Lisbon.

Colonial Dames Shift

COLONILAL DAMES Inc., Hollywood (costumes), sponsoring Return to Romance on 9 CBS Pacific Coast stations, Sunday, 7:45-8:30 p.m. on April 19 switched for 13 weeks, to a weekly five-minute quiz show, The Beauty Explorer, with Howard McNear as commentator, on 10 CBS West Coast stations (KNX KARM KROY KSFQ KOGI XEN KFQY KMLC) Friday, 9:30-10 p.m. (PST), using a transcribed version on KOA, Denver. It is expected other stations will be used via transcriptions. As a contest angle, to merchandise the series, the sponsor is announcing products to listeners who write in questions used during the broadcast. Glasser Adv. Agency, Los Angeles, has the account.

NBC Symphony to Tour

ARTURO TOSCANINI and the 100-piece NBC Symphony Orchestra will leave May 31 on an extended tour of South America, according to an announcement by Lenox R. Lofh, NBC president. Sailing from New York aboard the Brazil and arriving in Rio de Janeiro on May 12, the orchestra will make 16 appearances in Brazil, Argentina and Uruguay during the tour. The itinerary provides four concerts in Rio, two in Sao Paulo, eight in Buenos Aires, and two in Montevideo. The tour will sail for North America following the final concert in Rio July 11, and is scheduled to reach New York July 22.

Westinghouse Resumes Management

NBC and Westinghouse. Existing contracts with Red network affiliates in the cities in which the Westinghouse stations would have to be taken into account, and it is understood these run from one to four years. Publications of such reports sent managers of Red stations which might be affected securing to New York.

It was learned that CBS President William S. Paley had conferred several times with A. W. Robertson, chairman of the board of Westinghouse, regarding the affiliation of KDKA and perhaps certain other Westinghouse stations with his network. These conversations, however, were described as simply of an explanatory nature and concluded with the determination by Westinghouse to remain affiliated with NBC.

It was learned that Frank Logue, Westinghouse auditor, would be detailed exclusively to operations of the six stations, George Harder, veteran public relations man of WBZ-WBZA, has been assigned as publicity director of KDKA and perhaps certain other Westinghouse stations with his network. It is expected both men will be stationed at the new general headquarters to be set up in the East. Other assignments will be made gradually.

Renewal Citations

Westinghouse and NBC jointly announced April 24 the July 1 termination of the contracts following the negotiation of KDCA and perhaps certain other Westinghouse stations (Broadcasting, April 15). These conversations were begun long before the FCC last Jan. 30, and it is in management contracts to determine whether broadcast licensees are themselves discharging their duties as licensees or have turned over to "outside companies" actual discretionary power.

The four Westinghouse stations, among others, were cited for hearing or license renewals, but the issues to be met at the hearings and the dates have not yet been set. It is presumed that the question of renewal of the NBC-Westinghouse programming contracts will result in rescheduling of personnel hearing notice insofar as those stations are concerned.

In the joint announcement it was stated that hereafter the Westinghouse stations will take service from NBC "under the standard form of affiliated agreement.

Westinghouse, it was said, will itself handle all functions incident to the operation and programming of the stations, including commercial activities and local programming.

"Westinghouse was a pioneer," said the statement, "and has always been a leader in the development of radio broadcasting and the present step is in conformity with the desire and intention of Westinghouse to remain identified with the broadcasting industry. The new arrangement will leave in the hands of Westinghouse, as herebefore, all matters connected with the operation of the station and, in addition, Westinghouse will conduct all programming and commercial activities."

The original contracts of Westinghouse with NBC, providing for program and sales management, with Westinghouse retaining full supervision and control, were entered in the fall of 1931, for a ten-year period. Subsequently, however, in order to start the expirations so they would not fall on the same date, the contracts were revised for the four stations.

"The July 1 date," the statement pointed out, "will give Westinghouse a two-month period in which to set up its new organization with a minimum of disturbance to operations," Mr. Evans explained.

