We've taken a post-graduate in POWER!

Not satisfied with our B.T.A. (better than average) power, WOR long ago took its 50,000 watts and directed, multiplied and concentrated them. Today, to its B.T.A., WOR can add T.B.A. (the best available.)

For, by means of a directional antenna and unique over-water approach, WOR's power-full 50,000 watts are concentrated on population centers—cities where people listen, not dead-space.

WOR skillfully tucks its power away from the ocean on the East and the thinly populated portions of those states on the West. WOR has specifically designed its power to reach the greatest group of markets in America with the most power.

Such an advantage is a major reason why more national advertisers are using WOR in more ways—at less cost—more often.

that power-full station—WOR
Land sakes! Everywhere you look there’s another one. Barn Dances on radio, on stage, as private attractions, or in the movies.

It’s gratifying to WLS that something we started (so innocently) back in 1924 should have grown like that. On nearly every radio station, in pictures, and on many stage attractions there’s a Barn Dance unit—most of them good. And they should be good! Nearly every one of them has one or more persons who either started at WLS... or at some time worked on WLS.

Naturally, when we hear of the “wonders it performs”... in mail results... in box office gross... we just recall the “old original” continues to go right along. At the Eighth Street Theater in Chicago it’s still a five-hour show every Saturday night. It’s “pulled them in” there for 422 consecutive weeks with over $65,000 paid attendance. It’s still, after fourteen years, furnishing S. R. O. entertainment units for theaters, fairs and like events... and there’s nearly always someone out in Hollywood making a picture. (Uncle Ezra’s there now.)

It looks as though the Barn Dance might be here to stay.. And so... “imitation being flattery”... we bow.

P.S. Shucks, we even imitate it ourselves. The Prairie Farmer-WLS Home Talent Organization has been conducting local home talent shows (patterned after the WLS Barn Dance) in Mid-West towns for five years now. So far we’ve had better than 2,000 such “Home Talent Barn Dance Shows” in 1,200 different towns with over 2,000,000 attendance and about 250,000 individuals taking part in the casts.
Money Marker at no extra cost!

Great New England "Money Marker" at no extra cost! Job on the network which now offers you extra coverage in this market — and you don't need a million bucks to do a national advertising campaign.

Here's still another big bonus for Blue Network Advertisers.
PLUS New Englanders who prosper from this extra —
the one way to reach these added millions —
spend freely play days.

is new, telling will mean selling... during summer
SOLD on vacation. Or, if your product or service

If they are your customers at home, keep them

numerals places.

summer) which they spend for countless needs in

 bring $500,000 (probably much more THIS

They come — more than $3,000,000 strong —

America — accept this New England invitation,

vacations of all ages — from all over

---

THE YANKEE NETWORK, INC.
35 BROOMFIELD AVENUE
BOSTON, MASSACHUSETTS

WVEC Manchester
WFLA New Haven
WHA Providence
WNEC New London
WICC Norwich
WMAB Bridgeport
WBZA Boston
WBZ Providence

giving complete coverage of New England — the 18 stations of The Yankee Network,

radio stations giving complete coverage of New England, via the only combination of
come by everyone, via the only combination of

 legacy of tourist dollars — is thru the medium wel-

...
BLUE NETWORK advertisers are grinning more broadly than ever these days. For another luscious Blue bonus has been given to them. This time, it's extra coverage in the rich Metropolitan Boston area—at no extra cost!

To cover New England's richest market as it has never been covered before by radio, WBZ moves its transmitter location to Hull, on Boston Harbor. There the most modern 50,000-watt transmitting facilities were built. And with them, dominant coverage has been emphatically obtained!

This is another of the many extra coverage bonuses that the Blue Network has been piling for advertisers in the past eleven months. And this is one reason why the Blue has become America's outstanding advertising buy.

Other reasons why 70% of the Blue's 1938 advertisers renewed for 1939-40—and brought 17 new Blue boosters with them:

1. **Lowest national cost**—the result of the famous Blue Network Discount Plan.

2. **"Money Market" Coverage**—concentrated in the places where 72% of America's effective buying power is located.

At all-time low cost you can take new profits out of your business by discovering that sales begin where the Blue begins—for only $5,000* a week, nighttime half hour, coast to coast. National Broadcasting Company, A Radio Corporation of America Service.

*Time only

WBZ war council agog over the blitzkrieg of orders that advertisers have fired at them. At Mr. Callahan's left in the front row, Frank R. Bowes, sales manager. On Mr. Callahan's right, Dwight A. Myer, plant manager. Looking on, sales promotion manager, Harry D. Goodwin, and program director, John F. McNamara. Said Mr. Bowes: "We could stay on the air twenty-four hours a day and still do a land office business the way the orders are piling in from advertisers!" To which Mr. Callahan replied: "That just proves advertisers know a good buy when they see one. We now dominate the Metropolitan Boston market of 2,500,000 listeners!" You can reach 'em on the Blue—at all-time low cost!

Frank Bowes visits John C. Dowd, president of one of Boston's leading agencies. Said Mr. Dowd: "The increased coverage of WBZ is great news, Frank. The station has always done a grand job for our clients—and will do even better now!" Which pretty much sums up what Blue Network advertisers are saying. There are profits for you in this network—at a national cost no other medium can match!
SALES FIGURES WON'T INTEREST YOU IF YOUR SECRETARY HAS A BETTER ONE, BUT LOOK AT THE EXTRA THOUSANDS OF LISTENERS YOU GET THIS SUMMER WITH VIRGINIA'S ONLY 50,000 WATT RADIO STATION — WRVA.

For example, 40,000 vacationists a day visit Virginia Beach alone—a total of 3,760,000 vacationists from June to September. These vacationists are another WRVA plus! WRVA also serves the rich Norfolk and Richmond markets with the Columbia and Mutual programs.

C. T. LUCY, General Manager
IN DISPENSABLE

... in a rich listening area with which its call letters have become synonymous..

WHAS

SELLING A $2,214,269,000 MARKET
50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.
TO ALL BROADCASTERS:

FINCH ANNOUNCES A SPECIAL NEW FACSIMILE SCANNER THAT WILL CONSTITUTE THE COMPLETE EQUIPMENT TO PUT ANY BROADCASTING STATION ON THE AIR IMMEDIATELY WITH HIGH-SPEED, HIGH-QUALITY FACSIMILE STOP. THIS NEW FINCH DEVELOPMENT WAS MADE ESPECIALLY FOR THE NEW FM BROADCASTERS ON THE BAND OF 42 TO 50 M.C.S. ALLOCATED TODAY BY THE F.C.C. FOR COMMERCIAL OPERATION. IT PROVIDES MULTIPLEXING (TRANSMISSION OF SOUND AND FACSIMILE SIMULTANEOUSLY) FOR ALL BROADCASTERS STOP. IT IS THE ONLY IN-STALLATION OF ITS KIND — A SMASHING NEW DEVELOPMENT THAT MAKES NEW BROADCASTING HISTORY STOP. THINK OF IT — FM — FACSIMILE — MULTIPLEXING — ALL IN ONE STEP, PLACED WITHIN YOUR GRASP AND MADE AVAILABLE (AT NEW LOW PRICE TO YOUR AUDIENCES ONLY THROUGH THIS FINCH PRODUCTION STOP) DELIVERIES IN THE ORDER RECEIVED STOP. BY IMMEDIATE ACTION YOU CAN BE FIRST LOCALLY.

FINCH FIRSTS:

- Automatic synchronizing method which permits home facsimile recording in all AC or DC power areas; also from batteries.
- System placed in actual operation by majority of large U. S. facsimile broadcasting stations, and by foreign broadcasters and foreign telegraphic administrations.
- Automatic, fully visible, continuous-feed home recorder.
- Instantaneous recording on dry paper requiring no processing.
- High-speed, high-definition broadcasting facsimile equipment at low price.

FINCH TELECOMMUNICATIONS, INC.

The new Finch scanner, operating at high speed on FM, transmits pictures with great fidelity—at same time over same wave-length as sound programs—with no interference. Photo shows part of new Finch factory.
Finch announces the new perfected high-speed, high-definition scanner

The momentous FCC decision of May 20th puts facsimile on a commercial basis via FM.

This means the sponsored transmission of sound and facsimile programs simultaneously over one wave-band.

The two types of programs (for ear and eye) may be combined, so that while the radio audience listen they also see—a permanent printed program, with maps, drawings, photographs, labels, commercials, reply coupons, etc. The speaker may easily illustrate his points with pictures simultaneously transmitted and lastingly retained.

Or the two programs may be entirely unrelated—as when the aural program is music for one sponsor, while the facsimile is illustrated news for another sponsor.

Finch Telecommunications, Inc. — which has always been “First in Facsimile”—announces the long awaited high-speed, high-definition Scanner F-112, which constitutes the complete equipment required for facsimile broadcasting.

Especially with FM the definition achieved by this scanner is amazing.

The speed also exceeds all previous performances for home facsimile, running 1.3 inches per minute—which for the 2-column (4 in. wide) recorder equals 5.2 sq. in. per min. and for the 4-column (83/4 in. wide) recorder equals 11.05 sq. in. per min.

Every station can easily afford this latest development in facsimile transmission. The cost is trivial as compared with aural equipment.


Finch Telecommunications, Inc., is a well financed independent company. It is devoted exclusively to the development and manufacture of Facsimile equipment, under the direction of W. G. H. Finch, originator of the principal patents relating to modern facsimile. For years 22 stations have been broadcasting facsimile experimentally with Finch equipment. All broadcasters planning to enter this lucrative new field are invited to investigate FINCH FIRST.
but the evidence is all here!

1. **WDRC IS THE ONLY BASIC CBS STATION IN CONNECTICUT**
   In this rich market, where the buying index is 34% above the U. S. Average (Sales Management figures), WDRC is the only basic station of the Columbia Broadcasting System.

2. **ALL YOUR CUSTOMERS AND PROSPECTS LISTEN TO WDRC**
   WDRC has the programs and the audience—top-flight CBS shows, supplemented by popular local programs and complete news coverage.

3. **IT COSTS LESS TO SELL YOUR PRODUCT ON WDRC**
   In addition to coverage and programs, WDRC gives you the most attractive rates in this market—whether you’re buying time or spot announcements.
IN EDUCATION AND ENTERTAINMENT
NBC PROGRAMS TAKE TOP HONORS

The latest program honors captured by NBC are those below. They are additional evidence of the superiority of NBC programs both in the educational and entertainment fields. And they are important because they prove that NBC is serving American radio audiences well.

NBC regards radio first as a public service. Its first efforts are always in the interest of public service. And the program popularity firsts NBC wins are always added incentive to make the next program even finer than the one before!

Eleventh Institute for Education by Radio
Votes NBC 9 out of 15 Awards

Judging Committee at the Eleventh Institute for Education by Radio, recently held at Ohio State University, voted NBC 9 out of 15 awards for network educational programs, including 7 out of 10 in the field of adult education. NBC programs received 5 first awards and 4 honorable mentions.

FIRST AWARDS

MEET MR. WEEKS program "What Makes An American?"
UNIVERSITY ROUND TABLE discussion of "Propaganda."
AMERICA CALLING, a program originated at NBC Associated Station KSTP, St. Paul, Minn.
CAVALCADE OF AMERICA program "Abraham Lincoln" (duPont).
STUDENT OPINION broadcast by the Student Council of the Chicago Public Schools, which originated at WMAQ, Chicago.

HONORABLE MENTION

Ted Malone's PILGRIMAGE OF POETRY broadcast of "Francis Scott Key."
The STORY BEHIND THE HEADLINES program "Immovable Feast of Thanksgiving."
ARCH OBOLER'S PLAYS broadcast "Johnny Got His Gun."
AMERICA'S TOWN MEETING OF THE AIR program "What Are the Real Issues in the European War?"

RADIO GUIDE POLL

MOVIE AND RADIO GUIDE "STAR OF STARS" POLL

VOTES NBC 17 OUT OF 23 FIRST PLACES—American radio audiences cast 830,000 votes in the nationwide program popularity contest conducted by Movie & Radio Guide. NBC stars and programs won 17 out of 23 first places. In 20 of the 23 divisions NBC programs and personalities polled a majority vote over every other network.

FORUM CLUB OF YOUTHBUILDERS

NBC PROGRAM WINS FIRST AWARD OF FORUM CLUB OF YOUTHBUILDERS, INC.—The award made for the "radio program having done most to help children of New York City" was won by "Cavalcade of America," an NBC program sponsored by E. I. duPont DeNemours & Co. In presenting the award, a high school student said: "We have chosen this program because it shows how American democracy grew up by telling us true stories about real Americans."

NATIONAL FEDERATION OF PRESS WOMEN

NATIONAL FEDERATION OF PRESS WOMEN GIVES NBC PROGRAMS TOP HONORS—First honors in the biographical classification were awarded to the Women's Activities Division of NBC for the program, "Gallant American Women." Honors were awarded "for producing a radio program of intrinsic excellence and real public service which has won widespread appreciation among persons of intelligence and influence."

WOMEN'S PRESS CLUB

NBC PROGRAMS WIN "BEST SKETCH" AWARD OF WOMEN'S PRESS CLUB OF NEW YORK CITY—Because of closeness of vote, certificate for "The Best Dramatic Sketch on the Air" was awarded to "One Man's Family" sponsored by Standard Brands, Inc., and the "Gallant American Women."

PHI BETA

NBC WINS FIRST ANNUAL PHI BETA AWARD FOR TWO MUSICAL PRESENTATIONS—Phi Beta—the National Professional Women's Fraternity of Speech and Music—presented its first annual award to NBC for presentation of NBC Symphony Orchestra Concerts and Saturday Matinees of the Metropolitan Opera.

WOMEN'S NATIONAL RADIO COMMITTEE

NBC WINS FIRST AND SECOND AWARDS OF WOMEN'S NATIONAL RADIO COMMITTEE—The first award prize went to "America's Town Meeting of the Air." Second award to the "University of Chicago Round Table." These are both NBC programs. Women's National Radio Committee made a grand total of 44 awards, of which NBC won 27.

NATIONAL BROADCASTING COMPANY

World's Greatest Broadcasting System
A Radio Corporation of America Service
ONE of every seven of the nation's dinner pails are carried in the "Golden Horseshoe." TWO of the nation's leading radio stations blanket this prosperous wage earner market.

Feet beat a steady rhythm through factory gates . . . time clocks ring the tune that means full pay envelopes . . . dinner pails are on the march within the "Golden Horseshoe," that money-making, money-spending area covered by WJR Detroit and WGAR Cleveland.

Count our dinner pails, and you'll find here more than one and one quarter million wage earners at work. That's more than fifteen per cent of the nation's total. They will draw down approximately one and three quarter billion dollars this year, or more than seventeen per cent of the wage earner income of the country!

Count dinner pails when you're planning that next campaign. And, to reach those who carry them in the great industrial empire of the Midwest . . . count on the Great Stations of the Great Lakes.

**WJR**
**THE GOODWILL STATION**
**Detroit**

**WGAR**
**THE FRIENDLY STATION**
**Cleveland**

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives
Defense Plans Retain Commercial Radio
By Sol Taishoff

False Rumors of Federal Scuttling of Industry Blasted; Broadcasts Viewed as Means of Developing Morale

Far from being threatened with preemption, silencing or other dire presidential or governmental acts which would spell total collapse (as reported in irresponsible quarters), commercial broadcasting already has been bracketed as a bulwark in home defense plans of the Administration, even in the event of American involvement in the war.

On highest and unimpeachable authority it can be stated that the preparedness plans portend a minimum of upsetting of the status quo in broadcast operations. Beyond that, the newly-invoked policy of national preparedness, growing out of the total European war, has as its keystone cooperation with the industry which is expected to redound advantageously to radio and slacken what had appeared to be a regulatory onslaught against the medium.

With labor destined to be placed under wraps and with all governmental agencies presently under instructions to avoid business upheavals, it is logically expected there will be de-emphasis of regulatory trends which militate against broadcasting operations. The chief beneficiaries of this new course, noestatized by blitzkrieg warfare, probably will be the major networks, which were slated for rough handling by the FCC as an outgrowth of the so-called “network-monopoly inquiry.” The Commission’s report now is in its final stages of preparation and probably will be made public within a fortnight.

Sheer Fantasy

Scuttling the alarmist reports published elsewhere that Uncle Sam would take over commercial broadcasting should a war crisis develop, FCC Chairman James Lawrence Fly told Broadcasting May 29 that such deductions were utterly without foundation. He declared that the analysis published in the May 15 Broadcasting [page 17] stating there would be no tightening of radio control, was accurate in all essential details. He reiterated previous comments that cooperation with the industry constitutes the fundamental approach during these critical times.

“We will continue to keep in touch with the whole problem,” Mr. Fly declared, “and naturally that is with the view toward promoting not only the national defense needs of the country but toward preserving the status quo so far as consistent with preparedness plans portend. It is the idea that the Government contemplates taking over of broadcast operations generally can only be labeled as unfounded.

In informed quarters it is stated that radio would be perhaps the last medium to be diverted from normal commercial operation because of possible undermining of public morale. A vast majority of the populace, including the Government officials themself, are relying upon radio for first-hand war news. To impede that service would do more toward demoralizing confidence than perhaps any other Governmental act, save direct commandeering of newspapers. Lessons of the last war and the unlimited cooperation of the communications industry that period all tend toward the view that cooperation with both radio and newspapers, rather than direct Governmental intervention, will constitute the procedure should conditions become critical.

The Military Agree

High commands of both the Army and Navy are known to favor a “business as usual” approach for radio all down the line. They recognize the impact of radio on public opinion, having seen it demonstrated with such telling effect as an incident to the President’s gigantic national defense program. While general staff heads of the military services might have been wary about radio at the outset of the European conflict, they now appreciate the tremendous value of informed public opinion possible through free radio and press. If censorship occurs as a corollary of actual involvement, the effect will be to set up civilian control.

All this does not mean that all communications will remain free from governmental recruiting action. In ferreting out “fifth column” activities, now placed in the hands of the Department of Justice, it is entirely possible that some restraints will be placed on foreign language programs. International broadcast stations likewise might be affected to avoid unneutral acts, threatened espionage. Moreover, in the extreme situation where actual involvement of the United States might be precipitated, there is the possibility that a number of coastal broadcast stations may be silenced, particularly on the lower frequencies, to open those facilities for coastal and harbort work.

Networks Retained

It can be stated without equivocation that there will be both national and local broadcasting and that network service not only will be continued but encouraged. That much is provided in tentative executive orders drafted last fall, when the European situation became acute. In ensuing weeks, it is more than likely that proposed new orders will be drafted but sentiment, even among most staunch militarists, appears to be toward full cooperation with broadcasting and communications interests rather than anything in the nature of emergency “nationalization.”

It is known that in point-to-point communications, the War and Navy Departments recently have launched a program under which key official personnel has been stationed in key communications companies. This is for the purpose of acquiring knowledge and training about such operations, and it is emphatically stated that the object is not that of mobilizing industry under full Government direction.

In the case of broadcasting, there has been talk of assigning observers to stations for the same purpose. There is no foretelling what the development might be along this line in the event of our involvement though there has been some talk about placing of military censors in key stations. Conceivably this could be effected by commissioning existing executive personnel in the intelligence or communications branches of the military services. Even this, however, can only be regarded as sheer speculation.

Official quarters also brand as exaggerated the emphasis placed on testimony of Maj. Gen. H. H. Arnold, chief of the Army Air Corps, before

Radio Industry Thought Well Prepared
As President Appoints Defense Board

Favorable significance—as far as communications generally is concerned—was seen in the action May 28 of President Roosevelt in appointing a National Defense Commission of seven to steer the nation’s gigantic rearmament plan.

No specific mention of communications was made by the President in appointing the commission to direct industrial production, employment and consumer protection.

It is felt the Administration harbors the expressed view of both Army and Navy officials that communications industry—broadcasting included—is among the best prepared from a national defense standpoint. This is based, partly, on manufacture of needed radio, telephone and telegraph equipment for military purposes. Moreover, in the preliminary conferences called by the White House preparatory to appointment of the new Commission, few if any radio or communications officials were called in.

This does not mean that, after plans are crystallized, some figure in communications will not be named to an advisory subcommittee. Also, there is the possibility of expansion of the Defense Commission itself.

In both industry and Government circles, the Defense Commission appointments have been landed. Full-time members are Edward R. Stettinus Jr., chairman of the U. S. Steel Corp., and William S. Knudsen, president of General Motors, who will handle raw materials and industrial manufacturing respectively. Sidney Hillman, president of Amalgamated Clothing Workers of America, will coordinate employment policies, including training of marine and aviation radio operators; Chester C. Davis, member of the Federal Reserve Board, national agricultural policy; Ralph Budd, chairman of the Burlington Railroad, all transportation problems; Leon Henderson, SEC commissioner, price stabilization; and Harriet Elliott, Dean of Women of the U of North Carolina, advisor on consumer policies. William H. McReynolds, one of the President’s assistants, is secretary.
a Senate Appropriations Committee, that in time of war all stations in the United States would have to shut down because they could be used for other purposes—broadcasting bombing squadrons. Published reports interpreted this as meaning the silencing of all broadcast stations, permanent, permanently. Actually, it was pointed out that Gen. Arnold's observation was applicable only to an invasion by enemy bomber invasion and that it would affect not only broadcasting stations but all stations using low or intermediate frequencies, including Government operations themselves.

The Homing Angle

Informed technical opinion was that the threat in such circumstances, might be closed down upon a warning signal of an approaching enemy air armada, but only temporary—a matter of hours. Moreover, it was said that while signals of clear-channel outlets, broadcast or otherwise, might be picked up on a receiver-haul anywhere from 1,000 to 8,000 miles, radio direction finders are utterly useless on duplicated channels. It would be a simple thing, it was pointed out, to duplicate all clear channels for the temporary period involved as a means of frustrating the use of such signals for "homing" purposes. One highly-qualified radio aerodynamics expert observed that the radio direction finding device "goes crazy" when a second signal, however distant, is superimposed on an otherwise clear channel.

High-frequency FM operations, now coming into their own, would prove useless for homing purposes, since the intention is to duplicate all channels and such signals have limited range characteristics and no secondary signal.

Effect on Monopoly Report

Apropos the network-monopoly report, which has been viewed in many industry quarters with fear and trembling because of the evident extremes to which a number of Commission members would like to go, the new inter-industry theory of the Administration naturally is expected to have a salutary effect. Before the Commission releases its recommendations, it seems, it would be well to talk with high Administration officials—probably the President himself. Because of the limitations of the Communications Commission Act of 1934, it is a reasonable assurance that the bulk of the recommendations would be for amendment of the law, rather than for introduction of drastic new practices under existing law. Congress is expected to adjourn by mid-June. The report cannot conceivably be made available to the Administration in the light of the national defense program. While the report states that almost all industry by broadcasting, it is expected to put a quietus on constant bickering and demands of labor groups to saddle the broadcasting industry with unreasonable unionization demands. The President rather pointedly told labor it could not create disturbances through strikes, in these days.

"Fifth Column" Control

The "fifth column" threat also is only remotely associated with commercial broadcasting but nevertheless may necessitate a tightening up of personnel control, voluntarily imposed by the industry. The May 17 statement of Chairman Martin Dies of the House Committee investigating Un-American activities, striking at subversive "fifth column" activities, hits on the radio personnel border line. Among others, he named the American Communications Assn., a CIO union, as under purported Communist leadership. Chairman Dies quoted the testimony of Fred Howe, former secretary of a marine radio operators' local of AWA, regarding the alleged presence of 150 Communist radio operators aboard American merchant ships. Possible employment of Communists in communications and broadcasting stations is a matter of deep concern to military authorities, particularly those in the Navy.

All activity on the national defense horizon is more than favorable to maintenance of the entire commercial broadcasting structure with least possible Government interference because of its status as a nerve-center operation.

Ten-B-Low Discs

CONVERSION of the Philco manufacturing plant in Philadelphia into a munitions factory, along with the old All-Water Kent plant, is understood to be under consideration by the Treasury department. Preliminary plans for the conversion, which it is said can be accomplished simply by a like sign as said to have been drafted. Several years ago RCA Mfg. Co. in Camden manufactured bullets under special Government contract at a time when the set field was slack.

The fate of the AM broadcasting industry with unreasonable unionization demands. The President rather pointedly told labor it could not create disturbances through strikes, in these days.

SPOT announcements on at least a dozen stations will be used as part of the 1404 Visit St. Louis Campaign, designed to bring visitors to that city during the summer months, which will again be handled by Kelly, Schuhman & Zahntz Inc., St. Louis agency. Besides radio, special copy will be used in 67 metropolitan and 168 small-town newspapers, and some 250,000 illustrated booklets will be distributed.

Gov. Case Impoving

GRADUALLY recuperating from a combination of ailments which have kept him confined to his home since last February, Commissioner Norman S. Case of the FCC plans to leave for his summer home on Narragansett Bay, near Providence, early in June. Still suffering from phlebitis but fully recovered from pneumonia and pleurisy, Gov. Case probably will spend several weeks in Rhode Island and contemplate his return to the point of treatment. His son, Norman Jr., graduates from Brown U in June and he plans to attend the commencement.

and because it is felt any undue interference might seriously undermine or crush public morale. This is felt to be the case, despite a decided interest in broadcasting stations by at least a strong minority in the FCC to invoke the most rigid sort of streetjacket regulation upon commercial broadcasting. Policy, however, is being dictated from highest Administration quarters.

FM to Establish New York Office; Dorrance Named

Far-Reaching Benefits Seen In New Art by Shepard

[SPOURED to new action by the FCC order authorizing full commercial FM, the board of directors of FM Broadcasters Inc. at a meeting in New York May 27 announced establishment of a New York Office and the appointment of Dick Dorrance, formerly of the WOR press department, as its director. The FMBI board, headed by John Shepard 3d, president of the Yankee Network, which must be allocated office in mid-town Manhattan as soon as space can be procured. The full board met with Philip G. Lounck, formerly managing director of NAB and chief counsel for FM Broadcasters, to discuss future plans in accordance with the FCC order. President Shepard expressed gratification over the FCC ruling.

Mr. Shepard, for 2½ years with the WOR press department, is believed to be a very keen contender for promotion for FM Broadcasters. He is a native New Yorker and graduated from the University of Pennsylvania. He came to radio by way of journalism, having been State editor of the YMCA's "Young Life" magazine and on the staff with the Boston Herald and the AP in New England.

Dorrance has acted as part-time promoter for FM Broadcasters for several months and is author of the FM booklet, "Broadcasting from Malestrom," issued by FMBI, of which some 30,000 copies have already been distributed. In addition to his writing talent, Dorrance brings to his new job a more than average familiarity with the technical aspects of radio, having once held a broadcast operator's license and still being an enthusiasticCitizen Band amateur. He is described by his former boss, Dr. Shepard, and as having designed and built his own 1,000-watt radiophonic transmitter.

Shepard is Grateful

Mr. Shepard, first of the broadcasters to invest large sums in FM experimentation and development, following the board meeting made this statement regarding FM:

"The FCC's enthusiastic 'green light' to FM is indeed gratifying. Some fundamental and far-reaching benefits will be brought about in the industry by this action. We are, in my opinion, lost in the face of the immediate benefits of FM. These immediate benefits of stability and freedom from static, better transmisison, better quality reception and increased employment, important as they are, are actually only parts which fit into the picture. While it is difficult for us in America to realize the extent of the superiority of our existing system over that of other countries, FM will undoubtedly further the advance of both the technical and the educational broadcasting to a still higher level. The fact that FM opens the way to more effective and entertaining operations crowds out any necessity (either existing or imaginary) for censorship and regulation of any kind. This is in exact line with the mind of the Congress when it prohibited

(Continued on page 91)
PROGRAM IDEAS and network policy were among topics discussed by this group of executives at a recent "get-acquainted" luncheon at the Hotel Statler, Denver. They are (1 to 12) ACE's Bob Merkle, NBC West Coast radio director and story editor, respectively, of Lennen & Mitchell, executive on the P. Lorillard Co. (Old Golds) account; William N. Robson and Richard H. Diggs, newly-appointed West Coast radio director and story editor, respectively, of Lennen & Mitchell. In his new capacity, Robson in late June takes over production of the NBC Woodbury Hollywood Playhouse series, sponsored by Andrew Jergens Co. (soaps), and will also supervise production of the NBC Don Ameeche Show, sponsored by P. Lorillard Co., New York, on behalf of Old Gold cigarettes.

**Double Calls Out**

ELIMINATION of the few remaining double call letter-designations—plentiful in radio's early days—is a new rule for 1940. The FCC announced May 28 that, to prevent confusion and in the interest of simplification, it had cancelled several calls. For example, WIOD-WMBF, Miami, and WSYR-WSYU, Syracuse, to disperse with their respective call designations, allowing them to make a choice. Double call letters have resulted from past station consolidations. The only other double combination on the broad was WBC-WDQO, the New York station. Such stations as WOOD-WASH, Grand Rapids, Mich., and WFLA-WFLY, Panama City, Fl., are OK.

**FCC Boosts Power of Seven Stations**

In another broadcast decision field day, the FCC May 28 granted WKAT, Miami Beach, a 1,000-watt renewal in lieu of the present 100-watt, to serve the present local facility, and authorized power increases for another 15 radio stations. Included are WFAA-WBAP, Dallas; WSAW, Wausau, Wis.; WWJ, Detroit, Mich.; WSTN, Scranton, Pa.; WLS, Chicago; WDAF, Kansas City, Mo.; and three West Coast radio directors.

**Receivers Sales in 1939**

Placed at 10½ Million; Record 1940 Foreseen

COMPILATION of official manufacturers' figures on radio sets sold during 1939, just compiled by O. D. Smith, editor of Radio & Television Today and former Federal radio commissioner, discloses that 10,000,000 receivers were sold last year. This considerably exceeds persuasive preliminary estimates of 9,000,000 first reported at the end of the year. More than 1,000,000 of these sets were portables; nearly 1,500,000 were auto radios, and 5,000,000 were table models.

**Receivers Sales in 1939, Placed at 10½ Million; Record 1940 Foreseen**

*FCC Authorizes Additional Grants Of Local Outlets* continues issuing Permits, MostlY Without Hearings

CONTINUING the policy of authorizing new stations where need is shown and where interference will not result, the FCC during recent weeks has issued construction permits for more and more local outlets. Up to May 15, the Commission had authorized 17 new stations during 1940, not counting one of the two in Salisbury, Md., which voluntarily surrendered its construction permit in that community. Among the grants since May 15 are several to newspaper publishers. New station permits since May 15 were as follows:

**Grand Rapids Outlet**

Leonard A. Velsorius, onetime partner with Harold Gross in the ownership of WJMN, Lansing, Mich., on May 28 was granted 250 watts on 1310 kc. for a new station in Grand Rapids, Mich., at the suggestion of one regional outlet — WOOD-WASH. Mr. Velsorius sold his interest in WJMN to George J. Nystrom of the Valley Broadcasting Co., Steen- berville, O., on May 28 was authorized to construct a new 250-watt outlet on 1310 kc. in that community. Its stockholders are Mr. Velsorius, W. E. Hatt, furniture dealer, 22.2%; Louis Berken, city and steel broker and mill and mine supplies, 22.2%; Jack M. Berken, general business, 19.8%; Richard Teitelbaum, ladies wear, 22.2%; Alex Teitelbaum, same business, 11.12%. Gainesville Broadcasters, a partnership, on May 28 was granted 250 watts on 1210 kc. in Gainesville, Ga. The partners are Henry Estes, manufacturer; Austin Dean, editor of the Gainesville Eagle, a weekly; L. H. Christian, hardware merchant. Middle Georgia Broadcasting Co., Macon, on May 28 was granted 250 watts on 1420 kc. in that community. The company's officers and stockholders are: E. D. Black, Central Cotton Oil Co., secretary-treasurer, 25%; E. G. McKenzie, Central Cotton Oil Co., secretary-treasurer, 25%; E. M. Duke, C. L. Teitelbaum, treasurer, 15%; Mrs. Robert Mayer, president, 25%; Mrs. Martha P. Lowe, 25%. Call letters will be WMBL.

**Two Newspaper Grants**

Birney Irmscher, publisher of the Columbus (Miss.) Commercial Dispatch was granted 250 watts on 1370 kc. on May 21. Call letters will be WCBT.

Valley Broadcasting Co., West Point, Ga., on May 28 was granted 250 watts on 1310 kc. It is a partnership consisting of five persons, all similarly involved in the theater and hotel business in Georgia and Alabama communities. They are T. W. Smith, director, 21.4%; L. J. Duncan, Leila A. Duncan, E. W. Allin, Josephine A. Knecht and Audrey Gay. McDowell Service Co., Welch, W. Va., on May 20 was granted 150 watts on 1310 kc. Its officers and stockholders are J. W. Blakely, insurance and real estate business, president, 40%; T. E. Rogers, theatre owner, vice-president, 28.2%; J. R. Wernes, insurance, secretary-treasurer, 28.3%. Rogers, Keystone, W. Va., 6 2/5%. Tri-County Broadcasting Co., Du-Bois, Pa., on May 16 was granted 250 watts on 1210 kc. Its president is H. T. Gray, publisher of the DuBois Courier and Express. All shareholders, each owning 50 shares, are connected with that newspaper. In addition to H. T. Gray, they are J. S. Gray, W. B. Moss and L. F. Mohney.

Lakeland Broadcasting Co., Willam, Minn., secured a construction permit for 100 watts on 1310 kc. Its officers and stockholders are: H. W. Linder, investments, president, 76%; M. R. Johnson, dairy business, 10%; V. W. Lundquist, attorney, secretary, 4%; L. F. Johnson, dairy business, treasurer, 10%.

Some Ordered to Hearing

Most of the foregoing grants were made without preliminary hearings. Designated for hearing are the following applications for new stations: George F. Mayer, seeking 100 watts on 1600 kc. in Medford, Wis.; Capital Broadcasting Co., one of whose principals is Edwin Spence, former NAB secretary, seeking a station on 1420 kc. in Washington, D. C.; General Broadcasting Inc., seeking 500 watts night and day on 1420 kc., in Medford, N. Y.; Guardian Kronberg, seeking 250 watts on 1310 kc. in Steubenville, O.; Herbert and Edgar L. K Korsmeyer, parents, seeking 250 watts daytime on 1150 kc. in Jackson- ville, Ill.; Helen L. Lichten, manager of Walter Bellati, seeking the same facilities.

**PAWTUCKET GIVEN REGIONAL OUTLET**

RIODE ISLAND, with only three broadcasting stations, all located in Providence, will have a fourth full-time regional outlet shortly under a proposed grant announced May 28 by the FCC. In proposed findings of fact and conclusions, which require later ratification but are virtually the equivalent of a final decision, the Commission approved the application of Pawtucket Broadcasting Co., for a new station in Pawtucket to operate with 1,000 watts on 1390 kc.

The company's stockholders are Fred P. Foy, auto dealer, and Howard W. Thorney, now chief engineer of WPRO, Providence. Foy, who organized the enterprise, was owned by Paul Oury, onetime manager of WPRO, but he withdrew from the company.

**Springfield, O., Station Is Tentatively Granted; Other Actions by FCC**

PROPOSED findings of fact and conclusions favoring the grant of a new 100-watt station on 1310 kc. in Springfield, O., were made public May 16 by the FCC, pending final approval before becoming effective. The grant would be made to Radio Venture of Springfield Co., whose stockholders are listed as Abe Gardner, D. D. Foster, Percy Rosenfield, E. C. Denton, David D. Prentiss, and Edwin W. H Lofton. Ann G. Buchfuhrer and John Good. According to a report from WING, this is the fifth time in recent months that the FCC has granted the general counsel of the Crosley Corp. and Democratic national committee has petitioned for approval of four other outlets on that same band.

It acquired an option on WING [Broadcasting, May 16] is expected to be sold to a new Springfield station's ownership, along with Ronald Woodyard, WING manager. In other proposed actions, also awaiting final action, the Commission favored denial of the application for a new outlet in R Falls, S. Dak.; for 1420 kc. to Combined Broadcasting Co., Nicholas, C. L. Pickler and E. M. Thompson for a new 1000-watt daytime station on 1310 kc. to HOME Marle, N. C. The findings held that they failed to show they were financially able to construct and operate the proposed station.

Orders denied was the application of C. T. Sherer Co., Inc., Mer- cester, Mass., for a new station in that community to operate with 100 watts at 1420 kc. In other instances, they are WING. Proposed findings of last March 13 were adopted as final findings of fact and conclusions.

**June 1, 1940 • Page 15**
THE STRAIGHT radio commercial is slowly dying. It has been metamorphosed and replaced by various, more effective ways of presenting advertising material—and that, of course, is as it should be. But was there such a thing as a gradual? Far too many advertisers today, either through lack of imagination or a reluctance to change, continue to use it with dogged persistence. It is to these advertisers, in the sincere hope of showing them wider, more profitable vistas, that this article is primarily addressed.

First let us define "straight commercial." By this we mean the familiar advertising announcement, tailored to the 30 second spot, which is delivered in a straightforward manner by the announcer, with no attempt at any inflection or change in its approach. In essence it is simply a brief sales talk.

Audience Apathy

On its face this may seem quite unobjectionable. But Mr. Frohlich's listeners' reaction? Among listeners there is a growing apathy to uninflected material and many actually do not hear them. Picture, for instance, the Smith family—father, mother, daughter and son are all to listen to a gram that holds each of them. The announcer presently speaks. "Friends, ladies and gentlemen, from Wilson's Department Store! Next week . . ." where the message ends, so far as the Smiths are concerned. Father has retrieved his newspaper; mother has concentrated for the moment on her hair; and the two children have begun a spirited argument. They all have done nothing but listen to each other's conversational material! Of our listeners throughout the country are doing . . . they have unconsciously "closed their ears" to the radio the instant a commercial was indicated? This is a fact we must face.

The habit of closing their ears, among listeners is widespread. A recent survey showed that listening to commercials was more prevalent. For example, think back to a few nights ago. Recall some program, using straight commercials, that caught your fancy. Do you remember what was the last thing you heard? Or, if you can, remember anything that was said in its favor?

I have been researching into the same category as a plain, unadorned sales message in a magazine would be. What chance would such a commercial have? Its high-powered, artistically executed neighbors? And yet, 50 years ago, magazine ads were little, if at all, plain, uninviting looks. As such went on, they changed. Various new methods were introduced—art work, color, photography, conversations, etc. A wide variety of type faces, dialogue copy, new copy, testimonial copy, etc. In short, they were making adequate use of all the facilities of the medium in which they appeared. That is exactly what radio advertisers need today.

IT WAS EASY to muster a crew to cover the Silver Skis, annual championships held recently at Mt. Ranier National Park, and just about everyone member of the staff of KIRO, Seattle, wanted to go. Drawing the assignment to handle the shortwave relays were (1 to r) Peter Mertens, announcer; James Hatfield, chief announcer; Tommy Thomas, program director; Carrol Foster, announcer; Maury Rider, chief announcer, all tagged up for wintersports weather.

Court Denies ASCAP Request To Quash Subpoena of Files

Frohlich Claims Government Seeks Consent Decree

Calls Federal Action Broadcast Industry Plot

It was motion by ASCAP to quash a grand jury subpoena for confidential files and records, looking toward possible criminal prosecution for purported violation of the anti-trust laws, was denied May 29 by Federal Judge Henry W. Goddard in New York City following oral arguments.

After a 1½-hour argument by counsel for ASCAP and the Department of Justice, during which several of the 25 separate pages of the Government subpoena were dismissed or modified, the court instructed ASCAP to produce the remaining voluminous data demanded. Louis D. Frohlich, ASCAP chief counsel, agreed to supply the data, including confidential minutes of ASCAP Board meetings, financial reports, membership lists and application lists, all within 30 days.

Sees a 'Consent Decree'

The court's ruling came only after heated argument by Mr. Frohlich and strong defense of the Government's position by Victor Waters, special assistant to the Attorney General in Washington, exclusively assigned to the ASCAP music situation several months ago. Mr. Frohlich charged the Department's purpose was to use the criminal procedure to force ASCAP into a "consent decree" on the civil anti-trust suit, which has been pending since 1934, seeking to dissolve ASCAP as a monopoly in re-straint of trade. Mr. Waters refuted any such intent.

At another point, Mr. Frohlich accused Andrew W. Bennett, former special assistant to the Attorney General in charge of the ASCAP suit when originally filed, of having used material procured confidentially with ASCAP in recent State litigation as a private practitioner. Mr. Bennett is special copyright counsel of the NAB and counsel for National Independent Broadcasters Inc. and has participated in most of the half-dozen State suits involving validity of State anti-monopoly laws, primarily directed against ASCAP.

Among other charges leveled by Mr. Frohlich was that the subpoena action was a plot by NAB and the broadcasting industry to force ASCAP into submission, particularly in the light of current negotiations for renewal of existing ASCAP performing rights contracts which expire at the end of the year. He objected strenuously to delivery of "confidential" material sought in the subpoena, and Judge Goddard admonished Government counsel that such data must be kept confidential. Mr. Waters declared the sole intent of the Government was to seek to information which it deemed essential.

Each of the 25 pages in the subpoena was argued, with a ruling by the court on every point. When the Government asked for the names and addresses of the ASCAP licensees, Frohlich said there were some 33,000, including tavern owners, dance hall operators and the like, adding that it would take months to collect the material from branch offices. He agreed to furnish a list of radio licensees.

List of Suits Eliminated

Eliminated was a request by the Government for a list of all litigation in which ASCAP had been involved. Mr. Frohlich said there had been individual infringement suits in perhaps every State and every court in the country.

Following swearing out of the subpoena last month, ASCAP on May 10 filed a motion to quash, largely on the ground that the data sought were to be comprehensive and would undue hardship. At a May 22 hearing, Judge Goddard postponed argument until May 29 on the motion to quash. The Department seeks a grand jury indictment of ASCAP [Broadcasting May 15].

IRNA to Retain Special Counsel

Dempsey Being Considered In Station-Break Controversy

RETNENTION of special counsel for Independent Radio Network Associates (IRNA) in its negotiations with the major networks to curtail enforced crossing of network advertisers on station privileges was authorized by the board of directors of IRNA at a special meeting May 29.

It is understood that William J. Dempsey, recently resigned general counsel for the National Association of Broadcasters, will be approached in connection with the new assignment. Mr. Dempsey was contacted after his surprise resignation, but at that time had decided not to leave the Government service [Broadcasting Sept. 1, 1939]. In light of his return to private practice, however, the matter would be broached again, with the possibility of calling a membership meeting of IRNA later in Chicago or probably to be held in connection with NBC's annual convention in San Francisco, Aug. 4-7.

Following the all-day session of the Board of Directors in Seattle, Rosenbaum announced that it had voted "to strengthen activities of IRNA by retaining special counsel to advise and assist in the formulation of standards of practice for network and station interests," a view which he endorsed the present operations of BMI and expressed confidence in its further development. The board voted by a large majority to a proposal to eliminate from its bylaws the requirement that membership in the NAB is a prerequisite to IRNA membership.

Station Breaks

Controversy over station-break provision for networks.

The station-break provision for networks [Broadcasting May 15] was fully debated. Also discussed was a suggestion that affiliates alter published rate cards and quotations to make it clear that stations do not sell full 15-minute periods, but only 10-minute units, 40 seconds with the remaining 20 seconds regarded as mandatory station time.

The executive committee was empowered to draw up a broad statement of general policy on network affiliations for submission to the next IRNA meeting. Other questions regarding internal activities of affiliates were also referred to the executive committee to be placed on the agenda.

At the meeting were Samuel R. Rosenbaum, WFIL, chairman; Mark Ethridge, WIIAS; Ed. W. S. Mayes, WOR, WNBC; George Norton, WAVE; Paul M. Morency, WTIC; John Shepard 3d, Yankee Network; Lee S. Wickey, H. K. Carpenter, WHK-WCLE; Walter J. Damm, WTMJ; Edgar L. Bill, WMDB; Gene O'Fallon, KFEL, KDKA, Philadelphia; T. W. Kennedy, WCHS; C. W. Myers, KOIN.

ROLLO WAS Watch Co., New York, in late May raised its list of stations carried to number 273, an all-time high, when it added four outlets. The Ilow Co., New York, is agency.
Television on Experimental Television

FCC Ruling Demands an Industry Agreement on Standards

SENTENCED to a new siege of experimental existence until "engineering opinion" can agree on transmission standards, television has been through no more severe test by the FCC after it appeared to have reached the brink of full commercial operation.

Constituting another in the series of jolts handed RCA, champion of unrestricted television service, the FCC by unanimous vote May 27 relegated the whole video medium to experimental category. The FCC's action was in no way an indication as to when it might lift the ban. In a report released May 28, it scrapped rules adopted last February, which would have permitted "limited commercial operation" for a particular station class, allowing recapture of programming costs. In the process, the FCC left a few pokes at RCA for its purported efforts to "stampede" video development.

Called Experimental

While the Commission said it will continue to survey television, throwing out the hint of full rather than limited commercial operation when engineering opinion is on a common system, the May 28 report nevertheless labels television as "experimental". In some quarters, it was still being referred to by the old term of "limited commercial operation". Whatever the final criterion of the FCC's stand on merchandising and exploitation of television receivers, particularly by RCA.

The report, 29 pages long, was based on the rehearing of the television issue April 8-13, precipitated after the FCC was gripped by a regulatory tantrum because of RCA's merchandising of television sets in the New York area, which it held could tend to be competitive.

In the carefully written report was the suggestion that the FCC would work with the industry in ironing out any differences on standards. In this connection it was thought an engineering conference might soon be called with this objective.

The Commission announced its intention of embarking on a policy of licensing new experimental stations in different areas but said it would proceed with a "promote free competition", with a "strict limitation on the number of stations authorized to an 'innovator'". This latter observation again was believed aimed at RCA, which has a station in New York and seeks outlets in Washington, Philadelphia and Chicago.

The fact that the action came by unanimous vote occasioned considerable surprise. Commissioner T. A. M. Craven steadfastly opposed the former course to the FCC, which resulted in the bitter hearings that preceded a brief Congressional hearing and elicited from President Roosevelt at a press conference April 12 the statement that he advocated a free competition and assigning to FM television channel No. 1 [see page 86], the FCC action stunned RCA-NBC officials. The view was freely expressed in industry quarters that the Commission, by exploring out of its way to smite RCA and that its action had the earmarks of a "stampede" for the FCC to permit others to "catch up", thereby frustrating any possible "monopoly" on RCA's part in setting standards or, through NBDG, in teletyping stations. The policy pronouncement by the FCC, that it will strictly limit the number of stations authorized to any one licensee, appeared to support that view.

Reaction Expected

Despite the preoccupation of Congress with national defense, there were indications that more verbal fireworks would breed loose on Capitol Hill. Whether newspapers again would pick up the cudgels in defense of commercial interwire, as opposed to the FCC, was not immediately discernable, particularly since war news monopolized most of the available columns and pages. Moreover, the fact that Commissioner Craven was disposed to vote with the majority this time, in contrast to his vehement denial from the original action citing RCA because of its advertising promotion, suggestion, tended to minimize that probability.

Meanwhile, there was revival of talk that RCA might be disposed to drop its radio experimentation because of the flood of rebuffs it has received at the hands of the FCC. With a $10,000,000 investment in television equipment and a $2,000,000 budget appropriated for the current year to bring visual radio into practical public operation, RCA's losses may perhaps greater than that of all the rest of the industry combined.

To Release Rules Soon

In making public its report, the FCC said it would release revised rules early next month, to enable the industry to effect its conclusions. It added that it will promptly license applicants to provide further experimentation with the different systems on a comparative basis.

Presumably, the FCC hopes with the Commission that in order to assure to the public a television system which is the product of comparative research and known practicality of transmission should not now be set. It has further been decided that there should be no broadcasting, with its deterring effects upon experimentation until such time as the probabilities of basic research have been fairly explored.

The Commission agrees with the industry that the earlier plan for arriving at commercial operation in an intermediate half step of partial commercialization to be taken next September cannot be relied upon to serve a useful purpose.

The provisions in the rules for Class II stations will be eliminated. As soon as the engineering opinion of the industry is prepared and approving any one of the competing systems of broadcasting as the standard system the Commission will authorize that system of full commercialization that a single uniform system of television broadcasting is essential—for for basic standards are concerned—must also be amply clear. The public should not be inflected with a hodge podge of different transmitting and receiving systems.

It may be expected that induction

(Continued on page 86)

Text of Conclusions in FCC Television Report...

The rules adopted by the Commission on Feb. 29, 1940 were intended to provide for a more rapid development of television by permitting programming experiments concurrently with necessary technical research leading to establishment of transmission standards by the Commission again as a contingent event. However, have demonstrated that commercial television broadcasting without the complete cooperation of the manufacturing industry, is irreconcilable with the objectives of further technical research and experimentation.

The positions of the different companies on this whole problem cannot be viewed with total disregard of the patent interests of competing manufacturers which find expression in a desire to lock the scientific levels of the art down to a single uniform system based in whole or in part upon such patents. The functions of this Commission is to the utmost extent consistent with respect to the general public as a means of monopolizing this important industry either through this or other devices.

Competitive Angle

It is essential to the program of television that there be not a mere semblance of competition, but that there be a genuine and healthy competition within an unfettered industry. The American system of broadcasting has been established by the Congress on a competitive basis. Television will be an important part of that system. However, television is at the crossroad of monopoly or a healthy progressive competition. There can be no doubt as to the direction in which the Commission should, within its powers, attempt to guide it.

The fluid state of the television art and the desirability for further technical research before transmission standards are prescribed by the Commission must be noted. Moreover, FCC was not im- medieantly discernable, particularly since war news monopolized most of the available columns and pages. Moreover, the fact that Commissioner Craven was disposed to vote with the majority this time, in contrast to his vehement denial from the original action citing RCA because of its advertising promotion, suggestion, tended to minimize that probability.

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It may be expected that induction

(Continued on page 86)
One Thousand New FM Stations Foreseen

Active Operation In Band Likely Within Year

A NEW commercial broadcast structure, having the physical capacity of servicing many more stations than exist today in the standard broadcast band, was created May 20 by the FCC in an unceasing activity of taking off allocations in the ultra-high frequencies for FM broadcasting.

The basic suggestions of Maj. Edwin H. Armstrong, developer of FM wide-swing transmission, as opposed to the narrow-band recommendations of RCA, were adopted practically in toto by the Commission, along with most of the allocations recommended by the Commission. RCA's allocation of the same number of bands (seven channels of 6,000 kc. each) for television below 108 mc., but necessitated the further realignment to accommodate FM in the range below 50 mc.

Action Next Year

The FCC action, which followed protracted and often bitterly argued administrative hearings, but which took effect April 10 on both FM and television, gives to FM a status that, by early next year, should see most of the major markets in the country, and many of the minor ones, equipped to transmit so-called "statistical" broadcasts. The Commission itself hailed FM as "one of the most significant" contributions to radio in recent years.

While the industry there were mixed reactions. Proponents of FM, principally FM Broadcasters Inc., headed by John Shepard 3d, Yankee Network 1, and National 1, are the natural beneficiaries of the birth of a new and improved broadcasting structure which in seven to 10 years will displace present-day broadcasting, except for clear channel service, by reason of popular acceptance. While there were no public expressions, many broadcasters privately were fearful of the effects of unbridled competition of FM and of the allocations policies which remain to be set by the FCC. It was not known, however, that a substantial majority of the commission had voted against the proposal to assign the ultra-highs to FM.

Devised Allocations

In adopting the new FM allocations, the FCC simultaneously stopped dead in its tracks the onrush of applications for licenses in the new ethereal domain. It announced that all pending applications, totaling nearly 160, are being "without prejudice," which means that they can be relisted pursuant to the new requirements, as soon as rules and regulations and accompanying engineering standards are promulgated. This latter action is not expected for at least a fortnight. While the engineering standards are expected to be relatively simple, a vast amount of preliminary work must be done before any allocations.

New Filings Required

Actually, the FCC announced that the new FM stations, including both FM and AM, will be terminated by Jan. 1, also without prejudice, for the filing of new applications for either experimental or regular FM stations. The Commission said it had adopted the 200 kc. wide-swing band, as opposed to the narrowband advocated by RCA, because it appears better adapted for the services of public interest, convenience, and necessity, to multiplex facsimile and binaural service on the same channel. It's important to note that in many areas of the band's high-frequency, this can be done without affecting adversely other FM receivers already in the hands of the public.

Emphasis placed on facsimile development, despite the fact that the service has made little public progress during the last five years, after it had been exploited widely by manufacturers. It is known that the White House has evinced deep interest in facsimile development, as a means of providing a "radio newspaper." The Administration, and more particularly the Postmaster General, has been interested in encouraging maximum development of the "radio newspaper", since the broadcasting industry as a whole has refrained from using its microphones for the projection of personal viewpoints.

Working out of the new allocations was attributed largely to FCC Chief Engineer Ewell K. Jett, with the Interstate Radio Advisory Committee (IRAC), composed of representatives of 13 Federal agencies, which advises the President on allocation of frequencies by the Government operation. Lieut. Jett is chairman of the committee. The FCC paid high tribute to him for the accomplishment whereby by he said by Jan. 1 agrees to relinquish the bands 60-66 mc. and 118-119 mc. for private services while the bands 41-43 mc. and 37-40 mc., both of which were turned over by the FCC to IRAC for Government services. The exchange means that the 60-66 mc. range will be restored temporarily to commercial service there are 160 usable channels, whereas in the nine megacycles relinquished to the government only 97 channels are involved.

Allocation Problem

FCC Chairman James Lawrence fly said the Commission had a "beautiful job" in arranging allocations conferences to get substantial concession for FM, particularly in the new FM market. The FCC in its formal opinion expressed its appreciation to IRAC and to Lieut. Jett "for the good-humored and cooperative assistance rendered in helping to solve this difficult problem." Nominally, the FM allocations will become operative as soon as the rules and regulations and engineering standards are issued—possibly by mid-June. Actually, however, aside from those stations already licensed, it is thought a complete allocations structure cannot be set up much before the end of the year, at which time the Government vacates its channels and television channel No. 1, ranging from 44-50 mc., is expected to go into service. In instances where interference will not be caused with existing Government or television operations, it is presumed the FCC will be disposed to license stations in advance of the Jan. 1 deadline.

FM acquires the clean sweep from 42-50 mc., which provides 40 channels of 200 kc. each. The band 42-43 mc. however, is set aside for non-commercial educational broadcast stations, and is contiguous to the new commercial band.

It is expected the forthcoming rules will assign additional frequencies or alternate channels in the same area, rather than actual adjacent channels. Thus, it would be theoretically possible to achieve the accommodation whereby by the FM area as many as 18 stations (every other channel to be occupied). In an area like New York, however, it is required that the contiguous cities, like Newark, Jersey City and even Philadelphia, might have to be taken into account, thus further reducing the quota of stations.

The allocations policy definitely will be that of assigning "horizon-
**Text of FCC Report**

**Authorizing Commercial FM**

- **FREQUENCY** modulation is highly desirable for FM using the radio broadcast scale and on a full commercial basis.
- On the present basis, there is complete equivalence amongst the engineers of both the manufacturers and the users of the equipment.
- A substantial demand for FM transmitting stations will arise forthwith, and commercial engineers recommend the button.
- The very limitation of space hereafter allocated to high-frequency broadcasting is not sufficient to establish a new frequency band suitable for the service.
- The testimony indicates that the frequency band should be increased for FM.

**COMPOSITE** preliminary engineering opinion on coverage of FM stations of varying powers indicates a radius ranging from 19 miles for a 100-watt station to 72 miles for a 50,000-watt station under what might be regarded as average conditions.

For texts of FCC report on FM Televisio allocations, orders adopted covering commercial FM and other FM power levels see pages 76, 84, 85, 86 and 90.

**Prospective Coverage of FM Stations**

**Power** (Watts) **Antenna Height** (Feet) **Radius** (Miles) **Area** (Square miles)

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**Service Range**

The service range of the new stations is limited, in many cases, to a radius of around 19 miles from the broadcast stations. Stations in the vicinity of the primary receiving points may be served within a radius of 72 miles.

**How They Differ**

Briefly, the difference between the two systems is that the high-frequency system is designed to provide superior service to the listener, while the AM system is designed to provide superior service to the receiver. The high-frequency system is designed to provide superior service to the listener, while the AM system is designed to provide superior service to the receiver.

**Text**

**Broadcasting**

**Broadcast Advertising**

June 1, 1940 • Page 19
Monopoly Group Again Postpones Proposed Report

Delay Deliberate, Says Tobey,
In Speech Before Senate

RACING against time, the FCC Monopoly Committee last May 27 in an effort to bring the finishing touches on its long-awaited report, but referred it to the staff for another in a long series of revisions. The committee wants to transmit the report to the full Commission in time for release prior to adjournment of Congress, now expected in mid-June.

Committee members, it is understood, found they could not reconcile certain of the conclusions with the testimony adduced at the hearings held a year-and-a-half ago, proving all phases of network control, management and contractual relations as well as subsidiary phases of commercial broadcast operation. The committee is made up of Thad H. Brown, acting chairman, Paul A. Walker and F. I. Thompson.

Frequent Revisions

Members of the committee apparently were spurned into renewed action by chairman Senator Tobey (R-N.H.) alleging the report was being deliberately held up. Demanding action, he asked on the floor of the Senate: "Are there no guts in these committees?"

In informal quarters, it was believed the substance of the report would be a digest of the voluminous testimony taken during the six months of hearings, along with suggested recommendations to Congress for changes in the law, to make possible reforms in regulatory practice. The report, however, is said to have undergone a number of revisions.

Tobey's Denunciation

The continued non-appearance of the network-monopoly report gained Congressional attention once more on May 31 when Senator Tobey (R-N.H.) read into the Congressional Record his inquiry addressed to individual members of the FCC [broadcasting, May 15] and replies received from three of the seven. Commissioners Case, Craven and Payne—none of whom were members of the so-called Network-Monopoly Committee. He termed failure of the FCC to produce the report an "instance of impairment of efficiency and good service to the American public".

Commenting to Broadcasting, May 28, Sen. Tobey declared: "I have not yet received replies to my letter from any other member of the Commission, including the Chairman. Chairman Payne advised me some time ago I would receive a reply 'very shortly.' So far this has proved false. It is my own conclusion that Congress by various members of the FCC over the past 19 months, in which Congress was advised repeatedly that the report would be ready in 60 days.

The replies of Commissioners Case and Craven presented no specific information on prospects of action on the report, both indicating general interest in the matter but pointing out they were not members of the committee. However, Commissioner Payne declared in his May 8 reply: "Over a month ago I brought the matter up at meeting of the full Commission. I stated that, while I was not a member of the subcommittee on the radio-monopoly hearing, I felt that the report had been so long delayed that all the members of the Commission would very properly be charged with neglect if the subcommittee were to continue to withhold the report. Two of the members of the subcommittee, Commissioners Thompson and Walker, assured me that they had been trying to have the report forwarded to the full Commission. The third member of the subcommittee is Commissioner Brown, who is also chairman of the subcommittee. Personally, I am glad that you have taken the action that you have, and (Continued on page 32)

New High Command of Westinghouse Radio Stations Inc. will formally take over full management of Westinghouse stations on July 1, when current program management contracts with NBC terminate. Promotions and new appointments, both by NBC and Westinghouse, were effected May 20 to complete the reorganization. At top is Walter C. Evans, vice-president of Westinghouse Radio Stations Inc. and manager of its radio department. At left is Sherman D. Gregory, for the last two years general manager of KD KA, named manager of NBC's owned and operated stations with headquarters in New York, working under Vice-President William S. Hedges; at right, John A. Holman, shifted from WBZ-WBZA to KDKA as general manager. Bottom row (1 to 7): Vincent F. Callahan, promoted from assistant general manager to general manager of WBZ, Boston, and WBZA, Springfield; Lee W. Wailes, former manager of NBC-owned and operated stations, named Mr. Evans as manager of Westinghouse stations, with headquarters in Philadelphia; Griffith B. Thompson, sales manager of KYW, Philadelphia, named general sales manager of Westinghouse stations in addition to present duties, with headquarters in Philadelphia. Leslie Joy continues as general manager of KYW and C. S. Swartley as manager of WOWJ-WGL, Fort Wayne, also Westinghouse-owned. J. B. Rock, for several years chief assistant to Mr. Evans, continues in that capacity. Like Mr. Evans, he will divide his time between Westinghouse manufacturing activities in Baltimore and broadcasting activities in Philadelphia. Mr. Rock, an engineer, has been intimately associated with Westinghouse broadcast activities for the last three years.

Naming of Brown Thought Imminent

REAPPOINTMENT of Thad H. Brown for a seven-year term as a member of the FCC prior to expiration of his present term June 30 is confidently expected in high Administration circles.

Missouri Senator, Col. Brown is the only remaining member of the former Federal Radio Commission now sitting on the FCC. He was named a member of the Radio Commission on Jan. 21, 1932, after having served as general counsel since 1929. He was carried over as a member of the FCC upon its reorganization July 11, 1934, having been named for a six-year term.

Several months ago Col. Brown had intimated to the FCC to reenter private law practice in Ohio and Washington. It is understood, however, that he has decided to forego such plans.

His nomination by President Roosevelt is expected in Administration prior to adjournment of Congress, likely to come in mid-June. If Congress adjourns prior to action, the appointment would be for the duration of the Congressional recess with confirmation at the next session.

WPAY Case Seen Test of Newspaper Ownership

SEEN as a test of the newspaper ownership issue is the hearing ordered June 6 before the full FCC on the proposal of the Brush-Moore Newspapers Inc., publishers of the Portsmouth Times and other Ohio dailies, to acquire 50% of the stock of WPAY, Portsmouth station, and thus become its sole owner. The newspaper company already owns 50% and seeks to purchase the remainder from Chester A. Thompson, Cleveland financier, for $200,000.

The issue grows out of the fact that the newspaper and radio station are the only ones in the community. Acquittal of stock would give the newspaper company control of both. When permission was granted by the FCC to transfer stock to the newspaper was sought recently, it was denied. The Commission had announced as voting 4 to 2 against the transfer with Commissioners Fry, Walker, Thompson and Payne opposed to Commissioners Brown and Craven.

More than a dozen new station grants for owners of ownership, in which the only station in the community went in whole or part to the only newspaper company, have been made by the FCC since Jan. 1, 1939, and the list of newspaper-owned stations compiled for the Broadcasting special section this month shows the situation prevailing in several score cases among the 275 stations identified with newspaper ownership.

AP Working on Radio

MANAGEMENT of the Associated Press is working feverishly on the AP radio policy to permit free use of AP news on the air, but there are no results to announce as yet. Mr. J. M. Napper, Cambridge, assistant general manager. Many members have asked for a creative approach to be started as soon as possible, and the management is attempting to work out a satisfactory way to supply it to them.
Highspot for Michigan's 2nd Industry

Summer Travel in Michigan is the second industry of the State. Regardless of where the visitors come from or where they stay in Michigan, Detroit is usually included as part of the summer trip. This Bonus Summer Market—and Detroit's terrific normal buying power, plus the preference for WXYZ of listeners with purchasing power—give you the biggest radio dollar value of the day.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS Daytime ... 1000 WATTS Nighttime
Basic Detroit Outlet for NBC Blue Network

National Sales Representative—PAUL H. RAYMER CO.
Radio Service Awards Begun By Georgia University System

PUBLIC service awards for radio, fulfilling the Pulitzer's role of Pulitizer prizes in journalism and the arts, have been created by the University System of Georgia, to begin next year. The inspiration of the late George Foster Peabody, eminent Southern philanthropist, the awards will be administered by the Henry W. Grady School of Journalism of the University of Georgia.

The awards will be the most distinguished and meritorious service rendered by each of three American stations in the clear, regional and local groups, and to one national network. Competition for the awards will be limited to work done during the calendar year, with the 1941 initial awards to be based on public service programs during the current year.

A Goal Attained

Long the goal of Lambdin Kay, pioneer broadcaster and now public service director of WSB, Atlanta, the awards were developed in collaboration with the relations department of WSB.

Kirby several years ago headed an NAB committee named for that purpose. Committee members were Don W. Caldwell, president of the university; Mrs. Marjorie Peabody Wals, daughter of Mr. Peabody; John E. Drury, director of the Grady School; Mr. Kay, and Harry Hodgson, of Athens, a friend of the late Mr. Peabody. Ed Kirby, NAB public relations director, participated in several of the conferences on behalf of the trade association.

NAB President Neville Miller hailed the awards as a "new and noteworthy standard by which the public service contributions of the broadcasters will be gauged and measured". American broadcasters, he said, "are honored that under such distinguished and impartial auspices, annual awards will be bestowed for the most outstanding contributions rendered in the public interest, for which they are dedicated to serve."

Mr. Kay observed that broadcasting has been too busy growing up to acquaint the world with its "immeasurable contributions in presenting democracy through true public service.

Broadcasting stands alone in the personification of the real meaning of democracy, he said. He expressed the wish that the new Peabody Radio Awards "hasten public acceptance of broadcasting's status as America's basic bulwark and safeguard to democracy."

Following is the text of the resolution providing for the Peabody Awards:

"By recognizing that the radio is an important medium of information, entertainment and public service, comparable to the press, the University of Georgia (chartered 1785), through the Henry W. Grady School of Journalism and a Board of Advisors, will confer annually, beginning in 1940, The George Foster Peabody Radio Awards for the most distinguished and meritorious service rendered by each of three American radio stations, representing the three major types of stations (local, regional and clear channel), and also by a national broadcasting chain, and awards to be given to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia and friend of educational progress everywhere.

Those awards will be announced and bestowed publicly by the regents of the University System of Georgia, upon recommendation of the Advisory Board set up and maintained jointly by the University of Georgia, through the Henry W. Grady School of Journalism, and the NAB.

"The membership of the Advisory Board shall consist of the Chancellor of the University System of Georgia, and 11 other outstanding American citizens who have demonstrated in a notable degree their interest in public affairs, and who also by position and achievement are prepared to evaluate objectively contributions of radio stations and chains in connection with this award. The board is to be self-perpetuating, subject to the approval of the board of regents. Nominations for membership are to be made through the office of the Director of the Henry W. Grady School of Journalism. (The initial personnel of the Advisory Board will be submitted to approval by the board of regents in a separate resolution, this month.)

"The qualifications of candidates for these awards shall be made in writing to the Director of the Henry W. Grady School of Journalism, the University of Georgia, Athens, Georgia. Each nomination shall be accompanied by complete and self-evident data setting forth clearly the claim to consideration for one of these awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

"Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31, unless the preceding award was made. The closing date for entries will be Jan. 15."

Armour's 'Treet List

ARMOUR & Co., Chicago (Treet), the week of May 27 started a 13-week campaign of thrice-weekly quarter-hour transcribed programs, Your Treat, featuring Charles Sear, tenor, and Harry Kogen's orchestra. Stations are WADC WGR WBT WLS WCH WERI WGE WBT WLS WCY WGR WFAA KLZ WHO WWJ WLIB WMBR WDAF KARK KFI WHAS WMC WIOD WISN KSTP WWL WEAFT WATR WKY KOIL KYW WCAS KGW WJAR WMGB KSD WOAI KPO KOMO KTBS KFPPY WRC. Lord & Thomas, Chicago, handles the account.

School of Journalism, the University of Georgia, Athens, Georgia. Each nomination shall be accompanied by complete and self-evident data setting forth clearly the claim to consideration for one of these awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

"Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31, unless the preceding award was made. The closing date for entries will be Jan. 15."

Open House' Clicks

SO SUCCESSFUL was the "open house for newcomers to the Texas Panhandle" held May 23 by KGNC, Amarillo, Tex., that the station plans to hold a similar open house for new arrivals each month. Invitations to the function were extended via KGNC broadcasts and the Amarillo Globe-News, and response was so great that an originally scheduled quarter-hour commemorative program was expanded on the spot to 25 minutes.

Summer Sunkist Drive

Placed on 38 Stations

CALIFORNIA Fruit Growers Exchange, Los Angeles, consistent user of Treet facilities through tying in with Dr. Thomas, that city, on June 3 starts a spot announcement campaign for the railroad. It will utilize a total of 38 stations in 34 markets for 10 weeks. An average of two spot announcements daily will be used five times weekly on each station during the campaign.

Sunkist campaign will begin on WFBP EBCR WCAX WCSS WT WCKY WBN WOOD WKBW KTH WBS WAGN W C BC KTRH WLS MAM WBSM WTB WSB WMF WTWB WMX WWJ WOAI WSBM WTS WPM WST WSG WTH WGV WGBI WJKW WJSW WPTF KBPS.

The 40-week quarterly-hour program, Hillsdale, Hood's Specialty House, sponsored by the Exchange on 28 CBS stations, Monday, Wednesday, Friday, Sunday, and Friday, 6:15-7:30 (EDST), for Sunkist oranges and lemons, will continue through the summer. Spot assignment of the program is being concentrated in areas where the network program is not heard.

Page 22 • June 1, 1940

BROADCASTING • Broadcast Advertising
He played the eight-ball-clunk! in the corner pocket!

The Boss was in a spot—right behind the Eight Ball about radio.

One territory needed extra zip to back up a sampling campaign. Another was so tight in competition's hands that even blasting wouldn't help. A third called for special treatment because a new product was being tested.

The boys said we needed to call our shots instead of banging at the whole table.

"If we could only pick the right stations individually," says the Sales Manager; "change our appeals to suit each territory, choose the best possible kind of broadcast for each section and put it there when people are listening."

"Here's that Time magazine ad by the Petry Company," said the Boss's secretary. "You asked me to keep it on file."

"'Smart girl!'" chuckles the Boss. "Here it is, Jim, just as you described what we should do! Behind the Eight Ball, am I? Well, watch me call my shots with SPOT RADIO from this minute on!"

Why SPOT RADIO so precisely fits so many situations

It lets the national advertiser choose markets and buy radio stations intentionally—because SPOT RADIO means that you pick them separately, as many as you like—wherever you please.

You can suit the program of each station to your need and your budget—any type of show, any length, live or transcribed—at the best available time for each market—anywhere.

EDWARD PETRY & COMPANY
INTEGRATED
Representing leading Radio Stations throughout the United States—individually
Offices in:
NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT
ST. LOUIS · LOS ANGELES

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.
AFRA Offers Code to Disc Companies

Sharp Restrictions on Use of Recordings Are Proposed

AMERICAN Federation of Radio Artists on May 28 mailed to transcription producers copies of its new “Code of Fair Practice for Transcriptions and Recordings for Radio Broadcasting Purposes,” together with a letter inviting them to call at union headquarters “with the view of concluding this agreement.”

The 18-page mimeographed agreement lists the minimum terms and conditions under which artists, song- ers, announcers and sound effects men may be employed for the making of transcribed programs—terms and conditions that AFRA’s national leaders describe as representing the wishes of the union’s entire 9,600 members, terms and conditions which companies and others who own or manage stations have worked out over a period of about nine months.

Transcriptionists would not discuss the code publicly but indicated that a statement will be issued when their negotiating committee meets June 4.

Types of Discs

In the main, the new code is a duplicate of the “Code of Fair Practice for network commercial programs which went into effect in February, 1939. Artists employed on Class A or Class B programs built or reclassified as Class A or B through transcriptions used by one sponsor for a specified product, or open end, have paid the same minimum fees and wages as for the same services in network commercials. In addition to the 15-minute, 30-minute and 60-minute fees, the new code also provides for programs of five minutes or less, which are not covered in the network code.

A union via transcriptions does not always parallel that of the networks, so the new code provides for Class B transcriptions, not built or reclassified as open end, which may be used on any number of stations not over 1,000 watts in power, for which artists may be employed at rates lower than those for Class A discs. However, “if an open end transcription is used by one sponsor for one product, or four or more stations, up to 50,000 watts in power or one station of 50,000 watts or over, such transcription may be automatically reclassified as Class A and . . . in such case the artist shall receive as additional compensation not less than the difference between the open end fee and the minimum fee for Class A transcriptions. If an open end transcription is used by individual stations or separate companies of more than 1,000 watts but less than 50,000 watts in power, the artist shall receive the difference between the open end and custom built rate.”

Class B, says AFRA, was set up to protect the small manufac-}

der the code, it will protect the manufacturers as well as the artists from unfair competition, AFRA believes.

Although the code is offered for one year only, AFRA makes allowance for the development of frequency modulation in a section that states that for this type of station power shall not be the determining factor. AFRA reserves for AFRA the right to establish applicable rules and regulations for FM stations.

AFRA also reserves the right to establish rules and regulations for artists employed in making phonograph records. Regarding sound effects men, who were not specifically mentioned in the network commercial code, AFRA reserves the right to set up rules for minimum wages and working conditions for them when "engaged for transcriptions, slide films, phonograph records or any other mechanical device covered by this code." A slide film schedule provides for minimum payment of $15 for a 15-minute platter plus $6 per hour minimum rehearsal required on each record.

Arbitration Plan

If a recording of less than 15 minutes is used in connection with a live commercial broadcast, the fee applicable for a live program shall be paid, the code states. This provision was made, says AFRA, to prevent a $2 transcribed commercial from replacing a $21 live announcer on a network commercial program. The code also contains clauses prohibiting "dubbing," requiring each recording to bear an AFRA label, setting up safeguards against violation, providing for arbitration under the rules of the American Arbitration Ass’n, of controversies over interpretation of the code, and the like.

The code also contains a clause reading as follows: “The signatory companies agree that every recording be made for himself his common law and property rights in his recorded interpretation subject only to the signatory companies getting such record as provided in this code, upon the payment of the fees required.”

Minimum Fees under AFRA’s Proposed Transmission Code:

<table>
<thead>
<tr>
<th>ACTORS AND ANOUNCERS</th>
<th>Minutes</th>
<th>Class A Fees</th>
<th>Class B Fees</th>
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<tbody>
<tr>
<td>1 or less</td>
<td>$2.00</td>
<td>$2.00</td>
<td></td>
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<tr>
<td>2 to 5</td>
<td>$5.00</td>
<td>$5.00</td>
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<tr>
<td>6 to 9</td>
<td>$10.00</td>
<td>$10.00</td>
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<td>10 to 15</td>
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<tr>
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<tr>
<td>60 or more</td>
<td>$60.00</td>
<td>$60.00</td>
<td></td>
</tr>
</tbody>
</table>

Rehearsals: 5 or more voices, $6 an hour; 2 to 4 voices, $6 an hour; solos, $6 an hour.

SINGERS ON CLASS A PROGRAMS (Fed per Person)

<table>
<thead>
<tr>
<th>Minutes</th>
<th>Voices per Scene</th>
<th>Soloists</th>
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</thead>
<tbody>
<tr>
<td>6 or more</td>
<td>$8</td>
<td>$10</td>
</tr>
<tr>
<td>5 or less</td>
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<td>16 to 30</td>
<td>$15</td>
<td>$20</td>
</tr>
<tr>
<td>31 to 60</td>
<td>$25</td>
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</tbody>
</table>

Rehearsals: 5 or more voices, $25 per person; 2 to 4 voices, $20 per person; solos, $15 per person.

SINGERS ON LIBRARY PROGRAMS (15 minutes or less)

<table>
<thead>
<tr>
<th>Voices per Scene</th>
<th>Soloists</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 or more voices</td>
<td>$20 per person</td>
</tr>
<tr>
<td>5 or less voices</td>
<td>$15 per person</td>
</tr>
</tbody>
</table>

Rehearsals: 5 or more voices, $5 an hour; 2 to 4 voices, $5 an hour; solos, $5 an hour.
Mr. George P. Hollingbery  
The George P. Hollingbery Company  
307 North Michigan Avenue  
Chicago, Illinois

Dear George:

It is customary in the broadcasting business that fall spot schedules be arranged in late July and August, and under ordinary conditions this has worked out quite satisfactorily.

But conditions in the Detroit market so far this year are much better than ordinary. Dynamic Detroit is steadily forging ahead. Automobile production and sales are near the all-time peak. Employment, bank clearings, power production, and other accepted business indices show substantial increases over 1939. WWJ time sales, as you know, are reflecting this increased industrial activity with the greatest volume of summer business in station history. Furthermore, indications are that by fall Detroit's tempo will, if anything, be accelerated.

Therefore, I suggest that you immediately acquaint all prospective clients with facts concerning the Detroit market and the importance of reserving time on WWJ - AT ONCE!

Cordially,

Harry Bannister  
Sales Manager  
RADIO STATION WWJ
Censorship Methods of Foreign Nations In American Pickups Cited by Jordan

DESPITE the severe censorship imposed by the warring nations of Europe upon broadcasts to America, the governments of those countries give American broadcasters a strong consideration of the immediate needs of war and cooperation as much as they can to keep open the radio channels from their countries to the homes of the American public, according to Max Jordan, NBC reporter. Jordan arrived in this country May 13 for conferences with A. A. V. Schechter, NBC News and special events, concerning the future coverage of happenings abroad, and returned to Europe via Clipper plane May 21.

Describing the systems of censorship of the various governments, Dr. Jordan said that London was the easiest place for an American to broadcast from and in the most difficult for the English censors are all former members of the BBC executive staff and hence familiar with the details of the broadcasting. The correspondent, he explained, merely jots down the notes for his talk and sends them to the censor before going on the air. But in Paris or Berlin full scripts must be written and submitted to the censor well in advance of the broadcast time. In Paris, Dr. Jordan added, the censor office is a half-mile or so from the broadcasting studio, causing some breathless dashes across the city when copy is held up in the censoring process.

Berlin Procedure

In Berlin, he reported, three copies of the broadcast script must be submitted for approval—one to the foreign office and one to the military censor. Without the three OK's on the master script, the American radio correspondent is not allowed to go on the air. This three-way censor system, which is frequent in the Scandinavian countries, is not the one in England. There, the equivalent of the American censor, Dr. Jordan explained, as well as against him, as some of his European colleagues, will help him overcome protests of the other censors.

The day of the invasion of Norway, for instance, was a brief outline of the situation and mentioned the Swedish iron ore as the real reason for the Nazi drive to the north. The propaganda censor objected to this statement, but the foreign office said that Dr. Jordan was able to keep the statement in his broadcast.

Occasionally the heart is censored out of a story, he said, in which case the radio correspondent simply cancels his broadcast.

Max Jordan, NBC Central European representative, posed on the dock rail at LaGuardia Airport May 21, just before boarding a Clipper to return to his duties abroad. Jordan, who scored bril- liantly in his coverage of the Munich-Austrian crises and the present war, had been in New York under contract for ten days con- ferring with NBC officials.

but this is a rare occurrence. As long as he respects the taboos regis- tered as vital on troop movements and weather, and as long as he remains a neutral reporter and does not become a critic of the authori- ties of the country from which he is broadcasting, the American radio correspondent will generally find himself given the fullest co- operation in getting his messages on the air.

If he wants to do a three-min- ute or five-minute report as part of a European round-up to be heard in America in the late evening, he can have his correspondents and other broadcasting officials and em- ployees will be kept on duty throughout the day excepting, of course, foreign correspondents in Germany are allowed to listen to short-wave programs from America and other European countries, he said, although that act would bring down heavy punishment on a Ger- man citizen.

Moscow, he stated, presents no problem for the foreign broadcast- er as the Soviet will not allow any foreigner to broadcast from there, so no one tries.

Censorship of News

Competing Media Cooperating To Bring Clear Versions

By BRUCE ROBERTSON

WHILE Allied and Nazi armies were battling in Europe, radio kept millions of anxious Americans informed of every turn in the tide of battle. Britain's new networks added extra pickups from abroad to their daily schedules, bringing news of the battle front but also of England's fiercest prepa- rations for invasion.

The magnitude of covering the European war, which, whatever its outcome, is bound to effect seri- ously the future course of life on this as well as the other side of the Atlantic, has caused an almost total disappearance of the normal rivalry between radio and the press and even between individual networks for the same story. The race is concent- rating on the job of bringing to the American public a clear, con- cise and above all correct picture of the events that are being handled by radio and the press. The American public is becoming more and more aware of the importance of a correct and timely interpretation of the news.

Normal Schedules

At the newsrooms of the net- works, however, the holdout of extraordinary activity is visible. There are more people on duty than usual at night, and one of the news- men faces the strain of working extra hours under high tension, but the work of gathering news from the teletype rooms and the shortwave receivers that are constantly tuned to the transmissions of Europe and of getting it on the air is proceeding quietly and without confusion. The large black-lettered signals—"Please do not leave over," "Please keep u-rgent business"—which were prominently displayed on the 17th floor of the CBS Bldg., have come down.

Not since the night of May 9-10, when German armies first invaded Holland and Belgium, have the net- works' schedules been unbroken. Seldom is a regularly scheduled program interrupted for a war bul- letin although available sustaining time is frequently preempted for a special news broadcast. Except for broadcasts of transcendental im- portance, such as that of King George VI of Great Britain on May 24, which take precedence over all other programs, normal schedules have been maintained.

Personnel Supplemented

At CBS headquarters, Jack Ger- bert, formerly with NBC, and the National Youth Administra- tion, has joined the special af- fairs staff. John J. Ford, New York Times foreign news editor, and several part-time workers have also been added. In addition to its regul- ar news staff, CBS now has four additional correspondents from European capitals, CBS now has a five-minute news summary at 9:25 a.m., Monday through Fri- day, and a 10-minute evening bulletin. Maj. George F. Eliot is featured in a 15-minute broadcast that also includes reports from abroad or from Washington or New York. Col. Charles W. Kerwood, who flew with the Lafayette Escadrille in World War I, and who has served on the U.S. Aeronautical Committee for Aircraft Safety, has joined Mutual's war coverage staff as regular aviation correspondent. With Maj. Leon- ard H. Nason and Paul Schubert, Army and Navy analysts. Col. Kerwood is heard frequently on MBS in pro- grams summarizing the progress of the war on land, sea and air.

MBS has also added a third daily period of AP news bulletins, which are now broadcast at 11 a.m. and 3:30 and 6 p.m. H. V. Kaltenborn, NBC's news analyst, has added an afternoon spot, 1:30-1:45, to his regular sched- ule, bringing his total to 11 broad- casts each day. NBC Red, including his sustaining broadcasts and those sponsored by the Pure Oil Co. This new schedule, the most strenuous he has ever attempted, has resulted in the cancellation of Kaltenborn's out-of-town lecture engagements for the NBC-Berkely Tour. John Gunther now gives his expert interpretation of the news each evening at 10. John B. Kennedy has been added to NBC's staff of com- mentators.

Augmenting its European pick- ups at 8 a.m. and 7:16 p.m., NBC has started mid-morning broadcast featuring William Hill- man, chief of Collier's foreign bureau, and broadcast featuring international correspondence in other European capitals. Following the trans-Atlantic reports, Maj. Gen. William M. Dres- tier, reviews the day's military maneuvers for NBC listeners. Gen. Eisenhower has been reviewing military news in the United States during the war in Spain and was formerly chief of infantry.

William Shirer, head of the CBS Berlin staff, provided one of the major highlights of radio's war cov- erage with his broadcasts from Cologne and Aachen during three days at the front with the German Army. The night of May 21, Shirer and his correspondents were nearly bombed, when British planes attempting to de- stroy a nearby military objective dropped as many as 400 bombs on the hotel in Aachen at which the correspondents were staying.

Shirer also is fighting at the River Scheldt in Flanders, but his strongest impression was the lack of Allied bombing of German-held territory. "During my whole three days at the front," he said on May 23, "I did not see an Allied plane during the daytime." Though Allied bombers came over nightly, he added, there was no evidence of any widespread damage in the country he passed through. His observations were widely quoted in the American press.

Mann Back at Front

Arthur Mann, MBS correspondent in France with the British Ex- peditionary Force, was back in action by the British Gov- ernment on May 21, apparently with other correspondents, but has since returned to England. More news descriptions are recorded at the front and shipped to London, whence they are transmitted to MBS. This week, for example, each Thursday at 9:15 p.m. Mutual is continuing its rebroadcasts of news from English in the various foreign cities as a regular daily event, broadcasting an average of four or five such pickups a day.

According to the reports from the war, reported by CBS, is the care of wives of its foreign staff who want to hear their children's voices from America, before they are caught in actual warfare. Negotiations have been going on to get passage on either the Clipper for Mrs. Shirer and her little girl and for Mrs. Eric Sevareid, whose husband has been covering the French and British in Europe, or by the Rex, when and if it sails, this is a problem still pending in the commissioning of the next Clipper. Janet Murrow, wife of Ed Mur- row, CBS European chief stationed in London, refuses to leave.
The slogan made famous by Les Jarvies in the Midwest for the past 10 years.

*Maybe it's the old-fashioned Dinner Bell that calls them... but it's DINNER BELL TIME on KFBI that sells them!

When Les Jarvies, MC (and we don't mean Member of Congress) rings the old dinner bell promptly at noon, people LISTEN! And, the people who listen to DINNER BELL TIME on KFBI are the Kansas and Oklahoma people who can and will buy your product... if you tell them about it.

DINNER BELL TIME is a fast moving, live talent variety show with a staff of over twenty entertainers. There's MUSIC from the Pioneers (male quartet), the Plainsmen (staff orchestra), Frank Chiddix at the console of the Hammond Organ and the Novachord, and a veritable parade of specialty acts. There are GAGS galore, WEATHER REPORTS, and CORRECT TIME EVERY FIVE MINUTES.

DINNER BELL TIME is a full hour of real entertainment from twelve to one every day except Sunday with 200 word participating sales talks available (one each day) for $175.00 per month.

If you want to increase the sales of your product in Kansas and Oklahoma, if you are looking for new dealers for your product or if you want to sell by mail for small cost...

In short, IF YOU WANT TO SELL KANSAS AND OKLAHOMA...

HERE'S YOUR PROGRAM! It's DINNER BELL TIME on KFBI, WICHITA!

DINNER BELL TIME is "sweeping the country" in Kansas and Oklahoma. Here's why:
1. POWER...5000 Watts on 1050 Ke.
2. LOCATION...in Wichita, Kansas, the heart of the rich Kansas and Oklahoma farm region.
3. EQ (Enthusiasm Quotient)...the DETERMINATION to make his advertising PAY!
KFBI is STAFFED FOR SELLING!
High Court Rules On Net Affiliates
Action Deemed to Hold They Are Not Agents of Nets

VACATING the action of the Supreme Court of Washington State, the U. S. Supreme Court May 27 remanded a case involving the status of network affiliates as authorized agents of the networks themselves. The ruling was interpreted as the highest tribunal holds that affiliates are not authorized agents by virtue of the affiliation itself.

The court simply held that the "cause has become moot and judgment is no longer necessary." Washington is vacated and the case is remanded for such proceeding as by that court may be deemed appropriate without costs to either party in this court.

The Waldo Hospital Assn., in Seattle, had brought suit against KIRO, Seattle outlet of CBS, and the American Broadcasting Company of New York, concerning of alleged slander growing out of a program originated by KMOX, St. Louis, and taken on the network and the affiliate and the St. Louis Supreme Court sustained the contention of the Waldo Hospital.

CBS, in spite of the adjudication, said its lawyers would appeal to the U. S. Supreme Court on the jurisdictional ground alone, contending that it could not be sued in the Federal courts because of the interstate commerce. It challenged the contention that affiliates serve as agents of the network. The Supreme Court action was hailed by CBS counsel as a "complete victory".

Second Station Granted Atlantic City by FCC
ATLANTIC CITY was assured a second local station May 24 when the FCC adopted as final its proposed findings of fact [Broadcasting, June 3, p. 13]. The order granting the application of Neptune Broadcasting Co., for a new station to be operated at 1000 watts at 1050 kc, was reversed by the Supreme Court of New Jersey, which had held that the FCC had not rejected the objections of the recently authorized WBAE, owned by the Atlantic City Press-Union, which was based largely on economic grounds, and had also rejected objections of other stations based on alleged interference.

The order gives the resort city two local owned and operated stations, WPG and WPAC, former city-owned station, which had been sold to Aarde Bulova and merged with his WVO, New York. As an ABC station WPAC started with 1000 watts at 1100 kc. WVO now operates fulltime with 5000 watts at 1100 kc. The Neptune company consists of 11 stockholders, each owning 10 shares and all identified with local business.

President is F. Mortimer Lewis, treasurer, H. O. Crow, manager, general manager is Richard Endicott, manager of the Atlantic City Steel Pier.

Half of Sets to Be FM
By 1945, Says Caldwell
THE VIEW that within five years more than 50% of the receiving sets in the United States will be capable of tuning to FM is reported as a radio industry estimate by the dealer trade journal, Radio Giants, published by American Radio, Inc., under the editorship of Frank A. Caldwell, former Federal radio commissioner. This publication forecasts 1000000 FM receiver sales yearly in the United States, or 500000 units within the next five years.

The retail price of receivers, it was stated, will be from $50 to $100, a number built, with mass production lowering costs to perhaps close to the price of today's high-quality AM broadcast receiver. Tape recorders are being designed for FM, and many are gearing themselves primarily to produce combination FM and AM sets. Only a few years distant in time, it is pointed out, since most FM programs will probably emanate from existing broadcasting outlets, prices and availability of sets are far and away in the lead among the applicants seeking FM transmitters.

FLY SEES RADIO AS WAR WEAPON
Terms It An Early Step in Process of Subjugation
SEIZURE of the radio has been an early step in the process of subjugation abroad, FCC Chairman pegged May 26 in supporting broadcasting by the American plan.

Principal speaker at the dedication of the radio study at the University of North Carolina at Chapel Hill, Mr. Fly declared that "public opinion is an intelligence that has been well-informed public opinion are basic in our way of living and in our freedom of speech, ..." he said.

The address was carried over MBS from WRAL, Raleigh, and also by CBS stations WIBG, Greensboro, WBT, Charlotte.

Public Trust
He observed that rule by force has not been accomplished externally where there existed a free educational, constitutional, or moral means for the reception of information. Radio is not an instrumentality for foisting upon the public the political or religious or political philosophy of any individual or group of individuals, Mr. Fly said. A radio station as "public domain," he declared, a radio frequency is not subject to any occupancy of the air waves is charged with public trust.

Mr. Fly praised the "great work" of broadcasters in the presentation of war news and commentaries. Pointing out that the reporting has been balanced, Mr. Fly said that editorial attitudes are seldom displayed by broadcasters. These services, he said, were "tantamount to the goal of well-informed people—the best informed public in the world.

PREVIOUS REJECTION
The gathering Congressional sentiment against using relief money for Government radio projects took definite shape earlier this week with the House of Representatives passing a bill to set up radio services of the Office of Education on a permanent basis. [Broadcasting, April 11]. During House appropriations committee hearings on the bill May 27 and on its passage as broadcasting went to press.

BANNERS of identification for the new five-station Kansas State Net-work, which started operation March 16 when it tied into MBS, recently were given their first public showing by this pulchritudinous quintet from Commerce. Ruth Zirkle, Veta Anderson, Virginia Woodard and Rose Wolfe, representing KTSW, Emporia; KSVG, Great Bend; WBH; KSAL, Salina; KPFI, Wichita.

FLY SEES RADIO AS WAR WEAPON
Terms It An Early Step in Process of Subjugation

By LEWIE V. GILPIN

CLOSING the door on the use of emergency relief funds for Government broadcasting activities, the House on May 23 passed the 1940-41 relief appropriation bill, carrying a prohibition against using any new use of WPA funds for radio broadcasting. The prohibition strikes at the heart of the extensive broadcast activities carried on by the WPA organization itself, as well as the radio division of the Office of Education, both in Washington headquarters and the field. It also outlawed WPA grants for Government motion picture operations. Although it was expected that a compromise provision would be put up in the Senate by Administration forces, no word on disposition of the question by the Senate Appropriations Committee, which held subcommittee hearings on the bill May 27 and five days later as broadcasting went to press.

The House Appropriations Committee took action on the federal aid radio bill, before the House, on April 1, 1940.

Mr. Boutwell, as director of radio publications and exhibits of the Office of Education, Mr. Berger continued to function as nominal head of the transferred NEC division, under the immediate supervision of Lowell Mellett, OGR director. His chief duties have been to act as Government radio coordinator and advisor.

Although broadcasting, publication, and production facilities have been transferred to the Office of Education, there is no clear indication that the former National Emergency Council, and radio and radio division of the NEC were transferred to the Office of Education, retaining under supervision of Pare Lorentz and Robert I. Berger. Under the revised setup, established program and production activities of the radio division remained in charge of William D. Boulter, as director of radio publications and exhibits of the Office of Education. Mr. Berger continued to function as nominal head of the transferred NEC division, under the immediate supervision of Lowell Mellett, OGR director. His chief duties have been to act as Government radio coordinator and advisor.

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Your radio programs can make immediate...appealing...profitable use of the Hammond Novachord NOW. For this newest and most versatile of musical instruments can give your programs music that is actually new. It can give your musical talent a vast, new range of expression that is simple and easy to use effectively. And it can give you positive proof that: The Novachord in Radio pays its way!

Naturally, you'll have to see...hear...play the Hammond Novachord to realize fully how it can be so valuable in radio. Your own experience, however, will tell you that you can make immediate profitable use of this amazingly versatile instrument...that's so amazingly simple to play!

The Novachord looks like a piano, and it's played like a piano...on a conventional keyboard. Then, as you turn the Tone Selectors, you bring in beautiful, new, clear musical effects...akin to the tones of violin, clarinet, string quartette, flute—and actually dozens of others.


**HAMMOND ORGAN STUDIOS**

New York—50 West 57th Street  Los Angeles—3328 Wilshire Boulevard

You play the Novachord's conventional keyboard as you would a piano. You produce beautiful, piano-like tones. Then, turning the Tone Selectors, you bring in musical effects of muted trumpet, guitar, bass horn, 'cello and dozens of others!

**See...Hear...Play**

The NEW Idea in music—by the Makers of the Hammond Organ!
Adam Hats to Use NBC's Shortwave

Waldorf-Astoria Hotel Also Buys International Hookup

THIRD series of commercial shortwave broadcasts to Latin America was contracted May 24 by Adam Hats, a division of New York, which will shorten its all outstanding prize fights staged by Mike Jacobs and Madison Square Garden over the past year by the combined beams of NBC's two Latin American stations, WRLA and WNDI.

Four spot programs were announced a few days earlier when New York's Waldorf-Astoria Hotel contracted for a half-hour program, 10:45 p.m., Tuesdays, with a Spanish announcer. The Waldorf is the first hotel to announce NBC and is doing so to attract Latin American tourists in this country, it is understood. Prominent Latin Americans who are present during the broadcast, for instance, will be introduced or named on the program.

The Adam Hats broadcasts will be announced in Spanish by Buck Canelo and Alfonso Barrett, of NBC. First flight will be shortened June 6 when Valentino Campolo of Argentina and Buddy Baer meet in Madison Square Garden. All four of the 22 flights will be broadcast in the series. Adam Hats has been sponsored by flight programs for nine years, during which time it has increased its retail outlets from 250 to 2,800.

Standard Oil Co. of New Jersey will sponsor the Louis-Godoy heavyweight championship fight last Feb.

Standard Oil Co. of New Jersey has just anounced it will sponsor an eight-week program, consisting of 25 programs, in Spanish, seven nights a week. After the Louis-Godoy bout was shortwave to Latin America, NBC received over 24,000 letters in Spanish from scattered Latin American points.

According to Lloyd P. Yandell, director of NBC's international department, the commercial shortwave service, NBC is negotiating for a daily shortwave program to be sponsored by the agency.

NO LESS a personage than Frank E. Gannett, candidate for the Republican presidential nomination, publisher and broadcast station owner was on hand May 20 to congratulate Sol Paul, of Broadcasting News Service, on the inauguration of a new series of programs titled Your Washington Correspondent which began May 20 on WHEC, Rochester. Rochester Gas & Electric Co. is sponsoring the weekly series which emphasizes interviews with Rochester area political leaders in the nation's capital. Left to right are Mr. Paul; Harry P. Somerville, manager of the Willard Hotel, a Rochester man; Susan B. Anthony, grand niece of the H. R. leader. Mr. Gannett, interviewed in the first transcription, in addition to Mr. Somerville and Miss Anthony, was Congressman O'Brien, and former Rep. Meyer Jacobstein, now of Brookings Institution.

Mounds, 20 Grand Buy West Coast News Series

PETER PAUL Inc., Naugatuck, Conn. (Mounds candy bars and Ten Crown gum), a heavy user of Pacific Coast spot radio, through Brisacher, Davis & Staff, San Francisco, on July 15 started for 52 weeks sponsoring Bob Garved Reporting, on three CBS California stations (KNX KARM KSFO), Monday, Wednesday and Friday, 4:45-5:45 p.m. (PST). Starting Oct. 3, a Thursday broadcast will be added to the schedule.

This is said to be the heaviest radio advertising schedule under one program for any period in recent years on the Pacific Coast by a confectionery manufacturer.

The Billston-Fisher Tobacco Co., Louisville (20 grand cigarettes), through McDougall & Weiss, Chicago, plans to start a nine-week program for South America which includes one broadcast per week in each of the eight South American countries.

The three-hour program is titled Your Washington Correspondent which begins May 20 on WHEC, Rochester. The Rochester Gas & Electric Co. is sponsoring the weekly series which emphasizes interviews with Rochester area political leaders in the nation's capital.

Yandell, director of NBC's international department, the commercial shortwave service, NBC is negotiating for a daily shortwave program to be sponsored by the agency.

Castleberry's Hookup

USING a special 18-station South

Kiev hook up, Castleberry's Food Co. of Augusta, Ga., has started sponsoring the weekly variety series, Castleberry Caper, originated by WGST, Atlanta. Placed through Nachman-Rhodes Agency, Augusta, the show is written and produced by Don Naylor, of WGST. Built around a weekly jingle contest, with nine radio or watches as prizes, talent in-

TUNE'S GE Shortwave

TIDE WATER ASSOCIATED OIL Co., New York, to promote foreign distribution of its industrial lubricants, is sponsoring two 25-week programs for 25 weeks on the General Electric Co.'s shortwave station WGEU. According to the G. M. Basford Co., New York agency handling Tide Water's foreign advertising, the programs, heard Wednesdays and Sundays at 7:45 p.m., are short- waved to South America, and also Europe. The Wednesday program features Xavier Cugat's Orchestra and the Sunday Musical Moments program presents music by Rosario Bourbon's Orchestra.

Tydol's GE Shortwave

The company is understood to be the first advertiser, outside of General Electric itself, to use WGEU commercially.

KROD in El Paso Debuts, Joins CBS

ITS STAFF completed, the new KROD, El Paso, was a CBS affiliate yesterday under a contract beginning June 1, affiliating with that network's Mountain Group and becoming its 46th station. Owing to the war, William C. Gittinger, CBS sales vice-president, announced the affiliation and scheduled time that KROD will be offered at a base evening rate of $125 per hour. The station, 250 watts for 1,250 kc., is licensed to Dorrance D. Roderick, publisher of the El Paso Herald-Post from the same plant as his Times, will be general supervisor of the station and two points. It has been a building of KURM and WFLB, both of which have been acquired.

Mr. Roderick, long prominent in press and radio circles, who also is business manager of the Scripps-Howard newspaper interests in El Paso, publishing the El Paso Herald-Post from the same plant as his Times, will be general supervisor of the station and two points. It has been a building of KURM and WFLB, both of which have been acquired.

Mr. Roderick has worked on the KROD project since last Jan. 1, having joined the staff of KSAL, Salina, Kan. He is a native of Fort Worth, where he started in radio in 1921. He joined KURM March, 1929, and was to join WFLB, Kansas City, KSAL, as radio director of the 1936 Texas Centennial and the Pro Football World Series.

Dow Ben Roush, recently manager of KTUC, Tucson, is commercial manager; Ed P. Trotter, former engineer of KOB, Albuquerque, and recently handling radio installations at Fort Bliss for the War Dept. chief engineer; J. Arthur Brown, director of the El Paso Symphony Orchestra since 1930, musical director; William F. Leesch, recently with WBP, Fort Worth, continuity editor and pub-

Taysees Campaign

PURPLE BAKERIES Corp., Chicago (Taysees brand) has started a campaign of 23 quarter-hours weekly on WHN, New York. Component of a large campaign, it began Sunday with 10:45 p.m. to 11:15 p.m. schedule. The broadcasts weekly on each of three participation programs, Byron Morrow and the popular Mr. Bird's World, the latter with Byron Morrow from 10:45 p.m. to 11:15 p.m., and a second program, The Bird's Hour, and a transmitted serial, Toby's Cornstarch News, heard Monday through Friday. Deal was set by Mr. Michael's Chicago manager, of which management, through Campbell-Mithun, Minneapolis agency.

HOLLAND'S international shortwave stations at Hilversum, PCJ and PCQ are also not permitted to send to the U.S. Edward Statts, man of many lan-

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BROADCASTING • Broadcast Advertising
The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

In Chicago it's on.... WMAQ

50,000 WATTS—670 KC. CHICAGO KEY
STATION OF NBC RED NETWORK
Hal Burnett Is Appointed To Direct New WGTG; Other Personnel Named

HAL BURNETT, formerly with CBS in Chicago, has resigned from the radio staff of Neisser-Meyerhoff, Chicago, agency, to become supervising manager of WGTG, new local in Greenville, N. C. Currently in charge of Greenville is J. White, Greenville real estate, insurance and automobile agencies. WGTG is scheduled to begin operation early this summer, with 250 watts on 1000 kc.

Other staff appointments include W. Kirkpatrick, in charge of sales activities; Jack Holbrook, formerly of WDGY, Minneapolis, WHJr, Hammond, Ind., and KYSM, Manitou, Minn., program director; W. E. Eberhart, formerly of KFVD, Phoenix, Ark., and Continental engineer. WGTG has installed RCA transmitting, studio, recording and monitoring equipment. Full leased-line UP network has also been contracted.

Mr. Burnett joined CBS in 1939 in charge of the Chicago bureau of its news service. During six years with the network he served as director of its radio program from the Century of Progress, as secretary to H. Leslie Atlass, CBS vice-president, and as general manager and special events director of WBBM and CBS in Chicago. He left CBS last September to become president of Milwaukee, as merchandising and promotion manager. After three months he joined Neisser-Meyerhoff as advance talent scout on the Wm. Wrigley Jr. Spreading New England's Fame series over the Yankee Network.

Two Day Serials

STARTED BY P & G

PROCTER & GAMBLE CO., Cincinnati, on May 27 started sponsoring a two-day serials, Woman in White, for local radio stations as Journey for Dreft, both on NBC.

Red, Woman in White, placed by Fodor & Ryden, and formerly sponsored by Pilsbury Flour, is now heard Mondays through Fridays at 11 a.m. (CDST). Ira Phillips is the author.

Well-known radio script writer Miss Phillips, who May 3 celebrates her tenth anniversary as a radio serial writer. Currently she is the author of four serials which are under contract by F Proctor & Gamble Co.: Guiding Light (White Naphtha soap) and NBC: The Road of No Return (Detergent and CBS; Woman in White (Camay); and Right to Happiness Soap, CBS.

Lone Journey, a new serial written by Sandra Michael, who currently writes Against the Storm for the same sponsor, is scheduled for broadcast by transcription on several stations in addition to the present small network of KSWP, WAFP, WDFW, WDFR, WDYV, KYW, WBAP, KFRC, WOAI, RNCG, and the New York braodcasting districts. The program, which will go on the air at 10:15 a.m. (CDST) with WMAQ carrying a rebroadcast at 6:15 p.m. Blackstone Studios, Chicago, go, handles this account. Both programs originate in the NBC-Chicago studios.

Boon to Patients

Radio was termed "one of the most important factors in rehabilitation of the chronic patient" in the five-year report of Montefiore Hospital in New York. To the Montefiore patient, whose average stay at the hospital is six months, radio provides a "feeling of unity and purpose with the outside world", the report stated. Most popular is a program, according to a poll of the shut-in patients, is Information Please, American's Town meeting of the Air, Luz Radio Theatre and Good News.

TELEGECNIC trio are these three winners in the "Miss RCA Television" contest, chosen by NBC's television demonstrations at the New York conference this summer. Left are (1 to r) Patricia Fitzgerald, of Philadelphia. The third winner, Starr Martin, of Winston-Salem, N. C., is shown at right aboard the President Roosevelt looking at a video receiver, shortly after she learned by television, the news of her victory.

N.C. television engineers returning from a demonstration of television in Bermuda, on the liner President Roosevelt May 15 were as amazed as the other passengers as clear and steady television images were transmitted from an improvised studio, recording and monitoring equipment. Full leased-line UP network has also been contracted.

Clear, Steady Images Picked up During Test Voyage; Misses Television Selected

Monopoly Report

(Continued from page 80)

at the next meeting of the Commission I shall formally move that the report be submitted to the Commission and submitted to Congress as you request.

Sees 'Deliberate Delay'

After reading the Payne letter, Sen. Toberman remarked that "this morning (May 18) Commissioner Payne's secretary [Abraham Miller] came to my office and advised me that he had been advised by counsel for the Commission that the report would go from the sub-committee to the whole committee in a few days. I put an asterisk after that statement, however—a mental asterisk—and if you will look at the bottom of the page, you will find the words 'important, if true'.

"Men who have closely followed the activities of the FCC have advised that orders have been given against the public telecasting of the report and that this is in marked contrast to the way other similar cases have been handled."

Toberman continued, "the subcommittees which conducted the superpower and television studies were permitted to make known their findings at the time they were prepared, the FCC was not allowed to be involved. It has been said that the President has given assurance that he will not permit us to be involved without his approval. It is pointed out that much of the data compiled in the research will be out of date by the time it is released. Eighteen months after the hearings began, of course they will be out of date.

"I am advised by several sources that it is the intention of the subcommittee to render its report without any recommendations whatever. What courage, what great determination of a great bureau of this Government to put out a report without recommendations! Am I to believe these committees? I demand action and recommendation. That is what we are here for.

"Here we have a situation where the Congress, two years ago, was asked to investigate. The investigation on the ground it would be a duplication of the activities of the FCC, and twice since then, members of the Commission have assured Congress of the facts that we would be ready within 60 days. The whole thing has been a mockery. A simple rule of thumb, that each member of the Commission twice a year to what each member will allow to be put the report presented to the Congress at a date. A majority of the members of the Commission did not choose to air with this innocent statement. This unusual delay, in light of the assurances of the Commissioners, makes me feel that the report is being deliberately held up.

WPID, PETERSBURG TO START JUNE 5

WITH EXECUTIVE personnel appointments completed, the new WPID, Petersburg, Va., plans to begin operations June 5, it was announced by Mr. Lee Chambers, station manager.

E. H. H. Rickard, of the sales staff of WTAR, Petersburg, after several months, has joined WPID as sales manager. Harry Roberts will assist in sales and station's soap opera, "Becky," will be conducted by the radio department of Young & Rubicam for six months, with the cooperation of John R. Hamtramck and Leslie Byrl Ryder, formerly of WJSV, Washington, and KOY, Phoenix, becomes production manager.

Announcers are Howard Hamtramck, Howard Lee, E. H. H. Rickard, and Edward Burch, well-known Virginia sports announcer. The operation is controlled by Mr. J. E. Cronk, formerly with WTAR, and includes Howard Powell and R. C. Murphy.

WPID is RCA-equipped, and operates with 250 watts on 1210 kc. It is owned by the same interests who own WTAR. The station is licensed to the Petersburg News-Paper Corp., publishers of the evening and Sunday Progress-Index. Transradio news has been contracted.

EXPERIMENT of the New York Times,WPIT, New York, is the latest news summaries of WINS, New York, on its loud-speaker system throughout the Fair grounds, was dropped after two-day trial. With Fair officials decided that most fairgoers were trying to forget the war.
There's a new star in the Lone Star State.

On the air June 1

Krod
El Paso, Texas

★ Only CBS outlet serving the "Real Southwest"
★ 5th largest market in the nation's biggest state
★ Complete Merchandizing and Promotion Department
★ Finest new studio building in the Southwest
★ RCA deluxe equipment throughout—Truscon Radiator
17 acre ground system

Dorrance Roderick
President

Merle H. Tucker
General Manager

Represented by Howard H. Wilson Company
INDUSTRY-WIDE observance of the “Summertime” theme for the Radio Festival, with the majority of stations throughout the country planning to observe the event early in June, has prompted a large number of novel merchandising and promotion projects. Of the exact number of cooperating stations has not been compiled by the NAB, responses received by Art Stringer, NAB headquarters staff in Washington, indicate almost universal observance of the event this year, either in May or June [BROADCASTING, May 15].

Merchandising & Promotion

More Fetes—Gregory's Oil—Proud of Awards—Plug for Plug—Gift from Jimmy

Recipe Prizes

LAWBRO Chemical Co., Los Angeles (Di-Mon-Glo wax), on May 28 started a three-weekly quarter-hour mid-afternoon woman's program, Chef Milani's Recipe Kitchen Party, on KFI, that city. Contract is for 13 weeks, and program features Chef Milani in menu information and recipes, with Jack Burnett, pianist-singer, as Sunny Jim, the Handy Man of the Kitchen. Farm is also sponsoring the same program three mornings weekly on KFWB, Hollywood. To merchandise the series a total of $50 weekly is being awarded on each station for best recipes submitted by listeners. First three prises are $10, $5, and $3, with dollar bills awarded to 30 senders of other recipes. Besides displays in grocery and drug stores, other dealer tie-in promotions for the programs include counter cards, window and clothes-line banners, and newspaper space. Darwin H. Clark Adv. Agency, Los Angeles, has the account.

Recipe Prizes

TO STIMULATE interest in the five-weekly participating Home-makers Hour, WLS, Chicago, during the summer months, Harry Hester, conductor of the program, is offering weekly prizes for favorite recipes sent by listeners. No limit has been set on the number of prizes given each week. Those sending the actual baking or cooking test by Miss Hester are rewarded. Different recipes are called for each week.

WCCO-Tourist Stunt

MINNESOTA State Tourist Bureau is sending out specially printed copies of the news schedule of WCCO, Minneapolis, to more than 2,000 Minnesota sports fans for the convenience of resort owners and their guests. Printed on birch-like paper in rustic type, they are posted on bulletin boards of lodges and in guest cabins.

Free Radios

FIVE Farnsworth midget receivers are given away daily by WFIL, Philadelphia, in its redesigned WFIL Radio Artwork promotion. Designed to build listening audience, listeners are invited via spot announcements five times daily to phone-in their answers to questions on the station's programs during the preceding two hours. Best letters accompanying correct answers, telling briefly why WFIL program was liked best and why, win radios. The new form for the promotion was put into operation May 27 after its original Pot o' Gold-type format had been questioned by FCC on lottery grounds.

Upward Go the Prizes

LISTENER response on the Illinois Meat Co. (Redi-Meat) show, Play Broadcast, heard over WGN, Chicago, Mondays, 3:30 p.m., has been so gratifying that sponsor has upped first prize from $75 to $100 with second and third prizes increased accordingly. In addition, 250 others of $1 are offered. Con-tests are mailed on-taineed to dealers the names of prominent people from hints given on the show. These hints are sometimes dramatic hits depicting events in the lives of the characters or they may be given by voice imitations.

NBC's Awards

NBC has issued two promotion pieces telling about NBC programs or personalities winning mention in recent polls. One is a four-page brochure with a cover simulating that of Movie & Radio Guide magazine. Second folder lists the nine out of 15 awards given NBC at the 11th Institute for Education by Radio [BROADCASTING, May 15], with an insert describing awards granted NBC by women's organizations.

Time for Space

WPEN, Philadelphia, has concluded arrangements for a second time-for-space swap with a local foreign-language newspaper, the Jewish Morning Journal. The newspaper will use seven spot announcements weekly, paying off in agate lines. Publisher H. David had hoped for a beginning of the year with the Jewish Daily Forward. While practically no other station has taken all sorts of a space swap with the English-language dailies, WPEN is the first to extend to deals to the foreign-language field.

Once a Year

AN "anniversary request" plan began a year ago by WTJW, Mil- waukee, with "$1,000 for o' the Morning" participating show has started to bear fruit. In May, 1939, WTJW began keeping a record of anniversaries of persons sending in requests for musical numbers on the program. As a result some roll around this year the station mails a congratulatory card carrying a sketch of the official Top o' the Morning script, the signature of Bill Evans, m.e. of the program.

Sales Continuity

LATEST promotion piece of WSM, Nashville, in the state for a simulcast broadcast in which a WSM announcer in a two-way exchange with an advertising agency, answers the advertisers' queries to finally present the station's sales story. The continuity for "Publisher's Dream Comes True" is mimeographed on regular script sheets, with the advertiser's name and cues typed in red ink.

Shell Sales Meeting

SHELL OIL Co., San Francisco (gas and oil) on May 26 purchased a quarter-hour on 32 Don Lee-Mutual Pacific Coast stations to conduct a promotion. The broadcast originated at KFRC, San Francisco, 6:30-8:45 a.m. PST. The sales contest was handled through J. Walter Thompson Co., San Francisco.

Summer Chart

E. P. H. JAMES, NBC advertising manager, recently issued a chart dividing the United States into five summertime zones for use by radio and advertising executives endeavoring the bewildered period of Daylight Saving Time. All NBC stations are indicated on the map with the city in which they are located.

Fresno Tips

KARM, Fresno, Cal., recently effectuated a tip with the Fresno Guide to a shopping guide issued twice weekly with 38,000 circulation. Manager John K. S. Conrads sent carbon copies of the radio under the pen name "Jericho," calling attention to outstanding features on KARM and gossip of the microscopic variety.

BROCHURES

KGGM, Albuquerque, N. M.—-Placard size sales prospectus on market data, ties, testimonials, individually addressed to the trade.

WSJV, Washington—16-page folder on "The Ticket or o' the Blind," featuring various questions with the correct answer always [WSJV, printed in blue].

Page 34 • June 1, 1940
The Voice of PUBLIC SERVANTS in Denver

Colorado's public interest, convenience and necessity are served when the number 1 public figures meet the number 1 microphone of the area. For fast, authentic news from the political front, KLZ stands unchallenged as the top-ranking station in the Denver-Rocky Mountain area. It has brought such names as Roosevelt, Dewey, McNutt, Gannett, Landon and Perkins before its microphones for discussions of national issues. It has long been the choice of the prominent Colorado officials as the one station for effectively talking to the mass of the state's population. It has, through its own statewide network of specially developed information pipelines, scored beat after beat over every other news source on local and state elections.

KLZ Denver

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.
What else would

Spot radio’s greatest success story
WHAT else would you expect? People get program ideas... lots of them, all of the time. Some lack merit but many are developed into the sort of programs that send CAB reports skyward. And, since this is a big country—since most of our population live outside New York and Chicago and Hollywood—there’s one logical place for people to take their program ideas. To the nearest radio station that is owned or operated by a network. There they receive expert advice, competent criticism and, if their ideas are good, a show so well directed and produced that, from that point on, it’s an easy road to the network.

That’s what happens all of the time. A young lawyer down South thought he had something to offer the radio audience. He went to the network-owned station in his town—Columbia’s WBT. They had faith in him, put him on the air. Thence he progressed from a discussion of the Constitution to news reporting and, finally, to news analysis. His Crossley rating persuaded a cigarette manufacturer to sponsor him. Three programs a week. In eight weeks, they stepped it up to six a week. A few weeks later they reported, “He’s pulled our sales picture out of shape—with the way he’s jumped sales in his territory.” And signed a six a week, 52 week contract.

A young newspaper man had a program idea. He talked it over with his home-town station—Columbia’s WJSV in Washington. And out of it grew “Professor Quiz”, one of the great network successes of our time!

An agricultural journalist and the KMOX program department developed an idea for making radio one of the most valuable “farm journals” in existence. Out of it grew the “Country Journal”, so successful on KMOX that it has since become a favored CBS network feature all over the country.
The “clearing house” for the ideas, the plans, the successful experiences of Columbia-operated stations is Radio Sales, a major division of CBS... a division that concerns itself solely with “spot radio”. Radio Sales represents the eight Columbia-operated stations around the country plus one affiliate (WAPI) and three regional networks... Columbia California, Columbia New England and Columbia Pacific.

With Radio Sales offices located conveniently across the continent—with Radio Sales stations located in the major markets of America—the service of Radio Sales is available to every advertiser and every agency—in the development of any plans for “spot radio” anywhere.

Radio Sales’ business is radio. Successful radio is their sole concern. The vast experience of Radio Sales—and of these important integral units that it represents—is one of the most important sources in radio for the development of sound plans and successful ideas... frequently, ideas that already have been proved in use.

For example:

Case “A” from KMOX, St. Louis

You can’t find a more highly competitive product in the entire St. Louis market than the one sold by this client. He bought a live variety program, built and recommended by KMOX. A show which today features a parade of top-ranking stars of stage and radio. Phenomenal sales increases have followed in a steady upswing since the first broadcast, twenty months ago. Although a somewhat seasonal product, each month has shown a big gain over the same month of the preceding year. 289 programs ago, the product was sixth in its class in St. Louis sales. Today it is lifted to a lofty position, threatening the lead of the strongly entrenched best and second selling competitors. And the client advises that the major share of credit for results obtained is due to KMOX... the powerful voice for 2,500,000 radio listeners in the rich Missouri Valley.
Furniture

The Coast's largest furniture store, in Los Angeles, a consistent user of other media, sought the advice of KNX, Los Angeles, for a program that would build prestige and stimulate sales. The Program Department of Columbia's Workshop in the West—key point for CBS West Coast originations—devised a program that was woven into the texture of the client's business. It was a simple, three-times-a-week daytime feature called "Backgrounds for Living", a discussion of home planning and home beauty. The "test program" started in August, 1939, has never since been off the air. March, 1940, ended with a 100% increase over the year before in the number of prospect cards turned in to the store. The client reports added business of $16,000 a month due solely to the program. A survey among the store's cash customers disclosed that 58% of them listen to this KNX origination. When a station is the favorite voice of three and one half million people as is KNX, such program planning becomes especially significant.

Drug Stores

A major retail chain, which never before used radio, sought the advice of WABC, New York, on how radio could stimulate sales and build traffic. Out of a study of the store's problems, a WABC originated program was suggested. Three times a week, in the very early morning, this advertiser went on the air. The very first broadcast—which concentrated on fountain items and luncheon specials—showed results. Every item mentioned increased in sales from three to ten times! As the client expanded his product appeal, store-wide sales soared. And his 13-week trial has extended 64 consecutive weeks! Survey after survey has proved that WABC is the best known and best liked station in its 15,000,000 population service area. Intelligent programming has done its part.
Case “D” from WAPI, Birmingham

One of the leading model kitchens in radio is operated by WAPI, Birmingham. It is a unique program idea with so many angles and so many “plusses” that this original program idea has made Birmingham grocery sales sky-rocket whenever a sponsor utilized WAPI Model Electric Kitchen facilities. Testimonials and sales records from various food manufacturers are voluminous. Most interesting was the report of a local coffee roaster who, despite the gigantic competition of national and local brands, reports, “After consulting your Program Department and going on the Electric Kitchen as you suggested, our coffee sales are greater this year than in any previous year in our history.” Birmingham is a rich, concentrated industrial market. WAPI, with one of the most active Program Departments in the South, makes the most of its opportunities.

Case “E” from WBBM, Chicago

In 1933, it was difficult to give pianos away, no less sell them. A hopeful manufacturer approached WBBM for advice. Columbia's key station in Chicago thought the problem out. They devised a unique program that would provide mass entertainment and still sample the pianos which this manufacturer offered for sale. The thirteen-week test has stretched to seven solid years. The program idea was utilized not only in Chicago, but in other cities around the country where the client had retail stores. In Chicago alone, even though the store is way outside the shopping district, their Christmas, 1938 sales were greater than those of all Loop music and department stores combined. The client today spends 90% of his appropriation on radio. Telling a good story well is a specialty of this Columbia key station... serving ten million people in five Mid-western States.
Drugs

A tough problem, but not too tough for Columbia's station in the deep South—WBT, Charlotte. A big drug manufacturer wanted sales, wanted lots of them, and wanted proof of it. He laid the problem in WBT's lap. A program attuned to the market was devised by WBT. It is now in its fifth year and the mail rolls in without a stop but with proof of purchase. Ten thousand letters a month. And a special offer in February, 1938 brought 26,028, each with proof of purchase. Another demonstration of the unswerving loyalty of Carolinians—three million of them—to the entertainment and service that WBT alone affords! Another proof of WBT's ability to conceive, plan and produce programs so closely attuned to Carolinans' interest that results always exceed expectations!

Coffee

The biggest program organization in the Northwest—one of the biggest in America—is the WCCO Artists Bureau in Minneapolis. A wholesale grocer asked the station for an idea to sell its line of groceries, particularly to sell its coffee. The Artists Bureau and the Program Department got together, proposed a ten-minute program on Saturday mornings. After only seven weeks, the advertiser's agency sent a questionnaire to key grocers in the Twin Cities and the Northwest. They asked what the trend of the client's coffee sales had been. And after only seven Saturdays on WCCO, 4 out of every 5 dealers reported "sales are up." Another illustration of how sixteen years of effective programming has won a special place for WCCO in the hearts of almost four million Northwesterners, not alone in the urban Twin Cities but in the rural Northwest, as well.
Case "H" from WEEI, Boston

An important men's shoe chain decided to test radio and see whether it could promote sales in their four Boston stores. A 13-week contract was given WEEI for a special program devised by the station at 5:30 to 5:45 every week night. The program was called "Man About Town", a street quiz, going from one store location to another. 13 weeks ended. The client renewed for 20 weeks more. The program's influence was felt throughout New England to such an extent that the client reported "business is better in New England than in any other part of the country." Programming of, by and for New England is what has made "Columbia's Friendly Voice in Boston" the favored voice of five million New Englanders—in Boston and twenty-seven rich "outside" counties as well.

Case "I" from WJSV, Washington

All through 1938 this client—an important cracker baker—used magazines and newspapers and billboards but no radio. In March 1939 they asked Radio Sales to plan a Washington program that would sell crackers. Radio Sales checked WJSV's Program Department. Between them an unusual news show was developed. At the end of 1939, the sponsor reported an increase in Washington area sales over the year before of over ten million crackers! Columbia's Station for the Nation's Capital has been the source of many big program ideas that are now favorite network features. And there are many more intentionally local programs which are so entirely designed for the rich Washington market that they have succeeded in keeping WJSV the favorite of listeners, dealers and advertisers alike.
Food Chain

Everybody eats. And everybody buys food. That's what makes the retail grocery business so very competitive. Building store traffic in grocery chains is the toughest and most important activity in the business. A major grocery chain put the problem up to the Columbia New England Network. A program was developed. It went on the air 15 minutes, once a week, tested on only three stations of the network. Following the very first broadcast, over 40,000 people visited the New England stores of this chain as a direct and provable result of a single radio broadcast! And this from only one broadcast on only three stations! The power to reach people... the programs to interest them... the prestige to sell them.

Paint

Paint sales are hard to make. Competition is severe, dealers are few for a quality product. But people build houses and paint houses on the Pacific Coast, as they do elsewhere. A prominent manufacturer wanted a larger share of the market. He asked the Columbia Pacific Network... CBS in the West... how he could get it. A new idea in a quiz program was devised, "The Answer Auction", a half-hour, once a week, evening program. Questions must be sent in through a dealer. And even though the number of dealers is comparatively small and their identification difficult, more than 500 questions a week are received! The dealer lists are growing and the old dealers are enthused.
So it is all over the country. And, like a vast horn of plenty—funneling its wealth—the ideas, the experiences, the plans that have been so enormously successful out in the field are transmitted by Columbia's operated stations to one central source—Columbia's Radio Sales. And they're made even more valuable in Radio Sales offices by the daily contact of Radio Sales' men with all advertisers and all agencies...a composite experience virtually without equal in radio!

Columbia's Radio Sales knows markets. And marketing. And how to make the most of both. A Radio Sales client presented this problem: he is in a field where sales of leading brands of his product hit the astronomical figure of 2 billion units per year for each of the leading brands. It's a product that's bought and consumed daily. And ten competitors fight for the market. Advertising expenditures, among the leaders, average $8,000,000 per year. How could he “crack” this market—with much less money to spend? A plan was devised, using a different program in each Radio Sales market—a program planned to fit the needs and catch the interest of each locality. A year has passed. The client's total advertising investment has been less than one million dollars—50% of it for radio—most of the 50% in the few cities in which Columbia operates stations. And despite the “impossible obstacles”, despite the advertiser's refusal to sell in some of the nation's biggest markets...despite their comparatively minute advertising budget, their sales forged ahead until, according to Barron's published estimate, based on 1939 revenue collections, they are in fifth place nationally... and in many Radio Sales cities they are first!

What can Radio Sales do for you? The answer is—what can radio do for you? Because Radio Sales knows radio and how to make it work. Regardless of how limited are your radio plans...no matter what markets constitute your sales problems, ask Radio Sales for their suggestions about how radio can be harnessed to your sales machine.

RADIO SALES
A division of the Columbia Broadcasting System

Offices in New York, Chicago, Detroit, St. Louis, Charlotte, N.C., Los Angeles, San Francisco. Representing: WABC, New York; WBBM, Chicago; WEEI, Boston; WCCO, Minneapolis-St. Paul; KNX, Los Angeles; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte; WAPI, Birmingham; the Columbia California Network; the Columbia New England Network; the Columbia Pacific Network.
KSD Will Continue Facsimile; Sees Hope in Better Equipment

Improved Apparatus Solved to Objectional Objections; Main Goals of Experiments Were Attained

Two of the leading facsimile experimenters have been the McClatchy stations in California, affiliated with the McClatchy newspapers, and KSD, affiliated with the St. Louis Post-Dispatch. After many months of operation, they have drawn some preliminary conclusions. The McClatchy stations have dropped facsimile after two months of operation; the Post-Dispatch's technical director, Mr. Coe, technical director, St. Louis Post-Dispatch, announced by Guy C. Hamilton, vice-president and general manager of broadcasting, facsimile equipment.

KSD, according to Robert L. Coe, technical director, has been experimenting for months but has not entirely satisfactorily. In the report for May 1, which was announced by Helen Hiett, journalist, reporter and lecturer, waves good-bye to her friends at LaGuadila Airport before boarding the Clipper plane. She Has just-arrived her new duties as an NBC war correspondent. She will headquarter in Paris and work with Paul Archard, NBC's representative in that city. A graduate of the U of Chicago, Mrs. Hiett worked from 1934 to 1937 with the American League of Nations in Geneva. She studied at Netherfield, has made many contributions to the station, and has made several lectures tours in the past. She also entered the Ethiopian and Spanish wars and the Munich crisis for various newspapers.

The new receiver will be much more flexible than the earlier model of which we have been experimenting in that the user will be able to tune the set to reproduce the facsimile transmissions from any facsimile station within a range of frequencies, much as in the case of high-frequency broadcasting. Such facsimile stations will be able to transmit facsimile signals during the early morning hours. Conceivably, this system will make possible, if the user so desires, the tuning in of news bulletins from New York, San Francisco or any other community having a broadcasting station of sufficient power and equipment for facsimile transmission. Thus, a new form of DX hunting will probably develop.

Belongs on High Frequencies

One thing our experiments have proved—almost as far as we are concerned—is that the principal field for the development of a facsimile service to the public will be found in the high frequencies where 24-hour-per-day operation is possible. Such operation is, in our opinion, essential if facsimile is to offer a service to the public not now available through any other medium. True, because of the limited range of the higher frequencies the rural areas will have to depend for their facsimile service via broadcasting stations during the early morning hours. But in the metropolitan areas, where a facsimile service will have to make its initial move, there will be no such handicap.

Bigger and Faster

First, and perhaps most important, a facsimile receiver has been combined with a radio receiver in a single cabinet and the whole unit will probably sell for not much more than the cost of a typical grade of home receiver on the market today. The new receiver is much faster, much more than twice as fast as the present, in addition to which the page size has been increased.

The new facsimile receiver will be automatic in operation and will not require an operator to keep an eye on the clock, so that whenever the transmitting station desires to transmit a bulletin or a picture the receiver in the set can automatically be turned on by the transmission of a given signal.

The handicaps incident to restricting facsimile transmission to regular broadcast channels after midnight are likely to disappear. The present set will be able to tune to any given station at any time, and the success of the early experiments has been so encouraging that the facsimile experimenters who were very enthusiastic when this new device was announced but who now express the thought that perhaps there is no future for facsimile after all. Our experience has certainly borne out the original assumption that facsimile is a step forward; and, in addition, we are convinced that the operator of a facsimile station must be in a position to flash news bulletins to the reader in the home at any hour of the day or night they may occur. The fact that with the new equipment soon to be available we will be able to do this and at a speed sufficient to satisfy the most critical, all at a cost to the user not more than that which would pay for a radio anyway, in our opinion assures the future of facsimile.

Facsimile, we believe, will develop a new field in news, delivering news to the home at almost the instant it happens and in a perfectly organized form so that it is not necessary to listen in continuously in order to avoid missing some news development. Further, it avoids the possibility of misunderstandings or misconceptions always present in the case of newly introduced newspapers. But facsimile will reproduce pictures and fine drawings via facsimile is excellent and should provide every opportunity for illustration and animation.

Confident of Future

With the newly-perfected equipment and based on the experience with the earlier experimental models we feel rather confident that little trouble will be experienced in the future, as far as maintenance of the recorder in the home is concerned; and as far as the facsimile receivers is concerned, this should be reduced materially as the demand increases. In fact, some experimenters feel that we will achieve sooner than we think the paper free of charge with, of course, an advertising message on the back of it.

We see no reason why facsimile cannot be expected to develop eventually into quite a revenue producer. Now that the speed has been increased so as to allow sufficient time to insert advertising in between we can probably speed the whole process and as the Commission approves commercial operation we can expect the inauguration of commercial facsimile.

Considering these possibilities, it would seem that broadcasters and newspapers alike are missing a bet if they overlook facsimile, for it is a new industry in the making that will provide the public with a type of service which we will want if properly educated, which, best of all, does not require any large investment on the part of the broadcaster as the public will want to use the equipment with television. In fact, a facsimile service can be inaugurated with the minimum of expense, as it is the case with radio in sound broadcasting, frequency modulation or television, to say nothing of the absurdly simple methods which can be employed in preparing copy, etc.

Boston Tea Test

BOSTON TEA Co., New York, throughout April and May has been testing spot announcements on several stations. WTKO, Hartford, and WLLL, Hartford. More stations may be expected to announce the results of their facsimile experiments and as the facsimile is expected to be widely used by the public.
**Consumer Trends**

**Basis for Debate**

At AAAA Meeting

**Radio Charged With Helping Anti-Advertising Movement**

RADIO executives were given special mention of their part in unwittingly promoting the consumer movement by Colston E. Warne, president of the Consumers’ Research, during his annual address to the Washington Post editorial board. "To What Extent Should Advertising Be Controlled?" was the question presented at the 17th session of the 23rd annual convention of the American Assn. of Advertising Agencies, at the Waldorf-Astoria, New York.

Mr. Warne, who with Donald E. Montgomery, chairman of the Agricultural Adjustment Administration, spoke for the "Critics" in a Town Hall Meeting type debate, began by placing with the advertising fraternity the responsibility for the birth and growth of the American consumer movement. "We of the consumer movement," he continued, "owe a special debt of gratitude. First, let us give a medal for distinction to the network executives. Their new invasion of the home with resonant baritone voices blending real and measured speech for emotion has done more to accelerate consumer revolt than the handiwork of any men. They have been the real "wielders of competitors. Through long years, efforts of consumers, of government and of the public, they have themselves have had some extent checked, but not extinguished.

**Voice Appeal**

"Now the seductive power of the dramatized human voice peddles, in successive minutes, romance-yielding allures, power-yielding gasolines, and quick-acting headache powders. In fact, there is not much of the procedure has caused a substantial and important number of listeners to call down a plague on the house of advertising. Don’t think for a moment that the consumer movement of today is not a direct import from Moscow. You built it, and consumers are in the future going to be the men to pay as to advertising practices."

Answering the arguments of Messrs. Warne and Montgomery for further control of advertising by both consumer and government as well as by the industry itself, Stanley High, author and editor, and Fulton Oursler, editor of Liberty Magazine, acted as "Defenders" of advertising from regulation from without. Denying the overzealous regulatory activities of consumers, Mr. Oursler gave special mention to the FCC.

"A crowning example of a certain kind of idiocy that now prevails in the land was a few days ago," he stated. "I refer to the recent attempt to interfere with newspaper advertising of products by the FCC. It held up the free distribution and advertising of televisions, with the result that, in our history, a government bureaucracy tried to protect the American industry from competition by research, experimentation and human advancement. And all this in the name of saving the consumer from buying a commodity which is evidently will be better five years from now than it is today. What would our present radios be like, I wonder, if in the early days of the crystal sets we had sat around and waited for perfection to dawn? Stalin and Hitler could not have done any worse."

**Officers and Board**

At the annual election May 16, Atherton W. Hobler, president, Benton & Bowles, New York, was elected chairman of the board of the AAAA for the coming year. John Benson was reelected president for a four-year term. Other officers, all elected for one year, are: Vice-president, Guy C. Smith, executive vice-president, Brooke, Benson & Smith; president, Fuller & Smith & Ross, Cleveland; Don Francisco, president, Lord & Thomas, New York; Edwin E. DeWitt Hill (reelected); vice-president, McCormick-Erickson, New York.

Elected as members-at-large of the executive board for three-year terms are: Ernest V. Alley, Alley & Richards Co., Boston; Allen L. Dillings, president, Fuller & Smith & Ross, Cleveland; Don Francisco, president, Lord & Thomas, New York; and Benjamin L. Thomas, treasurer, Lord & Thomas. Members-at-large on the board, three have terms expiring next year and three in two years.


On May 16 the convention witnessed a demonstration of free modulation, arranged by PM Broadcasters Inc. In cooperation with Stromberg-Carlson, who installed a combination FM and standard broadcast receiver in the convention rooms. The regular demonstration of musical selections and sound effects used by FM program managers to show the ability of this method of radio transmission to reproduce faithfully at the receiver whatever sound goes into the microphone was topped on this occasion by a very large listenership, which broke reception via normal broadcasting band with violent static crashes, but left unimpaired the FM reception.

**Midgley Wins Promotion**

C. E. MIDGLEY, Jr., in charge of radio time-buying for BBDO, New York, has been appointed business manager of the agency’s radio department, according to Arthur Pryor Jr., vice-president in charge of radio.

A graduate of the Wharton School of the University of Pennsylvania, Midgley spent a year in editorial work before joining BBDO in 1928. The year following he entered the agency’s radio department, where he later became time-buying manager for both network and spot campaigns. In addition to his new duties, which will entail the supervision of all contracts for both time and talent of the agency’s clients, Midgley will also continue to supervise the work of the staff he has heretofore actively headed.

**FRED ALLEN CASTS**

**NEW TEXACO SHOW**

FOLLOWING the announcement last month that Bristol-Myers Co. would be sponsoring this fall’s annual basketball game with Eddie Cantor in its Wednesday 9-10 p.m. period on NBC, it was announced that Texaco, New York, has announced the signing of Fred Allen as the star of a new half-hour radio series to begin Wednesdays, 9-10 p.m. on CBS, starting Oct. 2.

Texaco Co. will replace the current Star Theatre with a half-hour musical show for the summer months. This second series will utilize the first half of the hour, with CBS occupying the second 30 minutes with a sustaining feature.

Kenny Baker, featured vocalist on Star Theatre, and David Brockman’s orchestra have been signed for the summer replacement. Frances Langford, vocalist, will also be featured. Baker has a 52-week contract and will join Fred Allen in New York when he starts his new robot series, a novel radio director of Buchanan & Co., agency servicing the account, and producer of the Hollywood half of the current Star Theatre, will remain in that capacity for the summer series.

Although all details of the new fall Texaco program have not been revealed, it was announced that Al Goodman, who is now with a firm that has been signed for the series.

Although neither Bristol-Myers Co. nor the NBC, board of directors of the agency, will confirm the report that Eddie Cantor will be paid according to the terms of his previous contract, there is a widely held belief among those in the industry that Cantor will receive a base salary of $3000 per week, plus 20% for each point over the base rate of 20 points, not exceeding a maximum of 30 points during the 52-week contract. Texaco maintains a 30-point rating, can receive as much as $78,000 extra for the season, or a 20% bonus.

Although talent and whole programs have been hired or discontinued because of the low high or low CAB ratings, this arrangement seems to be the first attempt to use contracts to be signed on a popularity basis.

**Recruiting Continuities Offered by Army**

**BROADCAST**

stations, along with newspapers and magazines, are being solicited by the Army, through recruiting districts, to cooperate in the nationwide movement to increase Army enlistments. It was learned at the War Department May 21, stations are being asked to use announcements employing this language: "We favor adequate preparations for national defense, and enlistments in the U.S. Army to help protect liberty and justice for all free men."

While question has been raised in some quarters regarding the advisability of using radio stations in connection with announcements, since they might be regarded as supporting a "controversial" point of view, it appears that the Army intends to use as a basis of the radio programs the facts and figures, not the emotion, of the Army's desire for "eligible young men."
Capital Radio Reporters First Year

Washington News Corps Enjoying a Rapid Growth

The author of this article was for 10 years a prominent Washington newspaper correspondent and is a member of the famed Gridiron Club. His last newspaper assignment, before becoming Washington correspondent for CBS, was the obiter dicta of the New York Herald - Tribune Washington bureau. On May 20 he was elected 1945 president of the Radio Correspondents Assn., succeeding Fulton Lewis Jr., MBS, commentator, founder and first president of the association.

By ALBERT WARNER

IN MID-MAY the radio correspondents of Washington finished their first year of complete recognition on an equal footing with the reporters of the press in the nation's capital. Only recently, the correspondents in the Congressional Galleries, our own correspondents' rooms in the Capital, and the rooms allotted to the President and Cabinet Press conferences, we were acknowledged, last June, for the first time, an important part of the Washington newspaper corps. And this summer for the first time there will be rectorial seats assigned to radio newsmen at the national conventions.

This acceptance of the Washington radio correspondent may be explained, perhaps, in the fact that the May 20 meeting, this year of the Radio Correspondents Assn. in Washington was attended by 40 members.

At the Source

Forty radio correspondents in Washington! Two years ago you didn't even hear of radio news staffs. The growth is, I think, due not only to our own correspondents whose work has been in the forefront of public attention because of the fact that they act on the air. It is due also to newsgathering and editing staffs and to the emergence of a new type of radio correspondent who covers Washington news for a single station or regional network, and whose news is brought to the radio audience indirectly, by filing wire reports to the station he represents. I think this is an extremely interesting development in radio's coverage of news, acknowledging something I have always felt: That radio has depended a little too much on the services of press tickers. To interpret news without having a first-hand contact with the source of that news and those who make it a difficult job indeed. It is particularly unfortunate in some places where the report is given directly by radio.

Coming so new to radio, it's natural to note the similarities and differences between press and radio coverage of Washington's news.

WHEN the Radio Correspondents Assn. held its first annual banquet in Washington May 23, Albert L. Warner (center), assumed the presidency. Here Fulton Lewis Jr. (second from left), MBS, commentator, founder and first president, congratulates Warner, CBS capital commentator. At left is William R. McAndrews, NBC, new vice-president. At right are Fred Morrison, Transradio Press, secretary, and Stephen McCormack, MBS, treasurer. Officers were installed at a dinner May 22.

I suppose what struck me in making the change from newspaper to radio was radio's personal touch - that direct communication between the reporter and the listener, the tone of voice, the inflection, the personality which a radio correspondent inevitably inflicts upon the listener. A talk is apparently a much more personal thing to the listener than a newspaper article is to the man who reads it.

Now a Personality

My name was on the front page of a New York newspaper with bylines over Washington articles for a good many years during a period in which there was absorbing interest in Washington activities. Except for a very occasional letter from an acquaintance, and once in a while from an outsider, I never heard from anyone except other newspapers. I suspect that newspapermen are the only people who bother to look at bylines over news articles in the papers.

On the other hand, I was immediately struck by the number of people who are interested in the radio speaker as a personality. My fan mail is not so voluminous that I have difficulty in answering it, but the fact that any complete strangers take the trouble to write notes indicates what a difference there is between the way people listen to radio news and the way they read a newspaper.

One of my first postcards was received from a gentleman in New Jersey who said something to this effect: "You are just a loud-mouthed anti-New Dealer spouting chamber of commerce stuff. I and all my friends are going to turn off the radio when you come on." Three weeks later I was amazed to receive another postal from the same gentleman saying: "I was mistaken. I think you are being fair. Good luck!"

Then there are people who are touched off into flowery letters or into criticism by a word picture or a phrase. Not so long ago I went to a press conference conducted by the economic negotiators for Britain and France - economists who were trying to straighten out irritations in the diplomatic relations between the Allies and the United States. One of the Britons seemed to me a typical Englishman, and I happened to mention on the air that he wore baggy trousers. A postcard the next day informed me that I had insulted the English, and that my adjective had proved me a German propagandist of the worst stripe. I replied that my trousers were frequently baggy.

Radio represents a considerable extent subjective because of the effect of the broadcaster's personality on the listener. But the necessity for objective reporting is equally obvious. If you write for a particular newspaper, you are often writing for a particular class of readers. Some of the material emphasized in the New York Evening Post, a liberal paper, is often quite different from material emphasized in the conservative New York Sun. On the radio, you have no particular group of listeners; in fact, you have the most cosmopolitan audience that you could probably find anywhere. You could not satisfy those listeners for very long if you were not reasonable, fair, and objective. You must not serve the public interest if you did not have these qualities.

A Growing Corps

Combining the color of events, the interpretation of them, and the personal touch with objectivity and impartiality is the task of the radio correspondent. It is not an easy one.

In Washington is growing a corps of experienced reporters, now devoting themselves to radio, who know their job and keep at it. This is the basis for any good reporting - radio or newspaper.

In Fulton Lewis, in Earl Godwin, in H. R. Baskhage, and I hope in myself, we have old-fashioned reporters who ought to know what is going on and why. In the days just before the war broke out and onward as foreign affairs topped everything in the news, I have practiced calling on at least four or five different officials in the State Department every day, including an assistant secretary of state or two. I have had a press conference with Secretary Hull. Add to that a visit to Congress and to the War Department and contact with the White House.

If then I could not give an ample, accurate, and fair presentation of the attitude, opinions, and predictions of official Washington, it would be a failure.

Washington's radio correspondents celebrate, in the first anniversary of their recognition as an institution, the coming of the Philco's gathering machine, the recognition of the care and thoroughness and difficulty which are part of the radio correspondent's job.
FM
Synchronized

BY
Western Electric
FREQUENCY STABILITY: Western Electric now makes another great contribution to the radio art—synchronized frequency modulation. This new system of carrier wave frequency stabilization is unique—gives the 503A-1 (1KW) Transmitter a stability of better than .0025%.

FREQUENCY RESPONSE: Flat within ±1 db from 30 to 15,000 cycles per second.

NOISE LEVEL: Phase noise carried by transmitted wave is 70 db down unweighted from ±100 KC swing.

DISTORTION: Typical measurements of r.m.s. audio frequency harmonic distortion with a distortionless F M audio monitor in the frequency range of 30 to 15,000 c.p.s. show less than 2% at a modulation corresponding to ±100 KC swing. Distortion measurements include all audio frequency harmonics up to 30,000 c.p.s.

COMPACT UNIT: All apparatus is contained in a single, beautifully styled cabinet measuring only 44" wide x 39" deep x 78" high. In construction and arrangement, it is similar to the now famous 443A-1, which set a new high in accessibility and simplicity of control.

POWER OUTPUT: The 503A-1 is designed to serve perfectly for powers of 1 KW or less, or as an exciter for amplifiers for higher power. Its superior characteristics will carry through when you step-up—that's mighty important to remember!

FOR FULL TECHNICAL DETAILS, write to Graybar.

Ask your Engineer!
Spartanburg Sale Approved by FCC

New WORD Acquires WSPA; Walter Brown Is Manager

VIRGIL EVANS, owner of WSPA, Spartanburg, S. C., retires from the broadcasting business, which station, a 1,000-watt daytime outlet on 920 kc., will be jointly operated with the projected new WORD, fulltime local on 1370 kc., as a result of an agreement executed May 21 for the sale of WSPA to Spartanburg Advertising Co. The transfer of WSPA ownership, involving a purchase price of $300,000, also ends the long litigation between WSPA and the proposed new WORD [Broadcasting, May 1].

Under the new setup, Spartanburg for the first time will have night as well as day service. It is planned by the new owners to take formal possession of WSPA June 1, with Walter Brown, prominent Washington newspaper correspondent, as manager. Mr. Brown is one of the stockholders of Spartanburg Advertising Co., which holds the construction permit for WORD. The latter station, he said, would be ready for operation shortly after July 1. It will for the time being use the same studio as WSPA, and will operate from the same antenna.

Stock Ownership

Spartanburg Advertising Co. is headed by A. B. Taylor, president of Taylor-Collie Co., a Treating concern, who holds 137 of the 400 shares of stock issued. Mr. Brown is vice-president and general manager, with offices. C. O. Hearon, former local newspaper publisher, is secretary, with 25 shares. The other stockholder is Donald Russell, local attorney, with 138 shares.

Mr. Evans, a member of the State Legislature, has stated that he intends to devote his efforts primarily to his recently established weekly, the Spartanburg News. Mr. Brown, until the national political conventions in June and July, will divide his time between Spartanburg and Spartanburg. A native Georgian whose father was prominent in the State Senate, Mr. Brown is at present Washington correspondent for a group of Southern newspapers, including the Raleigh (N. C.) News & Observer, Greenville (S. C.) News and Florence-Winston-Salem (N. C.) Journal and Citizen and Asheville (N. C.) Citizen and Times.

Fels Using 17

FELS & Co., Philadelphia, which May 11 started a 57-story, 90 -ton, tier -hour musical clock, morning and interview type programs for Fels Napha soap featuring local residents in usual morning and variety shows: KFRC, San Francisco; KOLN, Portland, Ore.; KFJL, Los Angeles; KBME, Minneapolis; WGN, Chicago; WIL, St. Louis; W CPO, Cincinnati; KQWS, Pittsburgh; W AEXT, Detroit; W G AF, Cleveland; WQXR, New York, and five Yankee Network stations. Agency is Young & Rubicam, New York. The Fels company, planning a direct mail drive for its three -quarter -hour, Golden Bars of Melody, on WFIL, Philadel-phia.

BEAVERS and Burnsides were obligatory when Omaha celebrated Golden Spike Days in May, with Gracie Allen's 'Surprise Party' convention heading the event. All three Omaha stations participated in the occasion. The line-up at top, all of WOW, includes (l to r) Bill Wiseman, publicity; Fredy Ebener, musical director; John Gillin Jr., manager; Harry Burke, program manager, and Foster May, special events director. Below, KOIL's Manager Don Searle and George Burns, Gracie's partner and manager of her campaign for the Presidency.

OMAHA'S GOLDEN SPIKE FETE

Colorful Events Mark Second Annual Celebration; Gracie Allen Convention Staged

GOING the limit in promotion and coverage, all three Omaha stations - WOW, KOWH and KOIL - turned the bulk of their time, talent and facilities over to Omaha's second annual Golden Spike Days Celebration May 13-18. Radio's place in the event was established more firmly than ever through participation of Burns & Allen and their company in the Surprise Party Convention naming "Gracie Allen for President." In addition to intensive local angle coverage, the event was highlighted by origination of the regular Burns & Allen CBS broadcast for Hinds Honey & Almond Cream from the convention hall.

KOIL carried a total of 99 special events broadcast during the six-day celebration, all sponsored by the Omaha National Bank. KOIL, as the Omaha CBS outlet, took an active part in preliminary arrangements for Burns & Allen participation, with General Manager Don Searle as radio chairman of the Golden Spike Committee. KOIL broadcasts started from Salt Lake City, following the "Presidential Special" on through Denver and Grand Island to Omaha. In addition to general coverage of Golden Spike events, KOIL originated the CBS Burns & Allen broadcast May 15 and carried the complete Surprise Party Convention May 17. Cliff Johnson, KOIL program director, was prominent in planning and producing the convention.

WOW also furnished extensive coverage of Golden Spike events, using five uniformed special events crews and five special events cars furnished by automobile sponsors - sprayed with whitewash paint and identified with call letters. WOW's principal broadcast was a panorama of the special train's progress across Nebraska, with special events crews meeting the train at various points to conduct interviews and then playing then broadcast via WOW's transmission from the Omaha Union Depot. WOW also picked up the parade and special programs from the convention, aggregating 22 broadcasts. WOW coverage and description have been picked up largely by Foster May, special events chief, Harry Burke, Lyle DeMoss, Bill Wiseman, George Burns, and Russ Baker. The Golden Spike celebration, particularly the Burns & Allen participation, drew heavy local newspaper publicity also. The Omaha World-Herald, in addition to a special Golden Spike Days session on May 14, carried front page news and feature stories of the doings of the radio troupe from the time of their departure from the West Coast, through the Surprise Party Convention, and until the celebration concluded.

Drops 'Gangbusters'

COLGATE - PALMOLIVE-PEET CO., Jersey City, which has sponsored Gangbusters on CBS for the past 4 1/2 years, is discontinuing after the June 15 broadcast. The program is currently on 55 CBS stations, Saturdays, 8:30-9:00 p.m. for Cue dentifrice, and formerly was heard for Colgate shaving cream. No substitute program has been announced, according to Benton & Bowles, New York, the agency.

MEMBERSHIP DRIVE IS BEGUN BY NAB

PREPATORY to the annual convention in San Francisco, Aug. 4-7, the NAB May 27 launched an intensive membership campaign, directed by E. C. Mayer, recently-appointed assistant to the president. The drive is to reach all new membership stations. The effort was launched with the dispatching of a personal letter from each of the 17 NAB district directors to each non-member in his district.

Preparatory to the drive, 43 broadcasters in as many States were named by district directors to serve as State or area membership chairmen. The campaign includes a letter and personal mailing to every non-member, the last to go out July 15. The mailing pieces will stress the importance of membership and the responsibility of every broadcaster to participate in its station's programing activity, according to Mr. Arney.

NAB Districts to Hold Elections of Directors

SEVEN NAB districts will hold elections of new directors June 1 and June 22 to elect new directors preparatory to the NAB convention Aug. 4-7 in San Francisco. James Lawrence Fly of the FCC plans to address the District 4 meeting June 1 at the Sedgwick Hotel, Greensboro, N. C. Other meetings will be addressed by NAB department heads and by Carl Haver- lin, station relations director of Broadcast Music Inc.

Originally eight district meetings had been planned, since half of the district directors are elected annually, while the other half is reelected. John E. Fetzer, District 8 director, including Indiana and Michigan, began the campaign recently was reelected for a special meeting. Other district meetings scheduled are District 10 at Harrisburg, Pa., June 1; District 21 at Wichita, June 9; District 14 at Salt Lake City, June 12; District 16 at San Francisco, June 17; District 6 at Memphis, June 20; District 2 at Rochester, N. Y., June 22.

NAB Code Praised

THE NAB Code was heralded as "a notable step in recognition of their responsibility toward the radio audience," it was said in a resolution adopted May 16 at the annual convention of the New Jersey Federation of Women's Clubs in Trenton, N. J. The resolution added: "We acknowledge our individual responsibility in supporting programs of the highest standard of culture, while safeguarding freedom of speech and of the air in a revolution ad-\n
Lever Summer Shift

LEVER BROS. Co., Cambridge, Mass., on June 18 is understood to be replacing the Big Town program, and 57 other NBC network shows, Tuesdays, 8:30-9:00 p.m., with Uncle Jim's Question Box, half-hour quiz program, July 1. The program is sponsored by Blue G. Washington Coffee Refining Co. The summer change appears to have been necessitated by Ruthrauff & Ryan, New York, agency in charge of the Rinso account.
It has been a great privilege to work with you through most of these years. As a writer and artist... as a business associate... and as a real friend... you're tops!

Guiding Light
Woman in White
Road of Life
Right to Happiness
Springtime & Harvest
Today's Children

Earl Weston
LITTLE Salisbury, Md., community of 12,000 on the Eastern Shore of Maryland has only one broadcasting station instead of two, despite the action of the FCC last April 12 which authorized new local outlets there to replace the 250-watt daytime WSAL which was closed off April 13 after the Commission had found alleged irregularities in its financial background.

Analyzing its “survival of the fittest” theory, as expounded and upheld by the U. S. Supreme Court in the Sande-O Horse Case [BROADCASTING, April 1], the Commission on April 13 granted two construction permits for new stations in Salisbury—one to Peninsula Broadcasting Co., 250 watts fulltime on 1500 kc., and the other to Delmarva Broadcasting Co., 250 watts fulltime on 1200 kc.

Delmarva Cancels
Following negotiations between the two companies, during which it was agreed the third station could not support two stations, the Delmarva company asked the FCC for a cancellation of its CP. This was approved May 21, thus leaving Peninsula alone in the field. It is understood the Peninsula company has sufficiently equipped the studio and transmitter equipment of the old WSAL, but there is some talk that the station, to be known as WJOC, may not be put into operation until next summer.

For the fall season 29 residents of Baltimore and the Eastern Shore, headed by John W. Dowing, of Salisbury, a Maryland State Tax Commissioner, holds the largest single block of stock, 550 shares or 11.11%. He is president; William F. Allen, Salisbury banker and nurseryman, vice-president; Albert W. Ward, Balti more, secretary; and Marvin Leifer, State Tax, commission, secretary; John T. Holt, Salisbury oil distributor, treasurer. Peninsula’s local man, however, is Clarence W. Miles, Baltimore attorney, a director, who owns 100 shares. He is joined by partner Seymour O’Brien, Hooper S. Miles, Maryland State Treasurer, is also a director and owns 100 shares, and Virginia P. Miles owns 200 shares.

The Miles-O’Brien firm is prominent, identified with the ownership of WCAO, Baltimore.

The Delmarva company was organized and largely financed by the Rogers Jr., formerly employed by WSAL, who is the son of Naylor Rogers, onetime manager of KNX, Hollywood. Young Rogers was equal partner in the now-discarded venture with Paul E. Watson, local banker. Also a director is H. Morton, head of the local Coca Cola Bottling Co.

Because of changes in advertising policy, Ethyl Gasoline Corp., on June 24 will discontinue the CBS program of George A. Kettles, Jr., and and Andre Kostelanes’ Orchestra, currently heard over KNX. Although the show has had high program ratings and has been successful, the company has decided to cut costs in the fall, giving no reason for the change. BDBO, New York, is the agency.

Two FUNNELS and teaspoon handles make up this “loving cup” to be awarded by John E. Surrick, sales manager of WPIL, Philadelphia, to the sales staff member leading the department during the May 20-June 15 period. Along with the trophy, the award includes an all-expense-paid premium good for a weekend in Atlantic City. Eying the cup are (1 to r) Benjamin A. MacDonald, Max E. Solomon, Mr. Surrick, Hal Simonds.

Plan to Abandon Daylight Time Shifts
Said to Have Approval of Advertisers

ABANDONMENT of the spring-summer schedule shifts caused by adoption of daylight time, and vice versa, apparently was approved by most station managers. Among them May 13-15 closed meeting of the Association of National Advertisers.

The question was brought up in early May by W. E. Heuerman, executive of J. A. Folger & Co., Kansas City Coffee firm, who circulated a letter [BROADCASTING, May 16] among A.N.A. members and then brought up the matter at the A.N.A. meeting. Ben Ludy, manager of WIBW, Topeka, circulated copies of Mr. Heuerman’s letter among time buyers and others.

Reactions from many sources have been obtained by Mr. Heuerman, who based his stand on the claim that daylight time confusion causes loss of audience. Among comments:

S. C. Gale, director of advertising, General Mills, Minneapolis: “In reply to your letter of the 9th, for many years the writer argued with almost everyone he met who was interested in radio to the effect that all radio schedules should remain on standard time throughout the year.

George A. Morrell, John Morrell & Co., Ototumwa, Ia.: “In our own case, we have purposefully planned our network advertising so as to stop for the summer just prior to the inception of daylight saving, because we might logically stop soon thereafter anyway, and don’t like to run into the confusion that exists for a period of a few weeks. For the same reason, we are inclined to start our fall network program after daylight saving time is discontinued.

George W. Bolling, vice-president, John Blair & Company, station representative: "The intention has been that daylight saving time costs the radio industry between 5 and 10 million dollars annually in hard cold cash. Season schedules could, and should, run another five to six weeks in the spring, and start another two or three weeks earlier in the fall. The expense of moving local and spot shows twice a year is terrific. Aside from the expense involved, listener’s habits must be changed twice a year in those cities not observing daylight saving.”

John J. Gillin Jr., manager, WOW, Omaha: “I agree with you. Daylight saving costs the radio industry not only many headaches but loss in audience appreciation. The listeners do not always receive the information in the newspapers as to the new program time, and those who do not get the information from the station itself then take a continued courtesy announcement. No one may not catch up with the program until a week after the change.”

Bager of W. C. Lawrence, sales manager, WDAY, Fargo: “I’ll be glad to talk about it among the other broadcasters, starting with our district here and then maybe carrying it further to the broadcasters convention. I believe that we could get the support of the broadcasters, and certainly many of the advertisers and agencies.”

John Blair, John Blair & Company: “We have discussed the whole story with practically all of our stations and have argued that they do something about it at the time of the NAB Convention, which would not come until the August this year. However, I do believe that a considerable amount of ground work can be done before that time. For instance, you could prevail upon other large advertisers like yourselves to start a plan, and we and the other major radio station representatives could build a strong story urging all our stations to get behind it.”

Craig Lawrence, Iowa Broadcast Co., Des Moines: “There has also been the feeling that even though radio were to keep on standard time, that those advertisers who would arrange with the networks to so change the time of their programs to reach the listeners in those metropolitan centers at the same time as here during standard time in those cities. This, of course, would defeat the purpose of staying on daylight saving.”

W. E. Waggstaff, KDYL, Salt Lake City: “We have written several stations to get their sentiments on the subject and will pass the information we receive to you.”

Program Surveys Discussed By ANA

METHODS of determining program popularity were discussed by A. W. Wilbur, General Mills and A. W. Lehman, manager of the Cooperative Analysis of Broadcasting, during the media control session of the 1940 spring meeting of the Assn. of National Advertisers at the New York Sheraton and Century Club, Rye, N. Y., May 13-15.

Mr. Wilbur, a member of the advertising committee of the CAB, attacked the problem from the philosophical side, distinguishing between a survey, a situation, which is based on physical factors, and the circulation of a program, which involves less tangible elements.

Lehman discussed the four major methods of audience measurement—roster, coincidental, meter and the recall method used by the CAB, explaining the relative advantages and disadvantages of each type of survey.

At one session A. A. Schechter, NBC director of news and special events, held a conference on how radio covers the European war, circumventing the hazards of censorship and of the five-hour or six-hour time difference between European capitals and New York to bring to American listeners news currently fresh and interesting. Max Wylie, director of the CBS script division, and Earl D. Wilkenson, president, made a transcription of the Columbia Workshop production, "Curly," to demonstrate voice production techniques, and also demonstrated the latest innovations in sound effects.

In a discussion of the consumer movement, J. P. Miller, of Pet Milk Sales Corp., described the activities of the group giving the consumers “the facts about our business that they are demanding of us.” According to the company’s radio program of general and household news on CBS has aided in the achievement of this goal.

Radio Industry Praised
For Assisting Red Cross

FROM the opening gun of the $10,000,000 American Red Cross Telethon radio campaign, radio networks and individual stations, sponsors and radio stars have “rallied magnificently” in aiding the appeal, it was stated at Broadcast ing May 24 by G. Stewart Brown, Red Cross national director of public information, and Charles Dillon, radio director of the organization.

Pointing to the special full-hour broadcast aid, the campaign’s coordinator, stated that networks on May 26 as an example of how radio has risen to the emergency, reached that in fact over 75 national sponsors scheduled some 180 spots for the drive which, from station show to station show, that 500 individual stations are carrying 12 one-minute recorded Red Cross announcements as well as giving time to local chapter for live spots, interviews and talks.

The May 26 show presented 20 top musicians entertaining the world, along with Mrs. Eleanor Roosevelt, Red Cross Chairman Mrs. Franklin D. Roosevelt, Wayne Heyl, Chief-Editor of the Red Cross European delegate. All talent and musician unions cooperated, with Ben Larson handling production of the show.
He's thinking of shuffling feet, of blows that fall with trip-hammer speed, of the bell. He's thinking of busy seconds, of brilliant arc lights, of crowds, of clamor. He's thinking championship fight!

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. BROADCASTING will work for you!
WBBM-KFAB PLAN
SET FOR HEARING

A PARLAY of station shifts whereby WBBM, Chicago, would operate fulltime on its 770 kc. channel without the necessity of synchronizing daytime with KFAB, Lincoln, was designated for hearing by the FCC May 15, after pending for about a year.

Under the CBS-proposed plan, WBT, Charlotte, which it owns along with WBBM, would install a directional antenna on its present 1680 kc. clear channel, for simultaneous operation with KFAB. KFAB would retire from 770 kc. Also designated for hearing was WJAG, Norfolk, Neb., on its application to shift from 1630 to 770 kc. with operation changed from limited to daytime. The application of WMBI, Chicago, for modification of license to shift from 1680 kc., sharing with WCBD, Chicago, likewise was designated for hearing as amended, contingent upon the WBT and KFAB changes.

WCBD has pending an application to shift frequency from 1080 to 830 kc., the latter being the channel on which KOA, Denver, is the dominant station.

The hearing is another in the series involving breaking down of clear channels. Others pending include the application of WHDH, Boston, for fulltime on KOA's 830 kc. channel and of WNYC, New York municipally-owned station, to operate fulltime on the 810 kc. channel assigned to WCOC, Minneapolis.

Two Wisconsin Students
Win WLW Scholarships

TWO seniors in the Wisconsin U college of agriculture—Archie E. Stockwell and Robert W. Monk—on May 29, were announced as winners of the radio scholarships awarded annually by WLW, Cincinnati. The announcement was made by George W. Biggar, WLW program director, after the winners were selected by a committee consisting of John C. Baker, radio extension specialist of the U. S. Department of Agriculture; C. Gregory, associate publisher of Wallace's Farmer and Iowa Homestead, and Arthur Radlhey, assistant educational director of WLW.

With competition open to seniors of land grant agricultural colleges throughout the country, colleges and universities in 22 States were represented by entrants. Immediately after graduation Messrs. Stockwell and Monk will come to Cincinnati for a six-month practical training course in developing farm radio programs, announcing, continuity writing, production and special events. The training, for which they will be paid, is under direction of Ed Mason, farm program director of WLW.

Wheaties Serial

GENERAL MILLS, Minneapolis, on June 3 will sponsor the serial program By Kathleen Norris on ABC-red in the interest of Wheaties. The program was tested last summer on KYW, Philadelphia, and on Oct. 3 was placed on CBS for Bisquick. The first book by the noted author to be dramatized will be "Mystery House." Agency is Knox-Reeves, Minneapolis.

Atlantic City Spots

STEEL PIER, Atlantic City, has retained Jack Yarmov & Co., New York public relations firm, to handle its advertising from June 1 through Labor Day, with radio figuring largely in the plans. As last year, about six stations in New York, New Jersey and Pennsylvania will be used to carry programs featuring music by the name bands playing at the Pier. Commercial programs also will originate from the Pier whenever the broadcast dates coincide with the engagements of the Pier of the bands featured on the programs.

WTBO Settles Suit

SUIT OF H. B. McNaughton, former manager of WTBO, Cumberland, Md., seeking $2,000 from the station on the basis of an alleged employment contract, has been settled by owners of the station for $300, according to Frank V. Becker, general manager. Mr. McNaughton had alleged that his contract covered four months salary and 10% of the station's net profits due him following termination of services as the station head.

HANDSOME Jane Lee, office manager of WBBM, Chicago, whose resemblance to the Duchess of Windsor has been subject of comment by local columnists, makes a hobby of collecting perfume bottles. She has hundreds of them, but her most prized possession is an ancient jade bottle with carved hieroglyphics which still retains a scent purported to have been used by Cleopatra. She is shown here holding the much- admired bottle, which she says has been stolen four times but always returned.

Long’s Campaign

DEWEY LONG, general manager of WSAI, Cincinnati, on May 22 was elected to the board of governors of the Cincinnati Advertising Club for a two-year term. His election climaxd a red hot comedy campaign engineered by Dick Ruppert, WSAI promotion director, who acted as Long's campaign manager. The Ruppert approach encompassed a series of campaign letters sent to members of the organization, highlighted by a transcribed burlesque variety program written by Latham Owens simulating an actual WLW broadcast, which was played at the election meeting.

The mimeographed bulletin. As ABC of the FCC, has been printed in rest pocketbook form by the Government Printing Office. The FCC is mailing the booklet free upon request.
The Third grant of the Alfred P. Sloan Foundation to Chicago U.

For continuation of experiments in educational broadcasting, and dissemination of economic information was announced May 17 by President Robert M. Hutchins. The Foundation's grant to the University in 1938 amounted to $35,300, in 1939 was increased to $39,650, and in 1940 to $43,510.

First step by the institution since receiving the new grant was to start publicizing of verbatim transcripts of its Round Table broadcasts. Nearly 500,000 copies of the spontaneous discussions have been requested by listeners either through single copy orders or by subscription. The Round Table is heard over 80 NBC-Red stations weekly.

In the near future a station relations department will be established, according to Sherman H. Dryer, radio director, which will have as its aim a closer working arrangement with all stations releasing educational broadcasts. In addition, broadcast patterns, hitherto untied, will be used as experiments.

Willa Gray Martin, author of the syndicated column "Southern Accent in New York" currently in 80 Southern newspapers, is arranging for a radio version of the column, which will probably be translated for local use in southern cities. Miss Martin has recently done several guest appearances on NBO's Let's Talk It Over series.

Mr. MacMurray, Community Service feature is headed by Arthur MacMurray, assisted by Miss Pat Griffith. This is how it operates:

In 22 rural communities and small towns during the last year, talent of all types has been called in from surrounding territory for open auditions. Two or three-night stands are played by this talent in each community, the shows being sponsored by local organizations such as churches, 4-H Clubs, school groups, teachers associations, etc. WHO furnishes the professional director who auditions the talent and stages the shows.

All proceeds go to the local sponsoring organization. WHO does not even ask for a guaranteed fee, nor does it share the profits in any way. Net profits after the extremely low production costs go to the sponsoring organization. WHO wins goodwill, and occasionally discovers talent.

Local newspapers invariably are generous with publicity, and WHO gets its share. During the last year, WHO Community Service directors have auditioned approximately 9,000 persons for these home talent shows, about half qualifying to appear. The audiences in the little towns, including several in border Wisconsin and Minnesota regions, have exceeded more than $1,000—and more than $4,000 has been turned over to the sponsoring organizations.

Sloan Foundation Boosts Annual Fund Donated to Chicago U. Radio Activity

Serial Record

WFIL, Philadelphia, saluted Jimmy Scribner as all-event radio champion in mid-May after he had established several records in the WFIL studios by ad libbing 25 quarter-hour episodes of his one-man Johnson Family show in 6¾ hours. The episodes were transmitted for use during Scribner's five-week vacation. Vital statistics on the unprecedented performance include: 22 individual characters and sound effects handled by Scribner alone; all 25 episodes were ad libbed, Scribner walking into WFIL with only a bare story idea in mind and pausing between episodes only long enough to clear his throat; the whole job was done in 6¾ hours divided over on two days—9 episodes in 2 hours, 10 minutes May 13 and the remaining 16 episodes in 4 hours, 20 minutes the next day.

City of Camden Seeking A Buyer for Its WCAM

That the City of Camden, N.J., has again placed its municipally-owned station, WCAM, on the market for sale, is reported from Philadelphia. Mayor Brinner is said to be ready to entertain bids but to have stipulated that the city wants at least $35,000 for the station, a 500-watt outlet which shares time on the 1280 kc. channel with WTNJ, Trenton, and WCAP, Asbury Park.

A possible purchaser is seen in David Stern, publisher of the Camden Courier-Post and Philadelphia Record, who recently applied to the FCC for authority to purchase the 100-watt part-time station WHAT in Philadelphia [Broadcasting, March 1] from Bonwit-Teller & Co., which last year had bought that station from the Philadelphia Public Ledger.

WCAM is operated by the city but its available time is leased to Mack Radio Sales Co. for a reported $20,000 a year. That company resells the time for sponsorship. The net returns to the city, however, are reputed to be very slight.

Mafred B. Lee and Frederic Dannay, writers of the Adventures of Ellery Queen programs on CBS, on May 10 filed suit in New York Supreme Court against Walter L. Rosemont, seeking to break their contract with him as agent receiving 50% of the net received from CBS for the programs. Plaintiffs also seek the return of $700 in commissions. The defendant on May 13 filed a general denial and a counterclaim of $20,000 for commissions, which he alleges have not been paid him since March 29.

New York’s best known and best liked radio station.

Proved by five basic studies—four different research techniques—over seven years.

For more information about WABC, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles.
a fact—you can walk into any Worldgram Service station listed on this page and hear smart, up-to-the-minute programs in wide variety. What a service to an advertising man in search of a radio program or a radio idea!

This gives you an inkling of the scope of World's activities in the field. No phase of an advertiser's problem is strange to World. Long known as “Transcription Headquarters,” World has served advertising men every step of the way, from idea to broadcast.

What are you looking for? A ready-made program to be broadcast on one station? We've built it and you can hear it today at any World station. . . . Do you want a tailor-made program? We'll build it to your order or supply the idea just as we have for dozens of the largest and smallest advertisers. . . . Do you want a test campaign to prove a theory or bolster a market? We have auditions of a number of excellent ideas recorded and ready for your ear.

For remember — this is “Transcription Headquarters” and that means “Idea Headquarters” as well.

No need to cite our successful clients . . . they read like a “Who's Who of business.” No need to explain quality . . . World enjoys the preference of leading radio stations 9-to-1. But we do need to get over to you as an advertising man what you are missing in valuable creative help if you are not already using World facilities. Let us serve you.
Federal authorities and draft an integrated plan which would fit into the defense pattern. Broadcasting, as an industry, is prepared technically; it simply needs to fit its operations into the general national scheme. Enrollment of qualified broadcasters in the military reserves also seems desirable.

One other thought occurs. "Fifth column" treachery abroad has stunned what is left of the neutral world. There have been more than mere indications of such activity, Fascist and Communist, in this country. The technique of the modern invader, we have learned in this brutal era of mechanized and parachute-troop warfare, is first to grab all lines of communications, particularly all broadcasting outlets. The captured transmitters then blare forth the conqueror's propaganda. Radio is the nerve-center in modern warfare.

Charges by the Dies Committee that the American Communications Assn., CIO union, is alleged to have some 150 Communist radio operators on American ships, poses another problem for broadcasters. Are there also subversive elements in our industry? We believe not, but in these tense days every employer would do well to reassure himself by rechecking the antecedents, affiliations and outlooks of all key or responsible employees.

If war comes here, present plans contemplate civil control of broadcasting as we report elsewhere in this issue. The first few days or weeks will necessarily dictate the future. Radio has but to orient itself to the new tempo to assure minimum disturbance.

Bingo Basis?

DANGER still lurks in prize contest programs, despite the refusal of the Department of Justice in seven cases [BROADCASTING, May 15] to prosecute under the anti-lottery laws. Broadcasters should not dull themselves into a feeling of absolute security simply because the Government hasn't yet seen fit to take action.

In our last issue we reported exclusively that the Attorney General's office had returned to the FCC five additional cases referred for prosecution in connection with a closed.Contradiction in the celebrated Pot o' Gold case in which the Department took a similar view. The most that can be said at this writing is that the Attorney General's staff, as counsel for the Government, concluded it could not convince a jury of 12 good men and true that such programs, with the particular facts involved, constituted violations of the law.

This does not mean that the Department is convinced that such programs are not actual technical violations or that they are not at least borderline. It may well be that the Department is awaiting a case in which the facts are such that it feels it can win. As far as we are aware, the FCC has not decided to desist from referring additional cases to the Attorney General.

Our point now is precisely what it was before the FCC referred the first of the prize contests to the Department—that for the most part they do not constitute good radio. In a program which programs antennas or two may not be seriously objectionable if kept within bounds. But to let them run rampant over networks and stations will tend to cheapen the medium. Radio does not have to work on a bingo basis, artificially to attract audience. It does not have to emulate the double-feature technique of the movies, or resort to Bank Nights.

Ultimately, it is our guess, there will be an actual adjudication of all cases under the lottery laws. And it's a sure bet that the Government will pick a case with which it can win hands down. Rather than await that event, broadcasters should scrutinize closely all such program propositions. When in doubt about their propriety, our suggestion is: "Don't!"
ATHERTON WELLS HOBLER

“AN ADVERTISING man’s advertising man” is the way they describe Atherton Wells Hobler, president of Benton & Bowles. Testifying to the accuracy of that description, his fellow advertising agency executives a few days ago elected him to the post of chairman of the board of the American Assn. of Advertising Agencies for the coming year.

While primarily concerned with the broad advertising plans and policies of his agency’s clients, Mr. Hobler at the same time has a thorough understanding of the detailed operations necessary to carry these plans through to completion, knowledge gained through nearly 30 years in the advertising profession. When radio first appeared on the advertising horizon, for example, he was among the first to appreciate its potentialities for reaching the mass market, and to-day Benton & Bowles has 14 network campaigns and several spot campaigns on the air, creating and producing a total of 53 programs each week.

Mr. Hobler was born in Chicago, on Sept. 2, 1890, and moved four years later to Batavia. He grew up in this small community on the outskirts of Chicago’s suburban area, attending the Batavia schools and later the University of Illinois. From the age of 11 until his senior year in college, he spent his summers at various jobs in the plant of the Appleton Mfg. Co., maker of silo fillers, corn shellers and similar agricultural equipment.

Immediately following his graduation in 1911, young Hobler started his advertising career in the employ of the Gardner Adv. Co. of St. Louis, but a year later he returned to Batavia and to the Appleton Co. For the ensuing five years he progressed from auditor to circulation manager and credit manager to assistant sales manager and then to sales and advertising manager. From this experience he gained a first-hand knowledge of merchandising and sales as well as of advertising that has proved of great value in his later years in agency work.

In 1917 he rejoined the Gardner agency as contact man on the Ralston breakfast food and Purina Feeds accounts. But America’s entry into the first World War soon removed Hobler from the field of advertising to the field of artillery and he spent the year of 1918 in the Same Training School, Camp Zachary Taylor, Louisville. Following the armistice he again entered the same medium and soon made a vice-president. He stayed there for more than six years before he joined the present firm, which he immediately began his association with the advertising of Post Toasties and Post Bran Flakes.

In 1932, Mr. Hobler left Wasey to become a partner in Benton & Bowles, whose business has been built around a nucleus of General Foods advertising. In 1934 he became president of the agency. Illustrative of Mr. Hobler’s consistent policy of attempting to keep at least one jump ahead of the rest of the advertising industry was his early interest in radio at a time when it was generally felt that radio would be a short-lived novelty. Later, as this new medium for advertising began to grow up, he was jointly responsible for the creation of the Maxwell House Show Boat, radio’s first big “idea” show. The Camel program starring Morton Downey and Tony Wons—remember Tony’s whispered “Are you listening?”—was another early program to bear the Hobler imprint, as were the Palmolive Beauty Box series and Town Hall Tonight.

To become even more familiar with radio techniques than his many activities as agency president would normally permit, in the summer of 1934 Mr. Hobler took a “vacation” from his usual routine and became an ex-officio member of the staff of Warner Bros. Radio, directing the production of Show Boat, Palmolive Beauty Box Theatricals and the Fred Allen program (which became known as Town Hall Tonight) late in the summer, and generally handling into the varied activities of the radio staff. Although Hobler refuses to take any credit, it is a fact that the three shows he directed rose to first, MIRROR FOX, sales and program director of KDYT, Salt Lake City, in mid-May was promoted to the rank of captain in the Reserve Officers’ Training Corp. at headquarters of the Third Military Area in Salt Lake City. Capt. Fox on May 15 took first place in the novice five-gaited class at the annual Flower Show at the University of Utah College of Agriculture, with his old gelding, Chico Prince. It was his first show appearance. He also took second place in the open-gaited class on Lady Angelo.

LAURENS HAMMOND, president of Hammond Instrument Co., Chicago, on May 15 was awarded the John Price Wetherell medal by the Franklin Institute, Philadelphia, “in consideration of the inventive skill displayed in the development of the Hammond organ”.

WILLIAM S. POTE, commercial manager of WMEX, Boston, has been named general manager of the Colonial and Ancient and Honorable Artillery Company, Massachusetts military organization founded in England. In his new post Mr. Pote will play an important role in the special events of the company in June. His immediate predecessor in the job was a former manager of WMEX, also is a member of the company.

FRANKLIN DUNHAM, NBC director of educational and religious programs, on May 24 gave the feature address to Radio’s End Life of People” at the 60th anniversary celebration of Minnywood College, Scranton, Pa.

HOBACE STOVIN, supervisor of station relations for Canadian Broadcasting Co., Toronto, vice-president and general manager of KPO-KGO, San Francisco, in late May. He is on a one-month vacation and contact tour of the United States.

P. KING MICHETTLE, KMO, Tacon, account executive, and Montana Hayes of Longview, Wash., were to be married June 1.

JACK HESS, formerly national advertising manager in the special operations division of Paramount-Publix, has joined Music Corp. of America, Chicago, as advertising and station relations manager. He succeeds William Green, resigned.

third and fourth in the Crosley survey. This summer course in radio involved his conviction as to the value of advertising on the air, which is doubtless to a large degree responsible for the fact that an estimated 40% of the advertising appropriations handled by Benton & Bowles go into radio.

Of course, Mr. Hobler does not normally concern himself with the details of radio production, but he does play a large part in the formation of radio policies and, together with Chester Bowles, passes on all program plans before they are put into operation.

Atherton Hobler in 1914 married Rose Charles Windsor, and the family now includes three sons and a daughter. Edward, the eldest, was president of the 1939 senior class at Appleton, and together with his mother voted man of the week in the group. Well’s second son, is a junior at Prince- ton University and a member of Phi Gamma Delta. Herbert is a sixth former at the Hill School.

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Grover Fear

GROWING possibility that a radio man may be the next Governor of Iowa is indicated by the reported favorable part of the State Republican organization that the radio voice of H. E. Keys, former head of the news bureau of WHO, Des Moines, may attract sufficient votes to pro-

vice for the forthcoming Republican nomination for Gov-

or in the Iowa primaries to be held June 15 (WED-

ING, April 15). The Republican organization, supporting incumbent Governor George A. Wilson, has pointed to the possibility of Grover’s radio career in Iowa. Among the vote of thousands of Iowans who normally do not bother to participate in primary elec-

tions. Announcing his candidacy via radio early in April, Mr. gros told listeners 10,000 letters had been re-

ceived in a hury for nomination papers. Long distance calls pliing to the publisher of the board, telegrams poured in, and next morning his desk was piled high with a total of 10,000 signatures, he received nearly 60,000 over night.

Larry Thomas, formerly announce-

er of WIBG, Glenisda, Pa., has joined the news staff of WADs, Philadelphia. Reportedly, after the WADs production staff, will devote full time to the station’s news bureau.

Henry C. Whitehead, program director of WOR, Norfolk, Va., and conductor of the Norfolk Symphony Orchestra, June is to marry Charlotte Leitch, in June is to marry Charl-

ton Leitch, of the Norfolk Ledger-Dispatch.

Ted Myers, KFC, Los Angeles, news commentator, has resigned to join KFI-KECA, that city, as an-

nouncer. Hal Scher, recent addition to the KFC announcing staff, has re-

signed. The station uses the Golden Gate Exhibition, San Francis-

cisco. His KFC successor is Don Otis, who joins the station after a two-

month absence.

John Gordon, formerly radio pub-

lisher of WOR, Los Angeles, has resigned to join KFI, the Los Angeles Times, and join the KFI-KECA, book department, as chief film writer. He will write a column of motion pictures. He is the former boss of the National Motion Picture Corporation. He has resigned to join KFI, the Los Angeles Times, and join the KFI-KECA, book department, as chief film writer. He will write a column of motion pictures. He is the former boss of the National Motion Picture Corporation.

Norman Jay, formerly publisher of Radio Press, Philadelphia fan mag-

azine, after stepping in on short notice as a pinch-hitter for Alan Scott on the Yellow Cab Co. broadcasts on WCAU, Philadelphia, has been permanently assigned to the spot. The cab company recently fired Levy, and his brother Isaac D. Levy, chief owners of the station.

Bill Morrow and Ed Beloin, Holly-

wood writers on the NBC Jack Benny Show, sponsored by General Tire, have joined the Paramount Studios to prepare the screen play, “Love Thy Neighbor,” based on the Jack Benny radio series. They worked on the screen script of “Buck Benny Rides Again,” produced by Paramount.

Lorne Greene, chief news announ-
cer of the Canadian Broadcasting Corp., has just completed his second assignment in Ottawa as narrator for the Government’s wartime film board with work on the film “Atlantic Pa-

triot.”

Jay Simms, formerly of KFWB, Hollywood, and WBWB, Chicago, has been appointed announcer of the WOR, New York, morning program. He will join the announcing staff.

Thomas Peluso, Hollywood mu-

sical director of the weekly NBC show, “The Going Steers,” for the S. & M. Organization Co., has been signed as music director of Technicolor, producer of subject films for the coin-

machines.

Jack Ziegler, formerly of WBMZ, Chicago, has joined the announcing staff of WING, Dayton, O.

Neil McIntyre, formerly of WMBZ, Chicago, has also joined the WQV, San Jose, Cal., announcing staff.

William H. Snow, formerly of

the NBC New York guest relations staff, has joined the announcing staff at WGN, Birmingham, Miss. Both are graduates of the NBC announcing staff conducted by Dan Russell. Bill Terry, WSGN sports an-

nouncer, is recovering from an append-
edectomy.

Michael Hinn, newscaster of

WLW, Cincinnati, in early May mar-
ed Lottie O. H. Riordan, daughter of Judge Riordan, and John Williams, Hogan, formerly WOR, succeeds Whiteside and

ager appointed the Newark studios new director of the broadcast advertising.

Paul Vincent, formerly program director of WFLR, Norfolk, Va., has joined the staff of WOR, Newark, as newscaster.

George R. Bowles of the NBC Hollywood setup department, has been

promoted to announce. He married Theresa Marie, Henderson at Musen-
tine, Ind., May 4.

Gerry Lansky, announcer of the new WTRW, Troy, N. Y., recently married Annebel Pettigrew. Cecil T. Walker, formerly of WOKO, Albany, and WSBW, New York, has joined the WTRW announcing staff.

Robert Neville, foreign news editor of PM, forthcoming New York newspaper, on March 1, announces. In the quarter-hour news programs on WBNW, New York.

Ralph F. Davis, conductor of the Froebel & Gamble Co. production, and of Consequences program on CBS, is writing the “Ellen Randolph serial.”

Margaret Sanger, script writer, has signed an exclusive day-

time contract with Benton & Bowles, New York, and is currently

writing the Ellen Randolph serial.

Tom Kay, formerly news editor of

WMCN, Nashville, has joined the news department of WNEW, New York.

Asghrad Scott, Hollywood writ-

er-producer of the CBS Blondie pro-

gram, sponsored by R. J. Reynolds To-

cigarette company. The character, the turner, actress featured in the series, has married May 20 at Eusenda, Mex.

Thomas Peluso, Hollywood mu-

sical director of the weekly NBC show, “The Going Steers,” for the S. & M. Organization Co., has been signed as music director of Technicolor, producer of subject films for the coin-

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BOB EDMONDS has been transferred to the production staff of WCBS, Spring- field, Ill., where he will do the play-by-play of the local Three-Line League baseball games sponsored by Falstaff Beer. Noble Noah, WCBS announcer, is the father of a girl born May 14.

ED BYRON, producer of Procter & Gamble Co.'s "What's My Name" on NBC-Red, on May 17 married Maxine Jennings, RKO star.

DICK JOHNSON, program director of KFGC, Tucson, has been transferred to the production staff of KFYI, Phoenix.

JOEL SCHWARZ, formerly with the convention bureau of the New Orleans Assn. of Commerce and before that with the New York City convention bureau, has joined WWL, New Orleans, as studio informant.

BOB EDMONDS has returned to the Canadian Broadcasting Corp. announc- ing staff, Toronto, after a visit in Chicago.

JOHN NORTHOVE, formerly of CJKL, Kirkland Lake, and CHML, Hamilton, Ont., has joined CKTB, St. Catharines, Ont., as announcer and continuity writer.

HAl PARKES, announcer of KLO, Ogden, Utah, has been named special events director of the station.

GENE MEYOUNG and Rod Shepherd recently were added to the announcing staff of KARM, Fresno, Cal.

BOB SMITH, new to radio, has joined the announcing staff of WCLO, Janes- ville, Wis.

DON TOLLIVER, announcer, Randall Becker, continuity writer, and Gene Hogan and Mary MacManus, news reporters, have joined WTMV, East St. Louis, Ill.

DAN PAUL, formerly of KMBC and WDAS, Kansas City, has joined the announcing staff of KFZJ, Fort Worth.

JAMES HERRICK, actor-director, has been named production head of Radio Productions & Recordings Inc., Denver. The firm has been appointed radio advertising agency for Flaks Inc., Denver candy firm.

DON MARTIN, son of the managing editor of the Denver Post, has joined the news staff of KOA, Denver.

KEN WEBER recently joined the announcing staff of WLFX, Erie, Pa.

CHUCK ACREE, of the staff of WLS, Chicago, has left on an extended trip through Central America. Pokey Martin, formerly of WLS, accompanied him.

MARGARET McDERMOTT, formerly of Reincke-Ellis-Younggreen & Finn, Chicago, has joined the Los Angeles staff of MacManus, John & Adams.

EDWARD WALSH, John Carroll U. graduate, has joined the merchandising department of WHK-WCLE, Cleveland. Lucille Sills, sustaining traffic manager of WHK-WCLE, has announced that she is to marry Bill Touzeau July 12.

GUy HULON SAVAGE, announcer of WGN, Chicago, is the father of a boy born May 9.

John Lynn McManus

JOHN LYNN McMANUS, 38, radio scriptwriter handling the Rudy Vallee program, died in Hollywood May 25 of a heart attack. He entered radio work in 1930, after having served in newspaper and newsmagazine work in New York, and wrote program material for Floyd Gibbons, W. C. Fields and Bob Burns.

KEN CARPENTER, NBC Holly- wood announcer on the weekly Kraft Music Hall, sponsored by Kraft Cheese Co., has been signed by Paramount Studios for a part in the film, "Rhythm on the River", featuring Bing Crosby.

FACtORS THAT MAKE WNAX A TOP-STATION IN LISTENERS PER DOLLAR

The Champion

FIRST in daytime rural population, 3,126,320—SIXTH in total population, 3,837,323—among all Columbia Sta- tions.

FIRST in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

FIRST in cash farm income—among all Columbia Stations. $747,180,000 in 1938.

FIRST in value of farms—among all Columbia Stations. $4,257,599,000.

FIRST in Showmanship among all Farm Service Sta- tions—Variety Award.

FIRST in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a FIRST choice on your station list. It will produce First Prize results for you.


RADIO STATION WNAX 570 ON THE DIAL

Studios—WNAX Building, Yankton
Orpheum Building, Sioux City

BROADCASTING • Broadcast Advertising
DEALERS AND RADIO ADVERTISING

By SAMUEL J. HENRY JR.
Bureau of Radio Advertising, NAB

DEALER opinion on the subject of advertising, like public opinion on political questions, often works slowly and in devious ways. But in this enlightened age of research, its demands cannot be denied for long. Today, with the consumer movement and all its implications directly affecting the dealer and his stake in the profit picture, the man who markets the product demands, and receives a voice in the affairs of big business that he never before enjoyed, especially in matters of public relations and advertising.

 Tradition calls for the typical dealer to disapprove of all advertising (or at least his manufacturer's particular methods) to brand it as a waste for which he eventually must pay. "Sure, it's all very pretty—it pleases those swivel chair admirals at the home office. But what good does it do me?"

Ten years ago, the answer to that rhetorical question was "none at all" (so far as Mr. Dealer could see). Just another expense cutting into his profits. It means higher wholesale prices; if he raised the price to the consumer, volume fell off. If he didn't, his margin of profit was reduced. And there was nothing he could do about it.

suit: Million dollar campaigns sold some goods, but antagonized too many dealers. Not a very profitable expenditure.

A Business Blessing

Radio has helped considerably to change that unhappy picture. It has heightened the dealer's attitude toward all advertising. Rather than a waste, he now sees it as a real blessing to his business, because he has been able to observe exactly how radio works for him. The man-on-the-forefront of consumer sales knows that radio brings in cash customers, with resultant profits to him.

How does he know? And how can we prove it? How can an increasing dealer sentiment for radio be used to open up new sources of revenue for radio stations? First, the answer to question No. 1: How does the dealer know radio sells goods?

Dealers live with radio. In that they're different from millions of other people. Radio is as much a part of their lives as it is of their customers. But—dealers also listen to radio programs advertising the very products they sell for their livelihood. Radio not only sells goods. Radio sells both buyer and seller—customer and distributor. Dealers are daily sold and re-sold on radio-advertised goods, and on radio, they move goods and building profits.

Need of Knowledge

Why, then, the lag between what many dealers know to be their most profitable medium, and what the manufacturer does with his advertising dollars? Why the familiar difficulty of convincing home office advertising managers that radio should be included in every budget—that dealer demand should not go unanswered? The fact that radio is a comparatively new medium presents two obstacles to be overcome by more dealer opinion can be fully reflected in national advertising and dealer cooperative campaigns.

Expert knowledge of radio is still limited to a small number of advertisers. The others need help and advice in the proper use of the medium; they need more information on successful programs and methods. It's a major educational job that radio faces in developing new business.

1. Habits are hard to break. Generally speaking, the larger the company, the more conservative, the slower to change. "What was good 20 years ago is still good enough for me." They stick to the older, more familiar (and easier) methods, and not until the competition begins to outsell them with radio do they see the light.

2. Radio has the history of all advertising, but in radio the factors of preferred time and consistent build-up place a heavy premium on "getting that first out of it at the cost's men", if sales battles are to be won. It is not too late to get a good seat on the advertising bandwagon, and many alert manufacturers are climbing aboard every day.

But how can we convince some of the more recalcitrant that radio sells goods? Through the answer to question No. 2: Have we been demonstrating properly the success story of advertising, but undeniable proof that radio—radio alone—made a difference of $500,000 in actual sales. The sponsor's sales in two markets of similar size, where all selling factors were the same, were checked and double-checked by Crossley Inc. The market controlled by radio showed almost twice the volume of sales that the non-radio market produced.

Another method is to poll a representative cross-section of retailers in a particular area, and then bring the results to the attention of those responsible for allocating advertising funds. Here are the results of two recent surveys conducted by unbiased research organizations among grocers and food chains in two widely separated markets:

In New York and the Metropolitan area, 225 grocers were asked: What type of advertising do you believe is the most effective in selling a well-established food product? Answers were as follows: 75% said radio, 3% said newspapers, 3% recommended other media.

What type of advertising would you recommend for a new food product? 85% said radio, 14% said newspapers, 1% recommended other media.

In Los Angeles, 225 grocers were asked: What type of advertising medium would you recommend for a new food manufacturer to use to distribute its product to the best advantage? 80% said radio, 16% said newspapers.
job of moving goods off your shelves? They answered as follows: 72% chose radio, 18.5% newspapers, 8% magazines, 2.2 billion.

28 wholesale grocers asked the same question, brought the following results: 66% for radio, 24% for newspapers, 8% magazines, 66% billion.

In New York, two additional questions were asked of the grocers:

“What form of advertising has been particularly effective in building customer demand?” and “What form of advertising do customers mention most?”

To both questions, radio landed a whopping 80% of the votes.

The researchers also chose sets in food stores. In New York, 95% of all retail grocers interviewed had a radio in their store, only 5% had none; in Los Angeles, 62.5% of the stores had radio, and in Los Angeles over 9% to 0% were in use simultaneously; 7% of the stores had radio, and all of which is further evidence that dealers live with radio.

Note the consistency of the replies. Atlantic Seaboard, Pacific Coast, independents, super-markets, wholesalers, retailers—all chose radio, by 65% to 85%. But for those exacting souls who would like further proof, here are the pertinent previous surveys. See how radio's margin has grown steadily through the years:

- In 1933 a survey by Psychological Corp. for NBC showed 44.1% of grocers choosing radio; in 1934, 62.5% (both surveys for NBC; gasoline dealers and drugstores included who gave radio a similar preference, ranging from 62 to 70%).
- In 1938 a survey for WBBM, Chicago, showed 66.6% of grocers choosing radio.
- In 1939 a survey by Crossley Inc. for KNX, Hollywood, showed 75.5% of grocers choosing radio; a survey by Grocery Laboratory for WOR, Newark, showed 77% choosing radio for an established product, 86% for a new product.

It's hard to see how advertising managers can ignore such facts as these, or fail to act on them; and the truth is, that on the whole, they don't ignore them. Let's see how closely actual dollar volume of advertising has followed this steadily increasing sentiment for radio.

Food advertising on networks increased steadily from $18,038,705 in 1933 to $66,033,710 in 1939, according to Publishers Information Bureau. National advertising increased steadily in 1938 and 1939, according to Publishers Information Bureau. Spot and local food advertising increased steadily in 1938 and 1939, according to Publishers Information Bureau.

Comparing these figures, even the skeptics will be willing to admit that a good way to forecast advertising media trends is to make a dealer survey. The history of food advertising, at least, proves that what his majesty, the manufacturer, wants in the way of advertising, the manufacturer sooner or later supplies.

Retailers in other fields are beginning to make known their demands, and very soon their influence will show itself in the allocation of national and cooperative advertising funds. The hand that rings the cash register also holds a potent hand in the affairs of modern business, and broadcasters will do well to educate and cultivate their good friend, the dealer.

The Thomas' Spots

The Thomas' Spots (scalp specialists), has started a daily one-minute announcement campaign on WGN, Chicago; WBBM, Chicago; WABX, Omaha; WOR, New York; WHBO, Cincinnati; WAFB, Los Angeles; WINS, New York; WOR, New York; KYA, San Francisco; WEMP, Milwaukee; WCAR, Pontiac, Mich.; WOR, Newark; WCBD, Chicago; CKAC, Montreal; WBIB, Newark; WIP, Philadelphia; WSAV, Rochester; WRUL, Seattle. Contracts are for 62 weeks. Additional stations will be added in the future. Frank R. Steel & Assoc., Chicago, handles the account.

FOR stalwart organization service C. C. Johnson Jr. (left), president of the Advertising Club of Fort Worth, early in May presented this place to Sam H. Bennett, former manager of KTAT (now merged in KFJZ, Fort Worth) and managing director of the Lone Star Chain, who on May 15 became director of sales of KMBC, Kansas City. The plaque, presented at a club luncheon, commends Bennett's service as officer of the organization since 1937 and as secretary-treasurer of the 15th District, Advertising Federation of America, during the last 25 years.

WLB at Convention

USING special lines from Philadelphia, WLB and WSAI, Cincinnati, will carry a regular schedule of independent broadcasts beginning June 24, in addition to NBC pick-ups, from the Republican National Convention, according to an announcement by James D. Shouse, Crosley Corp., vice-president in charge of broadcasting. The four-man WLB staff at the Convention will be headed by Peter Grant and Fred Thomas. With lines to both the Municipal Auditorium and the Benjamin Franklin Hotel, the twice-daily WLB-WSAI broadcasts will consist of news and side-lights of the GOP conclave, and will continue for the length of the convention. In addition, interviews will be transmitted each afternoon and sent to the station to be rebroadcast next day on the noontime Everybody's Farm Hour.

All MBS broadcasts from the national political conventions at Philadelphia and Chicago will be broadcast by W2XOR, New York, FM station of WOR, Newark. Schedule will include a number of broadcasts which will not be carried on WOR.

SOLUTION for a SUCCESSFUL Radio Sales Campaign

and the Rich Tri-State Trading Area*

THE SHREVEPORT TIMES STATION

50,000 Watts CBS

REPRESENTED BY THE BRANHAM CO.

* WKWH serves the rich tri-state area composed of North Louisiana, East Texas and South Arkansas. More people live within 150 miles of Shreveport in this rich area than live in the entire state of Louisiana.

BROADCASTING • Broadcast Advertising

June 1, 1940 • Page 63
**WFOY ACQUISITION APPROVED BY FCC**

The owners of WMBR, Jacksonville, Fla., on May 21 obtained FCC approval to acquire WFOY, St. Augustine, which they plan to link to WMBR by land line for cooperative operation. The plan embraces the commercial use of WAPL, Birmingham, 19% by Frank M. King, who also owns 18% of WMBR. Young Marshall is the executive of the company.

![Image of a map with various locations including Birmingham, Jacksonville, and St. Augustine.]

WFOY, operating with 250 watts on 1210 kc., is now owned 54% by Glenn Marshall Jr., who will be its manager and who owns 31% of WMBR; 28% by Ed Norton, who owns 51% of WMBR and is identified with the commercial lease of WAPL, Birmingham; 18% by Frank M. King, who also owns 18% of WMBR. Young Marshall is the executive of the company.

**AN ORIGINATION OF WOWO**

Fort Wayne, the first annual Achievement Awards Banquet was held recently at which 16 Indiana residents received certificates, awarded for individual excellence in their respective fields. Under Secretary of Agriculture Claude Wickard (left) presented the awards. With him is W. C. Swartley, manager of WOWO-WGL.

**FOLLOWING the May 28 broadcast of The Aldrich Family on NBC-Blue, General Foods Corp. is giving the comedy serial for Jell-O a four-weeks holiday until June 25 when it returns as a summer replacement for the Jack Benny program on NBC-Red. Sundays, 7-7:30 p.m. Agency is Young & Rubicam, New York.**

**The Other Fellow's VIEWPOINT**

**Did Everybody Win?**

**EDITOR BROADCASTING:** You've struck me always as fair and decent in your dealing with everybody in the industry—so without bitterness I address you as a friend.

Your May 15 issue is at hand, along with the editorial "Everybody Wins," and the attendant stories of "clearing up" the St. Louis situation. The heading should have been: "The Networks Win Again!" May I trouble you with these details.

On Nov. 3, 1939, I wrote NBC asking their permission for daytime operation on 830 kc., because of their dominance with NBC's KOA at Denver on that frequency.

On Nov. 24, 1939, I received a letter from FCC, a snippit paragraph of which I quote: "There is now pending before the Commission an application for a Broadcast License to operate a daytime station on 830 kc., and we have reason to believe that the Commission will probably make a decision on that frequency. This we intend to resist to the utmost and in my opinion would be a waste of time and money if we consented to the use of 830 kc. on a daytime station in St. Louis. Moreover, that frequency is only 40 kc. removed from WENR, and if you remember the instant the late Louis Caldwell had his baptism in radio, there is objection to such close proximity to WENR. I am quite sure that General Foods would also be opposed to a station in Chicago that had only 40 kc. separation from WLS."

A few days before I received this letter, WCBD, on Nov. 22, 1939, applied for daytime operation on 830 kc. because of the impending placing of KFAB with 50 kw. on our 1080 kc. frequency—such a move to be made to open 770 kc. for clear network operation for WBMM, easily accomplished because the same network (CBS) is dominant on 1080 kc. through their WBT.

Now follow through to this point, which brings us up to the present: KSD wanted fulltime operation. Our station owns KOA, the dominant station on 830 kc. Hence to get rid of KFUO, the Lutheran station at St. Louis with which KSD shared a small part of its time, the "gave and take" parley was held without our knowledge with this result:

1. An application of KFUO for 830 kc. was dated April 27, 1940, and was filed with the Commission on April 30. The public notice with reference to this was released on Monday, May 6, and the Commission granted the application on Tuesday, May 7! Mind you, St. Louis is more than 100 miles closer to KOA than is Chicago. And the Bostread application was and is still pending on 830 kc.

2. We received no inkling whatsoever of this until the grant was made. No consideration whatsoever was taken of our standing, prior application as far as I can learn. By private agreement we were, in effect, denied our right to lease at the time and have thus been force to surmount an almost impossible obstacle.

That's the action that you have applauded so vigorously! I am convinced that you were not in possession of the facts, for I know this is not in keeping with the fine reflection of you and your splendid publication. The major operators have had through the years. I believe you agree that these ever-so-important hearings should not be concluded until the interests of all are heard or considered. This matter was of supreme importance to us because of the unbelievable scarcity of possible frequencies in the Mid-west. Regardless of our own interest (and goodness knows I am not representing that we had any prior claim to any frequency) these private sways by the networks have been and will be the most hurtful influence in the industry. We have been stopped if the license of an independent operator is to be considered worth a tinkers damm.

It's something to think about if you really want "free, competitive broadcasting," as you so well state in your platform of Broad- casting.

Gene T. Den, President WCBD Inc., Chicago.

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**West Interests Seeking Houston, Dallas Stations**

In addition to applying for the facilities of KTBC, Austin, Tex. (Broadcasting, May 15), a composite of J. M. West, Texas financier who owns the Austin Daily Dispatch and Dallas Dispatch Journal among widespread other interests, has applied to the FCC for new stations in Houston and Dallas. Interests of which Mr. West is president, has asked for 250 watts night and 1,000 day on 610 kc. in Houston, and 5,000 watts full-time on 1560 kc. in Dallas. Mr. West is 33.4% stockholder in the company; his son, J. Marion West, is also president, 33.4%; another son, Wesley W. West, of Houston, 32.6%; with others associated with the West interests holding qualifying shares. Mr. West is not only one of the wealthiest men in Texas but is reported to be associated with Jesse Jones, head of the Reconstruction Finance Corporation, of the various enterprises, including Houston newspapers.

**Quaker Oil Series**

**QUAKER PETROLEUM Co.,** of Chicago, in cooperation with the station, offered a $3,500 prize in a variety quarter-hour at noon on WGN, Yakonton; KHOW, Omaha, and KMA, Shennandoah. The program is entitled "Quaker World" with Herb Howard as m.c. Allen & Reynolds Agency, Omaha, is agency. The series was auditioned before Quaker salesmen at a recent sales meeting in Omaha.

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**First in the League**

South Atlantic League: 1st, P.C., 17; 2nd, Augusta, 12; 3rd, Columbia, 10; 4th, Savannah, 9; 5th, Macon, 7; 6th, Charleston, 4; 7th, Jacksonville, 3; 8th, Spartanburg, 2; 9th, Charleston, 1.

*Columbia* 680 (Columbia) 17 10 8 601 (Savannah) 55 10 8 604 (Augusta) 55 12 8 602 (Charleston) 12 12 8 599 (Jacksonville) 12 12 8 564 (Macon) 9 15 8 545 (Spartanburg) 7 17 6 346 (Cincinnati) 6 5 7 17

League Standing as of May 18, 1940.

With (a) 692,585 people residing within its one-half millivolt daytime contour, spending (b) $94,126,624 annually in retail sales, and—moreover—with ONLY ONE NETWORK AFFILIATED STATION (WIS) in that area... WIS is in FIRST PLACE in the plans of every National Advertiser interested in the Great Southeast.

(a) 1930 U. S. Census
(b) 1935 U. S. Dept. of Commerce

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**WATTS DAY**

eko 0000

West Moines . . . 50,000 Watts, Clear Channel

**BROADCASTING • Broadcast Advertising**
Efficacy of Radio Instruction Shown
Junior High Pupils Indicate Preference for Air Lessons
WHEN junior high school pupils in Bronxville, N. Y., were asked how they preferred to get their lessons, 45% answered that they found it easier to learn by radio than from their books. Another 35% declared that it made no difference while only 20% preferred books to the loudspeaker. The data were collected for the Evaluation of School Broadcasts at Ohio State U., Columbus.

These are some of the reasons given by seventh and eighth grade boys and girls for their preference for radio over books:

"Radio programs are much more fun," one pupil wrote. Said another: "Books are too boring and the radio programs are something new, different and attractive—also more amusing and easier to understand."

The Important Facts
A third student thought that "you can listen more easily than you can read" and another wrote: "You don't have to think. It comes to you. You don't have to find it."

Many pupils felt that when lessons were presented by radio, better explanations were given than in books. As one put it: "The radio program tells the important facts right then and there, while the book talks on about things that aren't very important."

The same students were asked to determine whether they were listening to live broadcasts coming from a studio or transcriptions of the programs. About one-third of the pupils said they could tell a difference between live and recorded programs when heard over the school public address system.

However, tests showed that the two methods of auditory communication were equally effective. There was not a significant difference either as to acquisition of information or attitudes of the pupils between groups which listened to live programs and those who heard transcriptions of the same broadcasts.

Programs used in the study were music and science series of the CBS American School of the Air.

Boston Program Awards
AWARDS of merit to four Boston radio stations for outstanding programs were presented recently at the annual May Broadcast of the New England Women's Press Ass'n., held at the Parker House, Boston, as announced by Mrs. Doris Plimm, radio chairman of the National Federation of Press Women. Winners were WEEI, for Citizen, Know Your State, conducted by Rylva F. Bushnell of the Massachusetts State Federation of Women's Clubs; WNAC, for Walter Kide's program of Musical Varieties; WAAB, for News of the Women's Clubs of New England, conducted by Estelle G., and WOR Radio Orchestra Hall, classical music program conducted by Morton Blender.

AT THE REQUEST of Edward M. Kirby, director of publications of the NAB, the tale of King Arthur and His Knights was dramatized May 24 during Dorothy Godwin's Yesterday's Children program on NBC-Blue. At the conclusion of the program Mr. Kirby was interviewed as to the reasons for his choice.

No Gain Rider
WWL, New Orleans, recently carried a featherweight championship boxing match direct from ringside at Municipal Auditorium. Henry Dupre, handling the blow-by-blow story, was all set but could not locate his engineer. Desperately he flipped all the switches at hand, miraculously contacted the WWL control room, and was instructed via earphones how to put the program on the air. Fifteen minutes later the engineer showed up. He explained he had decided to watch the semi-finals and then ride the gains on the main bout. However, the main bout had gone on before the semi-final and the unsuspecting engineer had enjoyed the main bout from the arena instead of riding the gains on it.

New W. Va. Station
OWNED and operated by Clarence Frey, publisher of the Logan Banner, and Robert O. Greer, official of the Merrill Coal Mines, the new WLOG, Logan, W. Va., went on the air May 26, using WE transmitter and speech input equipment and a 150-foot Blaw-Knox radiator. It operates with 100 watts daytime on 1000 kc., and was authorized Jan. 26 by the FCC for construction. Staff includes John R. Atkinson, former advertising manager of the Logan Banner, commercial manager; Eddie Vann, formerly of WCOA, assistant program director and continuity editor; H. H. Bopp, formerly of WFBG, Altoona, chief engineer; John Blackwood, formerly of KMBC, Kansas City, engineer.

WVIR is the call letters assigned by the FCC for the new local station in Wisconsin Rapids, Wis., which the FCC recently (Broadcasting, May 16) authorized William F. Huffman, publisher of the Wisconsin Rapids Tribune, to construct.

Violent Storm Damages Two Stations in Toronto
A VIOLENT wind and rain storm hitting Southern Ontario Sunday afternoon May 10 blew down one of the 300-foot towers of CFRB, Toronto, at the Aurora transmitter, 20 miles north of Toronto. CFRB was off the air nearly five hours, from 5:45 p.m. to 10:20 p.m., while engineers rigged up a temporary tower for the loose end of the T antenna. The west tower was a crumpled heap of steel. No decision has been made whether a replacement tower or a new single radiator will be installed. Damages are estimated at $10,000. In the same storm the tin roof was blown off the transmitter building of CKCL, in the business area of Toronto, but CKCL was able to continue without interruption.

DON LEE Broadcasting System has instructed its newscasters to Anglicize pronunciations of foreign names so listeners following war news with maps can understand them better.

TO BE exact, OUR FAMILY doesn't "shop". They just naturally ask for WIBW-advertised products.

Mother's purchase of shortening was determined Tuesday when she heard of its economy. A friendly voice on Wednesday awakened the desire to try a different coffee; while a Friday program clinched today's sale of soap chips. Right now, Dad and the boys are loading the car with sacks of WIBW-advertised products.

Why not let WIBW tell the 1,321,980 members of OUR FAMILY throughout Kansas and adjoining states to ask for and insist upon your product—by name!
Forum Programs Preferred by Women

Without Bass

PRODUCTION department of WCCO, Minneapolis, received this letter from a listener: "Enclosed please find a copy of a new song I have just written. As you will notice, the copy has only the lyrics and notes in the treble clef, but certainly a station such as yours has the facilities for supplying the notes for the bass clef, as I cannot write these. Hoping my song will be a success, I remain..." Are radio listeners becoming BMI-conscious?

SMILE of victory lights the countenance of Mary Pohlan, drum majorette of the Napoleon (Ohio) High School marching band, as she holds the trophy presented in annual competition by WSPD, Toledo. Early in May the Napoleon band won the trophy for the second consecutive year, competing against 10 other Northwestern Ohio school bands in Toledo U stadium. One more win will give the band permanent possession of the award.

Merck Placements

MERCK & Co., Rahway, N. J. (Bi-chloride) on May 1 started a campaign of six announcements weekly on KYW, Philadelphia, and WXYZ, Detroit, Agency is Chas. W. Hoyt Co., New York.

NBC Symphony (NBC); New Philharmonic (CBS); Metropolitan Opera (NBC); Wallenstein's Serenettes (MBS).

Light Music: Firestone Symphony (NBC); Citizens Service Hour (NBC).

Children's Entertainment Programs: Let's Pretend (CBS); Irene Vicker's Stories (WMAQ).

Children's Educational Programs: School of the Air (CBS): Music Appreciation Hour (NBC): Cavalcade of America (NBC).

Best Single Program of the Year: Broadcast Advertising (NBC). King George, Prime Minister Chamberlain and President Roosevelt on Sept. 3, 1939, announcing the outbreak of the war (All networks); Sections of the Graf Spee (all networks); International broadcast with Queen of the Netherlands and President Roosevelt on March 16, 1940 (all networks).

Program Awards

Full list of the WNRC 1940 awards follows:

Among the evening forums: America's Town Meeting of the Air (NBC); University of Illinois Round Table (WGN); People's Platform (CBS); American Forum (NBC); National Education Forum (NBC). These five were programs chosen as "best serving democratic ideals."

Other Educational Programs: National Executive Home Hour (NBC); Programs on Education and Religion (NBC); Religion in the News (NBC).

Programs Serving Inter-Faith Relations: Chemistry in the Air (CBS); National Education Program (NBC); Religion in the News (NBC).

News Commentators: H. V. Kaltenborn (CBS-NBC); Lowell Thomas (NBC); Raymond Gram Swing (WMAQ); Emery Davis (CBS).

News Programs: News from Europe (NBC); The World Today (CBS); News from All Aboard (MBS); AP and UP were especially commended for unbiased presentation of news.

Dramatic Programs: The Lux Radio Theatre (CBS); Columbia Workshop (CBS); Campbell Playhouse (CBS); the Palmers (NBC).

Evening Dramatic Serials: One Man's Family (NBC); Aldrich Family (NBC).

Daytime Programs: Gallant American Women (NBC).

Variety Programs: Edgar Bergen and Charlie McCarthy (NBC); Good News of the Day (NBC).

Quiz Programs: Information Please (NBC); Professor Quiz (CBS).

Serious Music: Sponsored Ford Sunday Evening Hour (CBS); Metro-Pac Opera Auditions (NBC); Sustaining:

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AFA-NAB to Discuss Unit Measurement Plan

PLANNING an elaborate entertainment program for "Broadcasters' Night" at the 36th annual Advertising Federation of America convention, to be held in Chicago June 23-27, the program committee composed of representatives of NAB member stations in Chicago held its first meeting May 21. In addition to the broadcast programs to originate from the convention [BROADCASTING, May 15], all Chicago member stations and networks are planning to contribute talent and special features to highlight the special events of the week June 23-27.

Radio departments, under auspices of the NAB sales managers committee, are invited to hold the morning of June 24 and 25 with one session open to AFA members. The proposed agenda includes discussion of the Unit Plan for measuring radio advertising volume, dealer-cooperative advertising, and other activities of Radio Advertising. The program committee, appointed by William R. Cline, commercial manager of WLS and chairman of the NAB sales managers' division, includes Jules Herbeaux, NBC, chairman; Stuart Dawson, CBS; Harold Safford, WLS; Bradley R. Eidmann, WAAF, and a WGN representative to be named. The program promotion committee includes Orrin Weaver, CBS; chairman; E. C. Carlson, NBC; Arthur F. Harre, WAAF, and Don Kelley, WLS, along with a WGN representative.

Just prior to the AFA meeting, the National Retail Dry Goods Assn. will hold a "Radio for Retailers" panel discussion, during the organization's semi-annual convention in Chicago, June 17-20. At the meeting, open to June 20, representatives of radio and retailing industries will discuss department store radio advertising, being arranged in cooperation with the NAB Bureau of Radio Advertising. Theme of the radio forum will be "More broadcaster-retailer cooperation for better radio results", according to the NAB.

NBC Programs Honored By Professional Women

NBC was named the 1939-40 winner of the national award of Phi Beta, national professional women's fraternity of speech and music for its presentation last year of the NBC Symphony Orchestra programs and the Metropolitan Opera broadcasts. The award was presented by Carleton Smith, music editor of Esquire and advisor to the award committee, to Alma Kitchell, who accepted for NBC during the May 24 broadcast of her Brief Case program on NBC-Blue.

The music and dramatic art section of Phi Beta, on May 10 awarded a bronze plaque to the Standard Symphony Hour and the Standard School Broadcast, both sponsored by Standard Oil Co. of California on NBC west coast stations, "in gratitude to the company for its outstanding public service in bringing the radio audience programs of the highest artistic merit."

MRS. J. J. QUILLIAM, mother of H. J. (Tubby) Quilliam, manager of KIRO, Seattle, died in that city May 14.

THE HIGHER BRACKETS LISTEN
Missouri U Survey Shows Upper Income Groups

Use Radios More Than Lower Classes

PERSONS in higher income families—ranging from $2,000 to $10,000 annually—are relatively more avid radio listeners than lower income families, it was indicated in preliminary data of a "three-dimensional study of primary advertising media" conducted early in April by the Missouri U School of Journalism in Columbia, Mo. [BROADCASTING, May 15].

The "product improvement" study, covering radio listening habits along with newspaper and magazine readership in Columbia, a city of about 20,000, is expected to produce other revealing data on effective coverage and the degree of readership and listening, according to Prof. Donald H. Jones, director of the survey.

Among four income groups—A, $4,000 to $10,000 and up; B, $8,000 to $12,000; C, $1,200 to $2,000; D, $2,000 and less, including relief families—preliminary compilations indicated that Group A, listening, while running fourth in the morning, led all other classes in the afternoon and evening. Group B, listening, fourth in the afternoon, was first and second, respectively, in the morning and evening. Group C was second in the morning and afternoon and fourth in the evening, while Group D held third place consistently through all three periods.

The morning listening survey showed 67% of Group A members contacted had their radios operating; 53.6% of Group C; 47% of Group D; 43.1% of Group A. The afternoon listening study showed 39.1% of Group A members listening; 36.3% of Group C; 29.5% of Group B; 28.5% of Group A. Group B maintained a good lead in the evening also, with 50%; followed by Group B, with 52.5%; Group D, with 51.4%; Group C, with 49.6%.

It was emphasized that these figures are relative, and actual gross listening must be computed with the varying number of families in each group in mind, a part of the study not yet completed. Percentage of total population comprising each of the four groups has been estimated as: A, 9.8%; B, 35%; C, 41.3%; D, 15.8%.

Lumping all groups together, it was indicated that 54.6% of contacted persons or families listened to their radios at some time during the morning; 33.3% during the afternoon, and 51.5% in the evening. Women predominated in morning and afternoon listening, while evening listening indicated a shift generally favoring male listening.

THE Professor Pagen Figgens program, sponsored by Atlas Life Insurance Co., is originated by WKY, Oklahoma City, and fed to KVOS Tulsa, rather than originated by KVVO, as stated in the May 15 BROADCASTING, page 58.

IN LOVE OR IN BUSINESS - YOU'VE GOT TO GET CLOSER TO THE "MARKET" IF YOU WANT RESULTS!

Cover Indiana's "BRIGHT SPOT" FROM THE CENTER WITH

WOWO
FORT WAYNE, INDIANA

WESTINGHOUSE RADIO STATIONS, INC. FREE & PETERS, INC. National Representatives 10,000 Watts, 1150 kc. NBC Basic Blue Network

MRS. J. J. QUILLIAM, mother of H. J. (Tubby) Quilliam, manager of KIRO, