Taking a Dose of Our Own Medicine!

It has always been our contention that the best idea in the World—the biggest success—cannot reach the heights it deserves unless the associated facts are told in a big way.

Uncorking the bottle of our own medicine, often prescribed for many a successful WWVA advertiser, we take a goodly dose in this front cover Broadcasting space to briefly tell a big success story in a big way. For seven years we have been building a success story with our WWVA Jamboree, which has few, if any, parallels in the broadcasting business. Nearing the one million mark in attendance, this WWVA personal appearance feature draws listeners from miles around to Wheeling every Saturday night.

The first week of this month we took the WWVA Jamboree on its Second Annual Good-will Tour which proved to be a post-graduate course in the intense responsiveness of WWVA listeners to their radio station. Opening in Wheeling and continuing throughout the week of April 28, the Jamboree Tour Show was enthusiastically greeted all along the way by the friendly folks who mean so much to our success. 14,572 WWVA Boosters paid to see their favorite entertainers in action. Tour stops are listed at the right.

Such is a glorious tribute to the legion of WWVA listeners and their loyalty to their radio station. It is the understandable answer to the oft repeated question—"Why does WWVA do such an outstanding job for advertisers?"

WWVA
5,000 WATTS Day - Night WHEELING, W. VA.
Represented in all Markets by JOHN BLAIR CO.

COLUMBIA STATION AT ELEVEN-SIXTY ON 2,085,666 RADIO DIALS
Wednesday, April 10, at 7:00 a.m., on Julian Bentley's WLS newscast (too early for an audience?), WLS announced a new, up-to-date war map, available to listeners at 10 cents a copy.

In the noon mail the same day, 100 dimes were received—many mailed within thirty minutes of the broadcast. In the 2:30 p.m. mail were 150 more; and within a week 30,000 were received.

Again WLS proves that its listeners respond—quickly and definitely—and that any time is a good time—if the program is good and the station has built a loyal and dependable audience.
A Huge New England Audience — Built by COMPLETE SPORTS COVERAGE

CRACK of the bat . . . thud of padded leather . . . drum beats of flying hoofs . . . cheers of the crowd . . . all the thrills of sports action are broadcast the length and breadth of New England by WAAB and The Colonial Network which, for years, has consistently aired more sports events than any network in the six states.

Jim Britt, Director of the Sports Reporting Staff, is back of the microphone for this year's American and National League baseball games in Boston.

Britt, rated as an ace sports broadcaster, is adept at all-around, play-by-play announcing for the whole realm of athletics.

With on-the-spot experts at the microphone . . . with a reputation built by nearly a decade of service to sports fans, The Colonial Network has an audience of sports followers in all income groups that is definitely the largest offered by any combination of stations in New England.

You can tell your sales story to more people, more often and more economically with the 18 stations of The Colonial Network.

The Colonial Network
21 BROOKLINE AVENUE - BOSTON    EDWARD PETRY & CO., INC., National Sales Representative
Where was your sales curve.

That was Saturday night, in 1939.
What were your sales that week?
If they weren't where they should be, have they got an alibi?
Did you support them with advertising that week—and consistently the weeks before?
If not, why not?

A week is a market for your goods. As real a market as any town. You make more sales in one week—in any one summer week—than you make in almost any town you can name, in a year. The week is a bigger market!

Why not protect that Summer market?
Too expensive, you say? Pish & tosh! That's the answer people gave twenty years ago—before a swift advance in advertising you’ve been hearing about. And hearing. Radio protects every week's sales. It cures the irregular pulse of advertising, the chronic spottiness of other campaigns.

It closes gaps in sales—support that once were weeks and months wide. Radio does this because it enables you to cover every market every week every month; protecting the whole market with a “frequency of insertion” no ordinary budget can buy anywhere else.

That's hardly news to Chrysler, Pet Milk, Liggett & Myers and Ford. Or Procter & Gamble and Lady Esther. These companies, and many others, have discovered—and have put into use—the technological
advance in advertising made possible by radio: a major sales impact *every week*—*within* a practical budget. All these advertisers now protect their sales 52 weeks of the year; fighting as successfully for their share of the Summer market as they fight for Texas or Illinois. Why shouldn’t they? Compare retail sales, payrolls, or production: *Summer is three times as big as Illinois!*

Radio makes this market as easy to protect, and expand, as any other. There are now 6,500,000 *automobile*—radios on the road. There are 1,000,000 more new *portable* sets, travelling wherever America travels in Summer. (The people who go away don’t get away—from radio!) And 21,900,000 families are *known* to listen *each* summer day *at home!*

Clearly, radio listening is no exception to the habits that make this nation a market. In summer as in winter, people eat and dress, shop and spend, work and have babies. Summer makes little change in the daily routine of the vast bulk of families—so why not tell your story to them *every week? Radio makes it possible. And profitable.*

*Columbia Broadcasting System*
In recognition of KSD's long record of public service in the Middlewest, the Federal Communications Commission has granted this station full time on the air, effective not later than July 1, 1940, with the privilege of broadcasting at any time during the day or night without interruption.

**KSD NOW HAS FULL 24-HOUR ASSOCIATED PRESS NEWS SERVICE**

KSD now has available the full 24-Hour Service of the Associated Press News. This is the first time any broadcasting station has had the full 24-hour rights to Associated Press. A separate wire system is being used, bringing dispatches direct to KSD news editors.
MAXIMUM POWER
WHERE IT COUNTS
WHAS
SELLING A $2,214,269,000 MARKET
50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.
WHEN RESULTS COUNT...

In these explosive hours, half the job of United Press reporters is being at the right place at the right time. The other half is delivering the news—accurately, swiftly, completely. Right now, the nation’s radio stations—more than ever before—are depending on United Press coverage of the world’s news. Results count!

U.P. UNITED PRESS
 MANY broadcasting stations, agencies and advertisers are surprised at our refusal to conduct surveys of radio listening by telephone.

Our refusal to make such telephone surveys is merely one example of our policy regarding all surveys. We are unwilling to undertake any survey if we are not reasonably certain that the method employed will produce the facts. Any survey which does not produce facts is worse than useless.

Besides the obvious fact that there are far more radio sets in this country than residential telephones, and therefore telephone subscribers cannot represent a true cross-section of radio owners, we have much material which proves that there is a considerable difference in the listening habits of telephone subscribers and non-subscribers.

One example of this difference is found in the roster-recall study we made in January in Hartford, Connecticut covering the programs broadcast Tuesday evening. In this study, for example, Amos ’n’ Andy had a rating of 23.8% in telephone homes and 18.5% in non-telephone homes. In the same study “I Love a Mystery” had a rating of 19.5% in telephone homes and 23.5% in non-telephone homes. Naturally “Pot O’ Gold” is more interesting to telephone subscribers than others and therefore, its rating of 41.6% in telephone homes and 38.3% in non-telephone homes, seems reasonable.

If you are interested in the truth about your radio audience you should ask us to make a roster-recall study.

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

THE HOOPER-HOLMES BUREAU, INC.
102 MAIDEN LANE, NEW YORK
The World-famous Wilshire Brown Derby—favorite luncheon place of many Southern California advertising executives.

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.

OWNED AND OPERATED BY NATIONAL LIFE & ACCIDENT INS. CO., INC.

National Representatives, Edward Petry & Co., Inc.
When Rev. Chrystomos Papalombrou spoke

... it was Greek to WBT listeners

WBT broadcast a special program celebrating the 129th anniversary of Greece's independence from Turkey. There was choral music, and an address by Rev. Chrystomos Papalombrou—in Greek. Of course, most folks in the Carolinas do not understand Greek, but for those of Greek descent, WBT has further cemented their loyalty...as it has the loyalty and enthusiasm of all the other groups that make up WBT's rich audience. WBT's overwhelming dominance in its territory is maintained by programs broadcast for, rather than to, its listeners—programs like:

★ The only play-by-play broadcasts of major league baseball in the South—the second straight year
★ WBT's Alarm Clock "rings" every week day at 5:30 a.m....for the farmers and their families—the workers and their families
★ Community Crusaders—dedicated to the improvement of conditions among colored youth
★ Farmers' Forum of the Air—an informal round-table discussion about farm problems—of, for and by farmers
★ Bureau of Missing Persons—58 persons traced in 11 weeks

Three million Carolinians know WBT broadcasts for them. And they buy WBT-advertised products—first.

WBT ★ 50,000 WATTS • CBS • CHARLOTTE, N. C.

Owned and Operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: New York • Chicago • Charlotte, N. C. • St. Louis • Detroit • Los Angeles • San Francisco
Bless our souls—it's

A. Leo Bowman!

One of the things we have always aimed at here at F & P is the acquisition of men whose general business experience would qualify them to understand and really assist in the problems of business men. So when Leo Bowman decided he wanted to join up with F & P, we grabbed him (and his business experience) for our Chicago Office, where he served two years, before we sent him back to his home town as Manager of our San Francisco Office.

That's a typical example of the reason why all of our fourteen top-notch men are more than walking rate-books. Among us, we share nearly 200 years of varied experience in radio, advertising, financial organizations, utilities, department stores, automotive industries, etc., etc., etc. When you ask us for an opinion or some information on almost any problem—or about any industry—we can usually get a more or less expert answer for you from our own organization.

Free & Peters believe that the best contact the radio industry can maintain with you agencies and advertisers is to offer you the daily services of the best, most experienced, most capable men obtainable. That's the way we work in this group of pioneer radio station representatives.
Criminal Action Against ASCAP Sought

Subpoenas Issued Indicating Federal

NEW PROCEEDINGS, which may result in criminal indictment of ASCAP for purported violation of the anti-trust laws, were instituted by the Department of Justice in New York, with the issuance of subpoenas by a grand jury for ASCAP files and records.

Differing from the five-year-old anti-trust suit, an equity proceeding still pending before the Federal District Court for the Southern District of New York, the action marked a new departure in the Government's investigation of ASCAP as an illegal monopoly since it seeks a determination by the grand jury under criminal rather than civil procedure for possible indictment of ASCAP officials. ASCAP on May 10 filed a motion to quash the subpoenas, presumably on the ground that the data sought were too comprehensive and would work undue hardship.

A hearing on the ASCAP motion probably will be set by the court. The "subpoenas duces tecum" were issued by the U. S. Attorney's office in New York to be returnable May 14. In the light of the ASCAP pleading, the preliminary hearing is expected.

Federal Studies

Looked upon as the long-hinded revival of Government action in copyright law, [BROADCASTING, Dec. 1, 1939, Jan. 15, March 15], the newest action stems from preliminary studies made by Victor Waters, special assistant to the Attorney General, who was assigned to the ASCAP-music situation several months ago.

While no word was forthcoming from the Department, it was inferred that the decision to inquire into possible criminal action against ASCAP grew out of the refusal of the music combine to cooperate with the Department. It is known that Mr. Waters and a small staff of investigators have been inquiring into the situation for several months.

The Government anti-trust suit, seeking to dissolve ASCAP as a monopoly in restraint of trade, was originally filed in 1934 against the Society itself and some 130 of its officers and members. After the trial got underway in June 1935, it was postponed so the parties might stipulate the record. It has been dormant since, except for sporadic efforts to revive it. However, had fallen flat until the recent appointment of Mr. Waters.

While the Department has refrained from commenting on its action, the move to procure grand jury action is regarded as an indication that the Government is bent upon getting something accomplished. Whether the new procedure will mean an effort to institute full criminal proceedings against ASCAP, alleging conspiracy, or whether the Government simply tend to revive the Government's belatedly invoked equity suit, is problematical.

In any event, the grand jury effort by the Department is regarded as showing the clear intent of the Government to end the long slumber of the original suit. Technically the Department's action might be described as a continuation of its "investigation" into ASCAP. From the practical standpoint, however, by taking the criminal suit tack, the Department has clearly indicated its determination to bring its investigation to a quick conclusion and perhaps prosecute both criminally and civilly.

The court records disclosed that ASCAP filed its motion to quash the subpoenas "in the matter of ASCAP in a Grand Inquest in regard to an alleged violation of the Federal anti-trust laws." The motion to quash was filed by Schwartz & Probst, ASCAP attorneys. It is entirely possible the new litigation, presuming the grand jury follows through, will involve ASCAP in a trial afoot in New York.

As an illegal restraint of trade, it is possible that the ASCAP action, now under way, might result in another trial. For instance, an Anti-Trust Division of the Department has been scrutinizing conditions surrounding the enforced employment by broadcasting stations of fixed quotas of musicians growing out of the 1937 contracts with American Federation of Musicians. Moreover, there may be involved in the actions other purported enforced agreements, relating to phonograph record performance and the like.

The AFM situation was brought to the attention of the Department last November, after Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, had lashed out against illegal labor practices in the building trades, regarding enforced employment. Because the AFM situation bears on ASCAP, which is aligned, along with representatives of public, labor, education and Government.

New York Fair to Recognize Air Freedom by Special Day

RECOGNIZING broadcasting as an American institution on equal standing with the press and as entitled to the same constitutional right to freedom, the New York World's Fair has set aside July 4 as "Broadcasting Day", with a gala celebration planned to epitomize radio's position in the national economy. In collaboration with the NAB, the World's Fair directorate has arranged for the event, fittingly set at Independence Day. The keynote will be free American radio.

President Roosevelt himself is expected to participate in the precedent-breaking ceremonies, probably with an address by remote control from Washington. Mr. Roosevelt has been a staunch advocate of a "free radio", having often compared it with the press. The whole theme will be that of "free radio" as a symbol of "free speech" and "free assembly", which are constitutional guarantees.

While final plans have not been completed, industry-wide observance of the day is contemplated. Some thought has been given to the unveiling of a plaque, symbolic of radio, at various segments of the industry will be enshrined in the celebration.

Aside from the actual consecration of "free radio", thought is being given to a panoramic display, depicting radio's progress over the years. Working demonstrations of broadcasting, television, facsimile, automation and telegraphy, or other offshoots of radio also are contemplated. To preserve a running story of the event for posterity, full recordings will be made.

Preliminary plans for the celebration have been carried on under NAB President Neville Miller and the NAB board of directors upon invitation of the Fair. Edwin M. Kirby, director of public relations of the Fair, has been in charge of planning contacts with World's Fair officials, primarily John S. Young, radio director. In addition to participation of all branches of radio in the celebration, affiliated industries may be aligned, along with representatives of public, labor, education and Government.

BROADCASTING • Broadcast Advertising

Vol. 18. No. 10
WASHINGTON, D. C., MAY 15, 1940
$3.00 A YEAR—15¢ A COPY

May 15, 1940 • Page 13
Proprietary Pair Devoting Part of Big Fund to Spot

Elliott Roosevelt Extended; Music vs. Serials Tested

INDICATIONS that the $2,000,000 to $3,000,000 which Sterling Products, New York, and American Home Products, Jersey City, earmarked for the promotion of their various proprietaries on Transcontinental System will be devoted in part at least to spot broadcasting, are given by recent mailing of the Buckett-Blackwell Sample-Hummert, New York, on behalf of these clients.

This agency has recently placed a 90% of the April announcements weekly on 14 stations across the country, in several instances seconding options for additional time to permit for expansion of the announcement campaign.

Elliott Roosevelt List

The tri-weekly commenorative series of Elliott Roosevelt, America Looks Ahead, begun in April on the Texas State Network, has been extended into a station-hunt of the California Radio System, which receives the programs by wire from TSN, and retransmissions of the programs, transmitted in Fort Worth, are also broadcast on the same stations that carry the announcement campaign.

Stations carrying the announcements, which are described by World Broadcasting System and which advertise Dr. Lyons Tooth Powder, Palmolive, California Syrup of Figs, Multi-mulched Coconut Oil Shampoo, Dandrene, Bayer Aspirin and Glutathione Hair Tonic, are: WN, WHKO, WCBM, WSPR, WDS, WIND, KKOK, KCKN, WBBH, WJBE, WSBN, KSO, WDGY, with possibly more to be added.

Announcements consist of an 18-per-day Monday through Friday, schedule.

On WHN, New York, the 18 announcements are broadcast within the 10:30 a.m.-noon period, during the station’s new Dance & Romance program of recorded music. Move is an extension of the test of the pulling power of daytime musical programs, started in April on WMCA, New York, by the same sponsoring companies, which on that date started Songs, also recorded, for an hour-and-a-quarter each weekday afternoon. Fact that they have not gone over 1700 among the heaviest users of daytime serial dramas to advertise their products has generated considerable interest in the experiment, which is understood to be based on the recent wave of the decision of daytime serials by various women’s groups, many of whose members stated they never listen to that type of program and would prefer musical entertainment during the daytime hours.

Elliott Roosevelt, whose broadcast advertisements Dr. Lyons Tooth Powder, is heard via transcriptions on WHN, WDBN, WIND, WDBN, WBBH, WJBE, WBBH, which other stations will probably be added, initial in the two western regional networks. No other announcement campaigns are

**Confusion Over Daylight Saving Time Cuts Audience, Folks Executive Says**

**DAYLIGHT SAVING TIME, with its confusion for sponsors, agencies, networks, stations and listeners, was brought into the open just prior to the May 18-19 meeting of the Association of National Advertisers by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City (coffee).**

On the theory that advertisers suffer loss of audience as a result of day-light time schedule shifts, Mr. Heuerman circulated a letter among ANA members indicating he planned to turn the spotlight on the subject at the ANA meeting, a closed gathering held at the Westchester Country Club, Rye, N. Y.

The question was further agitated when Ben Ludy, manager of WSB, Topexa, circulated copies of the Heuerman letter among time buyers. "I think Mr. Heuerman is going to start a snowball rolling here that is going to continue until we reach the place that all the industry will not have to suffer twice a year," Mr. Ludy declared.

A Mad Scramble

Mr. Heuerman’s pre-convention letter follows:

"Word has just been received from ANA headquarters that the program of our convention will include time for a discussion of the subject of Daylight Saving Time, as it affects radio schedules and advertising effectiveness.

"If you are using radio, you are thoroughly familiar with the confusion—or we might say, mad scramble—that takes place each spring and fall, in order that networks

being planned at the moment, the agency states, but the present ones, plus the recent addition of two more daily quarter-hour script shows on NBC-Blue, expansion of the time on TSN from a half-hour to an hour a day, and a daily hour on the California Radio System, he said to account for a sizeable portion of the sum set aside for use on TBS.

When we pay our dollars for broadcast time, and continue our programs regularly, week after week, and month after month, building up an audience, we sincerely feel it very unfair that that accumulated following should be ‘thrown to the winds’ when the problem can be so easily solved.

**Loss of Audience**

"The advent of Daylight Saving affects many network programs as well as spot shows, because broadcasting stations in many cases cannot present the clear time needed. The only solution in those cases, as you know, is for the station to transcribe the program and make it effective for the time they can clear. Therefore, many network advertisers suffer loss of audience as well as spot advertisers.

"The thing that seems most absurd to us is that this situation is allowed to continue year after year, when it could be solved so easily if the networks cooperated. As you know, railroads operate on Standard Time, regardless of whether a community decides to use Daylight Saving or not."

"If radio schedules were operated on Standard Time also, then there would be no shifting of programs on any station with the advent of Daylight Saving. Program schedules could continue the same as before, and only the listeners’ habits in those few cities exercising Daylight Saving would need to be adjusted. And even those listeners would need only to shift their wrist watches, rather than hunt all over a program schedule to find the new broadcast times of their favorite programs."

"We see a set of any concentrated effort by anyone or group to get this difficulty eliminated. We sincerely feel that most advertisers, broadcasters, etc., would support such a program. That’s why we feel that this subject should be discussed at our coming convention."

The advance of the meeting, is merely to express our ideas and urge you to express yours freely at the convention.

**PULITZER RADIO AWARDS REJECTED**

PROPOSALS that the Pulitzer Prize Committee, which on May 6 announced its annual prizes for journalism and achievement, should include feasible suggestions for shifting Daylight Saving, were among its awards, were rejected by the awards advisory board meeting in New York. No Pulitzer winner’s official announcement was made, a spokesman stated that the step was "not considered expedient at this time". The matter, however, has not been dropped entirely, it was understood, and will be brought up again until next year. This means no awards can be made for 1940, these being announced in the spring of 1941.

It is understood the Pulitzer family is in favor of including radio, Joseph Pulitzer Jr., son of the founder of the awards, is a member of the advisory board, and it is possible he may push the matter through another university.

Besides Mr. Pulitzer the other member of the awards board in any way identified with radio is Walter M. Harrison, editor of the Oklahoma City, Oklahoma City, whose owner operates WKO, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs. Dean Cari Ackerman, of Columbia University, is custodian of the Pulitzer awards, who also sits on the advisory board, presented the radio proposal to the board.

**Saraka Exercises**

**UNION PHARMACEUTICAL Co., Bloomfield, N. J., on May 6 started Wallace’s Keep Fit to Music program in the interests of Saraka on four MBS stations, Monday through Friday in the afternoon times. WSAW, Rochester, carries the program live 10:30-10:45 a.m. This program, which is heard on WEAN, Providence, 11:45 a.m. to 12 noon; WRR, Dallas, 1:15-1:30 p.m.; WLS, Chicago, 1:15-2 p.m.; Los Angeles, 1:45-2 p.m. Agency in Sherman K. Ellis & Co., New York.
FCC Broadcast Band Action, FM, Video Rulings Impending

Network-Monopoly Report Also Becomes Active;
Full Commercial Television Is Foreseen

BROADCAST allocations, involving the standard broadcast band, television and frequency modulation, not to mention the network-monopoly report, are the current order of business at the FCC, with an outcropping of pronouncements on fundamental issues and procedures expected during the ensuing weeks.

Since it reconvened May 7 to dig into its accumulation of work, the FCC has cleared as much of the routine, with the decision now at hand, cleared for action on allocation matters. The first order of business is television, which has developed as the Commission's biggest headache since the rehearting outburst of a few weeks ago. Chairman James Lawrence Frissell's action with regard to a channel in a week or so is expected there will be fully rewritten rules and that the plans for the limited commercial operation for visual radio will be heard [BROADCASTING, May 1].

Video and FM

On the question of allocations for television and for FM, which is now hand-in-hand by virtue of demands for the same range of frequencies in the ultra-high band, the solution does not appear as simple. A number of plans for allocations, designed to accommodate both new media, are before the Commission, and that the solution will be this writing is only conjectural. It seems likely, however, the FCC will settle the television rule issue before tackling allocations for FM.

Meanwhile, the FCC engineering department is grappling with all phases of allocations—broadcasting (pursuant to the original FCC, FM and television. Meetings have been held with the Interdepartment Radio Advisory Committee in the hope of reallocating the 450-650 kc. high bands reserved for Government usage to FM or television or both.

The question of television standards is still in the forefront, with diametrically opposite positions taken by RCA and DuMont in their briefs filed May 3 with the FCC. RCA purports for 441 or 507 lines with 30 frames, while DuMont seeks a flexible system on lines with only 15 frames. RCA also charges the level of motion picture domination of DuMont by Paramount and contends that DuMont's support of purportedly inferior quality television may not be "without an impelling motive" by virtue of this movie "domination". DuMont, on the other hand, strongly denies it is controlled by Paramount; that it is the best interests of television development, and that its system is not geared with the public interest in mind.

J. Lawrence Frissell, Farmer-Laborite of Minnesota, author of the now apparently pigeonholed resolution to investigate the FCC because of its foray into RCA's television mer-

chandising campaign, erupted in the Senate again May 6, protesting against the FCC's delay in deciding the case and the departure of the absence of commissioners, and argued that a half-million jobs for workers in television and related fields will be open as the industry gets under way. Senator Lundeen read into the record editorials from recent issues of BROADCASTING and other FCC activities.

In its brief filed May 3, RCA asked full commercial status for television and FM, which is ready to serve the public and stating that idle men and idle money are ready to go to work. It maintains that a monopoly in television is impossible, and made a plea for retention of the present lower television bands for FM service and for a 15-kc. rather than for allocation of any portion of them for FM which it described simply as a supplementary sound broadcasting service.

Movie Angle Stressed

Apropos DuMont, the RCA attorneys declared the vigor with which it advocates a frame frequency of 15, which is less than that used in Europe, substantial and substantially less than used in theatres, "may not be without an impelling motive."

It names the more limited interests which are financing DuMont Laboratories a much greater financial stake in the movie industry than they have in television, the RCA brief states. "Their recent interest in television is primarily for the purpose of "protecting" the larger interest in the movie and theatre industry and not to develop the new art of television. Therefore, the delay in adoption of systems and methods that would make television inferior rather than superior to motion pictures."

"The interest in television on the part of DuMont Laboratories must be to serve those who furnish the working capital—Paramount Pictures Inc. Regardless of any interest which Allen B. DuMont has personally, as a radio engineer, in the development of television, it is impossible to say that the interest of Paramount Pictures in the DuMont Laboratories."

Questions DuMont Control

It was added that the prospectus of DuMont Laboratories shows the "intensive interest and the practical control of DuMont Laboratories by Paramount Pictures as a company and the individual interests of those associated with Paramount Pictures, either as officers thereof or as members of the firms of Lehman Brothers and Hemphill, Noyes & Co., the ambassadour's and DuMont's bankers."

"The interest in DuMont Laboratories held by Paramount's bankers cannot be ignored in considering the actual control exercised by Paramount," it was stated.

Objections raised to the RCA methods of synchronization, power levels and other technical standards likewise were discounted by RCA counsel, who branded injection of certain of the issues as having no technical justification.

"Freezing" of standards also was branded as something which RCA never had advocated.

15 vs. 30 Frames

Selection of DuMont's 15 frames instead of 30 frames would in itself "freeze" development at a very low level and within very narrow limits, the brief states. As regards commercialization, the brief recited there was no dissenting voice within the television industry. "The undisputed evidence is that commercialization will accelerate the progress of the television art," the brief states.

Allocation of Television Channel No. 1 (441-450 mc) from television to FM would be a "serous blow to television", the brief continues. All of the benefits claimed for FM by those who propose to change the allocation are equal if not more applicable to television. By so doing television would be set back many months, the FCC was told, since it would take some four months to change the NBC video transmitter from Channel 1 to Channel 2, during which there would be no regularly scheduled broadcast service in the New York area. To change to any other channel would double the cost.

The RCA brief bore the signatures of Col. Manton Davis, RCA vice-president and general counsel; W. Albert, and vice-president and general counsel; Henry Ladnier, NBC attorney; Philip J. Hennessey (Continued on page 8)

ACCLAIMED "Miss Industry of 1940" at conclusion of the Industrial Week celebration held recently in Amarillo, Tex., pretty Doris Jean Russell (left) here receives the trophy emblematic of the title from Lois Fay, director of women's activities of KFDA, Amarillo.

50 kw. for KOB; Others Increased

WFBL, WIOD, KTAR, KWK, KXOK Get 5 kw. Fulltime

INCREASE in power to 50,000 watts for KOB, Albuquerque, headed the list of power increases and other license authorizations announced by the FCC May 7 at its first regular meeting following a three-week recess.

Granted power increases to 5,000 watts fulltime, pursuant to regulations authorizing temporary increases, were KFWB, Syracuse; WIOD, Miami; KTAR, Phoenix; KWK, St. Louis, and KXOK, Denver, the latter with a shift in frequency to 630 kc, subject to installation of a directional antenna [see details for other St. Louis changes authorized].

Since the KOB authorization was to increase its power from 10,000 to 50,000 watts unlimited time on 1180 kc, for which construction permit was issued, WIOD, WFWB and KTAR were authorized to increase power to 5,000 watts contingent upon installation of directional antennas.

Grantees of licenses to increase night power from 100 to 260 watts were WBAB, Atlantic City, and KQN, Mobile; KTOH, Des Moines; KDBB, Baker, Ore. WMAN, Mansfield, O., was granted an increase from 1,180 to 1,260 watts on 1370 kc.

In the international shortwave broadcast field, WPIT, Saxonburg, Pa., operated by Westinghouse, was granted a construction permit to move to Butler and increase its power from 40,000 to 50,000 watts. WRCA, Bound Brook, N.J., was granted special experimental authority to operate an additional 85,000-watt power amplifier with its regular 35,000-watt amplifier to feed a separate directive antenna, making a combined operating power of 70,000 watts.

Dellar Named Chairman

Of Convention Committee

APPOINTMENT of Lincoln Dellar, general manager of KSFO, San Francisco, member of the KSFO convention housing committee, was announced May 10 as chairman of the Housing Lane, K F B X, Sacramento district director, of the local conventionchairman. The convention is scheduled to be held in the St. Francis Hotel in San Francisco, Aug. 4-7.

Ward Ingram, of KFRC, San Francisco, who recently served as chairman of the golf committee making arrangements for the annual NAB Tournament of Champions, with the trophy, to be played Sunday, Aug. 4. Ralph Brunton, KJBS general manager and manager of the TV Smugglers Island entertainment committee and is making plans to entertain golfers, was named chairman of reservations, according to NAB headquarters, indicate a good attendance, with many broadcasters taking their families for a combined convention and vacation trip. An all-expense tour has been set.

BROADCASTING

Broadcast Advertising

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Justice Dept. Declines Action On Five More Prize Broadcasts

FCC Onslaught Against Award Contests Is Stopped; Self-Regulation Method Is Seen as Answer

BLUNTLY rejecting as not prosecuteable five additional prize contest programs referred to by the FCC as possible violation of the lottery statutes, the Department of Justice has cleared its docket of all cases following the Pot o' Gold form and apparently has stopped dead in its tracks the FCC onslaught against this type of programming.

While formal announcement has not been made either by the Department or the FCC, it was learned authoritatively May 13 by Broadcasting that the Department had taken precisely the same action in these five new cases that it pursued in the so-called Pot o' Gold case April 12 [Broadcasting April 15].

O. John Rogge, Assistant Attorney General in charge of the Criminal Division, has advised FCC Chairman James Lawrence Fly that after a thorough examination the Department has concluded that prosecutive action should not be instituted. No detailed reasons were given.

Five Stations Involved

The new action came on citations involving programs on five stations. These were Musico, on WGN, Chicago; Songo on WIP, Philadelphia; Especial for You, on WPIL, Philadelphia; Sears' Grab Bag, on WISE, Asheville; Dixie Treasure Chest, on KKLD, Dallas.

The FCC referred these five prize contest features to the Department in a surge of action on March 29—prior to the rulings on the Pot o' Gold and Mead's Bakery program, the latter broadcast over a Texas station.

When the Department returned the Pot o' Gold and bakery program citations, it had been expected the additional five citations would likewise be returned without action. It could not be stated with certainty, however, since it was pointed out there always is the possibility of singling out some factor that might turn the legal tide.

In these earlier programs, Mr. Rogge advised the Department that following examination of the material submitted and careful consideration of the facts presented, the Department had concluded that prosecutive action under Section 316 of the Communications Act of 1934 should not be instituted. It is reliably reported that virtually the same language was used in connection with the five additional citations.

While these actions write finis to prize contest program scrutiny under existing conditions, insofar as the Department of Justice is concerned, it is nevertheless known that several members of the Commission, particularly Chairman Fly, regard such programs as "bad radio." Whether the FCC will undertake some new effort to test their legality under the lottery laws, as a means of procuring a new interpretation of the "consideration" factor in prize contests, is not clear. But such a move is regarded as remote. The Justice Department's action is tantamount to the opinion of that Department, at least, that they could not win in actual adjudication of the issues under existing laws.

A&P Starts Series

Meanwhile, as a result of the earlier ruling of the Department in the Musico case, a recrudescence of prize contest programs has developed. Most spectacular was the entry of Great Atlantic & Pacific Tea Co. in radio, with test sponsorship of Musico over three CBS stations in New England (WEEI, Boston, WPRO, Providence, and WGAN, Portland). The company has been off the air since June, 1939, but returned with the Musico program, which it has tied into Broadcast Music Inc., broadcasting industry subsidiary in the music publishing field designed to rid the industry of dependence upon ASCAP (see page 30).

J. J. Byrnes, president of the A&P New England Division, reported after the first broadcast May 1 that his company was tre-

C & W Ponders Quiz

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), sponsoring the five-weekly quarter-hour Paul Sullivan Reviews the News on CBS, is considering a quiz program, Do You Know News? Half-hour audition was transmitted at KNX, Hollywood, by Wayne Gingrich, of BBDO, that city. Series would feature Lee Cooley, announcer on the CBS "Time Out" program, sponsored by Ethyl Gasoline Corp., and Bud Heidstein, who has a similar assignment on the "Music Roundup," a weekly music series, sponsored on that network by George A. Hormel & Co. (Spam).

A SEAWALL built around several acres of fill will protect the transmitter house of WABC, New York CBS key, to be built on tiny Pea Island in Long Island Sound, near New Rochelle, N. Y. This is an architecturally designed hilltop structure that will house offices for the new present 50 kw, plant at Wayne, N. J. and will entail an expenditure of $425,000. The antenna will be 335 feet high. Details of the unique salt-water installation plans were published in the May 1 Broadcasting.

The FCC's Citations

The FCC, when it referred the five additional prize contest programs to the Department, described them in its announcement as follows:

"Musico (WGN) is sponsored by the National Tea Co. Cards are supplied by National Food Stores and other sources. Each card has five rows of squares and five squares in each row. Names of songs are involved. The first person seeking the answer must be lucky enough to get a card with the songs listed that are broadcast, must listen to the program broadcast, and must fill out and check the card. Cards are distributed by supermarkets, and must be first to telephone the answer to the question."

"Songo (WIP) has similar characteristics as the former program; records are furnished by the Nevins Drug Co., Philadelphia.

"In Especially For You (WETF) a wax record is offered from Philadelphia and suburban directories the person who is to be given a chance to win a Fairmount radio. If the person selected has a telephone, he is called."

(Continued on page 84)
NO TIGHTENING OF RADIO CONTROL

THE LATEST Nazi blitzkrieg, as far as can be discerned now, will have no bearing on the operations of American broadcasting stations from the regulatory standpoint, it was stated May 13 in high official quarters.

While misgivings have been expressed by some quarters that further neutrality proclamations, drafted by the Administration, might in some way affect the status of radio operations, a canvass by Broadcasting of the Federal Departments and agencies affected did not yield any indication to that effect. In the century, Washington officialdom was relying largely upon network broadcasts for first-hand information on the developments in war-torn Europe.

Last August, when the European situation became tense, various Government officials met with the network broadcast companies to prepare proclamations covering communications for Presidential consideration in the event conditions warrant [Broadcasting, Sept. 1]. These are still in the State Department archives, while in the case of international communications some steps to preserve American neutrality are possible, it is felt that action would have to be responsive to the conditions as they exist at that precise moment.

Insofar as standard broadcasting is concerned, little reason for alarm is seen. The Administration feels that radio not only is doing a praiseworthy job of news coverage, but also, by keeping the people enlightened, can be employed to maintain public morale.

Pressing in giving Federal powers under Section 606 of the Communications Act to commandeer all communications in time of "national emergency", which has already been declared, is it authoritative that said powers are not now being or ever being exercised.

Even then, extreme doubt as to such a course with regard to broadcasting is exhibited. The frequencies in the broadcast band would not be employed for military communications, and the importance of keeping the public informed is recognized as paramount, even by strict militarists.

New Blitzkrieg Finds Industry Prepared

Minimum Changes In Schedules Occur

By BRUCE ROBERTSON

GERMANY'S latest campaign, the invasion of Holland and Belgium, with its repercussions around the globe, found American radio thoroughly prepared, as broadcasters on this side of the Atlantic minute-to-minute reports of action abroad.

Although earlier broadcasts from Amsterdam had indicated no untoward activities, reports of airplanes over Holland in the late evening of May 8, New York time, brought from network executives an immediate decision to keep open throughout the night and news chiefs summoned their staffs at home and abroad to stand by for whatever might develop.

Radio's war coverage drew the praise of FCC Chairman Fly at a press conference May 13. Pointing to "balanced perspective" in radio news reports and "wise giving sources", Chairman Fly commented, "Broadcasters have done a whale of a job in keeping us informed on war, news and local war radio coverage of the European conflict, based on reports of both independent news representatives and newspapers and "intelligent and fair sort of job".

Special Features

At 1:02 a.m. in New York, the United Press flash that German troops had invaded Holland started a series of overseas reports from network executives immediately.

Networks and local stations immediately began broadcasts occurring with such rapidity that, as one observer at MBS headquarters remarked, not a single news item was broadcast without interruption.

High spot of NBC's broadcasts during May 10 was a 75-minute talk by Dr. Alexander Louden, minister of the Netherlands to the United States. In New York when the news broke he was unable to reach his homeland by phone, Dr. Louden had gone to the NBC studios for further information and at 4 a.m. went on the air over the combined Red and Blue networks. At 6:20 a.m. he made another broadcast over MBS.

Meanwhile, at CBS, Elmer Davis, who had been routed out of bed and rushed to the studio to interpret the fast-moving events, had summoned his old friend Hendrik Wouollen van Loon, manager and author on his native Holland, and Capt. Von Stoppen of the Netherlands Army, in New York as an official of the Netherlands Railways, and interviewed them on the air on military aspects of the invasion at 5:20 a.m.

Earlier, at about 2 a.m., while Davis was making his first broadcast on the Nazi drive into the Low Countries, the CBS shortwave unit picked up Goebbels' announcement of the invasion to the German people and the world and a running translation was made which Davis put on the air as he received it from the translator.

Special pickups from correspondents in the European capitals were aired by both NBC and CBS during the early morning hours, while reports were picked up by Press Wireless from London, Berlin, Paris and Tokyo.

The Tokyo pickup, at 8:40 a.m., was the first broadcast on the new developments in Europe to come from the Orient to American listeners.

UP's Advance Plans

The UP coverage of the invasion, which is said to have best other news services from 45 to 90 minutes, was credited to special arrangements made well in advance, UP said.

Local NBC officials discontinued all incoming and outgoing telephone and tele-type communications to keep all channels immediately available for official use, UP channels remained open. Thus Clifford L. Day, UP news chief, announced before midnight in America was able to report foreign airplanes over Holland and the action of the Dutch anti-aircraft batteries. At midnight came his report that Dutch fighting planes were diving on German bombers.

A broadcast from Holland after the invasion was made on NBC-Blue at midnight on Sunday, May 15, by Louise Wight, who gave an eyewitness account of conditions in Amsterdam, where she has succeeded Margaret Rupli as NBC correspondent. Miss Rupli has gone to England.

A dispatch from NBC said that Miss Wight was talking to Mr. Schechter on the radio telephone when she heard the air-raid sirens and was put back on the air, describing the scene while the sirens were clearly audible in the background.

There was a repetition of what occurred during a CBS broadcast earlier the same evening.

Thomas Grandin, CBS correspondent in London, brought up a complete report from the French capital during the network's regular evening European round-up when the sirens sounded there and he requested the air again and brought to CBS listeners the scream of sirens warning people to take cover.

Mr. Schechter explained that he had tried to open a window in the studio so that the sound might be heard more clearly, but was not permitted to do so by "the light from the studio might have attracted the enemy planes".

Although Miss Wight's was the first broadcast from France since the invasion, eyewitness accounts from Brussels had been broadcast by all three networks and Victor Luschi, MBS war reporter stationed with the French troops on the Western Front, had broadcast a vivid description of the Nazi bombings of French border towns.

Edwin Hartrich, CBS correspondent in Amsterdam, had also cabled a number of messages to the network's New York headquarters, where they were read on the air.

Schedules Maintained

Augmenting its other coverage, Mutual has been presenting numerous pickups of news broadcasts in Washington, Philadelphia, New York, London, Paris, Berlin, Rome, Mosco, Tokyo and Ankara, giving American listeners an opportunity of hearing the same news bulletin as interpreted and reported by the various official government sources. These programs, picked up by Press Wireless and fed to MBS by wirelesse, are presented as they occur or later via recordings, according to MBS schedules.

This service has replaced the plan of recording several of these broadcasts, editing them and re-recording for broadcasting in combination as a single program which MBS inaugurated at the time of the attacks on Poland, and has been employed on several occasions since.

Possibly the most remarkable feature of radio's coverage of this latest war event is the way in which listeners have been kept fully informed of all developments without any serious disturbance of their normal listening habits. The latest war broadcasts as the resignation speech of Britain's Prime Minister, Neville Chamberlain, were of course unobtrusive, but without relaxation of commercial commitments, in the main the network program and news departments have operated in such a fashion as to fit the war news into normal program schedules with a minimum of interference.

News bulletins are, whenever possible, spaced during station breaks. Special pickups from abroad are reported in such a way as to be developed to sustaining orchestras. Any unusual or especially important war bulletin is given precedence without question over other broadcast, but network program executives have not forgotten that their facilities are to the average listener, permanent entertainment and that to cancel an installment of a serial program that is followed faithfully by hundreds of thousands of women throughout the land is not rendering those listeners a service unless the cancellation is absolutely essential to the public interest.

Fight Shifted

A case in point is NBC's handling of the address of President Roosevelt on the evening of May 10, which had been scheduled for 10 p.m. to 10:30 p.m. but was moved to 10:45 p.m. abroad because of the war by day the hour had so increased the importance of and the interest in the President's speech that network officials gave the address top billing on both networks. But the Blue was scheduled to carry the Ambers-Jenkins championship fight beginning at 10 p.m. and continuing until its conclusion, which, if it went the full 15 rounds, would keep it on the air well past 10:45 p.m.

A. A. Schechter, NBC director of news and special events, got in touch with the management of Madison Avenue agencies and the fighters' managers and arranged for the title bout to start at 9:30 p.m. Announcements were made at the ringside of the change and the spectators present in the Garden were told if they cared to remain the broadcast of the President's address was relayed to them through the loudspeaker system.

Illustrating the interest in the international situation was the reaction of two groups of spectators who canceled the announcement and who stayed in considerable numbers to hear the speech.

Paul White, public affairs head at (Continued on page 80)

BROADCASTING • Broadcast Advertising

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KDKA, WBZ Shifts to Red Net
By Late in 1941 Are Foreseen

OTHER WESTINGHOUSE STATION CHANGES DISCUSSED;
NETWORK LINEUP IN SEVERAL CITIES INVOLVED

TENTATIVE conclusions under which both KDKA, Pittsburgh, and WBZ, Boston, will be program-managed in 1941, indicate that Westinghouse stations, will switch from the Blue to the Red network, probably late next year, are understood to have been reached between officials of the two organizations, with preliminary conversations already in progress regarding revised affiliations.

While final arrangements have not been made, according to NBC officials, it was ascertained that Westinghouse general managers have a special commitment regarding the shifts of the Boston and Pittsburgh stations, which on July 1 revert to full Westinghouse management in lieu of program and sales management exercised by NBC since 1931. WPTF, Springfield, Mass., and KYW, Philadelphia, also have program-managed by NBC and revert to Westinghouse July 1.

Broadcasters Confer

Conversation has centered on a possible switch in affiliations at the end of Daylight Saving Time next year, or Sept. 28, 1941. These shifts, if accomplished, may affect the status of perhaps a dozen stations, not only as between Red and Blue networks but also CBS and MBS.

Officials of stations in the areas involved met with different network executives during the last fortnight, in the light of the Westinghouse shift. These have included such broadcasters as Walter C. Evans, vice-president of Westinghouse Radio Stations Inc.; John Shepard 3d, president of Yankee Network, and similarly interested stations of the Red networks to constitute the NBC-Red segment in the New England area; E. E. Hill, general manager of WPTF, TOW, WOR, and WBN, in behalf of WCAE, WPTF, and WBN, Baltimore; WBN, WACO, Chicago; WBN, and WBN, Boston, all Westinghouse stations.

In industry circles, the 1941 switchover date was seen as the most expedient from NBC's standpoint. It would give the networks more than a year in which to revise commercials and permit notification to all accounts on the networks of the impending changes if they are finally worked out.

One complication in connection with the Boston situation is that of the rival-owned operation of WZIB and WBZA, the latter in Springfield. Both now are Blue outlets. If WZIB, which now is Blue, presumably would have to be included, unless some method of "unsynchronizing" the stations is worked out. That is, if WZIB were Red and WBZA on the Blue, one of the overlapping coverage situations would be eliminated.

AAA to Hold Panel On Advertising Control

A TOWN HALL type of discussion on the question, "To What Extent Should Advertising Control be Conceived and by Whom?", will be the high-light of the Friday morning session of the 23d annual meeting of the American Assn. of Advertising Agencies, to be held May 16-17 at the Waldorf-Astoria, New York. George V. Denny Jr., moderator of the Town Hall Meeting of the Air, will serve in the same capacity and Mrs. Anna Streek, chief of the Woman's Home Companion, will be the interrogator. Donald E. Montgomery, vice-president of Time, and Colston E. Warne, president of Consumers' Union, will represent the press, and two other advertising agency authors, and Fulton Oursler, editor of Liberty, will speak for the "Defenders".

In Sales Staff Shifts

Morton, Boyd Get New Duties

Under Westinghouse Change

FIRST result of the announced withdrawal of Westinghouse stations KDKA, Pittsburgh, KYW, Philadelphia, WBZ, Boston, and WBZA, Springfield, from the list of stations programmed by NBC and their reversion to Westinghouse management on July 1 is a shift in NBC's spot and local sales setup that assigns new duties to Oliver Morton and Maurice M. Boyd. As announced by Sidney N. Strauss, NBC vice-president, charge of the central division, on May 15, Mr. Morton, who has been manager of the company's drift spot and local sales, becomes NBC's special representative in the midwestern area, with the additional responsibility of a national spot time on the six Westinghouse stations (including WQO and WGB) already managed by Westinghouse) which will be exclusively represented by NBC beginning Sept. 1. Mr. Boyd, previously NBC's New York spot sales manager, on May 15 moves to Chicago to succeed Mr. Morton as spot and local sales manager of the central division of NBC.

REPS FOR ALL NBC STATIONS

In cooperation with Mr. Boyd, Mr. Morton will also continue to represent the 11 stations programmed by NBC: WEA, WGB, WO, WMAQ, Chicago; KGO and KPO, San Francisco; WRC and WMAL, Washington; WGL, Scheneid, and WTAM, Cleveland; KOA, Denver. Of that list, KGO, WGB, and KOA are owned by General Electric Co., WMAL by the Washington Star, and the remaining seven by NBC. Mr. Boyd's new duties include supervision of local sales of WNEB and WMAQ and direction of national spot sales for NBC programs remaining in the central division. No decision has been made as to whom will be appointed to succeed Mr. Boyd in New York or to act as Westinghouse representative for the Westinghouse stations.

Both Mr. Morton and Mr. Boyd are former Westinghouse employes. Mr. Morton joined KDKA as a draftsman, two years later he went to Chicago as sales representative for all Westinghouse stations. In 1935 he moved to Boston as commercial manager of WBZ and WBZA, and in 1932 returned to the Westinghouse setup, where he rejoined NBC as Chicago representative for the network's program-stations, and in 1939 was appointed manager of NBC's national spot and local sales department.

Mr. Boyd served in the Westinghouse advertising department from 1928 to 1931, when he was transferred to WENR, Chicago, where he was promoted to staff of KDKA and later to WBZ sales promotion manager. In 1932 he became a partner in the advertising agency of Benjamin Solley & Associates, and in 1939 joined NBC's national spot sales staff in New York, becoming New York spot sales manager in 1937.

EVANS TO HEADQUARTER WESTINGHOUSE STATIONS

At KYW, Philadelphia

PREPARING FOR assumption of full independence, just 15 days ago Westinghouse stations now program-managed by NBC, Walter C. Evans, vice-president of Westinghouse Stations Inc., announced May 7 that headquarters for the group will be established in Philadelphia under his personal direction. The new KYW Bldg. at 1619 Walnut St., recently acquired by NBC, will be the headquarters for the staff operations. Operations of KDKA, Pittsburgh, KYW, Philadelphia, WBZ, Boston, and Springfield, and W O W O - W G F Fort Wayne, will be directed from Philadelphia.

Mr. Evans will actively supervise both broadcasting and manufacturing divisions, the latter located at Baltimore. He will divide his time between the two cities. Prior to July 1, Mr. Evans plans additional trips to Washington to get the executive staff in Philadelphia.

George A. Harder, veteran Westinghouse Radio executive, May 6 took over new duties as director of publicity for the six stations, temporarily headquarters in Baltimore. He will move to Philadelphia under the new organization. For more than 13 years Mr. Harder has been associated with NBC's public relations, sales promotion, and special events director. He is a native of Springfield, Mass., where he joined the Westinghouse in 1927 as publicity director of the Boston-Springfield operations. In 1932 he took over the programming of the stations, and in 1932, the entire staff was shifted to the network. Mr. Harder served as vice-chairman of the National Broadcasting Co., B. Ely as radio advisor and has handled special assignments for the network in Massachusetts and New Hampshire.

Consumer Relations

THE COMMITTEE ON CONSUMER RELATIONS IN ADVERTISING Met in New York May 8 and heard a report of Dr. L. A. Goodfield, of the Advertising Council, upon activities of the recently created executive, and designed to foster advertising in a manner not in conflict with consumer problems. Present at the session were: Neville Miller, NAB president, representing John A. Benson, chairman, American Association of Advertising Agencies; Julius Adler, New York Times, representing newspapers; Chester LaRoche, Young & Rubicam, representing advertising agencies; Fred Healy, Curtis Publishing Co., representing magazines; William Maydell, Newell-Emmett Co., also representing advertising agencies.
"Twenty-six callers to see you, Sir!"

- Maybe you think an average of 26 callers a week isn't so many. Maybe you have that many callers a day! But listen! These people are farmers and farm leaders, representing every important farm organization in the Midwest. And they're calling in person on Herb Plambeck, our busy and popular Farm Editor—who also finds time to gather and edit 122 stories every week, make 25 calls, interview 40 people, write 41 letters, travel 314 miles, attend five or six farm meetings, deliver two talks, and broadcast two daily farm programs and two weekly programs. Every week in the year it's that way—so we think it's something to get a little excited about—for you to get excited about!

Because, look—with 25% of all the "Grade A" farm land in these United States . . . $659,359,000 farm income (1939) . . . Iowa is the nation's No. 1 agricultural state. WHO—located almost exactly in the center of this rich territory—covers it completely. And that becomes doubly important when you consider that 85% of all farm homes in Iowa are radio homes . . . and that WHO is their favorite station (want proof?).

Take it from us—the farm service facilities of WHO are important to you. How about letting us give you all the details?

WHO for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Both Harvard Graduates; Acquired From Other Federal Agencies

ANGIER youthfull team, chosen from New York, has been selected by the FCC to take over direction of its Law Department, with the appointments of Telford Taylor, 32-year-old special assistant to the Attorney General, and Joseph L. Rauh Jr., 29-year-old assistant general counsel to the Department of Education.

They will succeed William J. Dempsey and William C. Koplovitz, who have resigned to enter private practice in Washington [Broadcasting May 1].

Parallelly generally the backgrounds of their predecessors, the two appointments are Harvard graduates of Harvard. While they have not constituted a legal team as had Dempsey and Koplovitz, they have been associated in Government work during the last few years. The appointments, by unanimous vote of the FCC, were regarded as in the nature of inducting a new "junior Corcoran-Cohen" team for the FCC, as the Dempsey-Koplovitz team had become known.

Mr. Taylor, recommended by former associates as an outstanding Government lawyer, recommended the appointment of Mr. Rauh (pro-nounced Rub) two days after he was designated for the FCC post May 6. It is understood the attorneys intend to follow the Dempsey-Koplovitz precedent in identical assignments. Mr. Rauh will be senior assistant general counsel in charge of administrative and appellate activities.

Mr. Taylor joined the FCC May 6 immediately upon his appointment as special counsel. He will become general counsel upon the retirement of Mr. Dempsey, expected within a fortnight. Mr. Rauh's status will be the same until such time as Mr. Koplovitz retires. The new attorneys have had no direct experience in radio or communications but have had litigation in related fields as Government counsel.

Denies Reports of Friction

Prior to the announcement of Mr. Taylor's appointment, Chairman Fly at a press conference May 4 refuted published reports of purported friction between the Dempsey-Koplovitz team and the Commission, notably over the recent television tuning procedure. Declaring he wanted their successors to follow "along the same lines", he said the retiring officials had "done a swell job and I only wish they could have stayed." He added there never was "any difference of opinion between myself and the two Bills and, so far as I know, between them and either the Commission or any individual commissioners."

"I consider their going as a personal loss," he declared.

When Messrs. Dempsey and Koplovitz were appointed to the FCC a year-and-a-half ago, they were 32 and 39 respectively. Messrs. Taylor and Rauh are 32 and 29. The incoming general counsel is a graduate of Williams College and Harvard Law School and despite his youth has had seven years of varied experience in three governmental departments and as associate counsel of the Senate Interstate Commerce Committee's railroad finance investigation.

The son of John B. Taylor, research scientist of the General Electric laboratories at Schenectady, the new general counsel attended local Schenectady schools and was graduated from Williams in 1928 with a B.A. degree. He taught history and political science at Williams for a year while studying for his Master of Arts degree. In 1932 he was graduated from Harvard Law School as an LL.B. cum laude, having served on the editorial board of the Harvard Law Review. After serving for a year as law secretary to U.S. Circuit Judge Augustus N. Hand in New York from 1932 to 1935, he was named assistant solicitor of the Interior Department, where he handled public lands and condemnation cases. The following two years he was senior attorney of the Agriculture Adjustment Administration, handling preparation of opinions and, later engaged in legislative work with Congressional committees in the formulation of AAA legislation.

New General Counsel

Telford Taylor

and is now pending in the House. Since October, 1939, Mr. Taylor had been special assistant to the Attorney General in charge of the Court of Claims section of the Department of Justice. He has appeared for the Department in many cases before the Court of Appeals for the District of Columbia and the Supreme Court. Mr. Taylor is the nephew of Dean James M. Landis of the Harvard Law School.

Former associates of the new general counsel describe him as a "middle-road liberal" who is careful and thorough in weighing facts and reaching determinations. His wide experience in holding company matters, particularly in connection with the railroad investigation, probably will be reflected in his activities with the FCC.

Leaves Labor Dept.

Mr. Rauh resigned as assistant general counsel of the Wage & Hour Division of the Department of Labor in order to enter the FCC post. He was born in Cincinnati, Jan. 3, 1911, and is the son of a manufacturer in that city. Educated at private schools in Cincinnati, he entered Harvard College in 1928, graduating magna cum laude in 1932. He was graduated from Harvard Law School at the head of his class in 1935, also magna cum laude, and was also on the board of the Harvard Law Review.

From 1935 to 1936 Mr. Rauh was on the legal staff of SEC, participating in litigation involving constitutionality of the Public Holding Company Act and related litigation. In 1936 he became law secretary to Justice Benjamin N. Cardozo and served in that capacity until the death of the justice in 1938. From 1938 to 1939 Mr. Rauh was on the legal staff of the Naylor-Cohen Committee, working directly under Benjamin V. Cohen of the Corcoran-Cohen team, who serves as its general counsel. In January 1939, he became law secretary to Justice Felix Frankfurter, and in March was appointed to the Wage & Hour Administration as assistant general counsel, serving under General Counsel Louis H. Brandeis, now Federal judge in Boston.

At the Wage & Hour Division he has had charge of the interpretation of federal law and the drafting of all findings in wage order cases. He participated in the Opp Cotton Mills strike case, which established the constitutionality of the Fair Labor Standards Act.

WBXN to operate

FULLTIME on 5 KW.

FULLTIME operation with 5,000 watts for WBXN New York was now scheduled to begin about May 15 under the FCC’s grant increasing the power from the former 1,000 and 5,000 day levels. A new Western Electric transmitter has been installed at Carlstadt, N. J., replacing the equipment on the cliffsides at Cliffside, N. J. WBXN actually has been operating from the new plant since Feb. 28.

It represented an investment of $100,000 and construction was supervised by Robert L. Wilson, consulting engineer.

The new transmitter uses a three-kilowatt auxiliary antenna with maximum power radiated over the metropolitan New York area and is housed in a modern new brick building. The 230-foot Truscon towers are supported by 64 concrete piles driven 30 feet into the marsh land, with a ground system of copper strips coming out of the cements. The WBNX reports that at 57th St. and Broadway the field intensity measurement in the new area is over 80 mv., and WBNX estimates that, based on a 2 mv. limitation, coverage has doubled.

Intensive Pall Mall Drive

Under Way in New York

AMERICAN CIGARETTE & CIGAR Co., New York, on April 30 started the largest spot campaign of the year over six New York radio stations for Pall Mall cigarettes using five-minute programs and 40-100 word announcements on six stations. On WABC, the company sponsors four series: 100-word announcements six times weekly on Larry Elliott's Shining Son program; the five-minute Odd Side of the News program six times weekly; news, Saturdays, 11-11:05 a.m., and news 2:55-3 p.m. Sundays.

On WJZ, the company is using four daily recorded five-minute programs of NBC Theatres music, and a special group of 30-word announcements, Mondays through Saturdays, split evenly between the two stations.

WABC and WEAF are during the Forty Winks Club program, and on WJZ during Breakfast Club hours of 97 stations weekly are sponsored on WHN, 56 weekly on WMCA and 8 weekly on WOR. In New York, the company handles the account.

AMERICAN TOBACCO Co., New York, has a national TV spot featuring Fred Astaire, film actor, to head a proposed full network show, to be handled by Young & Rubicam, New York.
Michigan has a larger summer increase in population than any other state. WXYZ and the Michigan Radio Network provide the most effective means for carrying your message to the summer millions added to Michigan's eight major markets.
Here the trained eye and mind of the professional focus and direct the camera. The result is film that builds box office.

Obviously a camera handled by this creature lacks professional direction.
same goes for POWER!

The fundamental purpose of a station’s power is to reach people with radios. The greater the power, the more people the station can reach.

That’s elementary. But there’s just as elementary a fact that’s frequently disregarded — power unchecked spreads. The more it spreads, the weaker it becomes. Power harnessed and directed multiplies itself.

WOR’s power-full 50,000 watts are concentrated, directed, multiplied by means of a directional antenna and unique over-water approach to population concentrations. WOR’s power is increased three times by spearing it at population centers; into cities where people listen. It is tucked away from sparsely populated areas on the West and the ocean on the East. It is specifically designed to reach the greatest group of markets in America with the most power!

— that power-full station
Even the Best of the Word Wielders Are Victims of Occasional Flubs

By LEWIE V. GILPIN

Another is told of Ransome Sher- man, well-known Chicago radio co- median. Waving a stick as m.o. for his Club Matinee variety program one day, he went on to work on a satire on the current war for quick- witted "Now children," he al- lied, "we'll begin our quizzes, and you will be put to the testies." True to his name, his studio audience was overpowered only when Ransome went into some rapid-fire gagging to cover up the break.

Tongue-twisters more often than not cause confusion among even the most linguistically astute announcers. Among embarrassing mo- ments recalled by Andre Baruch was the time he announced that a Marine Roof program was originat- ing on the "Maroon Reef". David Ross, as CBS poet-announcer, re- membered the time he referred to Tito Guitar as "Tito Guitar and his romantic guiztar".

In a matter of seconds, Newscaster Floyd Rodgers, of WIS, Columbia, S. C., not so long ago was amazed, coming to the phrase "struck a snag", to hear "snuck a snag" emanate from his voice box. And Milton Cross, veter- an NBC announcer, probably never will forget his rendition of the "Prince of Pilsen" as the "Pill of Princeton". Deems Taylor, famed music critic and composer, tells how, during a critique on Sig- mund Romberg, he meant to say, "Mr. Romberg is a great (Jerome Kern fan)"—but ended up declaring he was a "fern can". When Ann-ouncer Charles Law of WJBC, Bloomington, Ill., slips, does it up big. Closing a Sunday evening concert of transmitted melodies he commented, "For the last 45 hours you have heard...

Miscellaneous lapsus linguae of unsuspecting authors include "ragged individualists" and the "abdominal habit of mixing his beer and ice cream. One unfortunate, declaiming the merits of a wonderful new hairbrush, climaxmed his dissertation with the statement, "It had thirty-seven-thousand sandths of a hair in this brush". Another, reading a breakfast food commercial to American house- wives, asked bluntly, "Does your

husband wake up dult and lust- less?"

Another listener's surprise came while Charles Friedrichs, secretary of the San Francisco SPCA, speak- ing one of the "Charity Pet Club" broadcasts of KYA, San Francisco, was extolling the virtues of a brave puppy. Announcer Rich- ard Wynne was all set, with a sound-effects record, to imitate a dog's bark. The KYA audience heard Mr. Friedrichs: "And now, Rover, tell the audience how you are to receive this honor... ." And at this cue, Announcer Wynne entertained his record—but instead of a bark, out came the bawling of an infant.

A couple of years ago an account of a major disaster was cut into a commercial program. The bulletin announcement ended: "... the ex- act number of dead is not yet known.

Listen to his broadcast, which was put on in the regular program, jumped or smiled, depending on their sensi- bilities, at a husky contralto start- ing to sing: "Take a number from one to ten, double it, and add a million...

When Mike Isn't Dead

The "dead mike" has long been a source of some of the juiciest start- les. When Grover More, not realizing his microphone was open, is reported to have facetiously filled in a station break with: "This is WZJZich, New York... And although the mike was known to be wide open in this case, a man-on-the-street inter- viewer recently ran to the other extreme with a non-talking German refugee. Urging him to say some- thing about the Nazi regime by referring to America's celebrated speech, the announcer stepped back on his heels when the ex-German finally acceded. His exclamatory re- marks about Herr Hitler all but melted the microphone.

There's a section of the law pro- hibiting profanity on the air—but sometimes it's no fault of the sta- tion, which certainly shouldn't for- feit its license for what some man-on-the-street might say. It was dur- ing a famous Chicago station's first fire a few years ago that a big Chicago station was doing an out- standing job of reporting the fire. A listener who overheard the news asked to comment: "What do you think of the fire?" the announcer asked one burrly passerby. "It's a son-of-a- bitch," he said! It came the wholly unexpected reply.

Even the British have their troubles. Witness BBC announcers' reference to "His Holiness, the Pope," in Propagation of the Gospel! Or take the description of a volcanic eruption from the BBC, saying to the listener, "a large area of vil- lager rapidly overlooking the vil- lage". Or if you prefer, consider the news dispatch concerning changes in the equipment of Lon- don's mobile police stating that "Arrangements have been made for the London police to change their combinations this winter."

Frequent trouble is encountered by BBC announcers, and with some- times alarming results, in pronounc- ing the names of some of the locali- ties of the native heath. Small won- der, with such as Ulgham, Gar- boldisham, Hordenishul, Houtbois, Pusnichul, Fleshow, Tiveekar, Min- gavie, or easier ones like Brechin City and Partick Thistle.

Among the most arresting slips of speech are the intentional mala-
"You know how it is when a girl has her desk outside the Boss's office. When the boys come in off the road, they sort of stand around and let things drop."

"All last winter they kept talking about radio—arguing that this or that was best in their territories. Me? I just listened."

"Pretty soon the Boss started growling at me. Once he even lost his temper unintentionally."

"These men of ours all need different kinds of radio broadcasting, he mutters, different kinds of talent, news, sports, music, drama, announcements, live and recorded—all at different times in different cities."

"Some say they need a single high-power station to fit their territories—others want regional coverage. 'Why don't you give them all what they want?' I ask. 'That would mean about five different kinds of radio,' he snaps back."

"What if it would?" I says, 'you can have as many kinds as you like if you use SPOT RADIO. That's the way a national advertiser solves each local radio situation—precisely.'"

Wide-awake Salesmen find SPOT RADIO makes dreams come true

It gives broadcasting the flexibility that meets the local needs of national advertisers. SPOT RADIO means using radio stations individually—at the best possible time for each territory, with shows of any length or type, live or transcribed.

Local sales drives, special tie-ins, introductory offers—all can have the individual touch that makes every penny count and turns "just another campaign" into a smash success!

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

EDWARD PETRY & COMPANY, INC.

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • ST. LOUIS • LOS ANGELES
Sawyer to Acquire Control of WING

Option Price for 51% Stock

Is Reported at $51,000

CONTROL of WING, Dayton, will be acquired, subject to FCC approval, by Charles Sawyer, vice-president and general counsel of Crosley Corp. and Democratic national committeeman from Ohio, under an option held by him here, expiring June 1. The option price for 51% of the stock is understood to be $51,000.

Mr. Sawyer holds an option to acquire 100% of the station over a period of five years. Should the present licensees desire Mr. Sawyer to take over 100% of the station on June 1, which is the end date of the option, the price is expected to be $100,000. Mr. Sawyer, on the other hand, holds an option to acquire the station over a period of five years at $75,000, or an aggregate of $128,000.

Seeking Two Locals

Mr. Sawyer is an applicant for new local stations in Lancaster and Springfield. [Broadcasting, April 16.] He was Democratic candidate for Governor of Ohio last year and, in addition to his business and counsel for the Crosley interests, including WLYW and WSAI, he is also identified with the Cincinnati Baseball Club and owns complete interest in the Lancaster (O.) Eagle-Gazette.

Management of WING was taken over last June by Ronald B. Woodard, formerly of WALR, Zanesville, upon retirement from and control management of Stanley M. Krohn Jr., principal stockholder, who remained as president. At that time the station was completely reorganized and an NABC optional red and blue affiliation was acquired. Mr. Krohn Jr. is listed as managing 51% of the stock in WSMK Inc., licensee, with his father, S. M. Krohn Sr., holding 20%, and the rest of Cincinnati holding 12%. The station operates on 1380 kc. with 500 watts day and 250 watts night.

New Group Gets KEEN

A new company, formed to take over KEEN, a 1000-watt outlet on 1370 kc. which shares time with KIKK, Everett, Wash., has been authorized to make application to the FCC to purchase the station from KVL Inc., licensee. The new company is Everett Television-Casting Corp., and it is headed by Robert S. Ulmer, president and owner of KELA. C. E. McElroy, general manager and part owner of KELA, is also president of the group and has subscribed to 25 shares. Walter L. Wyckoff, Seattle, is secretary-treasurer of the group, and holds 375 shares. Other stockholders are Fred Bianco, president of Seattle Shull Systems & Dry Docking Corp. and Bianco Coal Mining Co. Mr. Bianco holds 12 shares, and R. R. Groninger, insurance man, 125 shares. They acquired the stock from E. H. Selby, Seattle attorney; Arthur C. Selby, manager, and Mrs. E. C. Dailey, of Everett, equal stockholders.

CROWNED KING of press relations men at a surprise celebration staged in latter April by the WLW-WSAI staff, Cecil Carmichael, assistant to the Crosley vice-president, James D. Shouse, was presented with "Carmichael Jr.", a black bear cub, representing as being the wayward offspring of Jack Benny's (Jello) Carmichael. Mayor James Garfield Stewart, of Cincinnati, who crowned Carmichael (left) looks on as Carmichael nurses Carmichael Jr., with Mr. Shouse at right. All was well until Mr. Stewart began to upset things at the Carmichael home, romping over furniture and doing callisthenics on the chandelier. He has been given to the University of Cincinnati as mascot for the Bearcats, the school's football team.

Buying WMAN Control

CONTROL of WMAN, Mansfield, O., new 250-watt daytime station on 1570 kc. which went on the air last November, will be acquired, if FCC approval is obtained, by Monro F. Rubin, Cleveland businessman, who has agreed to purchase the 93 shares owned by George Satterlee, Mansfield restaurant and market owner. The purchase price would be $19,000. Mr. Rubin already owns 50 shares of the stock, which he acquired recently by purchase. He is also a stockholder in the companies operating WHK- CKC, Columbus, and WJW, Akron, under a lease agreement, and he also owns 50% of the stock in WMAN.

J. M. West Group Would Acquire KTBC Facilities

CONDITIONAL upon an FCC adjudication that KTBC, Austin, Tex., should lose its license as one of the six outlets involved in the Rev. James G. Ulmer "hidden ownership" investigation (Broadcasting, Feb. 15, May 1), a group of Texans has applied to the Commission for the facilities of that station. KTBC now operates with 1,000 watts specified hours on 1120 kc.

Applicants for its facilities are J. M. West, Texas financier who owns the Austin Daily Tribune and Dallas Dispatch-Journal; J. Marion West, his son; P. M. Stevenson, Austin attorney, and T. H. Monroe, Houston business man. Previously, the senior Mr. West headed a company which proposed to buy the station from the present licensees for $50,000 [Broadcasting, Feb. 1]. This deal, however, has been dropped in view of the FCC investigation into the financial setup of KTBC and five other Texas stations.

RELIEF reports have been received by Broadcasting, but have not been verified, that KVAK, Anchorage, Kan., has been sold to W. H. Reits, its manager.
Drop your plugs
where you get REAL strikes...

... in "America's Money Belt"

It's always "good fishing" in America's Money Belt, where the folks buy what they need when they need it. Reason?... they have "what it takes."
The cash spawn of this richest farming section in the country is 17% of the entire nation's farm income!

That money is spent, too. Retailers in the area did a business of more than $1,500,000,000 last year... which is plenty of fish! You should be getting your share of that business... you can get it in "America's Money Belt" with the help of The Cowles Stations.

You see, we reach 385 counties in our primary area—counties completely covered by no other medium. Every station of our group does a bang-up job by itself, so whether you "spot cast"—troll with a single line—or use our "three-way net," you'll find there's no limit to the catch here.

Want to see our season's record? Just write us, today. We have a string of results of which we're mighty proud... we like to show 'em off.
St. Louis Situation Relieved
As Result of FCC REALLOCATION.

KSD Fulltime; KXOK to 630 kc. 5 kw.; More Time
For KFUO; KWK Boost; WGBF, KFRU Aided

ENDING six years of controversy among St. Louis stations, the FCC May 8 ordered what amounted to a "junior reallocation" involving six stations. All are substantially relieved through frequency shifts or power increases.

KSD, St. Louis Post-Dispatch station, KXOK, operated by the St. Louis-Fisher company, and the Lutheran Synod's part-time station, are the principal beneficiaries. The FCC ordered changes which will allow fulltime operation for the pioneer KSD; a shift in frequency from 1250 to 630 kc. for KXOK with 5,000 watts fulltime; and additional hours of operation for KFUO, which shifts from 550 to 630 kc.

KWK, St. Louis Blue Network outlet, was authorized to increased its power to 5,000 watts fulltime on its present 1360 kc. channel, using a directional antenna. WGBF, Columbus Mo., which shared part-time on 630 kc., was authorized to shift to 1260 kc. with fulltime, KFRU, Columbia Mo., which shared time on 630 kc., was ordered to shift to 1370 kc. with fulltime and 250 watts.

KSD Gains 24 Hours

Solution of the problem, which has been carried to the courts on several occasions, came following direct negotiations with the FCC by the interested parties. It was concluded that better service could be rendered to all areas by the shifts.

KSD, operating since 1922, has shared time with the Lutheran station which has been commercial. As a result of the FCC order, KSD will gain the 24 hours a week it has been unable to use since 1927. KFUO, by shifting to 830 kc. with 1,000 watts day and night, will gain more time since it will operate at sunset to 1260 kc. The station, headed by Clarence Leich, is an NBC outlet.

KFRU Gets Fulltime

KFRU procures fulltime operation with 260 watts on 1370 kc. In lieu of its present 1,000 watts local sunset and 500 watts night on 630 kc., sharing with WGBF, Resident manager is C. L. (Chet) Thomas, but Ray V. Hamilton, manager of KXOK under Mr. Roberts, has supervised the direction of both stations, along with his brother, John Roberts.

Camel's Plugs

CAMEL'S PLUGS, Camel's Plugs, CAMEL'S PLUGS...

Camel's Plugs, R. J. REYNOLDS, TOBACCO CO., Winston-Salem, N. C., is testing different and amusing methods of introducing the products of its Al Pearce & His Gang program, which started May 3 on 1350 kc., Omaha.

The first program featured Arthur Q. Bryan as a "sor-...
KOA has the power, the punch, with its 50,000 watts, to cut through and be heard clearly and satisfactorily by its vast audience of listeners.

It is the only 50,000 watt station within 500 to 700 miles in any direction from Denver. That's one important reason why its coverage is so great and its listeners so loyal.

KOA's great coverage means "lowest cost per 1000 radio families" in the Denver market area.

This great physical power of KOA typifies equally great result-producing power for advertisers. It is one important reason why more National Spot and Local advertisers use KOA than any other station in the Denver area.
MuSico Program Is Tested by A&P

New England Version May Be Extended If Successful

GREAT ATLANTIC & PACIFIC

TRADE

TULIP TIME in Holland (Mich.) again will be the occasion for per-

sonal sponsorship of records on CBS. A 15-minute program of 72 CBS stations May 18, 22-23 p.m. (EDT). This is the 15th annual tulip festival of the Michigan flower state and will be broadcast from the Tulip parade. 

Federal Injunctions in Chicago Charge Use of Radio Wire-Tapping Apparatus

AN INJUNCTION charging the operation of an unlicensed “broadcasting” station in violation of the Communications Act was returned May 18 by District Judge Frank J. (Chew Tobacco) Hymie (Loud Mouth) Levin; Harry (Greasy Thumb) Gusik, and Maur-

ice L. (Goldie) Goldstein.

The bequests of the Chicago Equity Co., according to the Government, was a highly technical wire-tapping de-

vice using miniatu (s) transmitters which weigh approximately one pound and can be purchased at radio-

shop stores for less than $10. The range of such transmitters is approxi-

mately 100 yards. In other instances, it was contended, transmitters that are greater power whose range was in-

creased to approximately a quar-

ter of a mile. During the latter part of the trial, it was shown that makers in different locations ad-

jacent to the more powerful trans-

mitters were interrupted there-

sults, including other sporting information.

The men were trapped when their “transmitters” began interfering with telephones, the indictment alleges, and “phono-oscillators” connected these messages into radio waves. The telephone thus became the mi-

crophone for radio. On the oth-

er hand, receiving sets in book-

makers’ rooms, it is claimed, picked up these messages. Five of the defendants were convicted simultaneously, according to the prosecution.

Telephones Utilized

Racing news was received by telephones, the indictment alleges, and “phono-oscillators” converted these messages into radio waves. The telephone thus became the mi-

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ing news setup.
The family of RCA would have given America a running account!

FROM the moment Lewis and Clark ventured into the unknown, NBC engineers and announcers would flash news of their progress out over the two great NBC broadcasting networks. Portable RCA broadcasting equipment would acquaint the public with the aims of the Expedition through the actual voices of its leaders. Forty-three foreign nations would hear of America's new claim directly via R. C. A. Communications, the world-wide radio message service of the Radio Corporation of America.

The antennae of ships in the loneliest oceans would snatch the news - thanks to another RCA service - Radiomarine. RCA Victor receivers would bring news about Lewis and Clark to listeners all over the world. Talking motion pictures would record their doings through the RCA Photophone Magic Voice of the Screen.

Service through sound and sight! That is... and will continue to be the duty and responsibility of the family of RCA to the people of America... and to you.

RCA MANUFACTURING CO., INC.
RADIOMARINE CORPORATION OF AMERICA
NATIONAL BROADCASTING COMPANY
R. C. A. COMMUNICATIONS, INC.
RCA LABORATORIES
RCA INSTITUTES, INC.
Sarnoff Foresees Future in Video, FM and Facsimile

Describes Recent Progress At Stockholders’ Meeting

RCA and its subsidiary companies earned a net profit of $2,312,989 during the first quarter of 1940, an increase of 60% over 1939 first quarter earnings of $1,486,770. David Sarnoff, president, reported to the annual meeting of stockholders in New York on May 7.

After preferred dividend requirements, he said, the quarter’s earnings leave 10.8 cents per share of common stock, as compared with 4.6 cents earned for common stock in the first quarter of last year. Gross income for the quarter was $28,310,407, up 13% from the $25,904,989 of a year ago.

Reviewing the decade since 1930, when he was elected president, Mr. Sarnoff singled out research and technical development as the most significant factor of RCA’s progress in the 10-year period. “Research,” he said, “has directly contributed to our income and earnings; it has enabled us to expand the scope and variety of our products and has prepared us to meet any promises even greater expansion in new fields. As a result of RCA research, there are services we see that those who seek to expand radio’s usefulness. They are: Facsimile; frequency modulation and television.”

RCA’s Three Fronts

Stating that RCA’s position with respect to placing television on a commercial basis has been fully stated during the present hearings before the FCC, Mr. Sarnoff continued: RCA is proceeding on three fronts in television. Our research laboratories are continuing to develop new processes and new equipment; our manufacturing and sales people are exploring new markets; and our broadcasting companies are in the process of launching their first television stations in major cities, and are developing television programs. 

In answer to a question about obtaining licenses for present television equipment, Mr. Sarnoff said that television is just beginning and that there will be obsolescence, but that it should be left to the market to determine the demand for radio receivers in the early days of sound broadcasting and that he sees no reason why anyone living in an area where regular television programs are available should hesitate to purchase a television set.

Another stockholder’s question as to the status of the stockholders’ suit against the present television equipment manufacturer, Mr. Sarnoff replied that the suit is just beginning and that there will be obsolescence, but that it should be left to the market to determine the demand for radio receivers in the early days of sound broadcasting and that he sees no reason why anyone living in an area where regular television programs are available should hesitate to purchase a television set.

Another question regarding ownership of RCA was answered by Mr. Sarnoff who said that RCA was threatened with a suit for breach of contract and that he had filed an answer denying the claim.

How It Is Done

While the unit was built as an intermediate step in developing apparatus for projection of larger images, suitable for use in motion picture theaters, the present size has “interesting possibilities for use in clubs, schools and other similar places where the viewing group numbers from 100 to 150 persons.” RCA reports. There are no immediate plans for marketing this apparatus, it was stated, and from a year to 18 months would be required for its commercial development.

Projected optics of extremely wide aperture, a kinescope capable of high-voltage operation, using 56,000 volts as compared with the 6,000 or 7,000 volts used by the kinescope in an ordinary home receiver, and apparatus suited to those conditions are said to be the basic elements of the new system. The image on the face of the kinescope was measured outside the tube by 3.2 inches, faces not toward the screen but in the opposite direction, being thrown upon a concave mirror; the magnified image then projected back through a glass lens surrounding the neck of the kinescope and through 20 feet of space to the screen.

Signals are received at the Kinescope either through the air as broadcast or by direct wire line. Both methods were employed during the demonstration, with no noticeable difference in the resultant images on the screen.

RCA Large-Screen Television With Clear Images Is Exhibited

Percents 4½ x 6 Feet Are Shown to 400 Persons in Auditorium; No Diffusion Noted in Images

RCA’s new system of large-screen television was given its first public demonstration May 7 at the company’s annual stockholders’ meeting held in one of the larger NBC studios and attended by some 400 persons. Programs, featuring stars of opera, symphony, stage and radio, was presented by a laboratory model instrument on an ordinary moving picture screen, producing images 4½ x 6 feet in size that were comparable to home television reception in quality.

Asked why the increase in size did not cause a diffusion in the picture, RCA officials explained that broadcast on the RCA standard of 441-line definition, comparable to the diffusion that accompanies magnification of a half-tone reproduction, RCA engineers explained that as the size of the image was increased, the size of the spot made by the beam of electrons scanning the picture was also increased, with the result that the large-screen pictures were as good as the smaller images viewed on a regular home receiver, with the scanning lines just as invisible. Too much increase in the size of the scanning spot would cause a loss of definition in the image, it was explained, but experiment located the happy medium at which scanning lines are visible nor is there any decrease in definition.

RCA Dividend

QUARTERLY dividends of $7.5¢ per outstanding share of RCA $3.50 Cumulative Convertible First Preferred stock and of $1.25 per outstanding share of “B” Preferred stock were declared at the regular board of directors meeting on May 8. Dividends cover the period from April 1 to June 30 and will be paid July 1 to stockholders of record at close of business June 7.

CBS board of directors on May 8 declared a cash dividend of 45¢ per share on the present Class A and Class B Stock of $2.50 par value. The dividend is payable June 7 to stockholders of record on May 24.

New York Telecast Caught in Chicago

Freak Reception Sets Record For American Television

AN AMERICAN record for long-distance television broadcasting was hung up May 2 by NBC when portions of the program telecast by New York City transmitter WJWBS, were seen and heard by Horace J. Utgrip, NBC’s central division engineer, in Chicago.

Tuning in the receiver in his office in the Merchandise Mart, he reports that after a few minutes of unrecognizable patterns he had a clear view of June Hynd of NBC’s women’s program staff as she interviewed Dixie’s “Maid of Corinth.” In the studio in the RCA Bldg. in New York. Five minutes later, when a musical team succeeded the interview, the sound proved to be anything but very well but the image faded out, both sound and picture disappearing in one tenth of a second although the program was on the air 11 minutes longer.

Just a Freak

Explaining this unusual extension of the normal broadcast radius limit to a 1,000-mile distance, NBC engineers said the phenomenon was due to the great difference in the upper atmosphere which acted as a mirror for the ultrashort waves. The phenomena explained, these waves penetrate the reflecting layers, unlike the longer waves used by stations in the normal broadcast band, and NBC engineers added that the conditions which made the Chicago reception possible will recur for several months. An attempt to repeat the reception on the following evening, May 3, was foiled by an inability to produce any signal, either sight or sound, on the Chicago receiver.

The Chicago reception, while setting an American record, is not the longest for the world. Early last year the experimental telecasting post at Riverhead, L. I., equipped with a special antenna for trans-Atlantic transmission, pulled in several television programs of the BBC in London, receiving images that were very watchable although not of high quality.

McGill on Directing

ADVICE on the fundamental problems involved in the production of radio programs is presented in the textbook Radio Directing [McGraw-Hill Book Co., New York], written by Earle McGill, CBS casting director and producer, and an instructor at New York U. Mr. McGill gives details of the preparation necessary for a broadcast from the first reading through the casting, rehearsals and final presentation. How to produce different programs, whether children’s audience participation, remote or forum programs, are included, and all the customary scripts are reproduced with mechanical factors carefully explained.

AN ADDRESS on “Decentralization of Relief”, by Maj. Gen. James G. Harbord, chairman of the board of RCA, delivered at the University of Michigan, April 27, under the Freedom of Speech,” by Frank W. Wozencraft, RCA’s general solicitor, before the annual denominational meeting of the Dallas Salesmanship Club, have been printed in booklet form by RCA.
REAL coverage of the New York market—that's what WEAF and WJZ participation programs offer radio advertisers with limited budgets. It's the type coverage and audience that major stations—and only major stations—provide in this vast market. Yet it is priced moderately, whichever program you choose.

So check these FIRST: Rad Hall’s FORTY WINKS CLUB, 6:30 to 7:30 A.M., daily except Sunday on WEAF; Ed East’s BREAKFAST IN BEDLAM, 7:00 to 7:55 A.M., daily except Sunday on WJZ; and Nancy Craig's WOMAN OF TOMORROW, 9:00 to 9:30 A.M., Monday through Friday on WJZ. All three are client-tested, result-getting opportunities, proved sellers of a wide variety of products in the New York market.

Ask any NBC Spot Salesman for complete information—past and present sponsors, mail pull, sales results.

N. B.—WEAF and WJZ are the only major network stations in New York with station guaranteed time. Always check them FIRST!
Advertising Curb Is Noted by Taft

Candidate Rebukes New Deal For Alleged Interference

TERMINING advertising the "spark plug of recovery," Sen. Robert A. Taft (R-Ohio), who has announced his intention to be the Republican nominee for President, indicated May 3 in an address at the National Association of Broadcasters convention in Buffalo, that the New Deal's "yearning for Government control and regulation of advertising" has become a definite consideration in the issue of the Administration's alleged interference with private business. In his message, Mr. Taft observed that advertising points the way to prosperity by stimulating production. To remove the "smoke and mirroring" in the advertising industry, Sen. Taft cited the FCC's recent challenge to television advertising.

"The danger is that Government control will so tie down and slow up the whole process of running the machinery that the machinery will never run," he commented. "We have seen this before in the attempt of the FCC to stop the sale of television sets because they were not sufficiently safe and probably would have to be superseded shortly by other instruments. We must make sure that any Government agency had refused to permit the advertising of the early automobiles was not repeated here.

News Columns Next?

"Furthermore, we have found before that you can't regulate one feature of an industry without regulating it all. If the Government gets power to tell every newspaper what it shall put in its advertising columns, it is only a short step before it will be telling every newspaper what it shall put in its news columns and in its editorial columns.

"Personally, I don't think that the people interested in advertising. They accept it as advertising, and their tongues are crossed until they try to get anything out of it. It is a long time before it lives up to its advance notices. The danger to the whole country from Government interference with advertising is much greater than the danger that any considerable number of people are going to be deceived by advertising.

"The real function of advertising is to increase production, to put more men to work in private industries, and thus build up a consuming public and a national income which will lead to a continuously happier people. Suppose tomorrow all advertising was suddenly to end. We would probably see a deflation and a downward spiral which would make 1929 look like Coolidge prosperity. I have talked to large manufacturers who would like to save the expenses of advertising and have tried it. They don't quite know why, but the actual fact is that when they stop advertising, their sales rapidly fall off, no matter how essential their products."

STANBACK Co., Salisbury, N. C. (proprietary), will sponsor one-minute dramatic entertainment in half-hour programs over NBC Recording Division, on 70 stations. CAM Cameron Brantley Adv. Agency, Salisbury, handles the account nationally, except in New York.

MBS Volume Discount Plan Revised To Permit Use of New Minimum Periods

THE MBS volume discount plan inaugurated early this year, providing for discounts ranging as high as 50% of card rates for advertisers using Mutual networks of 75 stations or more, including the network's "basic" outlets, and making certain stipulated minimum weekly expenditures on 52-week minimum contracts [BROADCASTING, March 11, has been revised to permit advertisers to buy time on the basis of 13, 26 or 39 weeks as well as 52 weeks without sacrificing the package-plan discounts.

As was the case with the original MBS volume discount plan, the new plan is based on minimum expenditures and it likewise requires the advertiser to use the full roster of basic outlets, totaling 72 in the daytime and 59 at night. Balance of the required expenditure may be used to buy time on whatever of the network's remaining 58 affiliates he desires. Basic outlets include: WOR, WGN, WIP, KCLW, WHK-WCLE, WOL, KXOK, WCBM, KKV, WLOI, WHB-KITE, WKWB, WRC, WSYA, KPEL, WRC, KFOR, WHFB, the Don Lee Network of 31 stations in the Colonial Network in New England. Rates for a single nighttime quarter-hour, under the new plan, are: $3,190 on a 13-week basis; $3,002 on a 26-week basis; $2,815 on a 52-week basis. Five nighttime quarter-hours weekly for 13 weeks cost $14,540 per week; for 26 weeks, $35,680 weekly; for 39 weeks, $13,133 weekly; for 52 weeks, $10,319 weekly.

New rate structure also provides for half-hour and hour periods on a one-a-week or five-times-a-week basis, and for daytime as well as evening hours. Revised discount plan, which is in addition to the regular MBS policy of offering advertisers time on hookups of from 2 to 120 stations, was worked out by the MBS board of directors at its recent meeting in New York [BROADCASTING, May 11].

Fels Spots Drive

FEIS & Co., Philadelphia, on May 6 started a campaign for Fels Naptha soap using quarter-hour programs featuring local talent on 18 Pacific Coast and 15 stations in the Colonial Network in New England. Rates for a single nighttime quarter-hour, under the new plan, are: $3,190 on a 13-week basis; $3,002 on a 26-week basis; $2,815 on a 52-week basis. Five nighttime quarter-hours weekly for 13 weeks cost $14,540 per week; for 26 weeks, $35,680 weekly; for 39 weeks, $13,133 weekly; for 52 weeks, $10,319 weekly.

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Wax Firm Placing

MINUTE MAN PRODUCTS Co., Hartford (Laquer Wax auto polish), has started sponsoring the quarter-hour transcribed program "Federal Agent," on WSBT WBBW WNBW WNDO WMBI and will add other stations to the list. Transcribed serial of 39 episodes was produced by 20th Century Radio Productions, Hollywood.

WKBB, Dubuque, Joins NBC as 187th Affiliate; Adds Two More in June

FORMERLY an outlet of CBS, WKBB, Dubuque, Ia., on May 8 joined NBC as a supplementary Red station, bringing the number of NBC affiliates to 187, the total number of NBC affiliates. It is being offered at an evening hour rate of 40. Licensed to Sanders, Dubuque, in the recent Supreme Court decision upholding the FCC's "survival of the fittest" theory, WKBB operates with 250 watts on 1500 kc. It was the station which made the unsuccessful legal fight, based largely on economic grounds, to keep the Dubuque Telegraph-Herald from erecting a tower that could interfere with the station's area.

The newspaper had been granted 500 watts daytime on 1340 in July, 1937, but the grant was held up pending the litigation. Plans of the Telegraph-Herald to construct the station are now being held in abeyance pending the court's decision.

NBC will have the largest number of affiliates in its history with a total of 189 stations when KRBM, Birmingham, Ala., on May 20, joins the NBC family as a bonus station to advertisers using KGIR, Butte, Mont., and WBNJ, Muskogee, Okla. KRBM becomes a member of the NBC southwestern group on June 26. Red station, licensed at the Blue station, is licensed to KRBM Broadcasters and operates on 1420 kc. with 250 watts. WKBW, Buffalo, is owned by Piedmont Publishing Co. and operates on 1310 kc. with 250 watts.

WCBM, in Baltimore, Becomes Outlet of MBS

AFFILIATION of WCBM, Baltimore, with NBC's MBS, goes into effect late last month by John Elmer, president of the outlet, and officials of the network. WBAL, NBC-Blue affiliate, will continue to carry the present schedule of MBS programs, under the arrangement, WCBM carried its first MBS programs on April 28.

Mr. Elmer announced appointment of new management to represent WCBM in the national spot field. WCBM recently moved into its own building in downtown Baltimore. It operates with 250 watts fulltime and shortly expects to dedicate its new facilities.

April a Boom Month

APRIL, 1940, was the greatest single month in spot and local sales revenue from NBC's 15 managed and operated stations in the country, according to an announcement by James V. McConnell, NBC national spot and local sales manager. Total for the month was $529,116, an increase of 36% over April, 1939 figures of $387,999.

The first quarter of 1940 also topped all records, totalled $1,975,078, a 24% increase over the first quarter in 1939.

FIRST in the series of short subjects titled Dave Eisenhower's Hobby Lobby, added April 10 to the program of that name which was recently discontinued by NBC Co., was screened May 1 in New York, featuring Mrs. Franklin D. Roosevelt and members of her family at a dinner in Wheeling's Capital Theatre to watch a rehearsal. In case you haven't guessed, the Grimes mask is supposed to represent Chamberlain, the Schreiber mask Ghandi.
At Hull, Massachusetts, on Boston Harbor, two giant 500-foot aerial towers dwarf the attractive building that houses the new transmitter of Station WBZ Boston. Inside, Westinghouse engineers are testing and checking final details of the most modern radio transmitter ever designed. Purpose... to dominate the entire Metropolitan Boston Area beyond a shadow of a doubt.

50 MV/M Signal in Greater Boston
10 MV/M in balance of Metropolitan Area

The new transmitter at Hull will concentrate WBZ broadcasts like a powerful searchlight's beam on the whole of Greater Boston with a signal strength conservatively estimated at 50 MV/M — in the rest of the Metropolitan Area the signal strength will be 10 MV/M. Every radio listener in this area will naturally prefer this clearer, stronger reception.

No increase in Rates for the Immediate Present

Listening audience in the entire New England market will be vastly increased at the same time that the Metropolitan Boston Area is blanketed with this new, stronger signal. Nevertheless, Station WBZ plans no immediate rate increase. Consequently, alert advertisers are signing up to participate in the generous bonus of extra listeners... at no extra cost. Thirty-two new advertisers have already added WBZ to their advertising schedules.

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

NAB's Log Given Approval by FCC

Adjudged to Be in Keeping With Commission Rules

PROGRAM LOG recommendations of the NAB Accounting Committee, to new rules promulgated by the FCC last August, were held to be "in keeping with the requirements" by the FCC in an announcement May 8.

Without passing on the details, the Commission said the Accounting Department had consulted with the NAB Accounting Committee, and found in an announcement May 8, it saw no objections to the program log recommendations. NAB notified the FCC to broadsides implications of the new rules, particularly Rule 380(a), many stations had expressed. The Committee has written, headed by C. T. Lucy, WRVA, Richmond.

The log recommends that stations shall maintain and operating logs with entries showing much detailed information. These include entries showing what each program, from such as "music," "drum" and "speech," the voice or name of the speaker and audience to the beginning and ending of the complete program. If a mechanical record is used the entry must show the exact nature, such as "record" or "transcription," and the place to be recorded as a mechanical record. If a speech is made by a politician, the name and position shall be entered. Also included in the entries showing the broadcast program is all the information about the stations which are owned and operated by other stations. The stations which are not owned and operated by other stations shall be retained by the licensee for two years, or except when required to be retained for a longer period in accordance with other FCC rules.

Copies of such logs will be distributed by the NAB, along with detailed instructions.

BMI Names Gutman

ARTHUR H. GUTMAN, director of arrangements and copyrights for the New York Local (602) of the American Federation of Musicians since 1936, has been appointed director of arrangements and copyrights for Broadcast Music Inc. Mr. Gutman had been four years with Crawford Music Co. and TAB Lin, where he arranged many of the Berlin hits. He is also recognized as a jazz composer and arranger, has written songs which have been performed by symphony orchestras in Philadelphia, Pittsburgh, Boston, Hartford and Albany.

Research & Applesauce

By William Rogow

CHARLES E. ROGOW, of New York

THE CENSUS days are here again, but surveys we have always, and surveys Mr. Rogow points out, have their blind spots and their weaknesses, bearing out diagnoses these shortcomings, where in the trade. What prodded the author is a specimen of eloquent criticism of the anomaly of two New York surveys which were directly opposite results. Station A practically all the listeners between 7 and 9 a.m., according to one survey. Then a few weeks later, with the program situation scarcely changed, the author says of the same survey organization, proved that Station B had practically all the listeners between 7:15 and 9 a.m., and it is where Mr. Rogow comes in!

The growing importance of the absolute necessity for more and better statistics concerning the desiring radio audience is well recognized. But what seems to be too freely glossed over is the manner in which careless knowledge is arrived at where it is important that we should buy. There is no "divine right of broadcasters" which gives a station the right to distort the truth any more than any other advertiser. We are aware, yet the bulk of the claims made in the radio station promotion pieces which daily come across our desks show an astonishing lack of intent to mislead the buyer by studied omission of vital information. This is a 90 percent understanding of the statistics on which their claims are based.

Nothing but the . . .

But of even greater concern to the radio industry are the methods used by the research organizations active in this field which are engaged by the radio stations to dig out the facts. The very words "research," "survey" and "statistics" are practically synonymous with "the truth, the whole truth, and nothing but the truth." But that's what the time has arrived to ask a few questions. I have before me two pieces of radio station promotion matter, embodying the findings of two different surveys—made by the same research organization, slightly more than two months apart—for two stations which radio stations in the New York area.

The first is from Station A. Their studies were made in November, 1939 to determine the programs

then a survey by the other method should never have been made!

That one of the two methods employed one of the others is not valid excuse for making the cheaper one if it's not going to be accurate enough to undertake a survey for the purpose of submitting figures to support its contention. To the most prospective buyers of its facilities to spend large sums of money, their use is a misrepresentation as well as a misrepresentation. If these figures do not reflect the true state of affairs.

Any station is financially unable to support the cost of the right kind of a survey, then it shouldn't be making any claim that is the wrong kind of a survey! It's high time that our industry reach to any station on the method that will yield the greatest degree of accuracy and adopt it as a standard until an improved method is found. I don't think it would do any harm for radio to bend over and cock an eye at the running research currently being conducted by the ANPA in the newspaper field.

The sins that have been committed in the name of radio research from the CAB ratings down on terms costing millions of dollars. Don't you think it's time to call a halt?

Jergens Summer Plans

ANDREW JERGENS Co., Cincinnati (and Co.,) will co-feature Gale Page, reaper and another actress, with Jim Ameche, in a summer series of Woodbury's Hollywood Plays. Ch. 9 is Boyer, star of the current show, goes on vacation. Summer series starts July 4, and John Reed, editor, Weds., 8-30 p.m. (EDST) with West Coast repeat, 7-7:30 p.m. (PST). Jay Clark will continue to produce for Lennen & Mitchell, agency servicing the account, and Bob Moss remains as network director on the show, with Lew Crosby announcer. Miss Page, the 1939 Miss America, first year when he went to France. It is understood that Boyer may do a serial when he returns to his network, is an official of ASCAP. It is a secret that he doesn't like the present policy of a different story and characters each week. Boyer would prefer a program in which he could develop a personal characterization. Several serials are said to be under consideration, with Dr. Hudson's Secret Journal, by Lloyd C. Douglas, favored.

BMI Campus Approval

BROADCAST MUSIC Inc., industry project to break the ASCAP monopoly in music, is looked upon by the American Federation of Musicians, which broadcast executive, as an attempt to break up the ASCAP cartel, on College Pubs. Asn., representing leading schools of higher learning, as a haven for young song writers and lyricists. At the annual meeting of the organization in Des Moines, April 20, the group endorsed the approval with BMI, for the group advocated support of the music writers, independent of ASCAP. The group was to guard against inroads of ASCAP "propaganda" on the campus. Some opponents are expected to protest the action, which is a test of the session. Miss Judith Waller of NBC and Ed Kirby, NAB public relations director were guests at the convention.

Page 36 • May 15, 1940
On a one year contract

$150 PER WEEK* buys ALL of these KFI proven PARTICIPROGRAMS!

Combine them any way you please as long as five per week are purchased and earn this new, low combination rate. Here are four proven sales promoters reaching four different audiences at four different times of the day at a price comparable to our one-minute daytime spot announcement rate. Write or wire for complete story on this best buy in the Nation's Third Major Market—the "State of KFI."

Art Baker's
"NOTEBOOK"
Borrow a profitable page from this popular KFI feature and write a new sales success story for your product. Afternoon program, Monday thru Friday.

Agnes White's
"CALIFORNIA HOME"
Stir a small part of your advertising budget into this home economics program crowded with women listeners. Morning program, Monday thru Friday.

Mirandy's
"GARDEN PATCH"
80% of Southern California adults have a definite interest in year-round gardening. Plant your sales message in the "Garden Patch" and reap a harvest of increased business.

Bob Johnson's
"BRIDGE CLUB"
Deal yourself in on the enthusiastic audience that follows Bob and his advertisers faithfully. Participation gives you trump cards in Southern California.

KECA
9:30 A.M.

30 Minutes of Morning Sunshine!
9:30 A.M. MONDAY THROUGH FRIDAY
... children off to school, breakfast dishes all washed ... have another cup of coffee, relax and listen to one of the most enjoyable half-hours in radio. It's ...

KECA's
"Mid-morning JAMBOREE"

★ with HOMER GRIFFITH
Genial master of ceremonies. You'll like his happy philosophy as he shares his home-made sunshine with you.

★ with IRENE WIGTON
Home economist, stylist, color harmonist, offering scads of new ideas to make the day's work lighter and more enjoyable.

★ with AL POSKA
Popular conductor of KECA's "MUSICAL CLOCK," adding much fun and frivolity to the festivities.

★ with CLAUDE SWEETEN
Composer-conductor and director of the musical portion of KECA's "MID-MORNING JAMBOREE." Well known for his imaginative music on "Feminine Fancies" and "Listen Ladies."

★ with JACK OWENS
Hollywood's "young-man-about-the-piano," singing those songs you like to hear.

★ and the KECA ORCHESTRA

That's the Talent Line-up!

... Now as to the Costs
SOLD ONLY ON PARTICIPATING BASIS
150-word participation $20.00 each (least rate, less than 5 weeks)
Above subject to all frequency discounts.

WEEKLY PARTICIPATING RATE — 5 PER WEEK

<table>
<thead>
<tr>
<th>Number of Weeks</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Less than 13</td>
<td>$85.00</td>
</tr>
<tr>
<td>13 to 25</td>
<td>$80.75</td>
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<tr>
<td>26 to 38</td>
<td>$76.50</td>
</tr>
<tr>
<td>39 to 51</td>
<td>$72.25</td>
</tr>
<tr>
<td>52 weeks</td>
<td>$68.00</td>
</tr>
</tbody>
</table>

No further discounts given than shown above.

ALL PRICES INCLUDE TALENT CHARGE

KFI Participating Programs Are Powered to Sell!

KECA
780 KC 5000 Watts Days - 1000 Watts Nights

FREE & PETERS, Inc., Sales Representatives

KFI
640 KC 50,000 Watts Continuous

EDWARD PETRY & CO., Sales Representatives

OWNED AND OPERATED BY

Peters & Anthony, Inc.
LOS ANGELES
CALIFORNIA

INSTRUCTIVE! APPEALING!
ENTERTAINING! ENJOYABLE!

PETERS & Anthony, Inc.
LOS ANGELES
CALIFORNIA
Review Is Granted In KSFO Decision

Supreme Court to Consider Station License Question

REVIEW BY the Supreme Court of the jurisdiction of lower courts over FCC decisions on transfers of station licenses through sale or lease was authorized by the highest tribunal May 6 in granting petitions for writs of certiorari sought by the Government involving the proposed lease of KSFO, San Francisco, to CBS.

Regarded as one of the few remaining fundamental issues to be adjudicated involving FCC authority, the reviews were authorized after the U. S. Court of Appeals for the District of Columbia had denied FCC motions to dismiss the KSFO and CBS appeals sought by William F. Thompson, general counsel, and William E. Koplovitz, assistant general counsel, who recently announced their resignations from the FCC.

According to attorneys, the Supreme Court's grant of certiorari may be without present validity under the particular circumstances involved. The cases have not yet been advanced to the Court, however, since the denial of the FCC motions to dismiss simply left the issues before that tribunal subject to appeal.

Usually, the Supreme Court awaits final decision in the lower court before accepting review. The FCC was originally denied the transfer of KSFO, present CBS San Francisco outlet, to the network in Oct. 1948. Then the appeals were taken both by the network and the station, FCC filed motions with the Court to dismiss the case on the ground that under Section 402(b) of the Communications Act the court was without jurisdiction to entertain an appeal on the Commission's denial of a request for consent to the assignment of a license. The lower court subsequently denied the Commission's motion.

Fulltime Experimentals Are Extended to Aug. 1

PENDING promulgation of an allocation under Havana Treaty terms, the FCC April 30 extended until Aug. 1 special fulltime experimental licenses for nine broadcast stations. Simultaneously, it advanced the effective date of Section 332 (b) (5), which would prohibit the broadcasting of commercial programs under experimental authorizations, to the Aug. 1 date.

All of the stations now are operating fulltime under special experimental licenses, whereas under regular assignments they are designated as part time or time-sharing stations. The Aug. 1 date tentatively has been set for the expiration of all outstanding broadcast licenses under the Havana Treaty.

Desires of Members

Twelve years old, the oldest broadcasting station in Canada, CFCF, Montreal, not only observed its anniversary May 1 but dedicated its modern new studios. Notables were present in profusion, including (top group, left to right) Maj. Lenox R. Lohr, NBC president; A. H. Ginman, president, Canadian Marconi Co.; owners of CFCF, Robert McMurtry, chairman of the board of governors, Canadian Broadcasting Corp.; Reginald M. Brophy, former NBC station relations chief, who is now general manager of Canadian Radio Stations; and Maj. Lohr; Mr. Brophy; Harold Carson, president, All-Canada Radio Facilities; H. Cockfield, president, Cockfield, Brown & Co. Ltd.; Canadian associate of McCann-Brockman; J. Gibbons, president, J. J. Gibbons Agency.

AP Management Still Studies Problem Of Liberalizing Its Radio News Policy

ATTEMPTING to follow out the mandate of the membership of the Associated Press to "liberalize" the AP radio policies [BROADCASTING, May 1], the AP management has been actively investigating the desirability of its publisher-broadcaster members during the last two weeks, but has taken little action as yet.

Only liberalizing move to date has been to make AP Newsman Mr. McCambridge said there is a division of opinion regarding the way the news should be handled. Some members, he said, want the association to deliver a special radio news report, with the news already processed for broadcasting. Others prefer to receive the full AP report, as at present, and to do their own processing, while still another group would like to have the complete programming job done at AP headquarters.

The question of making AP news available for sponsorship on the nationwide networks is being carefully considered, Mr. McCambridge reported, but no action has yet been taken along this line. Regarding local sponsorship, he said that a great many AP members have contracts with other services for news which they are using on sponsored programs, but that they have expressed the intention of moving to AP news at the expiration of their present contracts.

The "first newspaper-owned radio station to apply for and receive this

LUCKIES' Musical Briefs Now Include 52 Stations

AMERICAN TOBACCO Co., New York, on May 15 is expanding its traditional annual announcement campaign for Lucky Strikes to 32 stations in New York, Pennsylvania and New England, the announce-ments, featuring Hit Parade numbers on the hour, to vary from 15 with the first radio station to be announced campaign started April 1 on eight New York City stations [BROADCASTING, April 1].

New locations added are WGY, Schenectady; WABY, Albany; WIBX, Utica; WTRY, Troy (WSYR-TV); WBNJ, New Brunswick; WHEC, WSAF, Rochester; WESC, Elmira, and WNBG, Binghamton. Pennsylvania locations are WCAU, KYW, WPIL, WPEN, WDAS, WIP, Philadelphia; WGBI, WARM, Scranton; WBRB, WBAX, Wilkes- Barre, and WSAH, Allentown. New England stations added are WTIC, WDRC, WITF, Hartford; WNBC, New Britain; WELI, New Haven; WBRY, Waterbury; WICC, East Haven; WPON, New Britain; WCOP, WCBS, WOR, WABW, WEAN, Providence; WFEA, Manchester, N. H.; WLHN, Laconia, N. H.; WENH, Littleton, N. H.; WNBX, Springfield, Vt.; WCHS, WGAT, WGTN, Portland; WLBZ, WABI, Bangor, and WCQY, Lewiston, Me. Agency is Lord & Thomas, New York.

Siren Heralds News

A SIREN now announces the daily 15-minute newscasts of McClure-Frontenac Oil Co., Montreal, according to Dominion Broadcasting Company, which recorded, and shipped the disc to start May 1 on CKOC, Hamilton, Ont.; CKRK, N. Bay, Ont.; CJCS, Stratford, Ont.; CJRM, Regina; CKPB, Fort Will- iam, Ont.; CKG, Kitchener, Ont.; CJLK, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CJRI, Winnipeg; CKKC, Saskatoon, Sask.; CKVD, Val d’Or, Quebec, Can. The account was placed by Cockfield-Brown & Co., Montreal.

Ralston to Return

RALSTON-PURINA Co., St. Louis, which went off NBC April 26 for the summer, will resume Tom MacRostie’s "Old Station Riders" on 50 NBC-Blue stations on Sept. 30 for 26 weeks. The program will be produced by WGN, Chicago, Fridays, 5:45-6 p.m., with two repeats, for the South and Midwest at 6:45 p.m., and for the East Coast at 5:45 p.m. The Agency in charge is Gardner Adv. Co., St. Louis.

CAMPANA SALES Co., Batavia, Ill., on May 24 will discontinue for the summer. The "Nights on the North Bridge" program, heard on 53 CBS stations for Italian Balm, Fridays, 9:30-10 p.m. in Chicago, is being taken over, according to Moore & Wallace, Chicago.

24-hour service, which has just been established, can use radio stations by vote of the members of the Associated Press," KSD stated that it "will be able to cover any time, and in addition to its regular AP news schedule, continuing of seven one-way days on weekdays and three on Sundays.
I LIKE WKY BECAUSE:

Our first quarter Raisin-Bran sales are 12.4% above last year and "Breakfast Brevities" over WKY is the only Skinner advertising being done in this area.

SKINNER MANUFACTURING CO.

Wayland R. Dadisman,
District Sales Supt.

- Eighteen spot announcements a week over WKY tell Oklahomans about Skinner's Raisin-Bran and Macaroni products. The alacrity with which Oklahoma housewives have responded to these announcements has enabled Skinner's representative to report "an increase in my Oklahoma territory on Raisin-Bran sales that to my best knowledge is a better showing than has been made in any other territory." WKY was sent to bat for Skinner a year and a half ago. Active merchandising co-operation among jobbers and dealers plus an ability to deliver a greater listening audience than any other Oklahoma station, has given WKY a regular place in the Skinner line-up...has demonstrated the unquestioned power of WKY to do a thorough selling job throughout the Oklahoma market.
**Merchandising & Promotion**

**Capital Houses—Holbein Print—Free Posies—Game Tickets—Rally of Owls—Schedules**

**Demonstration by Disc**

Specially tailored, recorded sales presentation was used by WTMJ, Milwaukee, to dramatize the station’s sales story for members of the Wisconsin Retail Jewelers Association held in Oshkosh. The recording, developed by the WTMJ sales promotion department and produced for use on NBC’s Servel de luxe contest, was entered in the convention, included entertainment bits by WTMJ artists on whose programs the jewelers have participated during the last year. The campaign was built around the “Buy jewelry from your jeweler” theme. William F. Dittmann, sales chief of WTMJ, presented the recording and addressed the convention.

**P&G-Servel Contests**

**PROCER & GAMBLE Co., Cincin- nati, in cooperation with Servel Inc., New York, for the third successive year, is conducting six month-long Servel P&G soap product contests. The Guiding Light on NBC-Red, Painted Dreams on KWK, St. Louis, The Home Front, and the Gulf KCPW, Portland, Ore., are handling the demonstration of the Servel Contest.**

**The Building Field**

**KEYED to real estate and building trades advertisement, the NAB Bureau of Radio Advertising has compiled a 42-page booklet of tested proven ideas, sales promotion plans and other aids for this field. The loose-leaf folder, “Home Field Sales Field Manual,” produced in cooperation with the Federal Housing Administration, with the assistance of Radio Advertising Bureau experts, is available free on request.**

**Orchids With Renewals**

**FOLLOWING the first six weeks’ success of the National Biscuit Co.’s campaign of Victor recordings in production, the company has launched a Make Believe Ballroom feature on WNEW, New York, McCann-Erickson, New York, in charge, sent orchids to the 50 managers of the stations carrying the campaign along with renewal contracts for the second 13 weeks, starting May 6. Presented in the interests of NBC bread, the campaign, which started in 12 cities the first week with four stations having added a fifth or sixth that day [Broadcasting, Feb. 1].**

**Diamond Ducats**

WJJD, Chicago, offers 100 free baseball tickets to Cubs and Sox games this week during its afternoon broadcasts featuring WJJD’s Augie Grimm and Lew Fonseca. Listeners whose names are announced on the air during the preceding week are guests of the week. Names are chosen at random from listener letters. The same specification is reserved for the 100 weekly guests to the “WJJD Baseball Parties”. Sponsor and sales manager are offering a pair of Yellow Owl-White Eagle Gate tickets to Chicagoans’ favorite “party” tickets at Gillette, WJJD, and White Eagle Gate, for the opportunity to hear the. **

**Proofs in Advance**

**To PULL attention to its ad appearing in the May 1 issue of Broadcasting, WOWO, Fort Wayne, in cooperation with the motion picture production company, is releasing advanced proofs of the display, with an illustrated notation of issue and page number.**

**For Owl Employees**

To STIMULATE employer interest in the five-week-half-hour program, “Keeping Fit in Hollywood,” which April 15 on KNX, Hollywood, under sponsorship of Owl Drug Co., San Francisco, special two-day rally was staged April 25-26 in the station studios. Besides pep talks by executives of NABS, Richard Kline, conductor of the program presented a typical “broadcast” of how each local Owl pharmacist and sales manager of Owl Drug Co. spoke briefly, explaining the good-will qualities of the series. Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywood agency servicing the account, told of promotion being planned on the show. Other speakers included A. O. Anderson, general sales manager, and E. C. Foster, director of employee and public relations, respectively, of Owl Drug Co.

**Cowles List**

**APPEARING each Sunday on the radio page of the Des Moines Register in the Des Moines broadcast schedule for the coming weekend the Cowles stations—KSO-KRNT, Des Moines; WCCO, Cedar Rapids, Iowa, and WNAW, S. D. Cowles, are developed by Mary Little, radio columnist of Iowa Broadcasting and the editor of the individual stations, with times, days and newscaster listed, occupy two columns on the schedule of quick reference. The four-station layout was started recently after the Cowles magazine had been published in different issues of the Register & Tribune.**

**BROCHURES**

**KYW, Philadelphia—Four-page broad- casters’ fold out printed in color promoting the KYW 7:30 a.m. Universal Clock program.**

**NBC—Green and white brochure “What a Day! But... How Many Are Away From Radio” in the ... Sinaig. The first and second pages are printed in color.**

**NBC—Die-cut orange folder on “Li’l Abner”, the comic strip, now available to sponsors as a Monday through Friday promotion program.**

**NBC—Blue and white folder “Pull Your Chair Right up to the Rail,” ofrer- ing for the next week the broadcasts of races scheduled to Nov. 2.**

**WIRE, Indianapolis—Photomontage brochure on new studios in the Clay- pond Hotel.**

**WRC Washington—Colored size-folded folder on Mary Mason’s women’s feature.**

**WTTW, Chicago, Ill.—Free size-photographing testimonials, sponsor lists and participation rates.**

**NBC radio success story re- leased by NAB, promoting themselves.”**

**Williams, Nurserymen’s Bulletin, and Merchants Supple- mentary data.**
Heard about the one-station network?

ALL right, so we're not a network—but some folks are fooled by the 80 national accounts on our schedule.

Why this strong spot preference for WHN? A lot of them wisely reason that sales are best where sales are greatest, in America's number one market. Even network advertisers (e.g., Lucky Strike, Gillette, Phillips, Twenty Grand et al) know that a second punch at these twelve million New York area listeners means more than their first crack at smaller audiences. It's bound to when there are more radio sets in the WHN primary area than in the combined states of Iowa, Kansas, Missouri, Minnesota, Nebraska, and the Dakotas.

Yes, 80 national accounts on our roster already in 1940, with 63 of them continuing right along through April. Add to that number 38 enterprising local advertisers for a total of 118 accounts in four months.

What other station—or for that matter what network—can tie that record?

---

**WHN**

Affiliated with Loew's Theaters and Metro-Goldwyn-Mayer Pictures

**NEW YORK CITY**

Chicago Office: 360 North Michigan Avenue
More Signal Power

Left—power amplifier, left-hand cubicle, showing air-cooled tubes, compressed gas type main plate and grid tuning condensers.

Below—Center cubicle of power amplifier assembly showing plate tank and coupling coil, harmonic filter and transmission line terminating coils.

OPERATING ADVANTAGES

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

Westinghouse
The new Westinghouse Type HG 50 kw transmitter was developed in the recognition that commercial broadcasting pioneered by Westinghouse Station KDKA is the business of manufacturing modulated radio waves at a profit. Commercial stations can turn out a better product at lower cost with this new equipment because:

1. The power amplifier provides over 80% efficiency—more than twice the plate efficiency of conventional circuits and at least 20% above other equipments now available.

2. Air-cooled tubes throughout eliminate water jackets, cooling radiators, water storage tanks, distilled water and other inconveniences of expensive installation and maintenance accompanying the use of water cooled tubes.

3. The cooling method allows use of exhaust air to heat the building housing the transmitter—a further saving.

4. All tubes are operated well below their rating with resultant long life and economy.

Performance for station KDKA in Pittsburgh gives ample confirmation of the improved efficiency, economy, compact arrangement, and simplified operation which this new transmitter provides. For full details of operating advantages listed at left, get in touch with your nearest Westinghouse office.

Tune in Thursday nights to "Musical Americana," with Westinghouse Radio Orchestra, 100 Men of Melody and Swing Choir . . . N.B.C. Blue Network . . . 8 P.M., E.S.T.
HORSES AND GUNS and hobbies and experts are here illustrated. At left Maj. Lenox R. Lohr, NBC president, a man of many and varied hobbies, talks over his recent New York exhibition of ancient guns with Nathaniel Spear, head of the department store displaying the history of U.S. military rifles from earliest times to the present. At right Duncan Moore, special events man and newscaster of WJR, Detroit, is pictured astride one of his three jumpers. His hobby is the training of colts. This one, we are told, took the halter without dissent after only a week of companionship with the halter strap loosely across Moore’s hand, no mean feat in the equestrian art.

Affiliates of NBC-Red Discuss Proposal for Added Optional Hours

WHILE a “generally favorable re- action” by affiliates of the Red Network to NBC’s suggestion that the period between 7:15 and 8 p.m. be changed from station to network optional time was reported at NBC, no definite decision has yet been made on the change. It was reported following a meeting of affiliates with network officials. A number of affiliates, on the other hand, are understood to hold that the station time is necessary to accommodate local public service and national spot needs.

NBC offered increased compensation to the stations for network use of the period if the transfer is effected. Exact amount of the compensation was not revealed but it was understood to exceed the $174% maximum now received by stations in the higher bracket, which classification includes most of the Red affiliates. The figure was reported roughly as 60% of the hour rate, rather than the 37 1/2% unit rate scale.

The proposal was made at a luncheon meeting in New York May 19 attended by NBC executive vice-president. It was argued by NBC that the competitive program situation made the move both desirable and necessary. Removal of the period would leave the hours before 10 a.m., 12 noon to 6 p.m., and 6 to 7 p.m. and after 11 p.m. for the stations to use for local and national spot programs during week days. The network already has reserved the 7:30-8:30 p.m. half hour in its Sunday schedule, which gives the stations first call on the time before 1 p.m., between 4 and 5, between 6 and 7, and after 11 p.m.

ONE of the champion retrieving dogs in America, Freshhaven Joy of Chicago, owned and handled by James L. Free, president of Free & Peters, was named Overall champion for the third consecutive year. The American Kennel Club sanctioned field trials tournament, won first award May 5 in the annual spring trial of the Minnesota Field Trial Association held at White Bear Lake, Minn. Two weeks before the dog won the Mississippi Valley Club field trial held at Peruca, Mo.

BROADCASTING • Broadcast Advertising

Hedges and Damml Argue Station-Network Rights To Station Break Time

PERENNIAL argument between networks and their affiliates over control of the 20-second period at the end of a quarter-hour program broke out afresh recently with Walter J. Damm, managing director of WTMJ, Milwaukee, and William S. Hedges, NBC vice-president in charge of stations, as the principals.

Following the arguments presented by the Independent Radio Network Affiliates executive committee to the NBC Board of Directors, the latter advising members that this time belongs to the station and that the network has no right to include it in a package sale of a half-hour period to an advertiser for the broadcast of two 15-minute programs with an extra commercial inserted between the two [BROADCASTING, April 15], Mr. Damm informed Mr. Hedges that if NBC continued this practice WTMJ would deal with anyone selling the time.

Mr. Hedges replied that while there is no question about the 20-second periods at the half-hour and hour break, he will, however, let the station identification, no such announcement is necessary at the 15-minutes and, therefore, that the network has every right to sell an advertiser an uninterrupted half-hour period, even if it means that NBC will pass up whatever it wishes into that half-hour as long as it does not operate contrary to the May 16 agreement, adding that if WTMJ deleted any part of a period purchased by a network advertiser NBC would deduct from its payment to WTMJ the amount of its rebate to the advertiser for such deletion.

Philip Morris Quiz

PHILIP MORRIS & Co., New York (U.S.A.) Incorporated its series “Breezin’ Along” May 5 from NBC to CBS, Sundays, 8:30-8:55 p.m. Chicago time. The format of the program, now titled Swing-Go, and introduced a double contest with both radio and studio audience participating. Listeners are invited to send in a four-line rhyme or jingle to the program要比 the on-air host, KGR, leader featured on the series, the last line containing the name of the program. The quiz repeats the first three lines on the program and a studio audience contest attempts to supply the missing line with the correct song title. Blio Co., New York, handles the account.

New Wisc. Station

RECONSIDERING its action last October designating the application for the license to the FCC on May 8 authorized William F. Huffman, publisher of the Wisconsin State Journal, to operate a new broadcasting station in that community. It was assigned 100 watts night and 250 day on 1310 kc. WPRD is situated in the center of the State near Stevens Point and about 25 miles South of Wausau. The Wisconsin State Journal listed its population at about 9,000.

PRIME MFG. Co., Milwaukee (Prime electric fence controllers), has started participation in John Thorsen, early morning radio program on KZALE, Kansas City; WDC, Philadelphia; KYW, Philadelphia; Hoffman & York Advertising, Milwaukee, handles the account.
The best-known couple in daytime radio!

“Betty and Bob”

NOW AVAILABLE IN NEW RECORDED SERIES

This new recorded “Betty and Bob” series follows the same program style that made the network series such a smashing success for General Mills—with all new plot sequences. It is a five-a-week, 15-minute show...features an all-star cast of name talent...is authored and directed by the same writer and same producer who brought the network show to the highest rating in eight years on the air.

“Betty and Bob” is built to a proved success-formula—with added showmanship features seldom found in recorded programs. Highlights are: Specially arranged orchestral theme music—Several types of opening and closing theme and announcements on separate record—Maximum time allowance for commercials—Comprehensive merchandising plan. Every detail has been carefully planned to give the program all the flavor and character of a “live” show, including the finest recording—NBC ORTHACOUSTIC.

Take advantage of the huge following “Betty and Bob” have built up! Here’s a program for “spot” use by regional advertisers in every section of the country. Write for presentation, availability and prices.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

BROADCASTING • Broadcast Advertising

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What's he thinking when
Cornelius Warmerdam clears the bar at 15 feet?

He's thinking of a twisting form skimming the crossbar. He's thinking it's a l-o-n-g way down. He's thinking of a new world record by the young San Franciscan. He's thinking pole-vaulting.

And what's he thinking when he reads Broadcasting? He's thinking Radio.

Small wonder everyone thinks Radio when he reads Broadcasting. It's 100% Radio all the time — nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. Logic says Broadcasting!

They're Radio-Minded when they read Broadcasting

Broadcasting blankets Timebuyers!
$50,000 Fund for Radio Planned by Communists

COMMUNIST Party of America, taking advantage of the “equal opportunity” requirements of the Communications Act, intends to raise a fund of $50,000 for radio advertising. It was indicated by Peter Cacchione, secretary of the Communist committee in New York.

In the meantime, since the networks are broadcasting the conventions of the major political parties, the Communists have asked that they carry at least portions of their four-day national convention, May 30 to June 2, in Manhattan Center, New York. NBC and MBS have agreed to carry a 1:30-2 p.m. broadcast June 2 when it is expected the speeches of the likely candidates, Earl Browder for President and James W. Ford for Vice-President, will be timed. CBS on June 2 will carry an 8-8:15 p.m. interview with the Communist candidate by Al Warner, its Washington correspondent. The party has also asked CBS to carry some of the convention proceedings along with the other networks.

WITH members of its staff of news analysts reporting the latest events, CBS is presenting a Sunday evening series, "Headlines and Bylines," 11:11-12 p.m., replacing the Brown & Williamson Tobacco Co.'s "Paul Sullivan Reviews the News" program, which has moved to an earlier program five times weekly. Reporting for CBS on the program are Maj. George Fielding Elliot, Albert Warner and Bob Trout.

AFM TO CONSIDER EXPIRATION PLANS

QUESTION of how relationships between the American Federation of Musicians and the non-network broadcasters shall be handled following the expiration of the present national agreement in September is expected to be settled during the AFM convention, to be held in Indianapolis the week of June 10. Method will probably be the same as that employed in the case of the network affiliates, where new contracts were negotiated by individual stations and local unions, after an expression from the Department of Justice that any effort to extend the national agreement requiring each station to make minimum expenditures for union musicians based on a national quota system would be interpreted as a violation of the anti-trust laws.

Joseph N. Weber, AFM president, who has been in the South for his health following a severe illness, is expected to return to his New York headquarters about June 1, spending a week in preparation for the convention.

Florsheim Series

FLORSHEIM SHOE Co., Chicago, with local dealer tie-in, in early May started placing the transcribed program, "The Squared Circle," a group of stations nationally. Series, which features James J. Jeffries, ex-world champion heavyweight, as M.C., is being produced by Fred C. Mertens & Associates, Los Angeles.

INSTITUTE IS HELD BY OHIO SALES MEN

THE Ohio Assn. of Broadcasters on May 3 held its third annual sales institute for salesmen of Ohio radio stations at the Deshler Wallick Hotel in Columbus. All-day sessions were attended by some 80 salesmen and sales managers representing all Ohio commercial stations.

The meeting was addressed by Prof. Warren Dygert of New York U, Don Davis, president of WHB, Kansas City, and Frank Ryan, Frigidaire Corp., Dayton.

Prof. Dygert spoke from the viewpoint of the media buyer and emphasized selling radio as a medium, importance of stressing radio listener circulation, the tangible of radio and continual reiteration of success stories. Mr. Davis through a series of charts and transcriptions told assembled salesmen "how it's done at WHB." Mr. Ryan’s talk centered around the broad field of selling and stressed the finite points of salesmanship in general.

Eugene Carr, assistant manager of WGAR, directed an open forum after summarizing the three previous talks. The meeting was opened by Vernon Pribble, manager of WTAM and president of the OAB. The program was arranged by E. Y. Flanagan, commercial manager of WSPD and the conference by B. A. Manning, of WRK, secretary of the OAB.

LIGHTNING striking near the transmitter of WPEN, Philadelphia, on May 3 burned out five fuse and a condenser, putting the station off the air for eight minutes in mid-afternoon during the 520 Club program.

WRVA serving RICHMOND & NORFOLK

50,000 WATTS

One-station coverage of Virginia’s two most important markets.

For more information about WRVA, one of the sixteen CBS 50,000 watt stations, inquire of Paul Rayner Company, New York, Chicago, Detroit, San Francisco
'Broadcasting Day'

JULY 4 fittingly will mark a new epoch for radio. "Broadcasting Day" will be observed at the World's Fair in New York. In effect, it will be a declaration of radio independence—of an American radio as free as the press.

The invitation of the World's Fair to observe "Broadcasting Day" on Independence Day is both apt and timely. The work performed by radio since its advent, which has made it indispensable in the American standard of living, could not have been excepted under the American system of free enterprise.

When the founding fathers wrote the Constitution, with almost psychic vision they provided for freedom of the press, assembly and religion. Radio constitutes the modern fusion of all three. That these wise men would have provided for a radio kept inviolate, had there been the slightest notion of its evolution, goes without saying.

Even the last few months have brought new praise for American radio from groups which in the past have sought its undoing. At the recent sessions of the American Newspaper Publishers Assn., radio was accepted as a contemporary handmaiden as broadcasters and publishers sat at the same conference table.

In Columbus, where the Ohio State Institute on Education by Radio was conducted a fortnight ago, some 100 working broadcasters conferred with educators in joint cooperative efforts toward common goals. Women's organizations, which formerly were prone to slap commercial radio on general principles, now are correlating their activities with the existing structure to bring about adjustments in programming which will enhance listening and at the same time help the cooperating sponsors sell their wares.

All these developments effectively point to the permanency of radio's march of progress. There is, of course, the backdrop of business and regulatory problems which make broadcasting, as an industry, a perilous venture, but these can only be regarded as ephemeral, even though aggravating and disheartening at times.

President Roosevelt himself on several occasions has called for an American Radio "as free as the press". His participation in the "Broadcasting Day" observance on July 4, in person if public affairs permit, will provide an appropriate setting for the "Declaration of Radio Independence."

New Legal Quarry

IS COMMUNICATIONS—radio, telephone and telegraph—the next New Deal target for legal conquest? And will that old spectre of a public utility concept of radio broadcasting, with its rate-regulation implications, again be thrust forward, with the Corcoran-Cohen forces behind it?

There are the questions being posed with the new appointments to the FCC legal staff as replacements for the Dempsey-Koplovitz team. Telford Taylor and Joseph L. Rauh Jr., like their predecessors, are brilliant young government lawyers selected for merit rather than for political considerations. Both are Harvard-Frankfurter schooled. Both are Corcoran-Cohen proteges, young Rauh actually having worked as assistant to Ben Cohen. Despite their youth, both have had extensive experience in New Deal public utility, holding company and power litigation and legislation.

Speculation on communications as the next New Deal juridical battleground does not all stem from these new appointments. FCC Chairman Fly himself is former general counsel of TVA—a top-flight lawyer high in New Deal councils. The new FCC legal lineup, on paper, is as pretentious as the old. But its experience has all been in the public utility-common carrier sphere.

The Administration has won smashing court victories in its pursuit of more stringent regulation of public utilities and power companies and in the securities field. Its strategy is generally attributed to the Corcoran-Cohen team. Communications, broadcasting particularly, has lots of legal glamour, and unquestionably presents alluring possibilities for government lawyers.

Whatever way the wind blows, the Government's lawyers must reckon with the clear-cut provision of the Communications Act that radio broadcasting is not a public utility common carrier. In enacting the law in 1934, Congress saw the difference between the peculiar structure of broadcasting and the fixing of rates for freight or passengers or kilowatt-hours. It described broadcasting as a quasi-utility, and made clear that it did not regard its facilities as open to all comers who have the price.

If the next New Deal foray does envelop communications, radio broadcasting and its corollary services cannot be lumped in with telephone or telegraph. They are different breeds of communications cats—technically, socially, economically and legally.

Bank Mystery

THERE IS PLENTY of success-story evidence that when banks use radio it's like money in the bank for them. But bankers, by and large, are ultra-conservative and the radio selling process has been slow.

The best selling on bank advertising by radio that has come our way in recent months is from a banker himself—R. M. Meisel, advertising manager of the Industrial Morris Plan Bank of Detroit. He brings it home in the official publication of the Financial Advertisers Association, of which he is radio editor. He tells how his officers of his bank questioned the audience available for its sponsored news flashes at 7:30 a.m. over a local station. A one-time announcement with an inexpensive giveaway was made. The response was more than eight times the number which the bank officers said would satisfy them! The Detroit bank since then has expanded its schedule to four Detroit stations.

Mr. Meisel observes: "It is indeed surprising to note the small percentage of banks which include radio in their budget, even with all the evidence before them." And he concludes: "Radio has a place in bank advertising—a very important place, but like every other medium it depends upon what you say—how you say it and who says it."

For our money, we can only add, "check".

Everybody Wins

EVERYBODY wins, particularly the St. Louis listening public, and certainly nobody loses by the untangling of the time-sharing and wave-lengths which are in St. Louis, detailed elsewhere in this issue. We believe the settlement of this problem, with all direct parties satisfied and the FCC lending its guiding and decisive hand, points a moral: That competition is never so keen but that friendly and mutually beneficial relations can be maintained locally and that the Federal regulators of radio can do a constructive job when so minded.

After needless protracted and costly litagogy had failed, KSD-KFUO-KKOK got together, agreed on improvements for all of them, laid their cards face up on the FCC's table. One or two commissioners may harbor newspaper prejudices, at least one is openly antagonistic to the networks, another favors non-commercial stations, yet the home could see that the St. Louis public was not entitled to the added hours of network programs that the new setup will make possible. We fervently hope the years will bring more such give-and-take on the part of competitors and more such willingness to strip away red tape and formalities on the part of the FCC.
AMONG THE FEW newspaper executives who never for a moment had a blind eye for radio is George McGuffin Burbach, general manager of KSD, St. Louis Post-Dispatch station, and advertising manager. That newspaper, if George Burbach has the slightest touch of myopia, he suggests that it might trace to a weakness for the number "1." Regardless, as the poet, he fancies it is, he’s lucky number, he says—and he has ample basis for a personal superstition about it.

It took exactly 13 years for KSD to recapture the fulltime status necessary for any station’s operation with maximum efficiency. On March 13 last, negotiations were completed with the various parties involved in the wavelength shifts necessary to relieve KSD of its time-sharing burden [see detailed story on page 28]. That day George Burbach was in Washington for conferences with the principals, including FCC officials. His train arrived on Track 13; he left on Track 13.

Thirteen years ago the Department of Commerce authorized the Lutheran station KFVO to utilize several hours a day of KSD’s time on its 550 kc. channel. Now all that has been settled; KFVO gets a new facility and KSD, which under Mr. Burbach’s guidance has earned the reputation of being one of the most progressive radio stations in the country, within a few weeks will operate without disrupted schedules. Best of all—and this is traceable to the genial and fairminded attitude of Mr. Burbach and his willingness to negotiate on a give-eztake basis—all direct parties are happy about the whole thing for himself, for his pet project of radio, has kept him constantly on his toes and alive to the new opportunities presented by new developments.

KSD is one of the country’s oldest and best known broadcasting stations. From its inception as the first Class B 500-watt, on March 9, 1922, its destinies, at least in its commercial phases, have been guided by Mr. Burbach.

While the advertising department of one of the largest newspapers in the country is a vastly bigger job, George Burbach avows that radio holds an unwavering fascination for him, and where the youthful spirit, clear eye and steadfast outlook that appear to his friends as his most marked characteristic.

A native of St. Louis, where he was born Nov. 22, 1888, and where he attended the local public and high schools and was graduated from a local business college, George Burbach was 21 years old when he joined the old St. Louis Republican as a pressman. He remained with that newspaper 13 years, during which he opened and managed its Chicago office. On Jan. 1, 1913, he resigned to become manager of the Post-Dispatch in his home town.

In 1922 Joseph Pulitzer, the younger, publisher of that newspaper, asked his advertising manager in St. Louis what he thought about going into radio. Burbach favored it, particularly seeing in the development of radio programs and a radio page a source of advertising finance for the newspaper. The business details were left to him, while construction and operating phases were left to Rayton, the veteran circulation manager of the newspaper.

KSD from the start was a popular DX pickup for radio fans (Continued on page 55)

GEORGE MCGUFFIN BURBACH

BROADCASTING • Broadcast Advertising

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BEHIND THE MIKE

NORMAN CORWIN, CBS New York producer, and the Frank Tovey moves to Hollywood in late May on a writer-director contract with KBO. He is the third third-string CBS network program to join that film company in the past two years, the others being Irving Reis, formerly producer of the CBS Workshop programs, and Frank Tovey. Thompson Co., Hollywood, producer of the CBS Loop Radio Theatre.

BUD THORPE, formerly network announcer of KOIL, Omaha, has joined KLZ, Denver, for the KLFZ newsroom, has been shifted to the publicity and promotion department.

JIM CARROLL, new to radio, has joined the announcing staff of WOSC, Charlotte, S. C., succeeding Robert Harris, formerly of the KLZ newsroom, has been shifted to the publicity and promotion department.

BILL RHODES, formerly of WSAU, Wausau, Wis., has joined the sports announcing staff of KYSM, Mankato, Minn., and also has joined KYSM in charge of the news department.

PHIL SUTTERFIELD, publicist-director-announcer of WCSS, Charlotte, S. C., recently announced his marriage to Myrtle Gatch, who is also singing with the Gatch Sisters, heard on the station. Among coming WCSS announcers recently announced are those of Edward McGinley, engineer; and John Griffiths on June 29; Raleigh Waters, engineer; and Oliva Brown in November; John Watkins, announcer, and Margaret Hall in the fall.

HAL SCHER, formerly of KBO, San Francisco, has joined KLZ, Los Angeles, as announcer, succeeding Don Otis, who resigned to freelance.

RUTH KEATOR, at one time public relations director of the Educational Broadcasting System, has joined the Radio Division of the Chicago Station's annual exposition, San Francisco, as writer.

AUDREY MORSE, KOA, Denver, receptionist, and Vernon Andrews, radio engineer, announced their marriage on May 7 and gave a talk on "Becoming Radio Interests," a week-long program for the women's clubs at the Hotel Barclay, New York.

JOHN FRAZER, NBC Hollywood announcer, has been named as narrator for a crime short film to be produced by MGM.

IRWIN ALLEN, producer of the six-weeks show "Radio City," has been added to the Radio City, has been named as narrator for the American Interests for Radio" before a luncheon meeting of the California Women's Club at the Hotel Barclay, New York.

PATRICIA RENNE, the CBS Hollywood script department and Dudley H. Armstrong, who became the bank examiner, were married April 20 in that city.

FOX CASE, CBS western division publicity director and station relations director, returns to his Hollywood head- quarters May 20 from network conferences in Chicago, Washington and New York.

Eddie Tabor, announcer at KLZ, Oakland, Calif., recently became the father of a boy.

WBS 'Internships'

TWO Georgia U juniors will serve a six-week "internship" this summer at WSB, Atlanta, learning the fundamentals of the broadcasting profession. The students were chosen in a competitive exami- nation and a study judged by school and station representatives. This is the third summer the intern- ship has operated at WSB, and two-thirds of the one-time internes are now on the regular staff. Two additional internes will be chosen from Emory U, and WSB's engineering department also has a cooperative plan with Georgia Tech which enables picked students to learn something of the technical end of radio.

LOLLY (Bucky) HARRIS, assistant production manager of NBC-Chicago and producer of the National Farm & Home Hour, was elected president of the Broadcasters Chapter of the American Federation of Radio Artists at a meeting of that organization May 1.

HUGH CHAMBERS, announcer of WGN, Chicago, is conversing with an apprentice.

SPENCER ALLEN, announcer of WGN, Chicago, recently received his amateur broadcasting license, becoming the 17th "ham" operator among WGN artists and engineers.

RUTH LYONS

TEN YEARS ago Ruth Lyons joined WQRC, Cincinnati, as a member of its musical staff. She advanced to musical director in 1936 and in 1938 became program director. Miss Lyons presents the program's "30 a Day" morning program, 9:30 to 10:30, and has one of the best followings in Cincinnati radio circles. She writes and produces the "Windy City" and on each of the broadcasts introduces one of her own musical compositions, all of which have been copyrighted by the University of Cincinnati and studied at the Cincinnati College of Music. She started on her career by sending radio pictures...
CHARLIE SMITHEGALL, and his constant companion, a prize wire-haired terrier, have shifted their allegiance from WSB to WATL, in Atlanta, and in addition to doing continuity, he is handling a 7-9 a.m. participating Morning Parade.

HARLOW WILCOX, Hollywood announcer, has been assigned to the weekly NBC Don Ameche Show, sponsored by P. Lorillard & Co. (Old Gold). He also announces the NBC Fibber McGee & Molly program, and has just completed narration of a series of commercial film shorts.

MISS LEE ELSROAD, formerly program director of WCHV, Charlotteville, Va., has joined the staff of WPBS, Baltimore.

ASHLEY SIMMS, continuity writer of KOY, Phoenix, will accompany Dr. Claude Buss, director of the School of International Relations, Southern California U., to China, leaving May 31. They will study the Orient, returning in the fall.

GUY WALLACE, formerly of WKH, Cleveland, has joined the announcing staff of WJB, Bloomington, Ill., along with Douglas Sherwin, formerly of WOI Ames, Ia., and KSO-KRNT, Des Moines.

VERNON COX, formerly in the national advertising department of the Des Moines Register & Tribune, has joined the promotion department of KSO-KRNT, Des Moines.

CARL SAUNDERS, formerly program director of WFG, Fredericksburg, Va., has joined the announcing staff of WBTM, Danville, Va.

ROBERT L. SMOCK, formerly of WPBN, Indianapolis, has joined WIRE, Indianapolis, as continuity editor.

CLINTON YOYE, new to radio, has joined the NBC-Chicago special events and news department; replacing Jack Pern, transferred to KOA, Denver, to head the news department there.

TOM DOERER, sports cartoonist and columnist formerly with the Washington Star and the Philadelphia Public Ledger, has started broadcasting his column, Bookset in Sports, on WCAO, Baltimore, under sponsorship of a local clothing house.

DUANE BOWLER, news editor of KUGO, Missoula, Mont., has resigned to accept a position with his father, a newspaper editor of Scooby, Mont. Harold Moon has been named KUGO news editor by Manager Art Mosby.

WILLIAM KASS, formerly a freelance script writer and a graduate of WAB, has joined the WBBM-CBS continuity department.

ALLISON WELLS, secretary to Mildred Carlson, home economics director of WBBM, has resigned to accept the same duties under Harold Moon, home economics director of WJZ, New York. She was replaced at WBZ by Rose Marie Coulston.

BILL THOMPSON, formerly program director of KWPT, Wichita Falls, Tex., has joined the announcing staff of WBY, Oklahoma City.

MARGARET CUTHERBERT, director of NBC’s women’s activities division, recently was named an honorary member of Zeta Phi Beta, national professional speech arts fraternity for women.

ANTON LEADER, of the production staff of WMCA, New York, has been named production director. Mr. Leader was previously staff announcer on the Yankee Network, and producer with the Radio Theatre Guild, Boston.

DENNIS JAMES, formerly of WAAF, Jersey City, and Rod Mitchell, a junior NBC announcer of WNEW, New York.

RAYMOND G. SWEENEY, formerly of Pedlar & Ryan, New York, where he handled continuity for the Lady Esther program, has been placed in charge of continuity of WMCA, New York.

ED SAPPORD Jr., program director of KGFI, Roswell, N. M., on May 4.

ELINOR CANNON, formerly of the MacGregor & Sollie transcription firm in Hollywood, has joined the CBS in San Francisco as secretary to Arthur J. Kemp, Pacific Coast sales manager.

MARGO ELSTER, of the continuity department of KOMA, Oklahoma City, late in April was married to George Andl, local orchestra leader.

JAMES WAHL, KGU, Honolulu, producer, who recently underwent a medical operation in Cottage Hospital, Santa Barbara, Cal., has fully recovered and is now in New York to study television developments.

RUSSELL BRINKLEY, flying writer of WHP, Harrisburg, Pa., has been elected to handle the broadcast description of the 4th annual Intercollegiate Flying Competitions to be held at Lock Haven, Pa., June 16. Flyers representing colleges from all parts of the nation, which was won by the Annandale University team, directed by Government aviation officials.

ARTHUR GILMORE, CBS Hollywood announcer, is the father of a 6-pound girl born May 4.

EDDIE DUNN, announcer of WFAA, Dallas, on May 15 left on a six-month leave of absence during which time he will spend some time in Chicago and New York-free-lancing some original radio ideas.

ED BELLOIN, Hollywood writer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), was married to Lynn Hayden in that city on May 6.

WILLIE WINN, race handicapper of WAAF, Chicago, late in April married Mrs. Edith M. Brandt.

MARY KENNEDY, of the NBC production division, on Sept. 7 is to marry Francis Connolly.

JOHN PASCIUTTI, Hollywood radio script writer, has joined the script department of WVOX, New York.

JERRY LAWRENCE, announcer-producer of WOR, Newark, has written an article on boxing made by announcers and radio personalities, titled "Slips That Pass in the Mike" for publication in Scribner's-Commentator magazine.

STEWARD MILLER, formerly of CHIM, Hamilton, Ont., has joined the announcing staff of GRT, Toronto.

TOM HETCHKISS, formerly of WABC, Indianapolis, and KYW, Yuma, has joined the production staff of KURL, Phoenix, Ariz.

JOE GILLESPIE, announcer at KPO-KGK, San Francisco and Helen Marlowe recently announced their engagement.

CHARLES PAUL CORBIN, formerly with KIQO, Spokane, and recently with KELA, Centrals, Wash., has been named production manager of KIEM, Eureka, Cal.

THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

Member of South Central Quality Network

MEMBER OF SOUTHERN CENTRAL QUALITY NETWORK

WMC-MEMPHIS WSWB—NEW ORLEANS

KWWK-KTBS—SHREVEPORT

BROADCASTING • Broadcast Advertising

May 15, 1940 • Page 53
JEFF WAGGNER, Los Angeles bureau manager of United Press, and recognized sports authority, is commentator on the weekly quarter-hour program, *Sports Forum*, which started May 5 on NBC Pacific Coast network.

ALAN SCOTT, formerly commentator of WCAU, Philadelphia, has resigned to join the announcing staff of WGN, Chicago, for General Foods.

TRUMAN BRADLEY, Hollywood announcer, has been signed by RKO Radio Pictures for a role in the film, "Millionaires in Prison".

SAM WANAMAKER, NBC-Chicago actor, on May 23 is to marry Charlotte Holland, NBC actress.

Purdue, formerly assistant program director of WNBX, Springfield, Va., has joined the staff of WOLF, Syracuse.

Summer Business Gains Bring CBS Coast Shifts BECAUSE of an anticipated increase in summer business, CBS has made several personnel changes and additions in its Pacific Coast staff, according to Donald W. Thornburgh, West Coast vice-president in Hollywood.

William Shaw, in charge of Columbia Square, Hollywood, tour promotion and guest relations, has been transferred to the San Francisco staff. George Owen, formerly Northern California manager of Walter Biddick Co., station representatives, has recently joined the network's sales staff in that city, replacing Charles Morin, sales manager of KSFO, San Francisco. Shaw's Hollywood duties have been taken over by Henry Flynn of the public relations staff. Richard Hall, of the CBS Hollywood music clearance department, has been transferred to continuity writer. Howard Fenton replaces him as assistant to Anne Brenton, head of the music clearance department. Cliff Howell, CBS Hollywood announcer, has returned to become program director of KSFO. James Cantwell, formerly art director and managing editor of KnightCounihan Co., San Francisco publishing house, has been appointed assistant director of the CBS Pacific Coast network and is headquartered in Hollywood.

Joseph A. Pasternack JOSEPH A. PASTERNACK, 59, well-known radio personality and former director in Chicago, died April 29 in the NBC Chicago studios of a heart attack during rehearsal of the *Contended Hour* program a few hours before it went on the air. Born in Poland, Mr. Pasternack received his musical education at Warsaw Conservatory of Music. He toured America as a concert pianist and, before getting into radio in 1923, had conducted the Boston Symphony, the Philadelphia Philharmonic and the Metropolitan Century orchestra. He is survived by his wife and two daughters.

CRANSTON CHAMBERLAIN, former head of the production staff of KFRC, San Francisco, and author of the feature Don't You Believe It sponsored by Old Gold on Don Lee network, has sold an original story to 20th Century Fox Studios entitled "Brooklyn Bridge." It is to feature Edward Arnold, Don Ameche, Alice Faye and Henry Fonda.

Bill Henry, formerly CBS correspondent with the British expeditionary forces and now a Columbia lecturer in radio art, recently became a grandfather twice in 24 hours, when his daughters, Mrs. Patrick McNary and Mrs. Edgar Leonna, gave birth to a boy and a girl, respectively.

MACK BENOFF has been added to the CBS Texas Star Theatre, sponsored by Texas Co., as writer on the Hollywood portion of the show.

GEORGE R. GUYAN, formerly assistant manager of KFBR, Columbia, Mo., and a graduate of Iowa U., has joined the announcing staff of WBBM, Chicago.

FLOYD, YWN, formerly of KLPM, Minot, N.D., has joined the announcing staff of KFBR, Great Falls, Mont.

MEL WILLIAMSON, Hollywood writer-director, has been assigned to the new network program, *Drama*, which replaced *Leibendorf Pictures*, on NBC-Pacific Red stations. Pat Stevens is announcer and mc.

HALLOWEEN MARTIN, conductor of the WBBM, Chicago, Musical Clock program, during the second week in May acted as judge for the Michigan Blossom Festival in St. Joseph and Benton Harbor, Mich. Beauties from cities in the Michigan peninsula compete at the annual event for the title of "Michigan Blossom Queen."

ADD PENFIELD, who during the last two seasons has handled football play-by-play for Atlantic Refining Co. and for the last eight months has had a daily sports review on WIPF, Raleigh, N.C., is graduating from Duke U this spring. He is president of the Duke senior class, and after graduation will join the fulltime staff of WIPF.

MONROE UPTON, Hollywood writer for the CBS *Art Perret's Heart Group* program, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), and for the last eight months has had a daily sports review on WIPF, Raleigh, N.C., is graduating from Duke U this spring. He is president of the Duke senior class, and after graduation will join the fulltime staff of WIPF.

TED KNIGHTLINGER, KMO, Topeka, Kansas, news editor and Marion Kay, managing editor, have collaborated in writing a new song, "My Heart & I", which is currently featured on Don Lee network programs.

LEONARD MATT, news commentator of WNAS, Philadelphia, has joined the announcing staff of WKNR, Cincinnati.

Summer Business Gains Bring CBS Coast Shifts BECAUSE of an anticipated increase in summer business, CBS has made several personnel changes and additions in its Pacific Coast staff, according to Donald W. Thornburgh, West Coast vice-president in Hollywood.

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For a long time KSD operated simply as an adjunct of the newspaper, devoting nearly all of its time to NBC-Red network programs. It was one of the first stations to be aligned by NBC when that network was founded in 1926, and indeed was one of the five stations in the original AT&T hookup to test network broadcasting back in 1923. When the NAB convention was being held in St. Louis in 1933, Mr. Burbach discussed commercial radio with some of the broadcasters attending. He decided then and there that KSD should be something more than a network "whistling post", and took over the active direction of the station.

Since then KSD's billings have increased to the point where it is one of the most prosperous regional outlets in the country. Always interested in new developments and given every encouragement by Mr. Pulitzer to try them out, Mr. Burbach in the fall of 1935 inaugurated one of the first ultra-high-frequency broadcasting stations (W9XPD) which he hopes soon to convert into an FM outlet, and in 1938 established the world's first daily radio facsimile newspaper.

That figure "13" carries into many of his activities. His automobile license numbers each year are "113" and "1313". His home telephone number is "1313". The locker number at his golf club is "13".

George Burbach is a 32d degree Mason. He is secretary of the St. Louis Council of the Boy Scouts of America and since May, 1939 has served as director of the famed St. Louis Opera. Two months ago he was elected secretary of the Pulitzer Publishing Co. He is a member of the Missouri Athletic Club, Scottish Rite Club, Sunset Country Club and New York Athletic Club. He was married in 1909 to Miss Martha Scott, of Jerseyville, N. J. They have one son, George Jr., who was associate editor of the first Broadcasting Yearbook in 1939 and who since then has been with the commercial department of NBC in New York.

George M. Burbach

(Continued from page 51)

throughout the country. It was particularly well-known for the dulcet voice of Miss V. A. L. Jones (now a Kansas City matron) who gave that station the national identity that Leo Fitzpatrick and his Kansas City Nighthawks gave WDAF in its early days. In May, 1925, KSD was assigned to 550 kc, first to get that frequency, and it has operated on that channel since.

Even in the early days George Burbach saw KSD not only as a newspaper promotion medium but as a public service institution and a potentially self-sustaining advertising medium on its own. His newspaper duties prevented him from giving it all the attention it needed; in 1922 he had been elected a director of the Pulitzer Publishing Co.; on Oct. 21, 1927, he had published an 88-page edition, then a world's record, for a regular daily issue; he had been appointed to the Harvard Committee on Awards for advertising, and he had become active with the St. Louis Tourist, Convention & Publicity Bureau, the St. Louis municipal advertising campaign and the Chamber of Commerce. He had also been elected a director of the Audit Bureau of Circulation and president, in 1931, of Major Market Newspapers Inc., composed of executives of newspapers in cities of 100,000 or more.
Opening of World's Fair
In New York on May 11

WIRED COVERED BY RADIO
GRAND opening of the 1940 New York's World Fair on May 11 was completely covered by NBC, CBS and New York's independent stations, as well as by television. First broadcast of the day was on MBS at 9:45 a.m., and on WOR-W, New York, picking up the opening ceremonies at 12 noon. MBS also broadcast the talk by Vice Admiral Martin of the Vineyard from the Temple of Religion at 12:45 p.m.

The Fair's television mobile unit, under the direction of Burke Crotty, covered the parade from the Perisphere to the Court of Peace from 2 to 2:45 p.m., after which the three networks broadcast the dedication ceremonies, featuring Kate Smith, chosen "Good Will Ambassador of the Fair," singing "God Bless America," and talks by Harvey D. Glick, chairman of the Fair, Gov. Herbert Lehman and others. The BBC broadcast a commentary from the Fair by Alan Cocks from 4 to 4:30 p.m. Local stations and the networks broadcast special activities during the evening, describing the exhibits and interviewing visitors.

WNYC, New York's municipal station with its own facilities at the Fair, has arranged daily World's Fair Reporter programs, and a daily feature, "The Knickerbocker Suggests," WQXR's Fair program is "Around the World's Fair," presented four times weekly, and WNED broadcasts Today at the Fair. May 28 has been designated "Good Will Day" in honor of John J. Anthony, commissioner of the Sterling Products Co. Good Will Hour on NBC and WMA.

TWO STAFF members of KMB, Kansas City, Missouri, newspaper sports commentator, and Noel Kean, director of special events—were recently honored by the Molny for outstanding work in their profession. Frank S. Land, founder and general editor of the "Seattle" newspaper, was honored for his periodical work, and DeMallay, conducted the investiture of the Legion of Honor in a public ceremony.

FACTS ABOUT BALTIMORE

201 different industrial classifications keep business steady in Baltimore

Shrewd investors "spread the risk" through diversification. Highly diversified industry keeps business steady in Baltimore—never on top; never on the bottom; always better than average! According to SALES MANAGEMENT, Baltimore's index of buying power is 126 compared to a national index of 100.

Baltimore National Representatives

Edward Pety & Company

BROADCASTING • Broadcast Advertising

RETAIL SALES in five years jump from $101,000,000.00 up to $162,000,000.00 in Knoxville area, where...
Sterling Fisher, NBC, New York.
Frederick Fuller, WHA, Madison.
James C. Fults, WOC, Madison.
Malory G. Freeman, WRNL, Richmond.
Robert E. Freeman, WCME, Milwaukее.
Kenneth L. Graham, KMBC, Kansas City.
W. J. Griffith, WOI, Ames, IA.
W. G. Vest, WHKN, Madison.
Charles Griswold, WLW, Cincinnati.

R. C. Higgy, WOSU, Columbus.
J. F. Holman, WSK, Chicago.
R. L. Mariow, Yankee Network, Boston.
Charles T. Harrell, WHA, Madison.
W. P. Reitmeich, WOSU, Columbus.
Harald H. Harlow, WHA, Madison.

M. C. Jensen, WCAL, Notherld, Minn.
Joyce J.ter, WHA, Madison.
Irwin A. Johnson, WINS, Columbus.

Ed Kirby, WAB, Washington.
Walter Knauf, WHA, Madison.

William R. Laverne, WBOE, Cleveland.
George Laverne, WLW, Chicago.
H. H. Leake, WNAD, Norfolk, Va.
Margaret E. Lepers, WSUI, Iowa City.
Laura Levis, OBS, New York.
Linda Lewis, WHA, Madison.

Ed Madison, WLV, Cincinnati.
Frank E. Mason, NBC, New York.
Hal Mather, WRA, Los Angeles.
Neil M. Morrison, Canadian Broadcasting Corp.

Lin Mason, WKRC, Cincinnati.
Carl H. Menzer, WSUI, Iowa City.
John F. Mirefield, WHAS, Louisville.
Maxine J. Moore, WNYC, New York.
Mrs. W. W. Murphy, WHA, Madison.

Uberto Noely, WLV, Cincinnati.
Harold E. Nelson, WSUI, Iowa City.
James S. Nelson, WSUI, Iowa City.
Morris S. Novik, WNYC, New York.

George Patterson, WAVE, Louisville.
Jennings Pierce, NBC, San Francisco.
Robert C. Fisher, WHA, Madison.
C. W. Petegrew, WOSU, Columbus.

Thomas D. Richworth, KSTP, St. Paul.
Arthur A. Radkey, WLV, Cincinnati.
Jerome R. Rich, WBN, Columbus.
Neil L. Resler, WSTB-WFAM, South Bend.

Fern Sharp, WINS, Columbus.
Kathleen E. Stephenson, WWVA, Wheeling.
W. C. Swartley, WOWO-WGL, Fort Wayne.
Harold A. Stofford, WIL, Chicago.
Frank E. Schoener, WIL, Chicago.
Mrs. Linna M. Schwartz, WBBO, Chicago.
Winfred L. Seaman, KFKE, Kansas City.
Julius F. Seebach, WNO, New York.
Arthur J. Smith, WNAX, Yankton, S. D.
Letter Spencer, WHO, Dayton.
C. A. Bookey, KABC, Los Angeles.
Ivan Streed, WREB, Rock Island, Ill.
Franklin Tooke, WOWO-WGL, Fort Wayne.
John W. Tines, KWK, St. Louis.

Judith C. Waller, NBC, Chicago.
Ike Weldon, WBB, Roanoke.
Russell G. Winnie, WTMJ, Milwaukee.
Charles Woroner, WNAX, Yankton.
Gertrude Lash-Whitty, WOSU, Columbus.
Joseph F. Wright, WGB, Urbana, Ill.

E. W. Zieberth, WLB, Minneapolis.

Press Women's Merit Awards
TWO certificates of merit awarded annually by the National Federation of Press Women were presented during the Federation's recent fourth annual convention in Washington, D. C., to the women's activities division of NBC and the U. S. Office of Education for their joint production of the weekly radio series Gallant American Women. The citations read as follows: "For wisdom and judgment manifested in bringing to life, before the great audience of NBC, the lives, accomplishments and personalities of American women of achievement."

A third award, also given in the program series Gallant American Women, cited "the imagination and the ambition of women everywhere."

That's why The New Bell Storage Company has found it profitable to use WTAR on a DAILY SCHEDULE for 16 YEARS—why WTAR's national spot volume jumped up 18.5% in 1939. For a profitable habit, put WTAR on YOUR schedule.

Composer-Conductor Awards
NATIONAL Assn. for American Composers & Conductors, at its annual meeting May 3 at the Waldorf-Astoria, New York, awarded certificates of merit to Howard Barlow, conductor of the CBS Symphony Orchestra, as the "most outstanding native interpreter" of American music for the 1939-40 season, and to WNYC, New York's municipal station for "outstanding service to American music" during that season. Gene Buck, president of ASCAP, received the organization's Henry Hadley Medal "as having done the most to advance the cause of American music during the past season." Dr. Sigmund Spaeth, president of the association, made the presentations.

Break a Precedent
FOR the first time since Amos 'n' Andy have been on the air, a studio audience watched the program on May 8 when more than 2,500 employees of Campbell Soup Co., sponsors of the program, assembled with members of their families in Convention Hall, Camden, for the CBS broadcast. Lanny Ross, sponsored by Campbell Soup in the period following the Amos 'n' Andy program at 7:15 p.m., also gave his program of song favorites from the Convention Hall.

"Yes, Sir! I've listened to WTAR since I was a boy." In fact, 221,000 families have formed the habit of listening to WTAR in the Tidewater Virginia area. Because WTAR has served them faithfully since 1923 (that's 17 years) with finest local features; with both NBC Red and Blue programs.

SUIT seeking injunction, accounting of profits and $20,000 damages was filed May 6 in New York Supreme Court by Daniel and Ann Golonaci, owners of the Information Please program, against M. Lowenstein & Sons and Alex Mills, two fabric firms allegedly infringing on the name of the program. Plaintiffs claim the name is used as a trade mark, and is printed on the material as a design, while radio "motifs" are used on two other fabrics.

It's a Habit

Cavalcade' Is Granted Award of Youthbuilders
"BECAUSE it shows how American democracy grew up by telling the true stories about real Americans, the Cavalcade of America, sponsored on NBC-Blue by E. I. duPont de Nemours & Co., was selected as the radio program doing most to help children understand how democracy works, by members of the Youthbuilders' Forum Clubs at a luncheon May 8 at the Hotel Martinique, New York. William Hart, advertising director of duPont, received the award from Louis Cioffi, one of the several hundred New York City school children attending the luncheon.

Citations of honorable mention also were given to We the People, CBS program sponsored by General Foods, as "typifying our American privilege of saying what we please" and to Big Town, sponsored on CBS by Lever Bros., "because it shows how a brave and honest newspaper can expose crooked politics and protect democracy." NBC-Blue and WNYC, New York, broadcast the luncheon, during which Mrs. Franklin D. Roosevelt, as guest speaker, discussed "What Children Can Do To Make Democracy Work." Mrs. Roosevelt commended the Youth Forum weekly programs on WNYC, in which children participate.
FCC Video Action Now GOP Issue

THAT the Republican Party sees an issue in the FCC's recent actions on television was again made evident when John Hamilton, chairman of the Republican National Committee, issued a press release asserting that RCA and Philco would televise proceedings of the Republican nominating convention which starts June 24 in Philadelphia. It was the first intimation that Philco would also televise the proceedings. Its plant and laboratories are located in Philadelphia, and it is expected to confine its transmissions to the Philadelphia area, where, unlike New York, no concerted campaign has yet been undertaken to market television receivers.

"The Republican Party," said Mr. Hamilton, "is the party of private enterprise and welcomes this chance to provide an opportunity for a new industry to strike forward in the beautiful American fashion. It was but a few days ago that the New Deal, through its dominated FCC, has yet set so many barriers to the development of this industry by bluntly insisting that it cease its efforts at merchandising. The Republican Party hopes to use the new industry in its use at the 1940 Republican convention will more than offset the setback given this industry by the New Deal."

No plans have been announced for televising the Democratic convention in Chicago, starting July 15. "We are putting in no more effort than have been done insufficiently as much as there are practically no receivers in use in the Chicago area, where Zenith Radio Corp. alone has an experimental transmitter. Mobile units could be sent to Chicago but, except for the possibility of "looking in posts" at a few selected points, there would be no audience for the pictures.

No Longer a Gag

THE OLD SAW about "some peanut grower in Hokkomo," euphonic phrase of decision, may well fade into limbo if the FCC grants a pending application for a new outlet in Hokkomo. Headed by a group of Detroit citizens, Hokkomo Broadcasting Co. early in April applied for a construction permit for a new station to operate fulltime with 250 watts. Officers of the new corporation include C. A. Boyajian, president, a Detroit physician holding no stock in the organization; Charles Boyajian, vice-president; at present with WJBK, Detroit, holding 14.375% of the stock; Hugh O. Weir, secretary of Inkster, Mich., 6.25%; and A. David Potter Jr., treasurer, with Union Guardian Trust Co., Detroit, 7.81%. In addition 14 other persons, two major Detroit radio, hold stock interest of less than 10% in the corporation.

MIDNIGHT OIL burned in the executive offices of WIS, Columbia, S. C., when General Manager G. Richard Shafro was formally introduced to the new 42-page FCC License Form 301. The station already had submitted the form for a construction permit for new television cameras, engineering for the attachment of directional antenna data, when the issuance of the encyclopedic questionnaire necessitated a repeat performance in still greater detail on the form.

Highlights of GOP Convention in June To Be Televised in New York by NBC

THE television audience of W2XS, NBC's video transmitter in New York, will be able to watch the highlights of the Republican National Convention in their living rooms next month, according to an announcement by Alfred H. Morton, NBC vice-president in charge of television. Two complete mobile television units, he said, will be sent to Philadelphia's Convention Hall for daily sight and sound programs that will constitute the most elaborate television coverage ever given a single event.

Beginning on the opening day of the convention, June 24, and continuing through to its close, NBC will bring to television offices throughout the country for 24 hours a day of convention activities, including the keynote address of Gov. Stassen of Minnesota, the nominating speeches, the parades for convention favorites and interviews with candidates and political experts.

CAMS to Scan Hall

The Republican national committee has arranged for two special stands for the television cameras so that the audience at home will have the best possible view of the hall. The cameras will be stationed on exterior of the hall, but with 40 to 40 feet from the speakers' platform. It would have been too late for the action. Some of the cameras are located on the first and second floors, while others will be stationed on the third floor. Provision has already been made for a special television studio where interviews will be conducted.

From the convention hall, Mr. Morton explained, the programs will go over experimental wire circuits to the Bourse Bldg., terminal of the Philadelphia-New York coaxial cable installed by the Bell Telephone Laboratories and AT&T, which will carry the television signals to New York and the Empire State Bldg., whence they will be broadcast. The television audience, he estimates, will include some 40,000. This figure is based on a total of 8 to 10 viewers per set, he says.

Recalling the boom in the sale of sound receivers caused by radio's newness a decade ago, NBC engineers for the telecasts from Philadelphia next month will revive consumer interest in video sets which was dampened by the FCC's recent action in stopping RCA's merchandising drive.

CBC Moves in Toronto

CANADIAN Broadcasting Corp.'s main program, commercial, station relations, press and information offices for all Canada move about May 24 to Prudential House, York St., consolidating on two floors of this office building the offices which had been located at 1 Bay St. and 341 Church St., Toronto. There will be no studios in the new quarters, but in addition to office space for the various departments a departmental conference room is planned. The new offices have been designed for some 50 people, and until the new offices can be fully occupied, the fall marks a major change in the CBC's local activities.
TO BE invested, every dollar you put into transmitting tubes should provide:
1—dependable, economical performance today
2—research to assure even better tubes tomorrow

If the tubes in your transmitter are marked "General Electric" your tube dollar is invested, because G-E transmitting tubes year by year will give you improved performance, and at the lowest possible operating cost.

The GL-857B is a noteworthy example—a tube whose history is another story of G-E achievement:

G-E Engineers . . .
—developed the hot-cathode mercury-vapor rectifier.
—built the first high-voltage mercury-vapor rectifiers, which were soon accepted as standard throughout the industry.
—introduced the 857, and later the new 857 which reduced arc-backs, cut voltage drop and power loss between electrodes, and gave longer life and greater dependability.
—produced a more efficient cathode that cut filament power in half.
—developed the first accurate rectifier emission test, which assured even greater dependability in G-E built tubes.
—designed a new, rigid filament structure, which greatly increased cathode life.

Bulletin GEA-2315A gives technical information and prices on the complete G-E transmitting tube line. Get one from the nearest G-E Office, or write direct to General Electric, Radio and Television Dept., Schenectady, N. Y.

NOW—G.E. announces the GL-266B, a high-power, high-voltage mercury-vapor rectifier—interchangeable with the 266B—and incorporating all the advantages of the GL-857B. Available soon.
SERVING THE RURAL AUDIENCE

Farm Editor Can Build Up Goodwill and Sponsor Interest by Proper Programming

By JOHN F. MERRIFIELD

Agricultural Coordinator, WHAS, Louisville

ABOUT 42% of all the families in the country are rural families. Each of those families has a separate set of needs over and above the needs of urban families. Like urbanites they buy automobiles, refrigerators, washing machines, sewing machines, electric toasters, package foods, tobacco and a long list of other products.

In addition to that list, which is practically the same as the wants of his urban cousin, the man in the country goes to town for a great number of other items which the city man will never need. And, strangely enough, this additional list is comprised of costly and profitable volume items such as stock feed in ton lots, fertiliser in ton lots, tractors in thousand-dollar units, farm machinery of all kinds, farm supplies, market information, horses, cows, baby chicks and a number of other items which a wide-awake radio station can help him to buy intelligently simply by telling him where to buy them.

It is peculiar to the farming industry that each rural family enjoys not only the buying power of a family, but the buying power of a business enterprise as well. To further explain the phenomenon, the greater number of American farms are individually owned—or owned by the family.

Thus the family enjoys normal purchasing power that is earned through the profits of the farming operation. While the farmer is responsible for an additional purchasing power represented by the needs of the family business. And remember, those family owned farm enterprises are worth anywhere from $10 to $200,000.

What They Want

Are American radio stations qualified to broadcast to this farm market?

It's true the stations have the facilities with which to reach the rural families. And the rural families have the radio with which to receive the broadcasts. But are the broadcast programs what the farm people want?

If the radio preferences of rural America as a whole were to be tabulated, the tabulator would find a marked degree of sophistication and a decided preference for the finer things to be had from radio programs.

Rural people enjoy symphonies and other music-classics. A visit to their homes will disclose an uncommonly large number of classical numbers in their music libraries. Participation in rural music groups shows an unusual amount of association with the old masters. Almost every county Farm Bureau, County Grange and County Home Economics Club has its choral group whose prime purpose of organization is simply to afford an opportunity for the neighbors to get together and sing the songs they like to sing—popular, religious, ballads, and time-tested songs of the master.

There are some broadcasters who insist "hillybilly" music is the only kind of music farm people want to hear. But we know they are wrong, else why would the farm people in their own musical groups choose to play and sing the classics.

Farm people are interested in well-written, well-acted and well-produced dramas of character, life and situations. All over the country there are rural dramatic groups. Radio productions received in the homes of farm people must be good because the people demand that they be. Still, farm folks, in this respect, are no different from urbanites. Everyone demands good radio programs. Farm people just demand more of them.

Strictly Rural

Besides the usual programs, farm folks have a list of features, all their own which a radio station must broadcast if it expects to hold that audience.

The farm family is closely allied with the farm business, and can keep abreast of developments in the agricultural industry through radio. It therefore devolves upon the sta-
sections to broadcast farm economic information at regular intervals. And the mere broadcasting of such information at regular intervals goes a long way toward assuring that station of a regular farm audience. Weather reports, market reports of all produce values, a service designed to help the orchardist in his efforts to control harmful scales and harmful insects, road condition reports, and many other such service broadcasts tend to gather their own set of listeners—and those listeners generally will be farm people.

In addition they want help in making their farms more profitable and they want it when it will do them the most good—when it is seasonal, and when it’s needed. Helpful information by recognized farm authorities, factual talks by farm people themselves, young folks from the country, farm organization leaders, county and state agricultural extension workers, all these features are appreciated by a farm people.

It would seem, then, that this good-will and this increased listener patronage are worth going after. Then the question arises, “How should the radio station go about mining these two worthwhile nuggets?”

A Farm Editor

Easily! Simply by installing a staff member who knows farming, a man who understands the principles of agricultural economics, the operation of the entire agricultural industry, and who is sympathetic to farm problems, a radio station equips itself with the intelligence needed to mine the gold from the farm market.

To be successful the agricultural radio man must be able to sugarcoat educational information at the same time he softens the “punch” in some manner which may, or may not, be considered controversial. Above all, he has to be radio-minded, able to build a presentable broadcast on short notice, endowed with the ability to make everyone want to help put the “broadcast” over, and must at all times remember he is one of the people to whom he is speaking, or to whom he is directing a program. If he possesses all those qualifications and more, he might rate as a successful agricultural radio man.

Then he can start to build programs. His first job is to take a wealth of material which seems to fit into a sustaining program much better than into a commercial show, whip it into shape, sprinkle it with music, gags, sensible information, give it a new twist to make it attractive and appealing to the farm audience and try to sell it to a sponsor who wants to reach the farm market.

He will find it worthwhile to institute regular service broadcasts. The market reports, the weather reports, the river stages, spray services, and all other broadcasts of a like nature will eventually be scheduled at regular intervals throughout the day.

He will find it advisable to go out to the country and pick up remote broadcasts from special farm events. He will want to invite farm leaders to appear before his microphones. He will want to cooperate more closely with the farm organizations, such as the Grange, the Farm Bureau, and other co-ops.

A NEW 500-watt station on 940 kc. in Dallas is sought in an application filed with the F.C.C. by a group of local businessmen, each holding 25% in Park Cities Broadcasting Corp., organized for the purpose. The stockholders are E. B. Germany, president, banking and oil business; Thomas A. Carpenter, vice-president, insurance and banking; Guy L. Mann, vice-president, insurance and banking, and Wright Tilles, treasurer, finance company.
J. Dawson Brewery, General
Krueger Brewing
California Spray, New York (crystals)
Joe Love Co., New York (powders), 5 as weekly, thru Young & Rubicam, N. Y.

W>FAA-WBAP, Dallas-Fort Worth

KIEM, Eureka, Cal.
Bank of America, San Francisco, weekly 2 as weekly thru W. S. Kirkpatrick.

WHO, Des Moines
D. L. Clark Co., Pittsburgh (Clark candy & gum), 59 as thru Albert Palfy.
Hotel President, Kansas City, 5 as thru J. Votey & Co., Kansas City.
Cotton Textile Institute, New York (blue denim), 228 as and thru H. P. & Co., N. Y.
Procter & Gamble, Cincinnati (Ivory soap), 173 as thru Compton Adv. Inc., N. Y.

KQW, San Jose
Electric Appliance Society of Northern Calif., San Francisco (refrigerators), 15 as thru Jean Frickleton, San Francisco.

KFWB, Los Angeles


KFI, Los Angeles
American Chicle Co., Long Island City, N. Y. ( chewing gum ) 3 as and thru Wade Bros., Brooklyn, N. Y.

KFWA, Los Angeles
“We’re always bragging about what a swell salesman he is.”

WHN, New York
Purity Bakers of Brooklyn, New York (Tay- stee bread), 23 as weekly, thru Campbell-Mahan, Minneapolis.
American Cigarette & Cigar Co., New York (New York Cigarette), 97 as weekly, thru Young & Rubicam, N. Y.
Virginia Dare Extract Co., Brooklyn, N. Y. (soft drink extracts), weekly 4 as weekly, thru H. J. LeQuatte.
Starkweather & Thompson, N. Y. (headache remedy), 100 as thru Blaine-Thompson, N. Y.

KMC, Beverly Hills, Cal.

KJH, Los Angeles
Oakite Products Inc., New York (Oakite), 5 as weekly, thru Calkins & Holden, N. Y.

KMP, New York
Radtke-Stempel Co., Los Angeles (Chrysler bird seed), 11 as thru Emil Brisch & Staff, Los Angeles.

WEEL, Boston

WBLK, Clarksburg, W. Va.

KOA, Denver

KOX, Providence, R. I., thru John C. Dowd Inc., Boston.

Pools Peddled

PADDOCK ENGINEERING Co., Los Angeles, new to radio, to dio, to stimulate interest in its low-cost swimming pools, in an 11-week campaign with a sponsorship of Bill Lang’s Spotlighting the News on KTW, Philadelphia. The program comprises spot stories, feature stories. Jack DeRouche, of the firm, says the sales department will try through Gearan Marston Inc., Philadelphia, with Dee C. Brown of the agency in charge.

KONGO GARRHO Corp, New York, early in June will place on the market a new soft drink called Konga. Radio will probably be used in advertising plans which are not definitely set yet.

INTERNATIONAL HARVESTER Co., Chicago, (farm implements) on May 6 started six-weekly quarter-hour news period on NBC and on WLS, Chicago. Contract is for 52 weeks. Audrey, Moore & Wallace, Chicago, is agency.

ILLINOIS MEAT Co., Chicago, has renewed its Play Broadcast program for an additional four-week WGN and MBS. Time for the audience participation quiz show remains the same, 7-7:30, on Mondays. Ralph J. Rosenbush is the account executive of Neisser-Meyhoff, Chicago, the agency.

UNITED DRUG Co., Boston, from April 18-20 and from May 1-3 promoted its second test of Liggert and Rexall products with the Recall Map Hour, series of questionnaires which ends July 7. Contract is on WOR, New York. Time for the audience participation quiz show remains the same, 7-7:30, on Mondays. Ralph J. Rosenbush is the account executive of Neisser-Meyhoff, Chicago, the agency.

29th CENTURY FOOD STORES, Tacoma, Wash. is planning a series of questions which arise from use of Federal Surplus Commodities Food Stamps, is sponsoring a three-week quarter-hour program, Food Stamp Quiz, on KDAE, Seattle, each evening on WJJK. The first WJJK foreign novelty hour was a Polish Quiz, reported drawing a big mail pull for the Pfeiffer Brewing Co., Detroit.

SOIL-OFF MPEG, Co., Glendale, Cal. (paint cleaner), thru Hillman-Shane Adv. Agency Inc., Los Angeles, has arranged its list of stations in the Los Angeles area, on which on May 5 started using five weekly participants in the program Homekeepers on KOMO, Seattle, and Newspaper of the Air on KOIN, Portland. In addition, the firm continues weekly spot promotion in Home Service Bureau on KIQ; Food Forum on KJL; Just For Fun on KDY, Portland, and International Kitchen on KPO.

WILMINGTON TRANSPORTATION Co., Wilmington Island (vacation resort), seasonal radio user, for the third consecutive year, on May 6 started five-week quarter-hour, man-on-the-street program, Santa Catalina Fairs, on WAMR, Los Angeles. Stations, Monday through Friday, 1:30-1:45. Firm is using seven spot signals weekly on KNX, Hollywood, and three spot announcements on KKUS and KPRC, in addition, 22 quarter-hour programs will be sponsored on KNX only during August. August is Neisser-Meyhoff, Los Angeles.

STANBACK Co., Salisbury, N. C., on May 6 started the Voice of Experience via transcriptions on WOR, Newark, Mondays, Wednesdays and Fridays, 1-1:30. Contract is for 12-week campaign of spot announcements on WRC, WWC, WCA, WOV and WEVY, which will be continued with the addition of WNEW and WOR, beginning May 17. Time is for 30-second on KNO, Hollywood, and about 500 face cards will be made in California and flown to New York. Erwin, Wa, & Co., New York, is Stanback agency in that city.

FELS & Co., Philadelphia, (Napha soap), on May 6 started two-weeks' sponsored program of The Shadow on WJZ, Newark, New York. Time for the 10-minute program remains the same, 10-10:30, on Mondays. Ralph J. Rosenbush is the account executive of Neisser-Meyhoff, Chicago, the agency.

ASSOCIATED Newspapers, Los Angeles, on weekly and bi-weekly neighborhood publications, placing direct, has started a weekly-quarter-hour evening news period on KDKR, Los Angeles. Associated is using KDKR as commentator. He also writes a fishing column for the publications.

SOCIAL OIL & REFINING Co., Los Angeles, (Gasoline) on April 26 started a 52-week contract has started promoting a transcribed version of The Shadow on KPRC, San Francisco. Account placed through Erwin, Wasey & Co., San Francisco.

J. A. HAUG MFG. Co., Toronto (work clothes) has started a test campaign with an hour program on one Northern California station — KSTE, Modesto, KROK, Oakland. The company is using a four to ten 20-second novelty transmissions a day. Account is placed through Sidney Garfinckel Adv., Agency, San Francisco.

CARNATION ICE CREAM Co., Oakland, Calif. a subsidiary of the Carnation Mills Co., recently started a 52-week contract has started promoting a transcribed version of The Shadow on KPRC, San Francisco. Account placed through Erwin, Wasey & Co., San Francisco.

UNION OIL Co., Los Angeles (gasoline cleaner), through Lord & Thomas, Chicago, has started a five-week contract has started promoting a transcribed version of Miss America on KOMO, Seattle, and WOR, Newark. Contract which ended May 14, used a total of 15 spot announcements each on KOMO and WOR, respectively.

BULLOCK'S Inc., Los Angeles (department store), consistent user of spot radio, on May 6 started a five-week quarter-hour program, & Reviews, on KECA, that city. Contract is for 18 weeks, placed by Dana Jones, Los Angeles.

AND WE should know. By the time the turntable had given out after the test auditions we were all so overripe, a Used Car salesman could have walked in and sold anyone of us a 1910 Case with gasless windshield and oar-lock shift.

YOU FEEL kinda cheap in this day of million-dollar contests asking anyone who will be in use in the next 24 hours if you're going to play Box-top Bingo with them. You can get further details on these transcribed SPOT-ADS by writing the Chicago office, but it's pretty nifty to tell a guy who can win $50,000 for just writing in and naming a baby, that for the same amount of effort and postage all he gets is good old Further Details.

TELL YOU what, You write in, and I'll name a baby. Blondie, about five feet two, in Kansas City.

Are Your Transcriptions Up to Standard?

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO - HOLLYWOOD

TRANSCRIPTION TOPICS

by the
LITTLE TAILOR

SUMMER IS usually that happy time of year when business gets a little busier and guys go golfing with a clear conscience. So here we are getting busier every day! You can't trust anything anymore.

BUT WE'VE only ourselves to blame. For we just came out with another history-making FIRST that actually set a new record—a small cyclone in the sales department. This month we have released the first transcribed dramatized commercial spots ever to be offered in conjunction with a library service!

THE FIRST series of these transcribed SPOT-ADS now ready, covers the Used Car field. They're as clever and unique dramatizations as we've ever used on the top-budget shows—all in all the strongest spots to hit radio since the Borealis.

BROADCASTING • Broadcast Advertising
THE LARGEST TRADING AREA
BETWEEN BALTIMORE AND ATLANTA

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

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

Paint Magic
AS THE initial step in local Clean-Up Week promotion, W.W. Young's Hide and Seek Agency, Los Angeles, out of radio for more than a year, has started sponsoring a three-week quarter-hour news program on KBOA, Los Angeles. Series features Pat Bishop as commentator. Contract is for 12 weeks, having started April 10. Don Hill Adv. Agency, Los Angeles, has the account.

MARVEL SALES Co., Los Angeles (and control), in a four-week test campaign which ends May 18, is using two participations weekly in Norma Young's Happy Homes program on KFJ, that city. Hillman-Change Adv. Agency, Los Angeles, has the account.

ALASKA PACIFIC SALMON Co., Seattle (Peter Pan canned salmon), through J. William Sheets, that city, on May 9, started its third quarter-hour news program on KKNX, Hollywood. Sparklets Drinking Water Corp., Los Angeles, Southern California distributors of bottled water, in a 13-week campaign which started April 29, through Heints, Pickering & Co., that city, on May 10, started its third quarter-hour participations in those programs.

DEHYDRATED YEAST SALES Co., Toronto (Hi-De Yeast), has started test campaigns with weekly 15 minute spot news on WCTF, that city, also using six-weekly participations in those programs.

RITZ ICE CREAM Co., Los Angeles, has started a new radio program, to introduce its five-cent container of Ritz Ice Cream, and also sponsoring a three-week quarter-hour news program in four cities, this week, on KBOA, that city. Contract is for 13 weeks, with placement through Robt. Smith Adv. Agency, Los Angeles, account placed by Benison Co., Toronto.

AMERICAN Federation of Labor-Washington, has started a three-week quarter-hour program, The Nation's Builders, on KFWB, Hollywood. Program features John J. Colby, as commentator and is under supervision of Meyer I. Lewis, personal and western representative of William Green, president of A.P.L. A different subject is discussed on each program. The series may be extended nationally by the winter, it is reported on the Coast.

Quaker's New Process
QUAKER OATS Co., Chicago (Puffed Wheat), has announced development of a new manufacturing process which adds vitamins to its products. Effective the latter part May, a new production line of the process will start its Girl Alone serial, heard over the NBC-Red network. Plans for fall promotion on this new angle, which will include radio, have not been worked out yet, according to Ruthrauff & Ryan, Chicago, agency handling the account.

B&W Gets 'Showboat'
GRANTED permission to revive the title of Edna Ferber's famed novel, Show Boat, Brown & Williamson Tobacco Co., Louisville, on May 11, and heard on local stations from Florida to Alaska, is incorporated on NBC-Blue, Fridays, 8-9:30 p.m., with the Show Boat program. Brown & Williamson claims that it is the only program on the air since October, 1937. "Here Comes the Show Boat," by Jerome Kern, is used in a new musical program for the company, which features Virginia Verrill, Marlin Hurt, Dick Todd and two orchestras. Russell M. Seeds Co., Chicago, handles the account.

Rem-Rel Buying
MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 30, will start a 26-week series of transmitted five-minute programs for Rem and Rel on WOR, Newark, featuring music from the WOR Library Service. The series will be heard five times weekly, 4:10-4:15 p.m. Agency is Joseph Katz Co., Baltimore.

Brown & Williamson Tobacco Co., Louisville, on April 29 signed the daily broadcasts of Atlantic baseball games heard on WJAC, WTVK, WOR, WABO, WNOX, WOR, WJAC, WNOX, Russell M. Seeds Co., Chicago, is agency.

NOT Gallahad or even Bimelech, but nevertheless the citizens of Great Falls, Mont., got the general idea when WKBW announced, "Gile-lette Safety Razor Co.'s broadcast of the Kentucky Derby on CBS.

Minimum Contract Called
Basis of Radio Success
POINTING out that radio has been successful because of its minimum 13-week contracts, Kenneth Collins, assistant to the general manager of the New York Times and a veteran advertising executive, speaking May 1 before the Advertising and Sales Executives Club of Montreal, stressed the vital necessity for continuity in advertising. The challenge to advertising in the coming decade, he said, will be the avoidance of waste, and he suggested:
1. Be sure to find items that have ready public acceptance or that have potentiality for such acceptance.
2. Be sure you advertise them only in those communities where your prospective customers are.
3. Give advertising campaigns a chance to work by sticking with them for a reasonable length of time.

Johnson Wax Subs
S. C. JOHNSON & SON, Racine, Wis. (floor wax), will replace its Mormon Hour program on May 13 with a new program on NBC-Red stations, Tuesday, 9:30-10 p.m. (EST), "Lemon & Mitchell" will direct the orchestra, with Kay St. Germain and Ray Hendricks, vocalists. Cliff Nazarro will also be added as vocalist and comedian. Cecil Under-wood, producer of the current Fibber McGee & Molly series, and Don Quin, writer, continue in that capacity for the summer show. Harlow Wilcox will announce. Agency is Needham, Louis & Brod-ley, Chicago.

Friend's Tobacco Discs
P. LORILLARD Co., New York, on June 3 will start two-weekly transcriptions featuring Arthur Godfrey on 14 stations for Friend's smoking tobacco. The series has been heard for the last few months for Union Leader tobacco and will be discontinued for a two-week period before starting for Friend's. Lemen & Mitchell, New York, handles the account.

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TO PICK outlets best suited to advertising the coconut meal concentrate for cows manufactured by El Dorado Oil Works, San Francisco, Sidney Garfinkel Adv. Agency in that city recently conducted a novel test on five Northern California stations. The agency put one spot announcement on each of the five stations at 7 a.m. on the same day. The spot offered an inexpensive miniature painting to listeners responding in the card to the transcription telling how many cows they milked.

This information request assured the client of receiving replies from only qualified dairy farmers. A total of 770 replies resulted from the single spots on the five stations. At present two spot announcements weekly are being used on KTBR, Modesto; KDUN, Stockton; KIEM, Eureka, and KTKG, Visalia, with participations on Portuguese programs on KQW, San Jose, and KROW, Oakland.

Radio Plans Are Ready For Exposition on Coast

RADIO division of the Golden Gate Exposition on Treasure Island has organized the opening of the fair May 25. Bob Colsen was named radio director; Jack Joy, program and musical director; Charles Bevetti, in charge of special events. In addition the division employs four announcers, a chief engineer and 10 technicians.

There are three large broadcasting studios in the California Auditorium on the fair grounds, 28 remote pickup spots and 42 speaker outlets throughout the grounds. In addition the division has a portable stage sound truck for special events and sound pylon for a special portable stage on which special events will be held. On opening day, May 25, special transcontinental broadcasts will originate from the fair over CBS, NBC and MBS as well as all the San Francisco Bay area local stations. According to Mr. Colsen, practically every station in the San Francisco area will present one or more programs daily from the Treasure Island radio studios.

Standard's 'Spot-Ads'

STANDARD RADIO has completed the first of a series of transcription Spot-Ads, short dramatized episodes of approximately 35 seconds duration, which are being offered subscribers to its library service for local accounts. The first lot of 48 announcements covers the used car field. Such fields as clothing, bread, jewelry and credit purchases will be incorporated in succeeding Spot-Ads. Schimmmer & Scott, Chicago advertising agency, has been retained to write and produce the series.

NEW AUSTRALIAN war emergency restrictions have placed capping on the production of fiber for transcriptions of the prohibited list. American-made compounds for the base of transcription discs can still be imported in small lots, however, provided import licenses are secured from the government in advance.
Fr. Coughlin Suspends Will Return Next Autum

ALTHOUGH he remained on the air through the summer of 1939, Fr. Charles E. Coughlin, Detroit radio priest, through his agency, has notified all stations of his independent network that his May 12 broadcast would cancel his series until Oct. 6. Stanley Boynton, head of Airasters Inc., handling the accounts, stated that this was a suspension only and that the priest will return over more stations next autumn with a new series of Sunday one-hour broadcasts.

Fr. Coughlin's current contracts were scheduled for one year, and at last report he was being carried by about 40 stations despite the NAB code committee's ruling that his broadcasts contravened the NAB code. Some of the stations on his independent hookup have stated they would carry out their contract periods only and would not renew.

Sonata by Swing

ALTHOUGH Raymond Gram Swing, MBS commentator, kept secret the first public performance of his sonata for violin at the New York Public Library April 17, the sonata caused such comment that Alfred Wallenstein, music director of WOR, Newark, asked Mr. Swing to allow its presentation on MBS. Mr. Swing accepted the sonata, titled "Fantasia Quasi Una Sonata, Opus 6," will be played May 10 on MBS by Walter Eisenberg, violinist, and Martha Thompson, pianist.

N. Y. Milk to Mathes

NEW YORK STATE Milk Publicity Bureau has again awarded the contract for its annual campaign to J. M. Mathes, New York, and plans to spend $800,000 through the year for 17 stations last year will be effected, but no details will be released until earlier June. J. M. Mathes also handles the New York State Brands & Products account, for which Governor Horace Lehman has appropriated $200,000. Because State brands for farm products are still in development stage, few advertising plans for this period, although radio may be used late this fall or next year.

H. M. Smith Joins WLW

HARRY MASON SMITH, for the last three years sales service manager of WBBM, Chicago, has assumed a new position as sales service manager of WLW, Cincinnati, under R. E. Dunville, general sales manager. Before joining WBBM, Smith was vice-president of Henry Hurst & McDonald, Chicago agency, in charge of sales. For 10 years prior to that he was vice-president and director of sales for Hilmer V. Swenson Adv Co., Chicago.

ANA Spring Session

THE USE of radio as an advertising medium was one of the subjects discussed at the spring luncheon meeting of the Assn. of National Advertisers, held May 13-15 at the Westchester Country Club, White Plains, N. Y. The meeting was not open, but served as a discussion forum for the principal buyers of advertising in the United States, representing an annual expenditure of $400,000,000. A. Wells Wilbor of General Motors, Minneapolis, led the discussion on radio, during which ANA members discussed radio checking methods, the advantages and disadvantages of radio research, the cost of radio per 1,000 listeners, the "war on lies, big business," and contractual relations with talent.

'Melody Ranch' to be Filmed

REPUBLIC PRODUCTIONS, Hollywood, have acquired film rights to the name Melody Ranch, title of the weekly half-hour western dramatic series featuring Gene Autry, singing cowboy and actor, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum) on 66 CBS stations, Sunday, 5:30-6 p.m. (ETDF). Negotiations were handled by J. Walter Thompson Co., Hollywood, agent producing the radio series, and the option on the ranch, featuring Autry, will be written around this title. Included in the film will be seven shows of the show.

AMERICAN TOBACCO Co. New York, on May 9, discontinued the recorded rebroadcasts of Kay Kyser's College of Musical Knowledge, which since last fall have been carried on stations of the Mutual and Colonial networks. Tuesdays, 8-9 p.m. The program continues live on NBC Red, Wednesdays, 8-9 p.m. for Lucky Strikes, Lord & Thomas, New York, is the agency.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., is planning a radio campaign for 1941. Media plans are not set, but radio probably will be included.

NEW YORK STATE Tourist Bureau to Kelly, Nation, New York. Media plans have not been completed, but radio may again be included, following its successful use last year.


not MUCH DOugh IN BISCUIT (Ky.)!

Take it from us, you'll never get much in the way of sales from Biscuit, Bandana or Broad Bottom (Ky.). Villagers there just haven't the "dough" to buy a lot of your goods. But here in the Louisville Trading Area, folks have nigh two buying power of all the rest of Kentucky. For instance, this area owns 58% more passenger cars than the rest of Kentucky put together! These are the folks WAVE reaches and influences. Let us send you the proof!
HERB POLESIE, onetime radio producer and for the last four years in motion picture production, has been signed by Leonard C. Miller, Inc., to produce the weekly NBC Don Ameche Baseball Show, sponsored by P. Lorillard Co. (Old Gold). He took over his new duties in Hollywood May 9 and will work with Mann Holiner, radio director of the agency, for two weeks until the latter returns to his New York headquarters. Holiner has been producing the show. Jay Clark continues as Rosen & Madsen producer of the weekly NBC Woodbury Hollywood Playhouse, sponsored by Andrew Jerger Co. (Soap), and Walter Thompson Co. producer of the NBC Shell Oil show, sponsored by Shell Oil Co. in 1936.

ALLEN & REYNOLDS, Omaha, is the new name of the former Earl Allen Co. agency, with Milton H. Reynolds, formerly vice-president of the latter firm, acquiring a substantial part of the company stock late in April. Mr. Reynolds, account executive and art director of the agency for the last eight years, was named executive vice-president and secretary of the new corporation. Earl H. Allen, veteran Omaha advertising executive, continues as president.

WILLIAM H. AUSTIN, production manager of Al Paul LeFort Co., New York, has been named senior and production manager of the agency's New York office.

JOHN M. ALDEN has disbanded the recently organized John M. Alden Adv. Agency, Los Angeles to join BBDO, Hollywood, as account executive.

IRVING ROCLIN, formerly of Stelvar Broadcasting System, Chicago, has joined Morris & Davidson Adv. Agency, Chicago, as director of radio.

KAY CAMPBELL, formerly of West Coast newspaper representative of Fosyn and other publications, has joined Glasser Adv. Agency, Los Angeles, as account executive.


JOSEPH KATZ Co. has moved its New York agency offices to 444 Madison Ave., retaining the same telephone number.

ATHERTON & CURREY, New York, has opened a new office on the Concordus Bldg., 100 Adelaide St. West, Toronto, O. F. Burkart, formerly with Indy Adv. Agency Ltd., Toronto, is manager.

TIREY L. FORD, former executive vice-president of Swyers & Hoyt Steamship Co., has joined Bowman, Deute, Cummings Inc., agency, San Francisco, as director and vice-president.

E. N. DEACON, formerly assistant to the president of the Bowerbrock, Inc., in charge of product development and market research, has joined Charles Dallas Research Co., Newark, as a vice-president. Mr. Deacon previously was advertising consultant and promotion director of Bowerbrock Inc., and general manager of the Interwoven Stocking Co.

A. L. SCALONE, coastal advertising writer, and Tom Wright, publicity writer, on the Hollywood staff of Young & Rubicam, have been transferred to the agency's New York office for the summer.

AARON & BROWN, Philadelphia agency firm, has become known as Barnes & Aaron, has moved to new and larger quarters at 1411 Walnut St.

LIPFICOTT-JONES Co., Philadelphia agency, has opened new quarters at 1742 Sansom St.

REDFIELD-JOHNSTONE, New York agency, has opened offices in Philadelphia at 1421 Chestnut St.

ED CASHMAN, formerly a CBS staff producer, has joined the radio department of Lord & Thomas, New York, to direct the weekly Roy Rogers Program, sponsored on NBC-Red by American Tobacco Co. for Lucky Strike. Karl Schullinger, currently directing the program while on tour, will return to New York in about five days to supervise the production of all Lucky Strike programs as assistant to Carl Stanton, radio executive on that account.

SPACETIME SERVICE, New York radio representative, has moved its offices to 10 E. 40th St. New telephone is Lexington 2-3289.

LEON MORGAN, since 1937 an account executive with The Buchen Co., Chicago agency, has been elected president of the agency by the board of directors at a recent meeting.

HAROLD ROLL, account manager of Driver & Co., Omaha, is to leave that firm June 1 to join Allen & Reynolds, Omaha agency, as a vice-president and account executive.

CULBRETH SUDLER Co., Los Angeles, has moved to the offices at 672 S. Lafayette Park Place, that city.

Raleigh Neighbors

AIMED at Fayetteville, N. C., 67 miles from its transmitter, WPTF, Raleigh, is airing 26 minutes of records and time signals in the early morning as the Fayetteville Sun, under participation by Fayetteville merchants. An outgrowth of a similar series used during the Christmas season, the program is handled by Ruffin Horne, WPTF salesman. A total of seven non-competing announcements are sold for a full week's series. Three of the seven spots have been used consistently by the same sponsors since the program started, and several others are used on alternate weeks. About 30 merchants participate, and there is a waiting list for available spots.

Spector Change

RAYMOND SPECTOR, president of Austin & Spector Co., New York, has announced that on June 1 the name of the company will become Raymond Spector Co., following resignation of Alvin Austin to open his own office as advertising consultant. No other change in management or personnel is planned, although the office space has been enlarged to two floors at 32 E. 57th St.

THIRTY-NINE advertising agencies have been granted recognition by the Canadian Assn. of Broadcasters, as of May 1, 1940, according to an announcement by Arthur T. Evans, secretary-treasurer. There are seven money agencies on the 1940 list than on that of 1939.

FACTS CONSOLIDATED, San Francisco, radio survey bureau, has moved to larger offices at 68 Post St., that city. Firm has also established Southern California offices at 8288 W. Norton Ave., Hollywood, with Mrs. Dorothy Corely in charge.

IN CANADA...

ALL EYES ARE ON ONTARIO!

IN ONTARIO...

ALL EARS ARE TUNED

to CFRB Toronto!

Discover Ontario and you discover Canada's richest market! Distribution of the buying power of Canadian industry, based upon the purchases of commodities and of materials used in manufacturing, shows Ontario to have nearly 50% of the national total. When industrial purchases are added to consumer buying power, Ontario becomes a $1 billion dollar market! CFRB, located in Toronto, Ontario, IS THE KEY TO THIS POTENTIAL MARKET! Now in its 13th year of continuous service, CFRB has always supported a policy of giving its vast listenerhip what they want; not just what CFRB thinks they ought to have! This policy of presenting a variety of programs, including selected solid features for balance, has built up an audience of goodwill which frequent surveys prove has made CFRB Ontario's most popular station! To sell your product to Canadians - in Canada's richest market, tell CFRB to sell your story to its 3,000,000 listeners! By using CFRB you can be sure of an immediate audience . . . and a responsive one, as indicated by the average monthly mail draw of over 200,000 letters. Get the facts concerning CFRB's up-to-the-minute facilities! Let the favourite radio station in Canada's wealthiest advertising area serve you as it has served and still serves hundreds of shrewd advertisers!

CITIZEN TALKERS

The Most Popular Station in Canada's Richest Market!

Advertising Representatives in U. S. A.: JOSEPH HERSHEY MCGILLIVRAY
New York, Chicago, San Francisco, Los Angeles, Atlanta

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To John Taylor
Dry Goods Company which started its
EIGHTH YEAR of daily merchandising
programs on KMBC May 1

And a second toast
to the intelligent
handling that has made
this retail selling program
one of the outstanding
examples of the successful
use of the medium... by a
department store... in the
history of radio!

With a bit of a night-
cap for ourselves,
thankful that we have
been able to serve with
constantly increasing ef-
effectiveness, since the very
first broadcast of "Joanne
Taylor's Fashion Flashes."

We'd like to drink a
toast to your suc-
cessful program on
KMBC, too. How about it?

KMBC
OF KANSAS CITY
FREE & PETERS, INC., Nat'l Reps.

A Toast in
VINTAGE OF '28

Purely PROGRAMS

STUD E Baker's Quiz
SPONSORED for 26 weeks by a
group of local Studebaker automo-

tic dealers, WKK, Circinat, on
April 26 started the weekly half-
hour Game Tonight quiz show con-
ducted by Bob Fleming. The pro-
gram format is drawn from base-
ball lines, participants scoring base
hits and home runs, depending on
difficulty of questions.

Two teams of four persons each
compete. Participant with the
highest batting average wins two
box seats for a Cincinnati Red's
game, each member of winning
team a general admission ticket. Audience
shares in prizes of "foul ball" answers,
with ball game or theatre tickets
as awards. Five general admission
ducats are awarded weekly for best
questions mailed in, and larger
Duck each week for the best state-
ment on "Why I Would Like to
Own a Studebaker!" Winner of
this weekly prize is entered in a
contest for a Studebaker Com-
mander to be awarded at comple-
tion of the baseball season.

Best in Music
IN ADDITION to series of
condensed operettas presented
on April 26 Studebaker's Symphonic Hour,
to which local civic and social groups are invited
to listen in person to the latest selections
of the concert orchestra under Henry
Webber, WGN musical director. For
the concert series the regular WGN
orchestra has been augmented by
the WGN concert orchestra, the WGN
chorus and soloists Marianne Claire,
and Michael Wilkomirski. Groups
invited to attend the broadcasts and
tour the studios include the Chicago
Architects' Association, prominent
commentators, officials of the police
and fire departments, Army, Navy and
the National Guard for the "Freedom
in music" program were announced
April 24 in a Chicago Tribune fea-
ture story.

Pre-Campus Days
PLANNED for high school gradu-
ates and their families, and to let
the school "explain itself", St.
Louis' Washington U has started
new twice-weekly series, So You're
Going to College, on KXOK, St.
Louis. The program brings to the
microphone various members of the
faculty of the university to discuss
their work and its relation to the
entire field of college education.
"Merchandised" to students with
bulletin board posters in 50 high
schools in the KXOK primary area,
promotion for the program is also
carried on through letters to school
principals explaining the show and
requesting their cooperation in men-
tioning it in their assemblies and
papers.

Masters' Music
A MONTHLY publication mailed
by KRE, Berkeley, Cal., to listen-
ers is titled "Music of the Month".
The book each month is illustrated,
contains stories of composers, commentaries on
music and bands in the station's classic program, Music of the Masters.

GRUDGE fight in Indiana material-
ized in a big way late in April when
"Faro - Ton" Roy Brant (right)
matched stock-captains with the
rollered glides of "Uncle Ned"
LeFevre, his ever-challenging bud-
dy on the Early Bird program of
WFBM, Indianapolis. Extempor-
discarding skates, Roy Brant
hotly pursued and short-cutted
Skater LeFevre for 2 1/2 laps be-
fore some 8,500 onlookers at the Inter-
national Roller Derby in the new
Coliseum on the Indiana State Fair
Grounds. LeFevre, one of the Gate-
way to Hollywood winners, finished
the third lap and nipped out a
victory after Brant angled off the
track a la Harpo Marx to pursue a
startling blonde spectrator—Katy
Lou Matlock, 1939's Miss Indiana—
who ran screaming from the arena.
Brant, beaten in a horizontal race,
has now challenged LeFevre to a
greased pole-climbing contest, which
may take place this summer in an
Indianapolis park.

Architects Advise
INFORMATION pertinent to home
building and remodeling is given
during the weekly quarter hour com-
mentary program, What, No Archi-
tect? which started late in April
on KNX, Hollywood, under sponsor-
ship of the Southern Division, State
Association of Architects, Los An-
geles. Series features Mel Roach,
commentator, and contract is for
26 weeks. Roach during the pro-
gram presents a well-known archi-
tect for interview each week. Func-
tioning in connection with the series
is a special service department es-
ablished by the Association, which
answers questions submitted by
listeners; offers free information
and gives protection of an architect. Smith & Bull Adv., Los
Angeles, has the account.

WWNC
ASHEVILLE, N. C.
Fall Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!

The peak business season approach-
es . . . in Asheville and Western
Carolina. Summer brings thousands of
visitors—some millions to spend! Right
now, schedule your sales mes-
sages over WWNC—sole blanket
coverage of this bright spot!
Denim Artists
INTIMATE glimpses into past and present operations of local industrial concerns are given on the new weekly half-hour Artists in Overalls series over Chicago's WLS.
The series started May 10 with a microphone visit to the Andrews Steel Mills, Aurora, Ill. Each weekly visit will be made to other local and neighboring industrial establishments.农民s of whom ordinarily do not use radio.
Each company sponsors its respective interviewee, which includes interviews with plant superintendents and workmen and historical dramatization of the local radio Workshop. As goodwill promotion General Manager Hubert Teel furnishes local radio operators with recordings of his show for rebroadcast at social gatherings of company officers and employees. Elmer Welch handles interviews on the program, and Merle Bernard the commercial assignment.

Traffic Vigil
TO INJECT a live element into traffic safety programs, Oklahoma City, has started a weekly series using the station's mobile unit. Each Friday from 3 to 11 P.M., announcer Bob Eastman and Capt. Dan Hollingsworth, traffic expert of the Oklahoma City police department, make the rounds looking for traffic violators from the roof of the truck. When a violator is spotted, the car is stopped and Hollingsworth explains the violation. When a driver is noted doing a commendable job, the uniformed officer in the car is asked his name, address, occupation and suggestions for traffic safety. Next day Chief of Police Frank Smith addresses a personal letter to the cooperating motorist, again thanking him for his care.

Seventy and Up
CELEBRATING the first anniversary of Gopher Tales, on which true stories of early Minnesota pioneers and related people and places are presented through KROC, Rochester, Minn., 176 men and women—members of them 70 years old—gathered May 1 at the Mayo Civic Auditorium. With city and State notable participating in the old folks' welcome, the quarter-hour program was expanded to an hour in order to allow every attendee to give his name and age over the air. In addition to introductions, several of the honor guests provided entertainment, instrumental, vocal or recitative. All guests were given a rose by a local florist, a loaf of bread by the sponsoring Rochester Bread Co., and a one-hour tour of the city in trolley cars and a car furnished by the local Kiwanis Club.

Within a Wheel
KROW, Oakland, Cal., has started a new quiz program, Question Wheel, in which Bert Wynn places a huge numbered wheel on the sidewalk before the sponsor's store—Money-Back Smith, Oakland department store. Each contestant is required to spin the wheel, the number indicating a container from which to draw the twister. Each of the 16 wheel containers is a question in the event the pointer stops on the same number more than once. Each interviewee is awarded a merchandise certificate. The account was placed through Sidney Garfinke! Agency.

NEWS FOR NORSE
WDAY Gives Daily Events—In Native Tongue
NORWEGIAN language news program, The News in Norwegian, has been started by WDAY, Fargo, N. D. The new feature, dealing predominately with war news from Europe, is designed particularly for the 80% of listeners in the area of Scandinavian descent. The program is sponsored by Sears, Roebuck and Co., local department store, The Store Without A Name.
Discovering that Norwegian-born residents of the area could understand the war news of their homeland better in the native tongue, WDAY secured as translator and commentator Mr. A. J. Rek, Norse instructor at Concordia College, Moorhead, Minn. Prof. Holvik in 1936 was knighted by King Hakon of Norway as a Knight of the First Class of the Order of St. Olaf. The program has gained such following the station plans to continue it as a regularly scheduled feature.

Oklahoma Speaks
PRESENTING a cross-section of Oklahoma opinion questions of the day, Oklahoma Network station KOMA-Tulsa; KCRK, Enid; KBIX, Muskogee; KGFF, Shawnee, and K.A.A. in late April started the new weekly series, Oklahoma Speaks. With a microphone set up on a downtown corner of each of the six cities, passersby are interviewed—all asked the same questions on the particular topic under discussion and the programs switched from city to city. A complete round of the six cities is made on each question and on each 45-minute program.

For Charity
WITH $100 or more awarded in prizes each week, Cousins Jewelry Co., in mid-April presented a six-week Quiz-A-Day contest feature on WGL, Fort Wayne. The program features a question a day for a "question of the week," which are answered by listeners week by week. In submitting answers, the listener identifies his or her favorite charity, and each correct answer nets 25 points for that charity. At the end of the six-week period the top charity will receive $75 from the sponsor. Questions of the day are broadcast 10 times daily on WGL spots.

Sea-Going Events
A BROADCAST devoted to yachting, boating and the general interests of the Bay region's sea-going elements, titled Skip Aho, made its debut on KGO, San Francisco recently. Arvid Norman, authority on yachting, is m.c. and Bob Sandstrom, Announcer at KFRC, traffic department reports interesting yachting events.

Author Stuff
BILL HENNEWAN, who has been associated with the publishing business in Chicago for the last 15 years, on May 4 started a Saturday morning quarter-hour on WAAO, Chicago, called Authors on Parade. Each inter- viewee is awarded a merchandise certificate. The account was placed through Sidney Garfinke! Agency.

Editor's Orders
WINS, New York, is presenting a five-week program, Copydesk, during which the listening audience is able to hear a newspaper being assembled by means of two-way conversations between the managing editor and various members of his staff. News reports, flashes and features are written and edited up to, during and until the last minute the program is on the air. Bernard Estes, editor and foreign correspondent, originated the feature, which is produced by Bob Cotton.

Choristers' Contest
TO ENHANCE interest in choral singing, WKBV, Youngstown, O., is conducting a contest for choirs enrolled in organized choruses in Eastern Ohio and Western Pennsylvania. Each week one of the competing groups appears on a special WKBV program, with judges choosing the three best to appear in a final contest program for the WKBV Choral Award. The contest was started by W. Gwynne Jenkins, WKBV choral director, who plans to make the competition an annual event.

Island Days
CONFINED to industries typical of the Hawaiian Islands, KGMB, Honolulu, has started a series of 21 half-hours, beginning each week on the anniversary of the attack on Pearl Harbor, with a War Diaries program, patterned after the CBS Americans at Work series. Sponsored by Hawaiian Electric Co., the series is written and produced by Bob Stanley. Programs are made up of short transcriptions taken together into quarter-hour disc presentations.

25% of the North Carolina Market at less than 15% of the State Radio Cost!

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1
You buy 3 favorites in this package

WRAL - WGTM - WFTC
are 3 to 1 for listeners . . . and
LISTENERS mean RESULTS!

Contact GIL MURRAY, Gen. Mgr., W.R.A.L., Raleigh, N.C. or Scares and Ayer, NEW YORK-CHICAGO.

BROADCASTING • Broadcast Advertising

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Variety for Women
OFFERING the housewife diversified morning entertainment, Mid-Morning Jamboree on KECA, Los Angeles, 7:30-9 p.m. (PST), has made an educational film in color which shows how the program is planned, priced and put on the air. Film reveals the story behind the weekly program, showing those identified with the series, from writing of the script to including the actual broadcast. Besides being used at dealer meetings, the film is also being shown in schools and at club meetings for promotion purposes.

Culled From the Campus
RADIO conversation program called College to Home has started on WDR, Tuscola. Aired shortly after, the program features college students talking to their folks at home. WDR, which is calling them on the telephone. First broadcast featured students of Eastern State Teachers College, Charleston, Ill., and the students at Neoga, Ill. All broadcasts will be carried from colleges and universities to the homes of the students in the WDZ broadcast area.

Maps in Demand
LARGE wall map of Europe with nine maps of European countries on its reverse side is being used as a mailing piece by WLS, Chicago. Julian Bentley, WLS news editor, offered the maps for a dime, and 100 requests were received before noon of the first offer-day. WLS averaged 4,500 requests daily during the offer period. Detailed analysis of the mail pull was included with each map sent to agencies and advertisers.

Out of the Past
IMPORTANT news events of past years are dramatized during the weekly quarter-hour Headlines That Happened on Arizona Network. Sound effects play an important part in the show which originates at KOY, Phoenix, and is handled by announcers Ed Snow and Fran Johnson. The show, written by Ashley Simms. They write the script, manipulate sound effects and play all male characters during the broadcast.

Zoo's Night
TURNING to the Philadelphia Zoological Gardens for two unusual programs, W PEN, Philadelphia, has broadcast Night at the Zoo, during which Ira Walsh visits the zoo with a microphone Saturday at 11 p.m., describing the sleeping animal population. For those who want to look at the animals, Sunday mornings at 7 o'clock Phil Edwards handles a Dee Jay's Hour. Edwards uses interviews and has an audience of kids.
FIVE years of consecutive broadcasts on WGAR, Cleveland, by the local Second Federal Savings & Loan Asso. was celebrated at the station recently when General Manager John Patt presented a specially labeled, gold-sprayed recording of the anniversary program to C. W. Grove, president of Second Federal. Participating in the giving and taking ceremony were (l to r) Eugene Carr, WGAR assistant manager; Mr. Grove; Mr. Patt, and Harry B. Winsor, Second Federal second vice-president.

BIG DAY RE-LIVED

ELDERLY MAESTRO HEARS

—FM REPRODUCTION—

AN entire evening of broadcasting by the Milwaukee Journal FM station, W9XAO, recently was devoted primarily to the enjoyment of a distinguished musician—85-year-old Eugene Luening, a friend of Richard Wagner in the old days. A few days before Frederick Stock and the Chicago Symphony Orchestra were to perform in Milwaukee, a poignant story in the Journal pointed out the great happiness that would come to Maestro Luening if he could only come out of retirement for the orchestra and re-live the day in 1894 when, as director of the famed Musikverein (music society), he conducted his favorite, Beethoven’s Ninth Symphony.

Jumping into action, Joseph Griep, manager of the Milwaukee Auditorium, and Russ Winnie, assistant manager of WTMJ, got the orchestra, management’s consent for a special FM pickup, along with consent from the musician’s union and the sponsoring Arion Musical Club of Milwaukee. Next an FM receiver and special aerial were installed in the Luening home in Oconomowoc, Wis., 40 miles from the W9XAO transmitter. And finally, after double-checks on reception, the special high-fidelity, statelike broadcast was brought to the shut-in Mr. Luening and his wife.

More Faux Pas

(Continued from page 21)

sent in by its reader-listeners. Following is a digest of some of the better boners listed by that publication:

“This evening at sunset Mercury, Jupiter, Venus, Saturn and Mars will all be clearly visible.”

“The Women’s Auxiliary of Foreign Service will show their pink forms whenever asked to.”

“Fleming’s gives the best guarantee ever. If you don’t like it, you can get your money back. But personally I don’t think you will get your money back—nobody ever has.”

“I was too young and innocent then,” remarked a guest songwriter on night before the great auction. “Answered the Major, ‘Well, Mabel, you’re still young.’”

“A unit of the German army was sighted steaming out into the North Sea.”

“The race for the Presidential candidacy, both Democratic and Republican, will gain impotence this week.”

News announcer, after describing a recent blizzard: “But bright spot in the picture. Over 20 have died in a heat wave in Argentina.”

“I and his gang were sent to prison for life—the limit in Wisconsin,” according to Col. Norman Schwartzkopf on Gang Busters.

“Mecca is recommended for shav- ing even babies’ under skin.”

No Udder Trouble

“Since I started feeding Purina to my dairy cows I have cut down my udder trouble 50%.”

“If you send your clothes to the Starlight Laundry, you’ll never recognize them when they come back.”

“For years he had been afflicted with the Alexander Clothing Co.”

“No matter how hard you work, a man expects to have hands that are exciting and feminine.”

After a soap commercial: “We won’t expect you to use it on your face, but it’s good for other places.”

“1939 was a grand year for Columbia Records, a record-breaking year.”

“Pop’s Sandwich Shop is featuring half-fried spring chickens.”

“Their ends are down and all uncovered,” according to Ted Husing at the Orange Bowl football game. “We will now hear from a talented young singer.”

Describing the opening of Congress: “Seats on the floor are at a premium.”

“Dorothy Lamour dashed over from the theatre in between acts in full theatre makeup, but minus the sarong.”

“From there he (Arturo Godoy) went to Chile, where he was born.”

Parks Johnson on Vox Pop: “Tell me what a multiple wound when he is relaxing for a dollar”.

“The various voices heard in this program were betrayed by Bill Anderson.”

“Ladies and gentlemen, this week is de新三ed as ’Be Kind to Animals Week’.”

“A dog and his pipe are man’s best friends”.

Sowell Fined

NASHVILLE’S honorary police chief and WLAC’s general manager, F. C. Sowell Jr., narrowly escaped jail sentence recently at the hands of the local Boy Scouts who were in charge of important city offices during a one-hour period. Sowell was taken to the County court in the black maria, after the “sheriff,” “chief of police” and a “detective” had made the arrest. He was found guilty as charged—expel- lating on a public sidewalk—fined $6 by the Scouts and re- leased.

Legion Program Wins Award

WINNER of the 1939 radio traffic safety award of the C.I.T. Safety Foundation is the American Legion for its 12 Legion of Safety programs, presented monthly during 1939 on 300 radio stations. The bronze plaque was presented May 1 to officials of the American Legion at their convention in Indianapolis by John W. Darr, vice-presi- dent of the Commercial Investment Trust and a trustee of the C.I.T. Foundation, who stated that the programs had been selected by the "most effective radio appeals to public interest in safety measures." The Foundation’s station awards for 1939 were earlier this year to WGAR, Cleveland, for its consistent and effective support of safety measures [Broadcasting, March 1].

THINGS HAVE HAPPENED AT KMPC

IN LOS ANGELES and Southern California since mid-January, story after story has kept KMPC in the radio headlines. The first news break was an increase in power from 500 to 5000 watts, and full-time operation. With this came association with CBS. Overnight, KMPC became a major station in the West’s largest market.

THE SWEEP of KMPC’s new .5mv. daytime contour from Santa Barbara to San Diego—220 miles—includes 67 of the 71 communities of 500 or more population, 93.5% of Southern California’s radio families—$29,228 of them—live in these 67 cities and towns.

A HEADLINE STORY, if there ever was one, came when five illustrious figures of the entertainment world—Paul Whiteman, Bing Crosby, Harold Lloyd, Freeman Godden (Amos) and Charles Correll (Andy)—became members of KMPC’s board of directors. They joined radio veterans G. A. Richards, Leo Fitzpatrick and John F. Patt.

MORE HEADLINES are being made every day as KMPC’s audience increases by leaps and bounds. Hal Berger’s famous major league baseball games have just started the 1940 season for Pontiac. “Andy and Virginia”, a participation program, are breaking all-time records. KMPC’s morning call rowdies. “Open House”, a new daytime variety show, is gathering listeners like a bee gathering honey during 1940 in Southern California’s one billion dollar market, keep your eyes on . . .

KMPC

“THE STATION OF THE STARS”

BEVERLY HILLS • LOS ANGELES

5000 WATTS DAY • 1000 WATTS NIGHT

710 KG.

Associate CBS Station

Leo B. Tyson, Vice Pres. & Gen. Mgr.

REPRESENTATIVES

NEW YORK: Roger E. Vernon, 101 Park Ave.

CHICAGO: A. K. Bucholz, 360 N. Michigan

Write for the current issue of "NEWS AND VIEWS"

Latest flashes on the Southern California market . . . facts and figures on KMPC’s . . . tips on programs that sell. Write for your free copy today.

May 15, 1940 • Page 71
Radio and Education

SOME 8,000 broadcasts on 36% of the stations of the United States have been produced by the Educational Radio Script Exchange of the Federal Radio Education Committee. The committee promotes the most effective use of radio for educational purposes by local educational and civic organizations. This is pointed out in the May 1 report of the Script Exchange which details its activities in full.

TWO quarter-hour mock broadcasts were produced by Twin City Junior League members at Minneapolis May 6 as the finale of an eight-month course in radio under Max Karl, WCCO educational director. A writing class of 22 Junior League members has met in WCCO's studios every other week since Oct. 19, and a production class of 16 has met on the alternate weeks. Purpose of the course was to write and organize a set of ideal radio programs for children, which would be submitted later to the Radio Council of Federated Women's Clubs.

GRATITUDE to KVOS, Bellingham, Wash., and Roger Jones, owner and manager of the station, was expressed recently by the radio committee of the local school system in its official report. The report, which reviewed the use of radio by the school system, stated that KVOS was being used by the committee for its educational and entertainment purposes. It was reported that KVOS was being used for educational purposes by the high school and for entertainment purposes by the local junior league.

ROLF KALTENBORN, son of H. V. Kaltenthaler, noted news analyst, has resigned from the CBS production of the public affairs committee of the Sloan Foundation. He also directs a program of this nature in his own studio.

WGAR, Cleveland, for the sixth consecutive year is sponsoring its annual declamation contest open to students in Cleveland high schools. The contest, which is the only one of its kind in the country, is sponsored by the WGAR Declamation Trophy. Each school holds preliminary eliminations, and the winners compete in the final contest in May. The contest has been under the supervision of Julius Glass since it started in 1935.

WOMING U will include three radio courses in its curriculum for the six-week summer school session, to start June 17. Conducted by H. A. Engel, public relations director of WMA, Wisconsin U station, the courses include "Radio in the Schools," "Radio Techniques," and "Radio Programming." Sixteen student members of the Arizona Vocational School on "Selling Over the Air" were graduated recently after completing a 14-week course conducted by J. Howard Pyke, program director of KTAI, Phoenix.

ARTURO CASEY, of the public relation department of KMOX, St. Louis, has been named program director of a newly-organized radio class at the Washington U Adult Study Center in St. Louis.

COMMITTEE on Scientific Aids to Learning has published a new pamphlet, "Central Europe," which graphically presents information on the design, installation and operation of educational television systems in school buildings. The volume also contains sample specifications for a school sound system.

OKLAHOMA Baptist University is now broadcasting 50 programs monthly from its campus in town, and KADA, Ada's station, in Oklahoma Network. Twice a month a "varsity" student is chosen to compete for the award.

STUDENTS of public school music at Illinois State Normal, as part of their school work, are studying the NBC Musical Americana program. Sixth graders in the experimental primary school of the university are assigned to play the roles of Dickens Taylor, Hay- mond Price, and Millie Polas. Scripts and transcriptions supplied by Kenneth W. Watt, producer and director of the program, are used for the show broadcasts.

OUTSTANDING personalities on America's favorite radio programs such as current events or science, as well as entertainment, are bordered on the program. WOSU students at Colum- bia's Lecture Hall prepared, and directed the essay of Sterling Fisher.

Joins NBC in Europe
MARTIN AGROSKY, writer, foreign correspondent, free-lance reporter, has been added to the NBC's staff of European representatives and is stationed in Belgrade. Mr. Agrosky covered the Palestine Conference in London in February, 1950. As Time, remaining in England for several months free-lancing, he first broad- cast for NBC in December, 1950, in Greece, where he remained until early this year when Central Europe became an important news center and he transferred his activities to Belgrade.

INTRODUCING a sales promotion campaign engineered by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., recently promoted 10 of its distributors via express a pre-tuned Zenith portable radio of the latest model which was designed to accomplish all local broadcast programs in the U.S., while in its shipping crate. The stunts drew much local publicity and in most cases caused frequent consternation among express company employees who were reported to have dumped several of the boxed sets in water on the theory that the sounds were coming from an infernal machine. The radios had been packed with batteries turned on and with each tuned to an important station in the local distributor's territory. As each radio reached its destination, it began playing. The unexpected vigor of express employees finally forced H. C. White, general manager of the Railway Express Agency, to assure all agents that this was not contained and bombs and were to be delivered as is to the consignee, according to the Rules of this company. It was reported that agents in several cities already had called in local police to open the packages, which in most cases were first immersed in water.

Cleveland Stays EST
PRESSURE of union groups and motion picture exhibitors brought about the defeat May 8 of a proposal of the local radio committee of the Cleveland Council for adoption of daylight saving time. The proposal was sponsored by Councilmen John M. Lewandowski, president of the Nationality Broadcasting Assn. and director of the Polish Hour of WGAR, Cleveland. John Rohrich, president of the teamsters union district council, complained that daylight saving time would force 24,000 truck drivers to arise and go to work in the dark, increasing traffic hazards. Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Assn., maintained it would be a blow to the local movie business and that radio stations and gasoline com- pany would suffer the most ones favoring the move.

DELIVERED ALIVE
Zenith Gift Sets Operating—Upon Receipt

FOR the entire month of June, the WAYS National Advertising

Page 72 • May 15, 1940

BROADCASTING • Broadcast Advertising
BIG WEEK in Milwaukee saw the city getting a new radio station and a new mayor. The station is W9XAO, operated by the Milwaukee Journal and first FM station licensed west of the Alleghenies. W9XAO is independently programmed from WTMJ. The new mayor, Carl Zeitler (left), made the opening address on W9XAO. Here he is looking over the FM transmitter as L. W. Herzog, WTMJ manager, explains how it works.

**Equipment**

GRAYBAR Electric Co. reports the following sales of WE equipment: W9XAO, Milwaukee, W9XAO, transmitter with speech input equipment; KXE, Hot Springs, Ark., 310B transmitter and complete station equipment; KXRY, Sherman, Texas, 144L-A transmitter equipment; W9XAF, Syracuse, 508A-1 FM transmitter; KLZ, Denver, line branching and phasing equipment, coupling unit and phase monitor.

RCA MFG. Co., Camden, N.J., reports the following sales of RCA equipment: W3L, Minneapolis, 1-G kw. transmitter; KFRO, Los Angeles, 11 kw. transmitter; WJHP, Jacksonville, Fla., 250-K 250-watt transmitter; WBY, Bridgeport, Conn., 250-G 250-watt transmitter, contingent on FCC approval; WTVM, East St. Louis, Ill., 3-DG 3 kw. power amplifier, contingent on FCC approval.

KGMB, Honolulu, in mid-April started construction of its new studios and offices. With RCA transmitting equipment to be installed in the new $150,000 plant on Kapiohanui Bl., the construction project is the first step in bringing the station up to 5 kw. operation. Formerly operated with 1 kw., a frequency shift to 590 kc. has been approved by the FCC.

As part of the new transmitter plant a 300-foot Bethlehem tower was completed late in March.

RCA MFG. Co., Camden, N.J., has published a new catalogue-brochure announcing price reductions for certain RCA amplifying equipment, including the 4L-3 three-channel preamplifier, the 40-D program amplifier, 94-D monitoring amplifier, 40-C standard program amplifier and 41-B standard pre-amplifier.

WESTERN ELECTRIC Co., New York, has announced its new 22D portable speech input equipment, featuring durable lightweight durallium construction and complete studio controls, amplifier and filter facilities in small space. The volume indicator, calibrated in the new unit, is employed in the unit. Frequency response of the equipment is claimed to be flat within 5 db. from 10,000 to 10,000 cycles, with maximum flexibility gained through use of four parallel mixers and a master gain control. The complete outfit for remote broadcasting packs into two carrying cases. The apparatus and its specifications are described in a new catalogue pamphlet published by the company.

**X-Ray Myth**

WHEN a recent letter from a radio listener suggested to the FCC "the danger from X-rays to which the public will be subjected in the use of television receiving sets," the FCC engineering department explained: "According to the best available information, the efficiency of X-ray generation at the voltages employed in cathode-ray television systems is extremely low, and any X-rays so produced are of such low penetrating power as to be completely absorbed by the glass walls of the tube. Not only is this true of cathode-ray tubes in television receiving sets, but also of the tubes used in transmitters. In neither case do engineers consider there is any danger from X-rays.

**WOB, Newark, N.J., following recent authorization by the FCC, is starting alterations in its transmitter antenna, as Carried, N.J., has called for elimination of the antenna, or third quarter-wave radiator in the antenna setup. Engineers claim the new arrangement will not materially change the WOB signal pattern beyond slightly strengthening east-west radiation. Eliminating the catenary, supported by a wire between the two 385-foot antennas, will permit installation of separate feed lines to the base of each, with phasing equipment in the transmitter building.

WIP, Philadelphia, expects to complete in a few weeks its new 5 kw. transmitter, on which construction started early in April. Western Electric equipped the new building and two Lehigh towers are located on a 26-acre tract on Creek Road in Belmar, N.J. The plant will include complete facilities for accommodating the transmitter staff. Construction is being supervised by Clifford C. Harris, WIP technical superintendent.

CKWV, Vancouver, B.C., is putting finishing touches on its new transmitter house, located on nearby Lulu Island, and the plant includes living quarters for the transmitter staff. Installation of the 1,000-watt Collins transmitter started early in May, along with erection of the Ajax vertical radiator. The tower was erected with 1,000 watts on 950 kc. early in June.

FRANCIS H. BROWN, until recently vice-president and sales manager of Radiotone Inc., Hollywood manufacturers of recorders, playback systems and other radio equipment, and Glenn Wallis, also well-known in the recording and wholesale radio distribution field, have formed National Recording Supply Co., with headquarters at 1665 Vine St. New厄 is acting as exclusive distributors of recording equipment at Hollywood House of Records and is associated with Robert Hume, merchandising authority and well known in the radio accessories field, in joined Radiotone Inc. as vice-president and sales manager. Burbank in the past formerly held by Brown. W. H. Snow continues as president and general manager.

EISLER ELECTRIC Corp., Union City, N.J., has changed its corporate name to Cullite Tungsten Corp. in order more accurately to reflect its business. Principal materials are materials and equipment for the manufacture of neon signs, radio tubes and other types of electronic devices.

**School Places Spots**

AUTO CHAPTS TRAINING CO., automobile course, has started a test campaign of weekly quarter-hour musical programs on WOWO, Fort Wayne, and WWVA, Wheeling, in addition to several other markets which have been running varying schedules for the last few months. If test is successful, more stations may be added in the future, according to First United Broadcasting, Chicago, handling the account.

**Kenyon Transformer Co., New York, has issued a new catalog.**

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**THE FOUR LEAF SALES CLOVER IN THE OREGON MARKET**

Four Leaf Clovers aren’t common—but you can still find them. Take the experience of Kathleen Connolly, owner of Portland’s exclusive Irish linen shop, who found KEX a four leaf clover in the promotion of her store.

Last fall, with an Irish eye to building holiday volume, Kathleen Connolly picked KEX to help her do a selling job. Three afternoons a week she broadcast a travelogue of old Erin in order to acquaint more people with her shop and with her high quality imported linens. Results—hundreds of new friends and the largest Christmas business Kathleen Connolly had experienced in ten years.

Kex’s sales promotion partnership of KEX and Kathleen Connolly carries on. Sales continue to show healthy increases over last year, and Mrs. Connolly has joined the large group of advertisers who know from experience that KEX is a four leaf sales clover in the prosperous Pacific Northwest.

**KGW**

760 kc.
1,000 watts
Continuously

NBC RED National Representatives—Edward Petry & Co., Inc.

New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles

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**May 15, 1940 • Page 73**
Scouts' Turn

RECIPROCAL trade is being practiced between KDYL, Salt Lake City, and local Boy Scout units in the promotion of their program. With the cooperation of the Scout leaders in making listener surveys for the station, the Scouts arranged a visit and an opportunity to build and produce their own KDYL programs. Each week a Scout From Home, representing the Salt Lake City Council, portrays himself in a badge test over the air, and twice-daily some Scout from various local troops deploys the Scout oath and tells listeners something about Scouting.

WOLF, Syracuse, N. Y., on May 4 formally opened its new studios. T. S. Proctor, program director, introduced a "game" designed to keep the staff on its toes this spring. Pig banks were for sale at the studios and transmitter, and when staff members are caught belching, cursing, or otherwise making a mistake, they put a nickel in the bank. When the banks are full, contents will be pooled to defray expenses of a staff fishing party.

OPENING program of Invitation to Learning, a new series replacing Pursuit of Happiness Sunday afternoons, has been postponed from May 15 to May 23. The series is designed to stimulate reading of great books, with open discussions by three or four outstanding American authors. WGV, New York, on May 7 started operating from its new 350-foot tower at Kearny Point. The tower was originally planned for May 1, but work was held up by unfavorable weather. In addition, the first quarter of 1939, KFRC, Don Lee-MBS outlet in San Francisco, had cumulative three-month billings for the period.

MAJOR broadcasters of the San Francisco bay area report an increase in station costs, although a 30% increase in March, 1940, over March, 1939, on network, regional network, local and station costs, was offset in March over February of this year. Other San Francisco stations also reported increased billings for the period.

A RECORDBREAKING 33% increase in business for the first quarter of 1940, has been announced by the management of WOR, Newark. It is expected that May will set an all-time high for the station is completely sold out. Some 7,000 tickets for "Clippers for Hawaii and the Far East" have been sold, with the exception of public service which is always available for commercial accounts.

TOTAL accounts placed with WZBA, Boston-Springfield, for the 249 days of April period were 67% greater than in the same period last year, Frank R. Bowes, sales manager, announced May 9. The increase in local accounts was 63% of all accounts, he said. Commenting on the announcement, Assistant Manager Vincent Calahan pointed out that the number of spots reserved for the remainder of the season is up more than twice the previous amount of time on. Consultation is being used.

Prentice Local Production Service, founded by Colombia Broadcasting Co., St. Louis (Alpen Brau beer), Alpine Varieties on KMOX, St. Louis, during the spring and summer months, now presents top-ranking talent in guest appearances with Ken Field's "Into the Blue" and Saturday May 10 with Comedian Lou Holtz, also appearing is Hotel, guest Harry Hersey, former Warner Bros. theatre chain operator, who heads the Sunset Bowling Center at 5000 W. At the station, are tentatively scheduled for appearances. The split-talent idea was conceived by Otis Advertising Co. St. Louis agency handling the account, which claims the pre-eminence of the most pretentious talent setups arranged for a local radio program in St. Louis.

NOW of 11 known candidates for national membership in the American Legion for 1941, to be elected at the national convention in Boston on Sept. 11, 12, and 13, included the program WIRE, Indianapolis, May 2 and their 22-mile GBS network. Claiming the first such broadcast ever carried, according to Eugene F. Pulm, owner, the program set a new record for network features distributed, with 131,500 listeners; 281 stations reported carrying the 30-minute round trip.


Your Gracious Host...from Coast to Coast

KIROO, Tulsa, Okla., on May 5 originated for NBC-Blue a 30-minute broadcast under auspices of the Tulsa Citizen. Carried from Kelly Stadium in Tulsa, the program covered a meeting at which some 5,000 young people who have recently reached voting age were administered the oath of citizenship. The audience totaled about 25,000, according to KXNO. Highlights of the broadcast included an address by President Roosevelt, a talk from the stadium by Eddie Connelly and the citizenship oath. The program was designed to promote increased participation of young people in the duties and privileges of citizenship.

KDYL Salt Lake City, has started a series of nightly broadcast of its sales staff conducted by Myron Fox, KDYL's manager, in an effort to present the problems confronting various retail sales organizations of the city each weekday morning hours. Commissions sales manager from a retail organization as guest speaker. The program was aired with an opening by the manager of the local Montgomery Ward outlet.

WKRC, Cincinnati, late in April carried two separate dramatic programs commemorating the 50th anniversary of the Citizens Band. The first was "The Time's Story" and the second was "The Band's Story." The series opened with an appearance by the manager of the local Montgomery Ward outlet.

WJRC, Hartford, Conn., has started exhibition of its 16th floor headquarters in downtown Hartford to the expanding operations in both studio and transmission. The station's night power is being raised from 1,000 to 10,000 kw. during the program. It is being conducted at the Bloomfield, Conn. transmitting site, where an additional directional tower is being erected. Chief Engineer John A. Jensen is in charge of all construction work at the transmitter, while Program Manager Walter H. Huse is supervising studio changes.

WLS, Chicago, broadcast its Dinner Ball program May 3 from the new Hall of Music at Purdue University, Lafayette, Ind. First broadcast from the hall, which seats 5,000, also featured address by officials of the university.

KWOC, Poplar Bluff, Mo., in mid-April started construction of a new building for its single unit studios, transmitter and offices. Studu formerly were down town, with the transmitter near the city limits. The new building will be ready for occupancy in mid-June.

The New Big Money Crop

SoYbeans

WSOY

Serves the World's
Central Illinois

132,100 Soybeans
Soybeans
Grown and Livestock
Tread, 3,000,000
Per., 6,500,000
Rough, 1,500
Reduced 12 to 17%.

Decatur, Ill. 18 hours daily
A STUDY of the deer population in the area indicates that the deer population has remained relatively stable over the past few years. The data collected suggest that the current population is adequate to support the local hunting season.

The study was conducted by the local wildlife management agency and involved trapping and marking a sample of the deer population. The agency is currently reviewing the data to determine if any management actions are needed to maintain the current population levels.

The study results will be shared with the local community to inform them about the status of the deer population and any potential management actions that may be required in the future.
Count Georg von Arco
COUNT GEORGE von ARCO, 71, German wireless pioneer, often called "the German Marconi," died in Berlin May 7. Count von Arco established the famous German radio station at Nauen, near Berlin, and in 1903 founded the Telefunken Co. and became its director. He was assigned with many inventions in the radio field and with the beginning of Germany's highly efficient broadcasting system. He was well-known in American radio circles, some of his patents having been seized by the American Government during the war and many of his scientific writings having wide circulation here.

BOSTON chapter

282,050 - 294,000

Yankee Network staff, all

distributed with many inventions in

the FCC

field

Videos

a station

this basic

he's

per

Point

ing power of KOIL's 7-

sold.

comes to

Hartford, Philadelphia, Schenectady and Washington, set sales

depicted by the four stations owned by

John Shepard 3d.

ARCHITECT'S DRAWING of the new transmitter building of WAEF,

New York key of NBC-Red, now under construction at Port Washington,

Long Island. New plant is expected to begin operation about Sept. 1.

Work began on the $280,000 development last January after exhaustive
tests of sites had been conducted by engineers in the metropolitan area.

Television News Notes

Set Sales in New York

ACCORDING to a survey of radio dealers in the metropolitan New York area, conducted by Radio

Today magazine, at least 100 television sets are now being sold each week. Dr. O. H. Caldwell, editor of the

magazine and former Federal Radio Commissioner, pointed out

that despite the FCC's recent cautionary statements regarding

new art, which caused a temporary drop to about 10 television set sales

a week, purchases resumed "as rapidly as the holdoutDur

entertaining television pictures were still on the air." Dealers

estimated further that as soon as full-commercial television is available, with CBS

joining NBC in regular transmission, they expect to increase present

sales five-fold — about 500 sets a week or 25,000 sets a year in the

New York area. With the "unmistakably demanding television"

Dr. Caldwell estimated that extending the range of Portable Electric Power

Corporation, Boston, Hartford, Philadelphia, Schenectady and Washington, set sales would increase to over

50,000 yearly, representing sales of more than $10,000,000.

Movable Stages

AN OSCILLATING stage, which he declares will bring down the high cost of television production, has been patented by Graeme E. Young, Hollywood stage director-

manager. The stage consists of four six-sided figures touching a movable center "table." It will permit,

he said, "the television camera to catch up with live talent the motion picture type of continuity, starting at the beginning and continuing straight through to the end of the opera-

the, without stopping, if necessary."

Prettiest Girl Contest

TELEVISION'S first attempt at covering horse racing in this coun-

try is under way in New York, where the field crew of W2XBS, NBC's video station, is spending a

couple of afternoons a week at Belmont Park, bringing their tele-

viewers the main racing events as well as the colorful scenes of paddock and grandstand. First tele-

cast was a preview visit on May 9, consisting of a tour of the

grounds. On May 13 the opening day of the Belmont Park season brought watchers their first actual races by television. In England the BBC last year televised the English

Derby and other outstanding races with what was reported to be great success. London theatres equipped

with large screen television receivers filled their houses with audiences paying as high as $6 a seat to witness the
telecasts.

Plan Television Tours

DORSEY OWINGS, president of Portable Electric Power Corp., New

York, has been loaned to General Television Corp., Boston, to assist in the reorganization of its video

station, W1XG. Television studio tours to acquaint Bostonians with the operations of television will be

started in the immediate future, it is reported.

Summer Hours

SUMMER schedule of W2XBS, NBC's television station in New,

York, went into effect this week, with the chief change being the elimination of Sunday and the addi-

tion of Tuesday to the television week, which still means five

noon and five evening telecasts but which now runs Tuesday through Saturday and Wednesday through Sunday. Afternoon tele-

casts continue to begin at 3:30, but the evening periods now start at 9 instead of 8:30. Changes were set

on the basis of nearly 1,000 an-

swers to a questionnaire sent to set-owners in the New York area, asking how summer programs

should be scheduled to fit in best with the viewers' out-of-doors seasonal activities.

CBS Video Labor Pact

A ONE-YEAR contract covering technicians employed in television broadcasting and research by CBS

was signed in Chicago recently by

H. Leslie Atlass, CBS vice-presi-

dent in Chicago, and a representa-

tive of the Associated Broadcast

Technicians division of the Inter-

ational Brotherhood of Electrical

Workers. The ABT, whose members include 50 technicians at all CBS owned and operated

stations, joined IBEW, an AFL union, in February and the pur-

pose of the present contract is to establish a scale for television work not covered by terms of the original contract

between the network and the union, said at was

CBS headquarters.

Du Mont Portable Pickup

A new and flexible synchronizing generator employed in the portable television pickup equipment of the

Du Mont Laboratories was described and demonstrated by Dr. Thomas T. Goldsmith Jr. at the recent

convention of the Motion Picture Engineers at Atlantic City. Generator produces the control signals which synchronize the transmitter and receiver for television operation over a range of line and frame frequencies up to 875 lines, the generated signal containing a frequency pulse for the vertical frame synchronizing which controls the number of pictures transmitted per second, it was explained. Entire field equipment unit is compact enough to fit into the back of an ordinary passenger automobile. Richard Campbell and Ward Stanton were co-authors of the paper read by Dr. Goldsmith.

Hit the Sales Bulls-eye

IN THE RICH ARROWHEAD

REGION OF MINNESOTA WITH

THE ARROWHEAD NETWORK

Weinburg, Superior

General Offices

WEB C Building

Duluth, Minnesota

BROADCASTING • Broadcast Advertising
GUY C. HICKOK, director of NBC's international division, looks over the shoulder of Hudson Hawley, news editor, in the division's new quarters in the RCA Broadcast Building, New York, where the international staff is now quartered in a single room. The staff of 36 linguists, newsmen and clerks prepare scripts for the 16 hours of daily broadcasts in six languages NBC's two shortwave transmitters send out to the world.

First Anniversary

CELEBRATING the completion of its first full year of regularly scheduled telecasting on May 1, NBC put on a 24-hour variety program including popular and operatic vocalists; tap and ballet dancing; a fashion show, accompanied by Franklin Simon & Co., department store, and Letheric Inc., performer; a kaleidoscopic interlude; a dramatic sketch; a Walt Disney cartoon, "The Ugly Duckling"; and a minstrel show staged by NBC guides and pages. Program was opened with a short speech by Alfred H. Morton, vice-president in charge of television; Ray Perkins acted as m.c. and Ray Forest announced the program, which lacked only an outside sports pickup to represent all types of entertainment televised during the past year.

Farnsworth Convention

FARNSWORTH television equipment and electronic devices, including the company's traveling television demonstration unit which since last September has played in 50 cities, will be brought from the Fort Wayne plant to Chicago June 3-4 for display before dealers of Farnsworth Television & Radio Corp., holding their sales convention in the Edgewater Beach Hotel. Pierre Boucheron, general sales manager, reported that not only will the company's new line of receivers be announced, but Farnsworth will make important announcements regarding FM and television equipment.

ACA Local's New Paper

ACA LOCALS' 16 and 28, New York and Philadelphia, have combined and enlarged their monthly bulletins into a monthly publication, Broadcast World, to be published in Philadelphia and mailed free to every broadcasting station in the United States. The publication is "to disseminate information leading to better working conditions, better hours and higher wages for all those employed in the broadcast industry," and will be supervised by Leonard F. Ohl, first vice-president of the ACA broadcast division, and Louis E. Littlejohn, president of Local 28.

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MAJ. EDWIN H. ARMSTRONG, Columbia U professor and pioneer radio inventor, was scheduled to give a demonstration of FM, his latest development, before the Cleveland Advertising Club May 16 under the auspices of WHK-WCLE. Arrangements were made by H. K. Carpenter, vice-president of the station, and E. L. Gove, technical supervisor.

LARRY WEST, technician at KSFO, San Francisco, on May 4 married Mary Alcyne Whelton in Hollywood.

GRAHAM TEVIS, for the last 12 years chief engineer of KMOX, St. Louis, and who has shifted to CBS in New York, was guest of honor at a KMOX staff party late in April. Merle Jones, KMOX general manager, presented an engraved wrist watch to Tevis on behalf of the KMOX staff.

GORDON FAIRWEATHER, formerly of CKWX, B.C., has joined the engineering staff of CFAC, Calgary. Alty Lynn, formerly of CFOT, Victoria; B. C., and CKLIN, Nelson, B. C., has joined CKWX.

CLIFFORD GORSUCH, formerly with WMMS, Uniontown, Pa., WJLN, Beckley, W. Va., and WCHS, Charleston, W. Va., has been named chief engineer of the new WSLB, Ogdenburg, N. Y., which went on the air in mid-April. Leo H. Thompson is his assistant.

J. M. MIDDLEBROOKS, CBS construction engineer, addressed a meeting of fifty network engineers in New York April 29, augmented his talk with the showing of "New Towers, New Power", a 30-minute film showing construction of a modern broadcast transmitter, taken by Philip G. Lackey, now manager of KROW, Oakland, Calif.

KENNETH COX, formerly with Western Electric Co. and WNOX, Knoxville, has joined the engineering staff of WKRC, Cincinnati.

PAUL KALEFLEISCH, formerly of WGLL, Galesburg, Ill., has joined the engineering staff of WMBD, Peoria.

GILBERT MCDONALD, engineer of WOV, New York, has been named control supervisor of the station, replacing Walter A. Graham, who, because of ill-health, has requested a transfer to the WVOX transmitter at Kearny.

N. J. Karl Neuweirth, transmitter supervisor of WOV, is the father of a girl born recently.

HARRY R. LUBCKE, television director of Don Lee Broadcasting System, Los Angeles, has been granted U. S. Patent No. 2,185,646 covering optical apertures for television use.Means are also shown in the patent application for insuring accurate time relation between synchronizing and image pulses.

DON CREED, CBS Hollywood sound effects engineer, has recovered from injuries received when the car in which he was riding crashed into a tree.

Fly Praises Hams

JAMES L. FLY, chairman of the FCC, on May 12 broadcast a brief talk on CBS paying tribute to the amateur radio operators who are members of the Susquehanna Emergency Network for their fine work during floods and other emergencies in the Susquehanna Valley. Mr. Fly's talk was heard on a special half-hour program and in the regular monthly drift of the S. E. N.

RCA Institute Technical Press has just issued a 450-page volume of technical papers by RCA engineers on the various phases of "Radio at Ultra-High Frequencies".

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Soprano or Bass

- A shrill "yipe, yipe" or a deep, booming bark are transmitted with equal accuracy on today's network programs because special telephone circuits, developed by the Bell System, link the nation's radio stations because modern equipment and trained men protect the sensitive sound all the way.

Behind the scenes, in the Bell Telephone Laboratories, skilled scientists are working carefully and constantly on facilities that will deliver still finer programs tomorrow.
BREAD AND THE REDUCING DIET
Seattle Exercise Program Sells Staff of Life To Ladies
Desiring to Keep Down Weight

By WILLIAM H. HORSELY
President, Pacific National Ad. Agency
Seattle

SELLING bread to ladies who want to reduce the chope of Patty Jean (Mrs. William V. Forrest), whose Health Club is sponsored on KOMO, Seattle, by Hansen Bakeries.

A local girl who made her radio debut in the West as a model for Hansen's, was Miss Virginia Lenox, 16, of Seattle. When Patty Jean was introduced by Hansen, she was just 14, and now she is two years older. The girls were featured on the show as a part of the降低体重 program.

The next step was to work out a balanced diet which included bread. This we developed, including six slices of bread in the daily diet. In promoting the new bread, the girls welcomed women to eat bread, but demanded that it be included to provide needed calories. Here was an ideal tie-in for the commercial content of the program, and we were able to tie in the Hansen's Olympic Bread should be included—because of the quality of its ingredients in other climes. She has been directing Seattle叫食ies since returning to the native health some two years ago, and her mail count has broken all local records. Besides, she has made hundreds of transcriptions, which are heard every day in Maine to Canada. She likes the theory that sitting and chatting does more to make the listener feel hungry than does expounding—and clings to one central idea: Be Yourself.

Our agency, after signing a contract with Patty Jean, formed the Patty Jean Production Co. and then made a series of transcribed programs which were sold to bakeries from Coast to Coast. At the present time she has sponsors in 24 markets, using the program for advertising, and six times weekly during the morning hours. In nearly all these markets the stations report the Patty Jean mail count exceeds all others.

Thought It Flattering

The merchandising of the program was carefully worked out. To find a workable merchandising plan, we reviewed the Health Club's case history in other markets. Our idea was to find those points that were most workable and apply them locally on KOMO. We also wanted to find a merchandising pattern that could be used in the markets that were buying the transcribed series.

Our research department, under Frank Twist, and found that in gruelling markets the eliminating bread from their daily diet because they were under the impression that bread was extremely fattening.

Trek of Mules

TYING in with the release of the new M-G-M picture "20-Mule Team", the Pacific Coast Bureau is carrying special promotion on its NBC-Red Death Valley Days program for 20-Mule Team Bovine, as well as furnishing its dealers with point-of-sale material for local promotion. The box office has also sponsored a cross-country tour of two of the original Death Valley borax wagons drawn by 20 mules each, headed by a 20-mule team fair in time for the premiere of the motion picture in New York.

Sponsor Tips

AS A SERVICE both to new sponsors and to their retailers, WIBX, Utica, sends postcards to dealers in its average are notifying them of the start of all commercial programs on the station.
Representatives

H. M. FEELEY, formerly with Free & Peters Inc., radio station representatives, and previously with the Capper Publications in New York and Chicago, has recently opened his own representative offices in the Joseph Vance Bldg., Seattle. His firm, H. M. Feeley & Associates, has been appointed by the Pacific Broadcasting Co. to represent network sales for the Washington and Oregon group of Mutual-Don Lee network stations.

CHRIS HETHERINGTON, St. Louis representative of John Blair & Co., has been selected by the Nadine College of Advertising, St. Louis, to give a series of lectures on broadcasting before senior students.


WINN, new Louisville local, has appointed Howard H. Wilson Co. as national representative.

KQW, San Jose, Cal., has appointed Reynolds-Fitzgerald Inc., Chicago, as national representative, effective May 1.

BURN-SMITH Co., has moved its New York office to the Chrysler Bldg., 405 Lexington Ave., New telephone is Murray Hill 4-6947.

J. FRANKLIN VIOLA & Co., New York foreign language station representative, has moved its offices to 50 W. 45th St. New telephone is Murray Hill 2-0459.

RADIO ADV. Corp., station representatives, has moved its New York offices to 9 E. 40th St., New telephone is Murray Hill 3-7865.


ARTHUR WESTLUND, general manager of KRE, Berkeley, Calif., has been elected chairman of the Northern California Broadcasters Assn., for the third successive year. Westlund is also director of the National Independent Broadcasters for the 10th district, and is seeking to have NIB hold its annual convention in connection with the San Francisco convention of NAB, Aug. 4-7. Preston Allen, general manager of KLX, Oakland, was elected secretary-treasurer of the NIB, succeeding Phil Laskey, KROW general manager.

KATZ AGENCY. New York, station representative firm is compiling data relating to "city and county" population, radio homes and retail sales, to be issued in handbook form probably in November, 1941.

Rex Scheppe to WIRE

REX SCHEPP, for the last 10 years a member of the local and network sales staff of WBBM-CBS, Chicago, on June 1 will become association station manager of WIRE, Indianapolis, and owner and director by Eugene C. Pulliam, newspaper publishing Co., of Bloomfield, Ind. Scheppe spent eight years on the stage as a musician, later joining Nathaniel Shilkret's Orchestra as featured soloist on the Maxwell House programs. Before going on the stage he taught school for two years in Martinsville, Ind., where his family still resides and where he and other members of his family have business interests.

FTC Stipulations

CHARLES DALLAS REACH Co., Newark advertising agency, and New England Products Inc., Evanston, Ill., have entered into stipulations with the Federal Trade Commission in which they agree to discontinue certain advertising representations for Frostil-Pro Lotion, according to an FTC announcement of May 11. On May 10 the FTC announced a similar stipulation made by Van De Mark Advertising Inc., Cincinnati agency, and its client, American Royal Products Co., St. Paul, pertaining to advertising claims for Riteway corn and callous remover. The FTC also has accepted stipulations from Bowey's Inc., Chicago, Nu-Enamel Corp., Cleveland, and Magic Iron Cement Co., Cleveland, to cease certain representations in the sale of Dari-Rich Sugar, Nu-Enamel Paint and Magic casein glue, respectively. In late April the FTC issued a complaint against Globe-Unoin Inc., Milwaukee manufacturer of atomized batteries and radio accessories, charging price discrimination in violation of the Robinson-Patman Act, in the sale of radio volume and tone controls. A complaint also has been issued against Post Institute Inc., New York, charging misrepresentation in advertising via radio and other media for Ultrasol hair and scalp treatment.

Tom Harker Joins WBS

TOM HARKER, former sales executive of General Tire & Rubber Co., Curtis Publishing Co. and Edward Petry & Co., has been appointed to the eastern sales staff of World Broadcasting System by Norton Colterrell, WBS vice-president. Mr. Harker will promote sales of World vertical-cut wide range transcriptions and service, together with the Gold Group plan.

Promote Nickel Box Machines

EAST COAST Phonograph Distributors, New York, on May 8 started a four-week test campaign of 80 spot announcements weekly on WNEW, New York, to promote the nickel-box machines which play records by remote control in restaurants and drug stores. More stations will be added throughout the country, if the test proves successful, according to Redfield-Johnstone, New York, the agency in charge.

Westinghouse Spots

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, on May 18 starts sponsoring the Saturday morning period of Adelaide Hawley's Woman's Page of the Air, Mondays through Saturdays on WABC, New York, 9:30-9:45 a.m., on behalf of Tenderay, the company's new process of tenderizing meat. Fuller & Smith & Ross, New York, is agency. With Westinghouse sponsorship, the WOR Women's Page is completely sponsored: Mondays, Wednesdays and Fridays by Krug Baking Co.; Tuesdays by Oney & Carpenter (potato sticks); Thursdays by Rapiwax Co.

WAPO, Chattanooga, Tenn., has appointed Bradley-Reed Co. its national representatives.

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CBS, was vacationing in Virginia when the crisis developed, but when he heard the news the morning of May 10 he drove to Washington and caught a plane for New York, arriving in the early afternoon to take a lower direction of the war coverage from Bob Wood, news editor, who had remained on duty all the previous night. Bill Henry, Los Angeles Times columnist who served as CBS correspondent on the Western Front last fall, happened into CBS headquarters and was immediately drafted into service.

At all network headquarters commentators were on duty throughout the day and night: H. V. Kaltenborn analyzing the news for the Red Network; John Gunther for the Blue; Elmer Davis and Linton Wells at CBS, and Raymond Gram Swing at Mutual. In addition, Mutual's technical war experts, Maj. Leonard N. Hanson on military affairs, Paul Schubert on naval maneuvers and Col. Charles Kettel on questions of aviation, interpreted reports of action on the various fronts. On May 11 and 12, CBS correspondents in Europe were followed with discussions by these commentators.

Press Cooperation

Relations between radio and the press are continuing on the same plane of high cooperation that has existed since the outbreak of the war last fall. Important news received at network shortwave listening posts is relayed to the news services and metropolitan newspapers as rapidly as it can be taken off the air and speeches broadcast from Europe are also moved to the newspapers at once, as there is often an appreciable interval between the time a speech is delivered and that at which complete texts are received from correspondents abroad by radio or cable, due to delays in filing and transmission. On its part, radio reaps a great extent on the press services for bulletins and general interest material.

On May 13, Max Jordan, NBC chief in Berlin, arrived in New York on the Washington for a brief visit to talk over plans for further war coverage with Mr. Schechter and other NBC executives. Mr. Jordan planned to return to Europe aboard the Yankee Clipper the latter part of the week. H. V. Kaltenborn, who had planned to leave for Europe on May 4, for a month's investigation of conditions abroad, cancelled his plans at the last moment when reports indicated that decisive events were in the offing.

"I had hoped that we in the war might give me the opportunity to make my annual survey trip through Europe," he stated on his May 3 broadcast, "but my information indicates that the next few weeks will bring decisive events. I will have to delay my news and reports on these critical developments here than I would have.

On the air all night that first night, the networks have since reverted to a more normal schedule. On the next night they shut down at 3 a.m. Since Saturday May 11 they have maintained a 2 a.m. signoff, although ready to return to a 24-hour-a-day basis if the news warrants.

Tilenius Promoted

WILLIAM O. TILENIUS has been promoted to be assistant manager of the national spot and local sales department, according to announcement May 15 by James V. McConnell, manager of the department [see earlier story on page 18]. Tilenius joined NBC Feb. 1, 1935, in network sales traffic operations for local sales. May 1, 1936 he joined the national spot and sales force, specializing on the Buena and Esso accounts. In announcing the appointment Mr. McConnell made it clear that Tilenius does not replace Horace Boyd, but that the promotion is part of a general departmental reorganization.

Multiplexing

The next big money-maker for broadcasters is the simultaneous transmission, over one wave band, of both aural programs and Facsimile, including news brigades, cartoons, comics and printed or written text.

Let us tell you how to equip your station for rendering this service.

FACSIMILE

The next big money-maker for broadcasters is the simultaneous transmission, over one wave band, of both aural programs and Facsimile, including news brigades, cartoons, comics and printed or written text.

Private Radiophones

DAVID SARNOFF'S pet dream of "private radio telephone numbers" on the ultra-high frequency band again evidenced by the RCA president while discussing radio research May 9 at the University of Pennsylvania. Mr. Sarnoff, who once predicted wrist-watch radios, said: "When enough frequencies become available—and it is not unreasonable to foresee it—each of us may have his own individual radio wavelength, measured perhaps in millimeters. Using pocket-size apparatus, we may be able to call up and converse with distant friends, any time, any place. A few years ago such a development was only wishful thinking. Today it is on the scientific horizon."

The Journal's Only Radio Transmitter of this or greater power within 75 miles of Sioux City

Answer of CBS

Denies Television Charge of Sarnoff

Brief to FCC tells Cost of Visual Experiments

In what it termed "necessary rebuttal of an unsubstantiated attack," CBS May 6, 1940, with the strongly worded brief taking issue with remarks purportedly made by David Sarnoff, RCA chairman, and NBC chairman, describing CBS as opposed to television.

Virtually all of the CBS 15-page brief submitted to the FCC pursuant to the FCC hearing on television regulations, was devoted to the network's response to what it called the "aspersions" cast upon it by Mr. Sarnoff. CBS, through its Washington counsel, Paul A. Porter, stated it would not have submitted such an answer except for the fact that the FCC record contained the Sarnoff comments.

An exhibit placed in the hearing record, the brief pointed out, contained a statement made by Mr. Sarnoff at the board of directors meeting of the Radio Manufacturers Assn. Feb. 8 which Columbia branded as containing "erroneous assertions" constituting an "unfair attack."

Expenditures Cited

The CBS brief recited that the RCA President had alleged that CBS was opposed to television and that its position was "illustrative of the kind of opposition that . . . television has had open and exposed . . . any of its earnings' back into television during its pioneering," that the CBS reason opposed to a television transmitter was due to Mr. Sarnoff's personal persuasion, and that CBS 1390 earnings were higher than those of any other networks, because it was moving more of its profits into research and development in television. According to CBS figures, it spent about $6,000,000 in 1939 to develop television for the next step.

In minute detail, CBS essayed to answer all of these purported Sarnoff attacks, charging that being opposed to television, it has done more costly pioneering than any broadcaster without manufacturing or patent interests in television. The brief recited that CBS today has a fulltime television payroll of $150,000 per year; that it has expended in excess of $1,350,000 since 1936 for television; that it paid RCA more than $450,000 for its initial high-power television installation, and that it has spent $2,000,000 in general in video experimentation.

All of the other charges were categorically denied. The network said that, far from looking for early profits in television, it expected to lose money for years away for the broadcaster without manufacturing or patent interests.

CBS, or any of its officers persuaded CBS to enter television.

Moreover, it was contended that the different state television expenditure does not account for the difference between CBS and NBC earnings, which CBS said Sarnoff had told the RCA directors meeting that CBS last year earned profits of $5,100,000 while NBC was earning $19,000,000 more gross business earned less than $4,000,000.

Mr. Sarnoff was said to have attributed this to the fact that RCA had been plowing back in a large way for profit in television and in other fields.

No Official Date Set

Pointing out that CBS television costs were more than $300,000 in its first week and that its gross costs were at the rate of nearly $500,000 per week, the network stated it did not believe there was a very wide difference in the television costs of the two companies, and from the practical standpoint it is not important whether it is realized that CBS' interest in television is solely that of a broadcaster, in addition to being a broadcaster, is also a promotional arm of RCA manufacturing and production.

CBS said it had been aware for some time that it would coincide with RCA's in principle if it were on the air with television programs. The "disappearance or displeasure" of RCA, CBS said, was the fact that CBS was not on the air once RCA sets were on the market "may thus be attributed to the fact that we are trying to justify the attack," it added. CBS said it had never officially set a date for installation of television service, but that home had been expressed from time to time.

These included procurement of equipment, installation in installations in the Chrysler Tower, and the possibility of a change of channel for the CBS transmitter. It stated that the Commission, as a result of the television, frequency module, under proceedings, should shift CBS to another video channel, it might prove very serious for it to launch a television program service on the threshold of change.

Summer Business

Despite the customary seasonal withdrawals by some sponsors, radio will be a summer market in its history, according to W. B. Lewis, CBS New York vice-president in charge of programs, who left Hollywood May 15, after two weeks on the coast on summer replacement shows. The political campaigns, he added, will be more extensive along with experimental shows, will more than offset periodical layoffs allowed sponsors without forfeiture of time, he said. The show is a summer program, he added, will be extending up the summer season due to the use of portable and auto radios.
Progressive broadcasters, 121 of them**, from Maine to California are now using Tel-Pic’s News Display, radio’s newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic’s Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.

FEATURES OF THE TEL-PIC PLAN:
1. Illuminated display (18 by 28 inches) in six colors—red, blue, black, yellow, white and green—patented bio-lite ANIMATED waves. (Not just a frame.)
2. News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.
3. Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)
4. Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.
5. Sold exclusively to your city on monthly budget plan at extremely low cost.

IMPORTANT NEW PLAN:
Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants’ windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to advertisers are handled direct by Tel-Pic.

IMPORTANT NOTICE!
Tel-Pic bio-lite is fully registered and protected. Avoid substitutes. Use the original Tel-Pic Service only.

**Tel-Pic’s 121 subscribers include local stations, network affiliates, network M & O stations, 100 watters to 50,000 watters.

Write or wire today for full particulars.

TEL-PIC SYNDICATE Inc.
1650 Broadway • New York City • Circle 5-4688
FCC Rules Pend
(Continued from page 15)

Jr., NBC Washington attorney, and Frank W. Wozencraft, RCA general solicitor.

RCA’s statement regarding Paramount’s purSUeD action while DuMont was reportedly refUtED in New York by Paul Rainbourn, treasurer of both Paramount anD DuMont. Describing it as a “technical and jurisdicTional herring,” he said the issue was whether the public is to be served with “flexible standards and Teleradiation service which would not become obsolete too quickly”.

“Paramount does not control the DuMont Laboratories,” Mr. Rainbourn said, “so the Peoria Television Council’s sole request to the FCC has been to maintain flexible standards instead of the rigid ones proposed by RCA and the Radio ManufacTurers Ass’n. Affiliates of Paramount Pictures in Chicago and Los Angeles have filed applications for television transmission licenses in their respective cities.”

“If it doesn’t make sense that we in the television business would want to hold up television for several years we have been trying to put up a station in New York, but only recently when we were licensed to do so by the FCC, we come to the conclusion we know our position exactly. It is an open secret in our brief, we have no secrets.”

DuMont’s Brief

The DuMont brief, filed May 3 by William A. Rainbourn, Washington counsel for DuMont, seeks full commercialization as of Sept. 1. The contenSions are as follows:

“If the FCC is really committed that the Commission has had adequate opportunity to learn that standards must be set by governmental authoriTy and not by commercial agreement. It is suggested that it is now clear that the key to the situation and the solution of the problem is the maintenance of the high frequency DuMont type pulse which can be installed in a few hours for minimum expense by any transmitting station.”

“If the standard as to number of lines and number of frames be defined as flexible, values of 900, 441, 30 and 30 frames and 400 and 800 lines, development in the size and quality of the picture will continue. If it is fixed at 441 and 30 frames, the experience of Philco shows that such development will cease and attention will be confined to the limited fields of improvement of the ‘spot’ and narrow ing of the dark band. The prompt issuance of an order fixing such standards to go into effect will go into effect as of Sept. 1, 1940, and the licensing of additional television facilities in the principal metropolitan centers will assure as much acceleration in production and commercial services as is possible for the industry or safe for the public.”

“The record shows that the cost to somebody of the reconstruction of his complete type simplex non-reTInitive screen receivers, so as to adapt them to the progress possible in the immediate future with flexible standards, will be between $30 and $70; including change of screen.”

RED-LETTER DAY for Union Oil Co., Los Angeles, was April 29. Besides marking start of the weekly Streamlined Opera on 13 NBC-Pacific Red stations, Mondays, 7:30-8 p.m. (PST), for 52 weeks, it was the 50th anniversary of Union Oil Co. NBC prepared a mammoth birthday cake, and this group includes (l to r), Don Belding, Los Angeles manager and vice-president of Lord & Thomas; Mario Chamlee, tenor of the series; Roy Bell, advertising and sales promotion manager, Union Oil Co.; Tracy Moore, manager of operations, and Sydney Dixon, sales manager of the NBC western division.

Suggestion that the FCC adopt television standards providing for 525 lines and 30 frames, if it plans to promulgate rules governing commercial television immediately, must be made to the FCC May 3 by Philco, through its counsel, Louis G. Caldwell. Previously, Philco had advanced a 24-frame standard and stated that it had not abandoned its belief that improved results could be achieved with the lower standard.

In its brief, suggesting alternaTive proposals, Mr. Caldwell stated that it now urged the 30-frame standard because further research would be necessary before it would be safe to adopt the lower level.

Counsel Caldwell strongly adv ocated fixing of transmission standards by the Commission. He urged full commercialization in the usual sense as distinguished from limited commercialization but entirely contingent upon definite fixing of transmission standards. Suggesting two alternatives, Philco said the first might be provision for further research prior to the fixing of standards which would be in the spirit of compromise.

Also addressed advocating the 30 frame 525-line standard if rules are adopted immediately, Philco said that it would also prefer the RCA synchronization system, somewhat modified, to that advocated by DuMont. It reiterated original proposals for additional standards, such as a two to three times higher radiated power for sound signals that proposed carriers of television stations operating on the same channel should be staggered in frequency to prevent heterodyne interference. In the latter connection, Mr. Caldwell stated preliminary calculations indicate there should be a displacement of 25 kc. between the sound carriers of two television stations on the same channel.

ALBERT J. BEVERIDGE Jr., son of the late Indiana Senator and a member of the news staff of WIRE, Indianapolis, ran for State Senator on the Republican ticket in the Indiana primaries held May 7. As Broadcast ing Advertising
FERA Discusses Plans to Continue Educational Work

Summer Conferences Planned; Additional Funds Needed

PRELIMINARY discussion of plans for continuing action of the organization after the close of its current program was included in a group of 11 radio-educative conferences to be held this summer in cooperation with various colleges and universities, featured the May 7 meeting of the executive committee of the Federal Radio Education Committee in Washington. No definite plan was discussed for securing additional funds to continue the work of the Committee, although it was the sense of the executive group that the work should continue.

Summer plans of the FREC center around the conferences, to be held in cooperation with Denver U, Wyoming U, Utah State Agricultural College, Utah U, Washington State College, Oregon U, New York State Teachers College, Wesleyan U, Sanford U, Texas U and Southern Methodist U. The conferences were attended by members of the Committee's technical staff, headed by Dr. Leonard Power, and include the director of the Ohio State U research project, and Dr. Paul Lazenby, director of the Columbia U research project.

Research Reports

At the meeting were also announced four printed reports resulting from its research studies already published and distributed. The list of reports includes "Forum on the Air," a study of the effectiveness of radio forums in education, directed by Dr. Paul H. Sheats; "College Radio Workshops," an examination of four typical college radio workshops conducted by Dr. Power, FREC research coordinator; "Local Station Policies," a study of educational radio stations and public service policies of one station (WMBD, Peoria), also conducted by Dr. Power, and "College Radio: The Likelihood," a study made on the catalog of the Educational Radio Script Exchange, operated by the Committee, listing 576 educational scripts available on loan to educational groups or broadcasting stations.

New publications due before June 30 include "Listener's Appraisal of a College Station," a companion study to the "Survey of College Radio Courses," and "Survey of Teacher Training Courses," a study of the teaching of radio courses in colleges and universities conducted by Dr. Power, FREC research coordinator; "Local Station Policies," a study of educational radio stations and public service policies of one station (WMBD, Peoria), also conducted by Dr. Power, and "College Radio: The Likelihood," a study on the catalog of the Educational Radio Script Exchange, operated by the Committee, listing 576 educational scripts available on loan to educational groups or broadcasting stations.

A test of a new program for the "Food Fair" to be aired on WEBS-FM, is due to air on June 15, 1941, and June 1, 1942, respectively.

June 30 will include "Listener's Appraisal of a College Station," a companion study to the "Survey of College Radio Courses," and "Survey of Teacher Training Courses," a study of the teaching of radio courses in colleges and universities conducted by Dr. Power, FREC research coordinator; "Local Station Policies," a study of educational radio stations and public service policies of one station (WMBD, Peoria), also conducted by Dr. Power, and "College Radio: The Likelihood," a study on the catalog of the Educational Radio Script Exchange, operated by the Committee, listing 576 educational scripts available on loan to educational groups or broadcasting stations.

Radio Education Session

Is Arranged for Texas

NBC and the University of Texas are to have their first "College Radio Workshops," which will sponsor an educational conference on radio for station managers and public service directors of the University's affiliated stations, members of the Texas U faculty and teachers from other Texas educational institutions. The sessions will be for representatives of the NBC affiliates and NBC officials and will feature talks on public service projects and programs by Dr. James Rowland Angell, NBC educational counselor, Walter G. Preston, Jr., assistant to the NBC vice-president in charge of programs, and Dr. Franklin Dunham, NBC educational director.

Dr. Angell will address several hundred teachers at the Friday luncheon on "Radio's Contribution to the Public Welfare." Saturday sessions for teachers include talks by Dr. Dunham and Mr. Preston, and a round-table discussion of the University and Radio Programs.

Test of New Quiz

GROLIER SOCIETY LTD., Toronto (Book of Knowledge), have a test campaign on May 16 on CKCR, Kitchener, Ont., a weekly half-hour quiz program, "What's New?" Competing teams of public school pupils will take part, the teams being recruited from schools and neighboring cities. The whole program is based on the Book of Knowledge and the quiz will be a test of the air. The program will be presented with the cooperation of the city, and the audience placed by J. J. Gibbons Ltd., Toronto.

BROADCASTING • Broadcast Advertising

Cavalcade' to Be Staged

At Women's Convention

E. I. duPONT de NEMOURS & Co., Wilmington, on May 21 will present the broadcast radio presentation of the "Cavalade of America" from the auditorium in Milwaukee where the General Federation of Women's Clubs will hold its annual convention. Helen Hayes will be the feature star of the program, to be broadcast in June Adamson of the "Cavalade" on radio.

Arrangements to broadcast the program in conjunction with Women's convention were handled by Mrs. Harold Milligan, radio chairman of the Federation, who is chairman of the radio luncheon to be held May 21 at which guest speakers, as yet unselected, will discuss new techniques in radio and children's programs. Margaret Cuthbert, NBC's director of women's activities; Louella Lauding, director of the Quilting Bee program on NBC, and Mrs. Lavina Willard, director of education, will attend the convention.

Educational Work

Discusses Summer Programs

The entire cast of the "Cavalade of America," the Food Research Foundation, and the Audubon Society will be presented on "Moosic" a half-hour program which will be aired on National's "Moosic" network on Saturday at 5:30 p.m., EST. The broadcast will be directed by Dr. Power, and it will be handled by Rogers, Cuno, & Gibbons, Tulsa agency.

"Food Fair" Clicks

AFTER three months of broadcasting, the WEBS Food Fair, which offers a new type of merchandising plan to advertisers, has been presented in many of the leading food, department store and market groups of New England. Such widespread attention has been given the booth, from which Margaret Kiley distributes samples of advertisers' products, and the resulting boost in sales has been so far as to interest the Massachusetts Retail Grocers' Association. The department store's part of the station's program has been in the form of an actual schoolroom with the teacher acting as master of the tour. A visual audience of 1,000 will see the program in the auditorium of the Kitchen Waterford, College Institute, Prize selected, will be selected and the audience will participate in half-hour programs immediately after the broadcast. The program will be seen on the air. The program is produced by Radio Centre Ltd., Toronto, and is placed by J. J. Gibbons Ltd., Toronto.

BROADCASTING • Broadcast Advertising

WDRG

THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY

HARTFORD, CONN.

5846

Accordance to Sales Manage-
ment, our Tricek Ama No -3650, of U. S. A. population and sales in four of our retail sales. There's another reason -
And you can use the ad-
Distributed by WDRG on your summer program -

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

PAUL H. RAYMER COMPANY

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES,

Has Just Rounded Out the Busiest Season in Its Fourteen Years of Existence. Advertisers Would Be Well Advised to Make Their Summer Bookings At ONCE.

U. S. Representatives: WEID & COMPANY,

350 Madison Ave.

New York City

LANG-WORTH

planned programs

LARGEST PUBLIC DOMAIN

RECORDED LIBRARY

in the WORLD

• LANG-WORTH

FEATURE PROGRAMS

420 Madison Ave.

NEW YORK

KSTP

THE NORTHWEST'S LEADING RADIO STATION

NOW

50,000 WATTS

N B C BASIC RED NETWORK

MINNEAPOLIS & ST. PAUL, MINN.

May 15, 1940 • Page 83
If Rowland Laughlin, formerly Gold Refiners Service Co., Chicago, officials and talent got tickets, and talked over a great deal of the broadcast business, they are not listening.

"In the Dixie Treasure Chest (KXDI) program the announcer selects a number from the Dallas telephone directory. If the party called answers, then the telephone, he or she is asked, "What is the color of the border of the Dixie Margerine package?" If the party answers correctly, a prize of $50 is the stake.

Davis For Gillette

GILLETTE SAFETY RAZOR Co., Boston, on May 10 started twice-weekly sponsorship of Elmer Davis' daily news programs on CBS in behalf of Blue Blades and the new Gillette Razor. Gillette ads and ads for the razor directory. The advertising manager of the store selects the numbers. If the holder of the numbers is in the broadcast audience, they receive prizes. If they are not listening in, the nearest numbers get the prizes.

"In the "Dixie Treasure Chest" (KXDI) program, the announcer selects a number from the Dallas telephone directory. If the party called answers, then the telephone, he or she is asked, 'What is the color of the border of the Dixie Margerine package?" If the party answers correctly, a prize of $50 is the stake."

laughter to Hammond

ROWLAND LAUGHLAN, formerly of the Independent Refiners Service Co., Wichita, has joined Hammond Instrument Co., Chicago, as head of sales promotion and advertising.

In Chicagoland

300,000 Lithuanians

Listen to one program

The LITHUANIAN HOUR

Over 5,000 Watt WHIP 10:00 to 11:00 A.M. daily

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

for participation details, write

SALTIMMIERAS

Radio Advertisers 6912 S. Western Ave. Telephone: Prospect 4050 CHICAGO, ILL.

Prize Contest Ruling

(Continued from page 16)

If he answers the phone and answers two questions satisfactorily, he receives a radio. If he does not respond correctly, he is given two tickets to Mystery History, a network show. "Sears' Grab Bag" (WIBS) involves a box of numbered slips of paper placed in front of the Sears' store in Asheville. The advertising manager of the store selects the numbers. If the holder of the numbers is in the broadcast audience, they receive prizes. If they are not listening in, the nearest numbers get the prizes.

"In the "Dixie Treasure Chest" (KXDI) program, the announcer selects a number from the Dallas telephone directory. If the party called answers, then the telephone, he or she is asked, 'What is the color of the border of the Dixie Margerine package?" If the party answers correctly, a prize of $50 is the stake."

LATE Personal Notes

CAL KUHl, Pacific Coast radio production head of J. Walter Thompson Co., Hollywood, will arrive in New York in latter May for several weeks of conferences with John U. Reber, the agency's vice-president in charge of radio promotions. In 1941 Kuhl headed the agency's proposed television department to be established in New York.

DONALD FLAMM, owner of WMCA, New York, accompanied by Bob Goldsmith, head of his network's program department, arrived in Hollywood May 8 for a series of discussions on a Pacific Coast stage production deal which he is said to be associated with Lee Shubert.

JACK HOLBROOK, formerly of W D G Y, Minneapolis, has joined WGGT, Greenville, N. C., as production manager.

CLIPTON HOWELL, recently of KFWB, Hollywood, has been named program director of KSFO, San Francisco, succeeding Arthur W. Stowe, who resigned to free lance.

LEE KARBON, announcer and copywriter of KOB, Albuquerque, N. M., has resigned to become a sales representative for Electronic Producers, Inc., Bolf Nielsen, new to radio, and Dixie Services, Los Angeles. J. L. and R. L. M., have joined the KOB continuity department. George Thorne, KOB announcer since 1926, has been appointed a colonel on the staff of the Governor of New Mexico.

MARTHA DEANE, conductor of a daily participating program on WOR, Newark, on May 3 celebrated her sixth anniversary on WOR with a special program from 11:15 a.m. to 12 noon. Present in the studio was Frank Connolly, advertising director of the Oasis Co., her first sponsor.

KINGSLY F. HORTON, sales manager of WZEL, Boston, became the father of a daughter born May 7.

AL NELSON, manager of KPO-KGO, San Francisco, has been commissioned a special police officer, receiving a gold badge. The award was made as an expression of regard by the San Francisco Chronicle.

GEORGE J. VOLGER, NBC Hollywood, and Thelma Marie Henderson, will be married in Muncie, Ind., May 24.

WILLIAM SHAW, graduate of the CBS school for junior executive, Hollywood, has joined CBS sales staff in San Francisco.

KEN R. DYKE, NBC director of national sales promotion, on May 9 was elected grand president of Alpha Delta Sigma at the annual convention of the national advertising fraternity in Columbus, Mo. Mr. Dyke, an honor graduate of the University of Missouri, is entering his third year in the sales promotion field, succeeds Charles Younggren, of the Chicago branch of the network.

GRAYDON WALKER, formerly of McCann-Erickson, New York, has joined West Coast Radio Transcription Corp., Los Angeles, as national director of sales. Mr. Davis, headquartered in Springfield, Ill., will devote much of his time to field work on accounts.

DICK WESTERKAMP, formerly assistant program director of WCMC, Ashland, Ky., has been promoted to program director, succeeding Marv Williams, resigned. Bob Watson, formerly music director, was named assistant program director. Bob Wagner, new to radio, has been added to the announcing staff. In addition, he announced with Mrs. Hermine McChlanahan, who formerly worked in radio programs from the WCMC remote studio at Huntington, W. Va.

E. J. HENDRICKSON has been named sales manager of the Pennsylvania division of Farnsworth Television & Radio Corp., Fort Wayne, Ind., according to an announcement by Pierce Boucheron, general sales manager of the company.

ANTON LEADER, for the last two years on the production staff of WMCA, New York, has been advanced in charge of production, and Bay- mond G. Sweeney, formerly of Pelli & Ryan Agency, has been put in charge of charge of continuity for the station, known as "Sears"; June 3 at the Massachusetts Institute of Technology, as part of its Alumni Day program.

ALFRED H. MORTON, NBC vice-president in charge of television, will speak at the national symposium on organization of "This Is New for Seventy- tion" June 3 at the Massachusetts Institute of Technology, as part of its Alumni Day program.

JESSE H. BUFFUM, for the last four years in charge of publicity for the Shell Oil Co. Extension Service, has been named CBS farm reporter for New England. He will handle a daily broadcast from Boston, and will supply New England news for Chalkey Stoolkey's "Country Journal" on the network.

EMIL BRIEACHER, head of the San Francisco and Los Angeles advertising firm of Briacher & Davis & Staff, is in New York this week on eastern cities on business. He is due back in San Francisco.

RALPH KENNEDY, technician formerly with KBE, Berkeley Calif., has joined the engineering staff of KQW, San Francisco.

HARRY LEROY, announcer, formerly with KFWB, Hollywood, has joined KQW.

JOHN REED KING, CBS announcer, has become the father of a baby girl, Julianna.

ALAN J. DUCOVNY, formerly with the George B. Evans Publicity organization, has joined Superman, Inc., New York to organize the Superman program, to handle promotion and publicity.

BOB MCKEE, formerly of WHFC, Cicero, Ill., and previous to that with WCAE and KDKA, has joined the NBC, Chicago, announcing staff.

LYN MURRAY, choral and orchestra director of CBS, has signed his fifth renewal contract with the network effective in June. Mr. Murray currently directs for "Sears," the Queens program and choral director of the Lucky Strike Parade, in addition to numerous sustaining features.

ROY SHIELD, NBC-Chicago music director, who took over the baton on the "Smoke and Ashes Hour" in March, will continue to conduct the orchestra indefinitely.

SEARE MORGAN, member of the studio orchestra of KSL, Salt Lake City, recently married Marie Michelle, daughter of the KSL stringed department director.

Boris Momirollo, formerly of WJPR, Elmira, N. Y., is now the engineering staff of WGBK, Charleston, W. Va.

EDWARD KLAUBER, CBS executive, has been recuperating at his home outside Danbury, Conn., following the paddler operation which he underwent the last week in April at the Doctors' Hospital, New York.

BERR FERGUSON, program director of WJPR, Greenville, Miss., early in April married Martha E. Smith, of Memphis. Jones P. Talley Jr., has been named chief engineer of WJPR, with Mr. Ferguson as assistant engineer.

JAMES E. COX, public relations director of WKY, Oklahoma City, has re- signed. Cox was the announcer of "Bud" show, which he conducted the last week in April at the Doctors' Hospital, New York.

EARLE FERGUSON, recently with Courtland D. Ferguson Inc., Washington, has joined the staff of WVAP, Akron, O., former of WHO, Des Moines, has joined the KECB, station staff.

HARRY C. HARVEY, formerly of the sales staff of KFJZ, Fort Worth, Tex., has been appointed manager of KBST, Big Spring, Tex., TSN and MBS affiliate. Harvey joined KFJZ in 1929 in the studio director's capacity; transferring to the sales department a year later. Before joining KFJZ, he was sales manager of a firm of WBAP, also in Fort Worth.

Ralph Kennedy, formerly of KBE, Berkeley Calif., has joined the San Jose, Calif., engineering division.

HARRY LEROY, formerly of KFWB, Hollywood, has joined the KQW, San Jose, Calif., announcing staff.

DOROTHY RAY STERN, newly appointed traffic director of KTUL, Tulsa, has been named manager of KMBC, Kangas City, has joined the KMBC, Kansas City, traffic director succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director, succeeding Ture Ruhl, resigned. Carlyle Stevens, of KFJZ, has joined the KMBC, Kansas City, traffic director.
Disc Negotiations
Sought by AFRA
Talent Union Ready to Start
Discussions on Compact

LAST-MINUTE changes in the American Federation of Radio Artist's code covering wages and working conditions for performers employed on transcription programs have delayed AFRA's submission of articles covering the transcription industry. As Broadcasting went to press, AFRA reported that the union expected to finish their examination of the terms in time for submission by May.

Meanwhile a committee of representatives of leading transcription companies had met in preliminary session at NBC in New York on May 10 and had scheduled a second meeting for May 16 although this was expected to be postponed at least two days following receipt of the union's demands.

Group May Be Permanent

At the first meeting of the group, which is thought may develop into a permanent arrangement, participants were: William Schut, Sydney Kaye, Lawrence Lowman and Joseph Mathematics; Reginald Thomas for NBC; Jerry King for Shubert; Carl Gerac, CBS; and C. O. Langlois for Langlois & Wentworth. T. E. Streibert of WOR-Mutual maintained his promise of participating in the session, but will represent his company at future meetings.

AFRA hopes to have the transcription code accepted by mid-June, when the union is to meet next with network representatives to work out a renewal of the present agreement covering the employment of actors, singers and announcers on network sustaining programs. A preliminary agreement was signed in August, 1938, and expires this August. The decision of the arbitrator as to the rates, wages and conditions for talent employed on Chicago stations is also expected this month. Replies were due from both parties by May 13 and under the rules of the American Federation, the judges should make their decision within the following month.

James Porter, AFRA field representative who recently set up headquarters in Detroit, has had preliminary conferences with a number of broadcasters in that city, Mrs. Holt reported, but no negotiations have been started. WXYZ is the only Detroit station to have an AFRA contract at present. Porter is making every effort to visit the Cincinnati and St. Louis, but will return to Detroit shortly, she said. Negotiations with WBT, Charlotte, WJSW, Washington, and WJJK, Detroit, are being started.

Porter earlier in the spring before his transfer to Detroit, had been completed and is ready to be signed by these CBS owned and operated stations, Mrs. Holt said.

To AFRA national convention will be held in Denver, Aug. 28-31, it has been announced, and a local committee of this city is making arrangements.

WAPQ, Chattanooga, has named Headley-Reed as national representative, effective May 1.

Dispute Over Off-the-Line Fee
To Bring Change in AFRA Code

California Radio System Protests Rebroadcast Charges as Code Interpretations Vary Widely

COMPLAINTS against the recent action of the American Federation of Radio Artists in insisting on payment of rebroadcast fees to talent employed on network programs recorded off-line for rebroadcast elsewhere, have revealed a number of widely divergent interpretations of the AFRA Code of Fair Practice covering network commercial programs. The one point of entire agreement between AFRA, the networks and the advertising agencies is that this section shall be completely rewritten when the agreement comes up for renewal next February.

California Case

Protests first arose last month when the plan of Blackett-Sample-Hummert to place off-the-line recordings for The Best People, Young Widder Brown and another serial network program on the California Radio System was brought to the attention of the agency it would have to pay a rebroadcast fee to each actor on the programs. Broadcasting, April 15. Since then, both CRS and NBC were to be the same, American Home Products and Sterling Pharmacy.

Although local programs were substituted on CRS, this independent regional network argues that it suffers a loss of income and is deprived of the right to broadcast these nationally popular programs. Furthermore, CRS says that since AFRA has limited several network programs to be rebroadcast on the Pacific Coast regional groups affiliated with CRS, the networks are at later hours without levy- ing the rebroadcast fees, the union is discriminating against CRS and other West Coast small stations in favor of the national networks. AFRA denies any favoritism, but maintains its insistence that the members shall be paid all fees to which they are entitled under the Code of Fair Practice.

Here is the pertinent section of the code.

Recordings: Off-line recordings may be made and used only by the original sponsor or his affiliate companies. They must be used without extra fee to the following conditions:
(a) Providing that such recordings are off-line on any major station in the broadcast, or on broadcast to a network from the city of origination, or broadcast to any network providing national facilities; and providing further that such recordings are to be used only for the original sponsor and are not broadcast on any major station affiliated with NBC, CBS or MBS in New York, Chicago, San Francisco, or Los Angeles, or any other station affiliated with the networks.

(b) Providing, however, that this latter recording is made on the first of the week, and that the recordings are made by network stations for later broadcast by only the network stations before the unavailability of facilities at time of delivery to the sponsor. All other options are bidding to the sponsor as a network operation. ABC is the only exception.

If off-line recordings are made and broadcast, except under the provi- sions of paragraph (a), above, they shall be paid not less than the rebroadcast fee for such recording broadcast, unless he has already been paid a fee for a live rebroadcast.

Interpretation of CRS—and also of AFRA—has been that the time planned to use off-line recordings of NBC programs on CRS, although the agency has accepted the AFRA ruling for the present—is that this section restricts such rebroadcasts only in the cities mentioned. The new interpretation is that the rebroadcast fee is for an additional use of the performer's services, regardless of whether he actually appears in the program and that any use outside of the original network is an additional use.

Held Unavailable

In answer to specific charges concerning two Procter & Gamble programs, Guiding Light and Against the Storm, broadcast live on NBC-Red and rebroadcast on the Coast Red Network at a later hour via off-line recordings without any rebroadcast fee, AFRA states that at the time the two programs broadcast on the network (11:30 a.m. to noon, EST) the West Coast stations are carrying local commercials and are hence "unavailable."

NBC's interpretation is that the original broadcast reaches the Coast at such an early hour (7:30-8:00 a.m. PST) that it is technically "unavailable."

Both AFRA and the national networks agree that the section in the code is designed to protect the interests of the performer without injuring the rights of the advertiser and that to make the latter pay an extra fee to secure a full network broadcast would be unfair to him, while permitting him to make use of off-the-line recordings of a network broad- cast on any additional stations as he pleases would be unfair to the performer.

Cities Discrepancy

Asked why David Harum on NBC-Red was recorded in New York and shipped west for broadcasting on CRS without any request from AFRA for rebroadcast fees until May 3, when the program was discontinued on CRS, and why similar recordings of Backstage Wife, also originally on NBC-Red, are still being made, AFRA has been asked why Backstage Wife, which is a network program, is not being paid the rebroadcast fee. CRS, it is maintained, is in New York and Chicago, Chicago, San Francisco, and Los Angeles, that the AFRA Code of Fair Practice does not apply to recordings made by CRS, that CRS is the only exception.

CBS Summer Programs
To Feature Name Talent

CBS is planning for a group of programs featuring radio, television and stage stars to start in July and run throughout the summer. W. B. Lewis, CBS vice-president in charge of programs, has been on the West Coast several weeks lining up talent and was to return to New York about May 15 to sign final contracts. It is understood the series will consist of 12 half-hour and two full-hour programs, probably under the direction of George Faulkner in New York and Charles Vanda on the West Coast. Title for the series has not yet been selected.

Tentative lineups include dramatic programs featuring Walter Huston, Edna May Oliver, Frederic March and Florence Eldredge; special news program with Elmer Davis; Joe Cook and Jimmy Durante in a musical minstrel show, and Paul Robeson and Eddie Green in a Negro musical program.

FCC Takes Legal Action
On Two Illicit Stations

FOLLOWING investigation by its inspectors, in the FCC in early May, secured prosecution of one person charged with operating an unli- censed radio station and moved forward toward legal action in a similar case, also in the New York area. Indicted for violating Sections 306 and 318 of the Communications Act of 1934, Edward Mathes on May 6 pleaded guilty to charges of operating an unlicensed station and operating a station without an operator's license, and was given a suspended sentence and six-month probation by the U. S. Court for the Eastern District of New York, according to the FCC.

$ WPEN's 920 spot on the dial in easier-to-bury Philadelphia has Sales Appeal. That's the spot for sponsors, national or local, know they undoubtedly get magnificent returns . . . whether in English, Italian, Jewish or any language. And . . .

Yes, WPEN's Sales Appeal is synonymous with Sponsor Ap- pellations! WPEN's Sales Appeal is synonymous with Sponsor Ap-

$ WPEN's Sales Appeal is synonymous with Sponsor Ap-
Conti Adds Chicago

CONTI PRODUCTS Co., New York, in addition to its campaign of daily spot announcements on six New York stations for Conti soap, on May 6 started seven spots weekly on WJJD, Chicago. Bermingham, Castelman & Pierce, New York, is agency.

NAB Preparing Plans to Participate
In Annual AFA Convention at Chicago

PRELIMINARY plans for the broadcasting industry's participation in the American Federation of Advertisers convention have been presented to the sales managers division, of which William R. Cline, commercial manager of WLS, Chicago, is chairman. The convention is scheduled for June 23-27 at the Hotel Sherman, Chicago. The NAB commercial section will hold morning panel sessions June 24 and 25, with one meeting open to AFA delegates, at which current sales and advertising problems affecting the industry will be discussed. Ed Kirby, NAB public relations director, and Sam Henzy of the Bureau of Radio Advertising, are expected to outline the progress of the Broadcasters' Night. The proposed agenda includes discussions of the so-called unit plan for measuring radio advertising volume, dealer-cooperative advertising, cash discounts, the commercial section of the NAB code and the consumer movement.

Retailers' Session

NAB is planning an entertainment program June 25. Radio personalities are being lined up to participate in the "Broadcasters' Night" program. Tentative arrangements include originations of the regular Tuesday night "DBS Professor Quiz program from the convention, and an appearance by Don McNeill and his NBC Breakfast Club troupe, as well as other features from Chicago member stations.

The NAB has been invited to cooperate in presenting another "Radio for Retailers" discussion at the National Retail Dry Goods Assn. convention, to be held in Chicago June 17-20. The exact date of the radio session has not been set. Joseph E. Hanson, manager of the sales promotion division of NRDA, and Mr. Henry are arranging details. Representative speakers from both the radio and retail field are to be invited to participate in discussions of advertising radio problems and retail radio advertising generally.

Recent RCA Progress
In Radio To Be Shown At World's Fair Exhibit

TELEVISION again is playing the feature role in RCA participation in the New York World's Fair, which opened May 1, with RCA providing the most comprehensive demonstration of visual broadcasting ever presented in the United States. With television given an increasingly prominent place in the enlarged RCA Exhibit Bldg., at the Fair, other RCA developments exhibited include the first public showing of a new high-speed facsimile system, an actual assembly line work, a working demonstration of international radio communications, a model of the new electron microscope and a music lounge where request programs of recorded music may be heard by Fair visitors.

Special television programs originating in the exhibit are relayed to the NBC television transmitter atop the Empire State Bldg., with RCA-NBC engineers using recent developments in television pickup equipment to pick up other programs around the exposition grounds. Foreseeing an increased interest in television over last year when more than 5,000,000 persons witnessed demonstrations in the RCA Bldg., a complete new section has been added to the building, almost doubling the space. The program includes a 10-room television suite, each air-conditioned room containing a video receiver and seats for 10 guests.

Television pickup have been arranged for demonstrations in the landscaped gardens outside the building as well as from an indoor studio. The popular audience programs which were the hit of last season's features are being continued on a more elaborate scale. A radio receiver assembly line has been installed to turn out one of the RCA Little Nippers receivers for the RCA. After watching a set shape, any visitor wishing to do so can buy the finished receiver. He has seen the developments in RCA high-speed facsimile are being shown to the public for the first time in the "news camera," written and edited by the New York Herald Tribune, which is issued several times daily.

WSNJ Wins Suit

WSNJ, Bridgeport, N. J., received a favorable jury verdict May 6 for a $1,101 pickup from the Latimer Baking Co., Wildwood, N. J., growing out of a breach of contract action over a schedule of spot announcements. WSNJ sued for failure to pay.
Districts to Fill NAB Directorate

Automatic Net Membership to Be Voted on at Meetings

TO ELECT new directors of the NAB, meetings will be held in eight districts during June and July, under by-law requirements.

While only tentative dates have been set for several of the sessions, broadcasters will elect eight of the 17 NAB district directors. Directors-at-large, two each representing large stations, medium stations and small stations, will be nominated and elected at the NAB Convention in San Francisco Aug. 4-7.

In addition, the membership will be called upon to vote on a change in by-laws, whereby each of the networks (NBC, CBS and MBS) automatically would be entitled to board membership, increasing the size of the board from 23 to 25.

Expiring Terms

Directors whose terms expire this year, and whose successors will be elected at the district meetings, are: Harry C. Wilder, WSYR, Syracuse (District 2, New York); John A. Kennedy, WCHS, Charleston, W. Va. (District 4, D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia); Edwin W. Craig, WSM, Nashville (District 5, Arkansas, Louisiana, Mississippi, Tennessee); John E. Fetzer, WKZQ, Kalamazoo (District 6, Indiana, Michigan); John J. Gilpin, WOW, Omaha (District 10, Iowa, Missouri, Nebraska); Herb Hollister, KANS-KPBI, Wichita (District 12, Kansas, Oklahoma); Eugene O'Fallon, KFEL, Denver (District 14, Colorado, Idaho, Utah, Wyoming, Montana); Donald W. Thornburgh, KNX, Los Angeles (District 16, Arizona, New Mexico and Southern California).

District meetings already set are: Greensboro, N. C., June 1-2 for District 1; St. Louis, June 8 for District 4; Wichita, June 10 for District 6; and Salt Lake City, June 12 for District 14.

Chairman James Lawrence fly, of the FCC, is tentatively scheduled to address the district meeting at Greensboro June 1, upon invitation of Director Kennedy. Carl Haverlin, station relations director of Broadcast Music Inc., plans to attend each district session and explain the status of BMI operations. Members of the NAB headquarters staff, including President Neville Miller, are expected to be present at the meetings.

Aside from the directorship elections and the BMI discussions, consideration of code problems is expected to share district meeting discussions, along with the whole copyright problem. Many questions have arisen regarding enforcement of code provisions and it is likely that special consideration will be given the question.

Fruit Juice Spots

CALIFORNIA PACKING Corp., San Francisco (canned food), on May 7 launched an intensive spot campaign over a large list of stations for its pineapple juice. One-minute dramatized transcribed announcements are being used twice daily, six times a week. The business was placed through McCann-Erickson, San Francisco.

KDKA gives to advertisers this new “over-all-coverage” blanket design ... a pattern resulting from combining the following elements ... A sponsor's one-time offer ... and the resulting 12,554 pieces of mail ... from a total of 11,52 towns in 164 counties ... in eleven states. 70% of all this mail came from 468 towns within a 50-mile radius of Pittsburgh.

- The outstanding element of design in this new KDKA blanket coverage pattern is Allegheny County (Metropolitan Pittsburgh) ... this one county produced approximately 25% of the total mail brought in.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience.

GLEN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NATIONAL 7777

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Calif.

CLIFFORD YEWDAI
Empire State Bldg.
NEW YORK CITY
An Acunting Service
Particularly Adapted to Radio
INDUSTRIAL & ARCHITECTURAL DESIGN
LYNN BRODTON
STYLING ENGINEER
TELEPHONE 928 COLLINGSWOOD, N. J.

Davis & Thompson
Incorporated
1647 Union Commerce Building
Cleveland, Ohio
Telephone—Main 2685

Appraisal

Financing

Smith Davis
Chester A. Thompson

NEWS REEL’ FORMED

RADIO NEWS REEL, company
processing news for semi-weekly
recording to records, has been
organized by Donald Flamm,
owner of WMCA, New York, and
Victor Dyer, owner of RMPT,
Hollywood, as a result of inde-
pendent work for the past year
by both stations. Main offices will
be located at the two stations. A fleet
of mobile unit trucks throughout
the country will gather material.
Then send it to Hollywood for pro-
cessing into two weekly quarter-
hour programs, according to the
organizers. Some 55 stations al-
ready are subscribers, it was said.

John J. Long, Jr.

JOHN J. LONG, Jr., technical su-
upervisor of WHAM, Rochester, N.
Y., was killed instantly May 9
when his car struck a bridge gird-
er. In the same car was Bob Hemi-
ings, WHAM staff pianist, now in a
critical condition in a Rochester hospital.
Mr. Long had been asso-
associated with WHAM since 1927, af-
fter entering professional radio in 1922.
He is survived by his wife,
two sons and a daughter.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N.J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg., District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Advertise in BROADCASTING
for Results!

Help Wanted and Situations Wanted, 7c per word. All other clas-
sifications, 12c per word. Bold face listings, double. BOLD FACE CAPS,
triple. Minimum charge $1.00. Payable in advance. Count three words
for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Wanted—Engineer with investment in a
good new station. Box A809, Broad-
casting.

Employers—Let us help you get a position
through our National Radio Employment
Bureau. Paramount Distributors, Box 864,
Denver, Colo.

Announcer—writer—with ideas, experience,
effective ability for $4000 NBO affillate
Western city fifty thousand. Straight
announcing-writing at nominal salary to
start but opportunity offered right man
advance to administrative position within
six months. Write fully, give all radio
positions help dates, salary, duties, refer-
cences. Box A809, Broadcasting.

Experienced Announcer—minimum of two
years with network affiliation. Duties will
include continuity writing and produc-
tion. Only well qualified man of ex-
cellent character, willing to present him-
self for personal interview need apply.
Station WIS, Columbus, South Carolina.

Two announcers—with First Class Radio-
telephone运营. The does not mean
engineers who also announce. State full
details including salary and references. Duties will
include continuity writing and produc-
tion. Only qualified man of ex-
cellent character, willing to present him-
self for personal interview need apply.
Station WIS, Columbus, South Carolina.

Situations Wanted

Commercial Manager—small-power station
desiring announcer with 4, 5 years radio
experience. Box A813, Broadcasting.

Program Manager—qualifications submitted
on 2 years experience and references. Box A812, Broad-
casting.

Station Owner—Wish to buy station for
$10,000 to $20,000. Box A812, Broad-
casting.

Announcer—home studio, can produce
announcing. Box A809, Broadcasting.

Wanted to Buy

Two used standard $1/2 and 78 RPM
numbers. Box A810, Broadcasting.

BROADCASTING • Broadcast Advertising

ALBERT C. FERGUSON
ALBERT CHARLES FERGU-
SON, 57, character actor known to
radio since 1924 as Grandpa Jits-
ters" on the Iowa Barn Dance
Frolic of WHO, Des Moines, died
May 9 of cancer. He made his last
radio and stage appearance on
WHO on March 23, and since then
had been confined to bed at home
and in the hospital. Not married.
Mr. Ferguson is survived by his
mother, Anna Ferguson, for-
mer actress, and one brother.
Well-known in the theatre, his early as-
soociates included Marie Dressler,
Weber & Fields, McIntyre & Heath,
Buster Keaton and others.

Swift Sales Meeting

SWIFT & Co., Chicago, on May 18
only will broadcast a special pro-
gram titled Sales Meeting of
The Air on 46 MBS stations from
10 to 10:15 a.m., with delayed broad-
casting by recording on five stations.
The program, originating from WGN,
Chicago, is in the interests of Prem-
ium, and will feature a regular sales
meeting of Swift salesmen. Agency
in charge is J. Walter Thompson
Co., Chicago.

Classified Advertisements

Help Wanted and Situations Wanted, 7c per word. All other clas-
sifications, 12c per word. Bold face listings, double. BOLD FACE CAPS,
triple. Minimum charge $1.00. Payable in advance. Count three words
for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Wanted—Engineer with investment in a
good new station. Box A809, Broad-
casting.

Employers—Let us help you get a position
through our National Radio Employment
Bureau. Paramount Distributors, Box 864,
Denver, Colo.

Announcer—writer—with ideas, experience,
effective ability for $4000 NBO affillate
Western city fifty thousand. Straight
announcing-writing at nominal salary to
start but opportunity offered right man
advance to administrative position within
six months. Write fully, give all radio
positions help dates, salary, duties, refer-
cences. Box A809, Broadcasting.

Experienced Announcer—minimum of two
years with network affiliation. Duties will
include continuity writing and produc-
tion. Only well qualified man of ex-
cellent character, willing to present him-
self for personal interview need apply.
Station WIS, Columbus, South Carolina.

Two announcers—with First Class Radio-
telephone运营. The does not mean
engineers who also announce. State full
details including salary and references. Duties will
include continuity writing and produc-
tion. Only qualified man of ex-
cellent character, willing to present him-
self for personal interview need apply.
Station WIS, Columbus, South Carolina.

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Commercial Manager—small-power station
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Program Manager—qualifications submitted
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Announcer—home studio, can produce
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Wanted to Buy

Two used standard $1/2 and 78 RPM
numbers. Box A810, Broadcasting.

BROADCASTING • Broadcast Advertising
Marlo, Gutman Named to BMI Posts; New Selections Given Good Reception

APPOINTMENT of George Marlo as professional manager of Broadcast Music Inc. has been announced to the music community by Mr. Tompkins, BMI's vice-president and general manager.

Mr. Marlo, who was recently elected president of the newly-organized Music Publishers Contact Employees Union, an AFL affiliate, was formerly manager of Crawford Music Corp.

Starting with DeSylva, Brown & Ely in 1930, Mr. Marlo in 1938 organized his own publishing house, Marlo Music. After several years with Warner Bros. in charge of the Remick catalog, he rejoined Marlo Music in 1936 and in 1937 sold it to the Dreysfus interests, joining them in charge of Chappell Music Co. and continuing with them in various capacities until the present.

Numbers Well Received

Mr. Gutman, for the last four years director of arrangements and copy rights for the New York APW, has been recently promoted to vice-president of Crawford Music Co and Irving Berlin Inc, where he arranged many of the Berlin hit tunes. He is also recognized by his present company as the composer, his works having been performed by symphony orchestras in Philadelphia, Boston, Hartford and Albany.

Mr. Gutman has been placed in charge of the BMI branch office at 23 W. 47 St., New York, which is devoted to sheet music sales. Joseph Ros, formerly with M. Witmark & Sons, has joined BMI as Mr. Gutman's assistant and will contact dealers in sheet music. BMI reports that more than half the country's leading jobbers have ordered copies of the first five BMI numbers and that several thousand copies of some of the tunes have been received already.

Mr. Lawrence, who has been engaged in accounting for 20 years, has been with American Home Products Corp. since 1932 and general manager since 1947. Previously he was with Merritt-Chapman & Scott Corp. and with Franklin Baker Co.

BMI's acquisition of the M. C. Cole catalog [Broadcasting, May 1] has evoked an enthusiastic response from all classes of broadcasters, whether operators of low-powered independent stations or network executives, according to Mr. Tompkins, who said that negotiations for several additional catalogs are proceeding satisfactorily, although they have not reached the signing stage. A number of songs written by Frank Luther, network singer, have been acquired by BMI, including "Our Old Friend Will!" written in memory of W. L. Allen. By agreement between BMI and Mr. Luther, all proceeds from the sale of this number will go to the Will Rogers Memorial Fund.

Used on Yankee

The first releases of BMI tunes have been well received by the broadcasting industry, BMI states, and are being used frequently by bands and singers on both network and local programs. A letter received from John Shepard, Sd., president of Yankee Network, states that "we are going to require each remote pickup to play a minimum number of BMI numbers - the number varies with each remote. This policy will start three or four days after we receive the music for these remotes, and asks that Mr. Shepard continues that when there are a sufficient number of BMI selections his idea is to raise the minimum requirement to two BMI tunes on each remote, and "thus gradually accustomed our orchestras to play BMI music, and of course, acquaint our listeners with it."

The various transcription library services have recorded the first BMI releases and are including them in their current issues, in an effort to provide widespread exploitation of these numbers. Two of BMI's first five numbers have also been recorded on phonograph records by Columbia Recording Corp., CBS Studios.

"BETTY AND BOB" ON LOCAL DISCS

TRANSCRIBED version of Betty & Bob, daytime serial program sponsored by General Mills for eight years on network networks, is being recorded by NBC's Radio Recording division and will be offered to advertisers for local and regional sponsorship.

Deal was made under a royalty agreement with General Mills, which produces and markets Betty and Bob, and Morris Associates, producers of the show for General Mills, which will continue to produce the series. Same writer and director will be used and Arlene Francis continues as Betty. NBC is recording 150 episodes to start, enough for 26 weeks on a five-a-week basis.

Under the agreement with General Mills, sponsorship is restricted to companies outside the flour and breakfast cereal interests, with arrangements with companies outside the flour and breakfast cereal interests, having the program's average audience of 150 people, to be broadcast at the time of day, 250 W power, 1200 kHz.

IT WAS all smiles for this group when the Southern California Pontiac Dealers, Los Angeles, on April 29 started the five-week 14-hour re-creations of major league baseball games on KMPC, Beverly Hills, Calif., in 22-week campaign. Associated with the series are (1 to r) Rob Reynolds, KMPC sales manager; A. M. Sanders, Los Angeles Pontiac zone manager, and F. A. (Bud) Berend, newly-appointed West Coast manager of McManus, John & Adams, Los Angeles agency. Hal Berger re-creates games. An extensive promotional campaign has been launched, including motion picture trailers, window and dealer card displays, newspapers.

W. G. H. FINCH, president of Finch Telecommunications, on May 10 gave a demonstration of FM facsimile multiplexing at the annual exhibition of Progress in Modern Technology at New York University.

CANTOR REPLACING FRED ALLEN SERIES

BRISTOL-MYERS Co., New York, on May 10 signed a contract with Eddie Cantor for him to star in a half-hour program for Ipapa and Sal Hepatica, replacing the Town Hall Tonight series which Fred Allen has broadcast for six years.

According to J. M. Allen, in charge of Bristol-Myers advertising for Sal Hepatica, Vitals, Mint- it-Rub and Rubberset brushes, Can- tor's 38-week contract calls for payment of base salary plus a bonus if the program's average rating for the 39 weeks exceeds a figure agreed upon by the artist and the sponsor. Mr. Allen declined to reveal further details of the arrangement, which is an innovation in artist-sponsor contracts.

The Fred Allen program signs off June 26 to be followed July 3 by two summer replacements, Abbott & Costello for Ipapa and Sal Hepatica, 9-9:30 and Mr. District Attorney for Vitals, 9:30-10. Abbott & Costello have been heard on the Kate Smith Hour and Mr. District Attorney has been on NBC-Bed Thursday, 8-9:30 p.m.

Young & Rubicam is the Ipapa and Sal Hepatica agency, Pedley & Ryan handles Vitals.

No announcement of future plans has been made by Fred Allen, but several spots have been under consideration in the interest of securing his services, including Texas Co., General Foods Corp. (Postum), and American Cigar & Cigarette Co. (Pall Malls).

WENY

ELMIRA, N.Y.

announces

WENY, Elmira, N.Y., announce the following

We wish to announce termination of the operation of the Elmira studios of Radio Station WESG, which have been sponsored by the Elmira Star-Gazette, Inc., since 1923, through arrangement with Cornell University at Ithaca, licensees of WESG.

On and after June 3, 1940, operation of WESG will be confined to Ithaca, by Cornell University, where its transmitter is located.

Station WENY, owned and operated by the Elmira Star-Gazette, Inc., licensed to broadcast full time, 250 W power, 1200 kHz, will be continued from its studios in the Mark Twain Hotel, Elmira, by this company. WENY thus becomes the only radio station with Elmira identification. Its Elmira transmitter and studios will continue to serve listeners throughout the Southern Tier of New York and the Northern Tier of Pennsylvania, its full time signal originating in the very heart of the Elmira market. WENY is affiliated with the Mutual Broadcasting System.

Advertisers now using WESG from its Elmira studios, may, at their option, continue present schedules to completion. However, if desired, such accounts may be transferred to WENY at earned WESG discounts as applicable to the WENY rates.

Dale L. Taylor, radio department manager, will continue as such, for WENY in Elmira.

J. P. McKinney & Son, 30 Rockefeller Plaza, New York, will continue as representatives in the general advertising field.

WENY

ELMIRA, N.Y.

(ELMIRA STAR-GAZETTE, INC.)

J. T. Calkins, General Manager

BROADCASTING • Broadcast Advertising

May 15, 1940 • Page 89
Serutan on West Coast

HEALTHAIDS Inc, Jersey City (Serutan), in its campaign of programs and spot announcements, has revised the list of West Coast stations being used, and on April 29 started, for 52 weeks, sponsoring Serutan News with Norman Nesbitt, commentator, on six Pacific Coast Don Lee network stations (KFI, KGB, KGLO, KTMZ, KITC), Saturdays and Sundays, 9-9:15 p.m. Firm is also using the three-weekly quarter-hour transmitted song and patter program featuring Norman Brokenshire on the same group of stations, Mondays, Wednesdays and Fridays, 8:45-9 p.m. In addition a three-weekly quarter-hour transmitted series featuring Victor H. Lindlahr in health talks is being sponsored on KHJ and KPFC. Agency is Ainskey & Spector Co., New York.

Quiz for Calumet

GENERAL FOODS SALES Co., New York, on May 18 inaugurated a series of six-weekly quarter-hour quiz programs titled What Do You Think? on WGN, Chicago. The show, produced by Art Smith, conducts the 12:15-12:30 p.m. broadcasts, scheduled for 18 weeks. Aimed primarily at Seamans' prizes ranging from $1 to $5 will be awarded to women in the studio audience who answer questions posed by hostesses. The show is produced by WGN, Chicago, and handles the account.

New KFI-KECA Newspaper Tieup

Holliday and Evening Daily Adopt Reciprocal Plan

IN A RECIPROCAL agreement worked out by Harrison Holliday, general manager of KFI-KECA, the Los Angeles Evening Herald-Express, KFI in the first time in more than two years, on May 6 started using a daily radio column on its radio page. In return KFI on May 2 started presenting a weekly half-hour dramatic program titled, When the Presses Roar, which relates factual experiences of Herald-Express reporters, past and present. Don Clark, on the staff of Clarence H. James & Agencies, Los Angeles advertising service, is writer-producer of the series which has a circulation of 50,000 copies.

The daily nine-inch radio column is headed "On the Air with Harold X. Press", and is written by Bernie Smith, KFI general sales manager. The column is signed by the two stations. It is announced as an "advertisement and news is devoted to KFI-KECA and NBC programs. The Herald-Express is supporting the tieup with an extensive promotional campaign which includes street-car cards, truck banners, news stand placards as well as generous space with photographs in its new column.

Other Tieups

Holliday in early January negotiated a similar deal with the Los Angeles Times. Smith writes that column under leading "Radio" by Rubicam, with his byline. In that reciprocal arrangement, Manchester Boddy, publisher of the Spartan, is doing a series of twelve-weekly quarter-hour commentaries on KFI-KHJ, Los Angeles key station of Don Lee Broadcasting System, also has a tieup with the Times, with Stu Wilson rhyming the funny section four times a month, Monday through Sunday. In return KHJ gets a one-column cartoon display advertisement on the Times newspaper page. In age, the Times tieup is plugged with considerable space in the regular news section of the publication, with art layouts included.

CBS and the Los Angeles Times have been employing each other's facilities for promotional purposes for almost a year. The newspaper uses spot announcements on KNX, Hollywood, to promote its news features and contests, and reciprocates with a series of two-column advertisements on CBS and KNX special events and outstanding sustaining programs in the Sunday editions. Considerable news space is also devoted to CBS special features. Bill Henry, Times columnist, early this year started a weekly quarter-hour commentary program on 14 CBS Pacific Coast stations. The series emanates from KNX, Hollywood, and from its inception has been heavily promoted by both the Times and network.

Although NBC, Hollywood, has not made a tieup with a Los Angeles area newspaper, it has been very successful in getting news breaks in practically all the metropolis publications for special event features.
Orchestra Strike At WPEN Ended By New Contract
Station To Use Smaller Unit; WPEN Strike To Be Settled

DIFFERENCES between the management of WPEN, Philadelphia, and Philadelphia Local (77) of AFM resulting in the Jan. 15 dismissal of the station's staff orchestra [BROADCASTING, Jan. 15], since date which the union has been picketing and WPEN has been operating without musicians, were settled May 10 and the men returned to work May 12.

Negotiations, which had been continued fruitlessly for months previous to the open break, were resumed by Arde Bulova, owner of the station, following his return in mid-March, from Europe. Symphony strike of the AFM Local 502 in New York against the Bulova station, WOV, is also expected to be settled within the week.

Terms of the settlement, as outlined by BROADCASTING by Arthur Simon, manager of WPEN, call for the full staff orchestra of 12 men, including leader Jack Simons, to resume work at WPEN at a lower scale than before until Sept. 1. After that date the scale of the union will be reduced to eight men, including leader and organist, for one year, at which time a new contract will be negotiated. Men can be used only on sustaining or commercial programs, paying any two hours out of six in duty and any six days out of seven. Station may also lay off the orchestra for four weeks in the summer without pay. No back pay for time while the orchestra was out of WPEN is included in the settlement.

Trouble between WPEN and the AFM dates back several years. For instance, in 1938, when John Iraci, then owner of the station, entered into a contract whereby WPEN agreed to expend $42,000 annually for the employment of union musicians. Before the expiration of that contract the station's original plan of compensation of musicians was negotiated by the AFM national board and a committee representing all network stations, which called for each station to spend not less than 5.5% of its annual income for musicians. WPEN's quota under this plan would have been about $12,000, according to the management, but when a compromise was suggested to the union on the basis that WPEN was operating at a loss because of its unduly heavy musical expense, the union rejected it under a provision in the national plan which prohibited any reduction in a station's current expenditures, regardless of how far that sum exceeded the 5.5%. The new contract is said to cut WPEN's music costs to $15,000 a year.

Continued failure of station and union to get together on a mutually satisfactory basis resulted in discharge of the AFM men last October, but when the station's other employees, including announcers and engineers, refused to pass the AFM picket lines, WPEN was thrown off the air and the musicians on a week-to-week basis after being silent for a day-and-a-half. When the second break occurred last January, the other employees remained on duty and the station stayed on the air, using recorded music in place of the live musicians.

On Feb. 17 AFM Local 502, in New York, pulled its members from their jobs at WOV, Bulova station in New York, in a sympathy strike ordered by the national office of the union in an attempt to force a settlement at WPEN. This strike is still on, with the musicians picketing the station's studios, but now that the WPEN situation has been ironed out a rapid settlement at WOV is also expected.

Emerson Plans

EMERSON RADIO & PHONO-GRAPH CORP., New York, has placed its account with Buchanan & Co., New York, and contemplates early use of radio. Emerson last fall sponsored Elliott Roosevelt in a commentary series on MBS.

More Non-Broadcasters File FM Applications

MORE applications from non-broadcasters seeking new FM facilities were noted during the last fortnight in the list of applications filed with the FCC. Included were those of Hughes Products Division of Hughes Tool Co., Los Angeles, hearing by Howard Hughes to be the round-the-world flier and motion picture producer, asking for stations in Los Angeles and San Francisco, both with 1,000 watts on 43.2 mc. Other non-broadcast applicants were Metropolitan Television Inc., New York, asking 1,000 watts on 117.67 mc., and District Broadcasting Co., Washington, seeking 1,000 on 43.4 mc.

Additional broadcasters filing for FM and facilities sought were: WKBZ, Richmond, 1,000 on 43.2; WBTB, Newport News, Va., 1,000 on 43.2; WSOQ, Charlotte, 1,000 on 43.2; WFBK, Fort Wayne, 1,000 on 43.4; WGBS, Jersey City, 1,000 on 43.2; WCommercial Recording Corp., a division, has announced a standardization of rates for the various classifications of transcriptions and commercial recordings with six rate cards covering the field from commercial records to film strips and transcriptions to be issued shortly. This action will, for the first time, coordinate the rate structures of the division's various branches, Mr. Schacht explained. CRC transcriptions will shortly appear in new cover jackets, designed by Alex Stoltman, CRC director. Covers are in two colors, with blue letters on a grey background, the lettering style especially chosen for clearness.

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Compton Promotions

GILBERT RALSTON, with Compton Adv., New York, since last December, has been named network program manager of the agency. Mr. Ralston formerly was with NBC where he was scriptwriter, producer and in charge of dramatic production in the transcription department. Hal James, a member of Compton's radio department for the past year, and previously with J. Walter Thompson Co., New York, has been appointed local program manager in charge of all foreign language programs, baseball broadcasts and spot programs filed by the agency. Stories Haynes, playwright, actor and summer theatre director, has joined the Compton program staff.

Plough's 'Jamboree'

PLOUGH INC, Memphis (Murf Shue White and Mexican Heat Powder), is sponsoring DIXIE JAMBOREE, hillbilly-cowboy variety hour, on a hookup of WMC, Memphis; KARK, Little Rock; KWWH, Shreveport; WSMB, New Orleans; Lake-Spiro-Cohn, Memphis, is agency.

New Equipment Installed By Columbia Recording; Rates Are Standardized

SIX NEW custom-built recording machines, constructed by CBS engineers under supervision of Vincent Leibler, technical director of Columbia Recording Corp., a CBS subsidiary, and L. Rodman, CRC director of engineering and development, have been installed in the New York, Chicago and Hollywood headquarters of CRC's transcription and commercial recording division.

In New York the two additional machines will augment the battery of four present machines which are kept busy by the recent order of CBS to record each of its broadcasts from opening to signoff, for the first time establishing a complete reference file of all programs, both commercial and sustaining.

William A. Schacht Jr., manager of the division, has announced a standardization of rates for the various classifications of transcriptions and commercial recordings with six rate cards covering the field from commercial records to film strips and transcriptions to be issued shortly. This action will, for the first time, coordinate the rate structures of the division's various branches, Mr. Schacht explained. CRC transcriptions will shortly appear in new cover jackets, designed by Alex Stoltman, CRC director. Covers are in two colors, with blue letters on a grey background, the lettering style especially chosen for clearness.

ROAD show of "George White's Scandals," starting its fourth tour in Boston and Oakland, bought announcements and quarter-hour spots presenting the show's stars on KNX, Oakland.

It's the antenna that makes the difference.

LEHIGH VERTICAL RADIATORS

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**Decisions...**

**APRIL 29**

WBOA, Evansville, Ind.—Granted CP change antenna.

WCTV, Jacksonville, Fla.—Renewed KPDK, WAFB, WGLT, WGWJ, WJAC, WJBF.

WOR, Newark, N.J.—Granted CP extension—WOR, WORX, WORZ.

**APRIL 30**

NEW, Neutopia Broadcasting Corp., Atlantic City—CP set for hearing 8-14.

WAKT, Charlotte, N.C.—Granted CP extension.

WPIT, Pittsburgh—CP extension.

**MAY 1**

WBIL, Ogden—Grant.

**MAY 2**

MILITARY—FCC admits—KFSO, San Diego, granted intervention, approved.

WASHINGTON—CJCM, Chicago—Granted CP new license.

WBWM, Chicago—Grant.

WPTW, Madison, Wis.—Grants CP new license.

WBZO, Cleveland—Grant.

WBZ, Boston—Grant.

**MAY 4**

MILITARY—FCC admits—WAGF, Dothan, Ala.—Granted CP new license.

WBWM, Chicago—Grant.

WPTW, Madison, Wis.—Grant.

WFTV, Orlando—Grant.

**MAY 5**

NEW, Knoxville Broadcasting Co., Knoxville—Grant.

**Applications...**

WIXC, Washington—Move.

**SUCCESSFUL broadcast of a fox-hunt, perhaps the first in radio history, is claimed by WSM, Nashville, with an audience response which, according to General Manager Harry Stone, was reminiscent of the cat-whacker days when almost anything was a novelty. Success of the broadcast was attributed to the location of the show in Baltimore, Md., and the use of top technical personnel.**

**WSPA Refused Order to Restrain FCC Ruling**

Extension of the Supreme Court, enjoining the FCC, was denied, because the Petitioners case to cover stay orders designed to restrain the FCC from making its ruling effective during the pendency of appeals was rejected by the U. S. Court of Appeals for the District of Columbia April 29 it determined that for the order of the Superior Court of WSPA, Spartanburg, from a Commission decision granting Station WSPA, Co a construction permit for a new station.

**In a lengthy opinion, the court without deciding the merits of the appeal, denied the WSPA stay order and at the same time denied an FCC motion to dismiss the appeal, doing that on the basis of the more recent Supreme Court decision in the so-called Sanders cases in which liberalized grounds upon which interested parties can appeal from the FCC's ruling denying the stay order was regarded as significant, the actual issues probably will not be adjudicated.**

**Page 92 • May 15, 1940**

**Broadcasting • Broadcast Advertising**
**Network Accounts**

All time EST unless otherwise indicated.

New Business

**GILLETTE SAFETY RAZOR Co., Boston (Blue Blades, Gold Tip Razors), May 15 opened Gilbert Gilt in the News on 99 CBS stations, Fri. and Sat., 8:30-9 p.m. Agency: Maxon Inc., N.Y.

HEALTHAIDS Inc., Jersey City (Serutan), on April 30 started Norman Brookman on 6 Don Lee Network stations, Mon., Wed., Fri., 1:15-9:30 p.m. Agency: Austin & Specter, N. Y.


RALSTON PURINA Co., St. Louis (hot cereals), on Sept. 30 resumed Tom Mack Cereals on 65 NBC stations on 50 NBC-Blue stations, Mon. thru Fri., 9-10:30 a.m. Agency: General Foods Corp., N. Y.


RENEWAL ACCOUNTS

GENERAL MILLS, Minneapolis, on June 3 resumes for 52 weeks two programs, all on 56 NBC-Red stations: Mon. thru Fri. 5-5:45 p.m. Agency: Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Dreyfus), on May 27 starts Lone Journey on 14 NBC-Red stations, Mon. thru Fri., 11:15-12:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

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FIRESTONE TIRE & RUBBER Co., Akron, on June 3 resumes for 52 weeks Firestone on 53 NBC-Red stations, Mon., 8-9-30 p.m. Agency: Sweeney and James Co., Cleveland.


DAFFY TIME was April 38 for Alan Young, of the Vancouver program staff of Canadian Broadcasting, who is at a puz- zled pose as he tried to figure out the program changes for Canada's Station CCF, as Eastern Canada went on Daylight Saving Time.

Network Changes

GREENHOUND LINES, Cleveland (bus transportation), on May 3 started The Amazing America on 59 NBC-Blue stations, Fri., from 8-8:30 a.m. Agency: B. S. & B. M. & Co., Cleveland.

GRIFFIN MFG. Co., Brooklyn (shoe polish), on April 29 shifted Who Knows on 4 MBS stations from Sat., 8:30-8:45 p.m. to Mon., 10:15-10:30 p.m. Agency: L. & P. St. & & N. R., New York.

CHESEBROUGH MFG. Co., New York (vanish products), on May 29 shifted Dr. Christian on 61 CBS stations, Wed., 8:30-8:45 p.m. (EDST), with West Coast repeat, 7:30-7:45 p.m. (PST), from Hollywood to New York for three weeks or more. Agency: McCormick-Ericksen, N. Y.


AMERICAN TOBACCO Co., New York (Lucky Strike), on May 15 shifts Ray Kay's College of Musical Knowledge on 106 NBC-Red stations, Wed., 10-11 p.m. (EDST), from New York to Catalina Island, Avalon, Cal., for three weeks or more. Agency: Libbey & Thomas, N. Y.


PROCTOR & GAMBLE Co., Cincinnati (Ivy soap), on April 23 added 11 NBC-Red stations to The O'Neill's making a total of 19 NBC-Red stations, Mon. thru Fri., 5-5:45 p.m. Agency: Compton Adv., N. Y.

S. C. JOHNSON & SON, Racine, Wis., on July 9 replaces Food Mfg & Moly by the summer with Americana Sings, featuring Kay St. Germain, Ray Hendricks and the Wilcoffers' Orchestra on 78 NBC-Red stations, Tuesdays, 9-9:30 p.m. Agency: Needham, Louis & Brody, Chicago.

ACA Members Conduct Ballot on RCA Strike

ACA members employed by RCA Communications through the ACA Negotiating Committee with strong bargaining power when it meets with RCA later this month to negotiate a new agreement on June 12. Balloting on the strike started May 6 and will be terminated as soon as possible so that negotiations may start.

The proposition on which the vote is being conducted contains the following basic demands: A closed shop, substantial wage increases, full protection against loss of jobs due to mechanization, messengers to have same right as other employees, vacations of 2, 3 and 4 weeks after 1, 3 and 10 years of service respectively, and adequate transportation allowances for workers employed at outlying stations.

LIGGETT & MYERS Co., New York (Chesterfields), on May 29 replaced Bandwagon with True Life Dramas on 3 NBC-Red stations (KFI, KFO KOMO), Mon. thru Fri., 2-2:15 p.m. (EDST).

WESG Quits Elmira

WESG, licensed to Cornell U and operated by Elmira Star-Gazette Inc., will eliminate its Elmira, N. Y. studio as of June 3 and continue operation through its Ithaca studio, located on the Cornell U campus. WENY, owned and operated by the Star-Gazette Inc., will withdraw of WESG will become the sole local outlet for Elmira. WESG, operating 24 hours, with 1,000 watts at 880 kc., will continue as a CBS outlet, and WENY, with 250 watts fulltime at 1290 kc., remains an MBS outlet. The Star- Gazette recently agreed to end its arrangement with Cornell U for the WESG Elmira studios, though the contract runs until April 1943.

- men in 300 broadcasting stations select C. R. E. I. training

- The fact that ambitious men in more than 300 broadcasting stations selected CRI courses is indicative of the type of man and type of training we are proud to offer to this progressive industry. The man who will carry our "tomorrow" must be equipped with the ability to know "how and why." Our record to date, we believe, is in step with this aim. Our new booklet just off the press explains in detail.

**CAPITOL RADIO ENGINEERING INSTITUTE**

Institut of Electrical and Radio Engineers Dept. B-5 3224-166 St., N. W., Washington, D. C.

**Bliley Electric Company**

UNION STATION BUILDING ERIE, PA.

**BLILEY ELECTRIC COMPANY**

UNION STATION BUILDING ERIE, PA.

**BLILEY CRYSTAL UNITS**

**PRECISION BUILT FOR RELIABLE OPERATION**

Bliley Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.

**March 15, 1940 • Page 93**
Misconduct, Tyranny Charged to Payne

By Ulmer in Reply to Hearing Report

ALLEGATIONS of “misconduct” and of an “intolerant, arbitrary, capricious, tyrannical, personal attitude” were leveled against FCC Commissioner George H. Payne by counsel for Dr. James G. Ulmer, Texas broadcaster and former minister, in a series of exceptions filed with the FCC May 9 to the commissioner’s preliminary report recommending revocation of the licenses of four Texas stations in which Dr. Ulmer was interested [Broadcasting, May 1]. The commissioner presided at hearings in Texas during March and April involving Ulmer’s purported “hidden ownership” in KTBC, Austin; KNET, Palestine; KBBA, Lubbock, and KGKB, Tyler, all of which he recommended for deletion. Hearings also have been held on KAND, Corsicana; KGFI, Brownsville, and KSAM, Huntsville, on which reports have not yet been issued.

Charges Irregularities

Filing separate exceptions to the Payne preliminary report, counsel for Ulmer minced no words in attacking the commissioner’s findings and in seeking reversal of the revocation orders by the full Commission. Oral arguments were requested in each instance. James H. Hanley, chief counsel of the National Association of Broadcasters, appeared as counsel in all the cases, but other attorneys were listed as counsel along with his name on all proceedings. Among the additional counsel, seeking to resist the revocation orders, were R. A. Stark, of Fort Worth, former State Senator; A. W. Walker Jr., Austin, professor of law at the University of Texas; R. B. Anderson, former president of the Texas Tax Commission; Norman L. Meyers, Washington attorney; Leslie Noll of Tyler, Tex., and F. I. Tucker of Nacogdoches, Tex.

All of the charges of purported “fraud” and “hidden ownership” were categorically denied. Stock transfers and other kindred arrangements were held to be outside the scope of FCC authority in the light of the recent Supreme Court opinion in the Sanders case, holding that the Commission is given no supervisory control of programs, business management or policy of stations. Throughout the exceptions, the allegation was made that Roy G. Terry, former associate of Ulmer, was the pastor-broadcaster’s “stooge” and had acted as the commissioner’s “star witness, stooge and stool pigeon.”

In the Palestine case, as in others, Ulmer counsel excepted to “the misconduct of the commissioner” because of the “irregular manner in which the full Commission has been kept informed of its proceedings.”

THE Senate on May 9 unanimously confirmed the renomination of William A. Ayres as a member of the Exchange Commission for a term of seven years, beginning Sept. 20, 1940. Mr. Ayres was first appointed by President Coolidge June 30, 1926, to succeed James M. Landis, who resigned to become chairman of the Securities & Exchange Commission.

CBM, Montreal, goes on the air June 15 with a new 5 kw. RCA transmitter installed in a new building at Maryville, Que., 25 miles southeast of Montreal.
Down through the years the Nation's Station has made many friends in Dayton. Consequently, Dayton wholesalers and retailers, like those in many another productive market in WLW's area, have a high regard for the selling power of WLW in their city. Your program on WLW is a mighty good way to insure their cooperation and support.

For the full story of Dayton and the many markets that make up WLW's sale area, write, wire or phone.
Consolette Speech Input System... with Interlocked Push-Button Switching

High Fidelity... unexcelled flexibility... in a modern, complete speech input system, ideal for one and two studios! That's the RCA 76-B1, for simultaneous broadcasting and auditioning—with push-button control for more circuit combinations with simpler switching operations.

Monitoring, auditioning, cueing, and talk-back are all under push-button control. The high-fidelity program channel affords 6 mixer controls—4 microphone pre-amplifier input channels with switching control for as many as 6 microphones. Location of control knobs and correct slope of panel give greatest visibility and ease of control. High power output to line and loudspeakers. Hinged top and chassis mounting for instant accessibility of parts.

And all at a price that even the smallest station can afford! Get the facts on RCA 76-B1—write today for complete data.

No Other Consolette System offers Push-Button Flexibility plus All These Features!

- Independent Auditioning and Program Channels
- Talk-back facilities for two studios and remote lines
- Emergency Amplifier and Power Supply
- 6 Step-by-step Mixers—Dual Turntable Faders
- 6 Remote Inputs—Push-Button Cueing Control
- New Illuminated Scale VU Meter
- Two Line Repeating Transformers
- Plate Current Meter and Relay Power Supply
- Attractive Appearance—Two-Tone Umber Grey Finish

There is an RCA tube for every purpose in broadcasting.

Use RCA radio tubes in your station for finer performance.