All employees of the four stations will shift to the Westinghouse payroll at present salaries. Westinghouse employees will function under an "adjusted compensation plan" whereby additional compensation is paid based on profit. It is presumed this formula will carry over to NBC employees who go on the Westinghouse payroll.

Mr. Evans, who has been with Westinghouse since 1921, joining it as a technician at KYW, then in Chicago, has headed its radio operations since 1929. In 1927 he was appointed manager of KYW, after having served as its chief engineer. In 1930 he was appointed superintendent of radio operations at Westinghouse, in charge of KDKA, KYW, WBZ and WBZA.

Under the new operating structure, Mr. Evans will divide his time between his headquarters in Baltimore, where he heads the big Westinghouse manufacturing plant, and the new broadcasting headquarters.

A ROSTER SURVEY will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.
Paramount-Dumont Financing
(Continued from page 82)

Pal for Breakfast
GOLDEN thought for the day is ascribed to "a 50,000-watt network affiliate", presumably somewhere on the Pacific Coast, by Albert Amundsen, copy chief of KJU, Walla Walla, Wash. According to Mr. Amundsen, some hearty announcements ought forth any unusual tribute to Wheaties, General Mills famed breakfast food: "Wheaties are getting better every day. Try a bowl for breakfast tomorrow. It will be just like eating an old friend!"

of Hemphill, Noyes & Co., is Mr. Griffith, chairman of the Paramount executive committee. The Lehman Bros. firm was said to have as subordinate underwriters in the DuMont note transaction such companies as Pioneer Pictures and The Cary Corp.

Another choice added to the television hubbub was that of Franklin Walton, publicity director of the Republican National Committee, who, in his column, "Looking Forward," attacked the FCC action in reopening the television hearings as illustrating the "real purposes of the New Deal better than any 10,000 words." He said the Commission not only completely reversed itself in less than a month, but that it "undertakes to suppress—or at least hold back—a new industry which some day will supply employment for many thousand persons."

Mr. Kendrick owns 52% of the stock of the licensee corporation; Arthur C. Van Winkle, Louisville attorney, 24%; Oldham Clarke, Louisville attorney, 14%; Miss McCarten, 16%.

Union Oil's Changes
UNION OIL Co., Los Angeles, on April 29 shifted its weekly half-hour symphonic programs from 12 CBS West Coast stations, Thursday, 9:30-10 p.m., to 13 NBC Pacific Coast stations, Sunday, 7:30-8 p.m. (PST), with Bill Lawrence taking over production on a freelance arrangement with Lord & Thomas, agency servicing the account. He is also producer-announcer of the cooperative NBC program, "Want a Divorce." Lawrence succeeds Dave Taylor who resigned as Hollywood agency producer to join Union but remained executive and editor of the firm's house organ, "Podium." Charles Bono is narrator; James Newell, baritone, and Emily Hardy, soprano, head the cast of the weekly program. Truman Bradby continues as narrator. Thomas Peluso has the orchestra, with Mahlon Merrick as chorus master. Modernized operas are adapted for radio by Jon Slot.

Half-hour transcriptions, recorded by RCA-Victor, of Arch Oboler's recent NBC broadcast of "Johnny Got a Gun" will be heard on 72 stations throughout the country. Home reception of the program, which feature James Cagney, are available to the public through Victor dealers.
REVIVAL of the NAB “business index” to provide a yardstick to determine radio advertising activity and trends, particularly in national spot and local phases, was discussed at a meeting April 15 of the Steering Committee of the NAB Sales Managers Division in Chicago.

Discarded several years ago because of complaints against thundering headlines indicating spectacular advances by radio, the proposed new index, devised in tentative form by NAB Research Director Paul F. Peter, is to be placed on the agenda of the NAB Convention in San Francisco Aug. 4-7.

The Steering Committee, of which William R. Cline, sales manager of WLS, Chicago, is chairman, also devised preliminary plans for radio participation in the forthcoming convention of the Advertising Federation of America in Chicago June 23-27. Early from AFA general manager, discussed plans for “broadcasters’ night” at the convention on June 25. Chicago stations and networks will form Program Committee under Mr. Cline to line up necessary talent and work out details of the evening’s entertainment. The division also is planning a panel discussion of industry sales and advertising problems in conjunction with the AFA session.

In addition to Messrs. Cline and Pearson, those at the Chicago session included Ellis Atterberry, ECKN, Kansas City; Kan.; Craig Lawrence, the Courant, Moline; Charles Cayley, WMBD, Peoria; Barney Lavin, WDAY, Fargo; Samuel J. Henry Jr., of the NAB staff, and C. E. Arney Jr., recently appointed assistant to the president of NAB.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost saving be to your advantage.

For information about free telegraph cost analysis — wire collect: H. A. Davis, Postal Telegraph, 223 Broadway, N. Y. C. No obligation!
Decisions . . .

APRIL 13

WFRF, Ponce, P. R.—Granted extended, 1,460 to 1,480 kw; S-1, 500 kw.

WPPT, Fort Lauderdale, Fla.—Granted extended, 150 to 1,000 kw, but not to exceed 500 kw at 100 kw steps; new antenna, change location.

NEW, Peninsular Bsc, Co., Salisbury, Mass.—Granted CP 120 kw to 250 kw, new station; new antenna, change location.

NEW, Delmarv Bsc, Co., Salisbury, Mass.—Granted CP 120 kw 250 kw in un.

NEW, Atlantic Bsc, Co., Salisbury, Md.—Granted CP 500 kw to 250 kw.

WNYC, New York—Granted CP television 80 kw to 600 kw.

WINE, Asheville, N. C.—Granted consent, minority.

WURL, Woodside, Long Island—Granted CP, license to N to 210 kw.

SFT FOR HEARING—WAGA, Atlanta, consent voluntarily transferred to—control of James M. Cox Jr. Co.

MISCELLANEOUS—NEW, Truck Bsc, Co., Brown City, Mich., granted new license.

NCE, Harkness Bsc, Co., Great Falls, Mont.—Granted CP new station to 10 kw w. 120 kw.

WASHINGTON, D. C.—Closed captioning.

APRIL 14

NEW, Public Service Theatres, Ashtabula, N. Y.—Granted CP 140 kw 1,000 kw.

WLFK, Lexington, Ky.—Denied exp. auth, retransmission to WTVF facsimile program.

NEW, Martinsville Bsc, Co. and Patri- cia B. Martin—Granted CP 1420 kw.

NEW, Martinsville Bsc, Co. and CP.—Granted CP 500 kw.

KPHF, Pueblo, Colo.—Granted license new antenna, move trans.

KGBH, Portland, Oreg.—Granted license change trans., increased to 250 kw.

APRIL 15

WPRO, Providence—Granted modified CP direction antenna, interior new equipment.

WOR, Newark— Granted CP direction antenna.

KISQ, Seattle—Granted CP move trans., increased to 30 kw.

WMRE, Beverly Hills, Calif.—Granted CP increase to 1,100 kw w. 100 kw at 100 kw step, for use as Class II station.

KVOE, Council Bluffs, lowa.—Granted CP increase to 500 kw 1 kw.5 trans., new antenna.

WEXN, New York—Granted CP direction antenna.

SET FOR HEARING—WTCN, Minneapolis—Change to 716 kw 10 kw, new trans., directional N.

WGBR, Minneapolis—Grant license to 50 kw.

WIDL, New York—Granted license 1.5 kw, move trans.

APRIL 16


WPFF, Grand Rapids, Mich., denied petition intervenor—WJHL call.

WJHL, Scranton, denied intervention etc. re WJHL application.

WJHL, REAL, license.

KFWF, Fort Smith, Ark., Granted CP.

NEW, Central Bsc, Co., Savannah, Ga.—Grant license.

NEW, Atlantic Bsc, Co., Miami—Grant license.

NEW, Pan-American Bsc, System, Holland, N. Y.—Grant license.

NEW, Fort Stockton, Ark.—Grant license.

WJML, Lansing, Mich.—Grant license.

WEXV, Columbus—Grant license.

NEW, Atlantic Bsc, Co., W Palm Beach—Grant license.

NEW, Board Bsc, Co., Toms River—Grant license.

NEW, Black River Valley Bscs., Water- town, N. Y.—Grant license.

NEW, Telecommunications Institute, Troy, N. Y.—Grant license.

WJML, Lafayette, Ind.—Grant license.

NEW, Atlantic Bsc, Co., Los Angeles—Grant license.

NEW, Kansas City Star Co., Kansas City—Grant license.

APRIL 17

WEXN, New York—Granted license 1.5 kw, move trans.

KGBH, San Francisco—Granted license new antenna, move trans.

WEXN, New York—Granted license 1.5 kw, move trans.
Network Accounts
All time EST unless otherwise indicated.

New Business

PROCTER & GAMBLE Co., Cincinnati (Chipsco), on April 29 started Painted Dreams on 6 stations, Mon. thru Fri., 10-10:15 a.m. Agency: Pedlar & Ryan, N. Y.

LANCE PACKING Co., Charlotte, N. C. (peanut products and confec-

WESTERN CANADA Flour Mills Co., Toronto (Purity Flour), on April 20 and 27 started Know Your Mariners quiz with $120 in prizes every week, on 8 Canadian Broadcasting Corp. stations in Maritime region plus CHCN, New Carlisle, Que.; Fri., 7:15-7:30 p.m. in New Brunswick and CHNC; Sat., 6:45-7 p.m. in Nova Scotia. Agency: A. McKim & Co., Toronto.

DR. R. L. WATKINS Co., New York (Dr. Lyons toothpowder) on April 22 started America Looks Ahead on 13 Texas State Network stations, Mon., Wed., Fri., 7-7:40 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto (lIvy Soap), on April 8 started Agene On the Stores on 26 Canadian Broadcasting Corp. stations in Maritime, Ontario and Prairie regions Mon. thru Fri., 8:15-8:30 p.m. Agency: Compton Adv. N. Y.


Renewal Accounts

Network Changes
CAMPBELL SOUP Co., Camden, N. J. (Framed American paintings), on April 30 shifted Danny Ross on 59 CBS stations from a four day schedule to Mon. thru Fri., 7:15-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Daylight Time List
A LIST of cities and communities observing daylight saving time, effective April 28 and lasting until Sept. 29, has been compiled by the 18 Merchants' Assn. of New York from questionnaires sent to municipal officials and commercial groups. The list may be obtained by writing to the association, which has offices at 233 Broadway, New York City.

THE entire organization of Willys-Overland Motors, Toledo, will participate in a telephone business conference to be held May 3. Mexican and Canadian radio will be included. Radio program technique will be used, with Graham McNamee as m.c.

A TECHNICAL and legal advisory department to advise advertisers about Federal regulations affecting advertising has been organized by Frankel Rose Co., Chicago agency. Experts re-
view publication copy, literature, labels and radio continuity.

PROCTER & GAMBLE Co., Cincinnati (Gamble), on April 29 added the 18 CBS stations to Right to Happiness on 54 CBS stations, Mon. thru Fri., 10-10:15 p.m. Agency: Compton Adv. N. Y.

CARNATION Co., Milwaukee, on April 29 shifted Arthur Godfrey on 9 stations, Mon. thru Fri., 7:15-7:30 p.m. on WOR, WAB, WKRC, CKLW; continues 9:30-9:45 on WSGE and 9:30-9:45 on WOR, WSB, WSTR, WAAB.


PROCTER & GAMBLE Co., Cincinnati (Teled), on April 29 shifted Mid-stream on 45 NBC-Red stations, Mon. thru Fri., from 5:15-5:30 p.m. to 6-6:15 p.m. Agency: STANBACK Co., Salisbury, N. C. (proprietary) has placed spot an-
nouncements on WSM, WPRO, WKBH, WAVE and WBB, supplementing the present list. News pro-
muscripts, records on WCPD and announcements on WBT have been renewed. Agency is J. Carson Brantley Adv. Agency, Salisbury.

ANNUAL Headache Week was observed as usual by radio station traffic managers throughout the country as Daylight Saving Time started April 28 and wrought havoc with program schedules. Here is Albert Shambarger, commercial traffic manager of WHK-WCLE, Cleveland, making ready for the wholesale time changes that went into effect on that date. It was his job to see that some 1,400 programs and announcements broadcast weekly by the two stations underwent time changes without a slipup.

STANBACK Co., Salisbury, N. C. (proprietary) has placed spot an-
nouncements on WSM, WPRO, WKBH, WAVE and WBB, supplementing the present list. News pro-
muscripts, records on WCPD and announcements on WBT have been renewed. Agency is J. Carson Brantley Adv. Agency, Salisbury.

CHECK YOUR ANTENNA COSTS and SEE WHY...

When you install a Lingo Vertical Tubular Steel Radiator, you expect — and get — better coverage and plus performance. This fact plus the proven stability and low main-
tenance costs more than justifies the expenditure.

Yet above and beyond these advan-
tages is the fact that Lingo Radiators offer substantial savings due to the fact that we construct and erect our own parts.

Such savings cannot be ignored. We will gladly make a free survey and give you the facts as they apply to your own case . . . then with the figures before you decide if you can afford to overlook what other aggressive stations are enjoying.

· Please send for details and give location, power and frequency of station.

JOHN E. LINGO & SON, INC. Dept. B-5 CAMDEN, N. J.

Lingo vertical Tubular Steel Radiators

in Broadcasting can be achieved only through long experience in the design and building of Trans-
mitters. We have built Transmitters for Broadcast and the Government services in frequencies from 200 Kc. to 1500 Mc.

We welcome your inquiries.

RADIO RECEPTOR CO., INC.
251 West 18th Street, New York City

BROADCASTING • Broadcast Advertising

Lingo Vertical Tubular Steel Radiators

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ADAM HAT STORES, New York, on April 24 sent to 100 dealers for local placement a series of transcription announcements recorded by Bob Byron of WIF, New York, and transcribed by the WIF Transmission Service. On May 28 Adam Hat renews for 52 weeks the Hour of Champions program, with Sam Taub, heard Sundays, 1-1:30 p.m. The Adam Hat agency is Glickman Adv., New York.

WSUI, Iowa U station in Iowa City, pre-

sent ed a radio adaptation of "Whithering Heights," broadc asted by students of radio speech, at the opening of new KVFD stu-
dio in Fort Dodge. 

Crystal Specialists, Since 1925
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION
We are at your service to —
1. REGRIND your present crystal to higher new frequency . . . $17.50
2. NEW CRYSTAL (less $17.50) . . . $22.50
3. NEW CRYSTAL fully mounted . . . $30.00
LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE
124 Jackson Ave. University Park, Md.
Nets Making Elaborate Plans To Cover Political Conventions

Leading Commentators Are Assigned to Sessions; World and National News Sets Are Arranged

PLANS to bring the American audience every important and interesting aspect of the two national political conventions, it was announced concurrently April 23 by CBS, MBS and NBC, following conferences of network special feature executives with the Republican and Democratic parties in Philadelphia and Chicago.

With microphones not only in the broadcasting booths overlooking the speakers’ platforms and the floors of the convention halls, but also at the elbow of the chairman of each State’s delegation, radio listeners will be able to hear each vote cast as if they were present in the halls themselves.

Special Features

Other microphones in committee rooms, state headquarters and special studios will permit interviews with political leaders. Police presence and subdued noises and others will be placed for band music. MBS announces that its newscasters will use portable ultra-light microphones weighing only about four pounds for the combined microphones, battery power supplies and antennas, which will carry about the halls without hindrance from cables or wires.

Each network will cover the sessions, expected to last five to seven days each, from the starting dates of June 24 in Philadelphia for the Republicans and July 15 in Chicago for the Democrats, with a large staff of news announcers and commentators. According to plans announced by A. A. Schechter, NBC director of news and special events, H. V. Kaltenborn and Earl Godwin will follow and interpret the proceedings into NBC-Red, while Bauchake, Raymond Clapper and Lowell Thomas will furnish the commentaries for listeners in NBC-Blue.

John Charles Daly, Edwin C. Hill and Paul Sullivan may also take part in the NBC coverage direct from the scenes. Hearst-Associated, Grossman, CBS Eastern division engineer, will handle the technical plans with the assistance of Frank Paklo, CBS central division engi neer, and J. Leitisch, technical supervisor of WCAU, Philadelphia.

The MBS lineup will comprise Gabriel Hare, bookkeeper, commentator; Arthur Sears Henning, chief of the Chicago Tribune Washington bureau; Fulton Lewis jr., MBS Washington newscaster; Quin Ryan, manager of WGN, Chicago, and a veteran of convention broadcasting since crystal-set days; Wythe Williams, editor of Greenwich Time and a noted commentator on national and international affairs, and Dave Driscoll, WOR special events director.

Technical Setups

Technical plans for NBC are being handled by George McElrath, operations engineer. For Mutual, the microphone setups will be installed under the supervision of J. R. Poppe, Carl Meyers and Arnold Ngynge, chief engineers of WOR, WGN and WFIL, Philadelphia, respectively, and Andrew L. Poole, traffic manager of MBS.

Each network will maintain a news staff at the conventions, in addition to its crew of announcers and commentators, to keep commentators, chiefly those on commercial programs, informed of minute-to-minute news from the convention halls.

Telephone and teletype connections with New York will also serve to keep those at the conventions in constant touch with events in Europe and elsewhere. Mutual will also help to keep the world informed of the conventions by feeding its programs to WRUL, Boston shortwave station, which will relay them to Europe, South America and Africa. All three networks will establish headquarters at the Bellevue Stratford Hotel in Philadelphia and the Stevens Hotel in Chicago. These hotels also will serve as headquarters for the political party convening in each city.

First break on the convention coverage went to MBS, which scored a double victory with the Post-Convention spread, which was set for position at the conventions, securing the choice vantage points at both Philadelphia and Chicago.

THRILLERS UPHOLD

Mrs. Roosevelt Sees No Harm

In Radio Tales

NO REAL harm for youth arises from the Lone Ranger or blood-and-thunder radio and picture programs, Mrs. Eleanor Roosevelt declared April 17 at the annual luncheon of the Philadelphia Motion Picture Preview Study Group in Philadelphia. Knowledge and intelligence, not censorship, should be exerted to give the youth of the country radio and motion picture fare that lend glamour and appeal to the worthwhile things of life, the First Lady added.

“I have often wondered, both on the radio and screen, just what impressions young children receive from the murder and crime series,” she commented. “But my experience is that whatever the impression might be, they shed it immediately, and it is gone in the lingo of the times. All youth have a spirit of adventure. If not actually participating in an adventure, it is always in their minds. As a result, we want to band our energies to make glamorous and appealing things that are worth while, and they won’t care for the others. However, don’t think the others have done them any harm.

“All children like to see and hear blood-shed, glamorous and adventurous pictures and stories because every child believes himself a hero and adopts the role. Children are not shocked by things they do not understand. If you emphasize the things they should not see or like, it only drives them to it. You should emphasize the things they should see. But don’t say ‘ought’ or ‘should’. Say you find something interesting and that you do it, and let them see it. And they will find they will take to it. Therefore, it is not a question of censorship but intelligence.”

Minwax in Northeast

MINWAX Co., New York, during the first week in April started two million dollar spot campaign for the week on WICC, Bridgeport; WELI, New Haven; WDRG, Hartford; WCIJ, Allentown; WBBR and WBZ, Boston, offering listeners free booklets describing the uses for its floor wax stain. W. L. Tracey, New York, is agency.

Elastic Discounts Pondered by MBS

Addition of Discount Periods For Full Network Studied

A “MORE flexible rate structure” for the MBS full network volume discount plan, adopted early this year, was a major topic of discussion at the first complete operating board meeting of the network in New York, April 18-19. Coverage of the national political conventions and plans for increasing the number of MBS programs originated by member and affiliated stations were other highlights of the session, with details of new programs and sales promotion plans were also discussed.

New Discount Periods

Revision of the volume-plan rate schedule, as agreed upon by operating board, has been sent to the stations for approval and will probably be made public in the near future. While network executives are lost in considering the matter pending the acceptance of the plan by MBS stations, it was learned that it embodies the addition of discounts for broadcasting periods of 13, 26 and 39 weeks to the present schedule, which offers discounts only to advertisers using extensive networks on 52-week minimum contracts.

Attending the conference were W. E. Macfarlane, WGN, president of MBS; Alfred J. McCooker, WOR, chairman of the MBS board; E. M. Antrim, WGN, treasurer and executive secretary. Theodore C. Atwood, vice-president; Lewis Allen Weiss, Don Lee Broadcasting System, vice-president for the West, and John Shepard and D. V. Wood Jr., MBS sales manager. Fred Weber, the network’s general manager, presided. Affiliate stations were represented by William Dolph, WOL, for stations East of the Mississippi, and Gene O’Fallon, KFEL, for stations in the West.

GELLATLY, Inc., radio advertising and station representative, New York, on May 1 moves from the Time & Life Bldg. to larger quarters at 55th Ave.

Scotties, four of which are curled at his feet. Mr. Gewinner specializes in Russian Wolf Hounds and he poses here with his pair of beauties and the trophies they won in the recent Macon Kennel Club Show.

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MAIL response is only one of the factors to be considered in gauging the effectiveness of a radio station. Here at WLW we receive many thousands of letters each year but have never over-stressed mail response. However, we think it of sufficient interest to the industry to call attention to one mail response of 168,591—response to an offer of a booklet with pictures of the radio cast made by one advertiser one time on Saturday evening, March 2. This number represents only those replies received by the station. We understand that a great many more were sent directly to the client.

WLW THE NATION'S
Most Merchandise-Able
STATION

NAT'L REP. • TRANSAMERIAN BROADCASTING & TELEVISION CORP. • NEW YORK – CHICAGO
DESIGNED with the exclusive RCA double voice coil mechanism and folded horn cabinet, the RCA 64-B Monitoring Loudspeaker reproduces what is probably the widest frequency band ever obtained in so small a cabinet. High frequency diffusing vanes in front of cone, spread high fidelity response over a wide angle.

Low Distortion With High Power

Coordinated design of speaker and cabinet reduces harmonic distortion to a new low. And the study, reinforced cabinet is built to eliminate resonance and vibration.

More Acoustic Volume With Less Amplifier Power

The unusually high sensitivity of the RCA 64-B Loudspeaker provides much more acoustic volume with lower amplifier powers than is generally obtained in ordinary speaker design. The highest-quality permanent magnet material together with correct pole design permits the use of a permanent magnet without loss of efficiency or power handling capability.

Double Voice Coil Reproduces High Frequencies Naturally

No separate or "tweeter" speakers are required—and the RCA 64-B delivers outstanding performance at a low cost.

The pleasing modern design of the RCA 64-B makes it desirable for use in studios, offices and lobbies. Available in black, umber-grey—or walnut, it blends in with any interior design. A matching base cabinet may be used in installations requiring an amplifier—such as the RCA 82-B—associated with each speaker.

$70 in black or grey. $75 in walnut.

Famous RCA 64-AX Loudspeaker restyled and redesigned with permanent magnet field which requires no power supply.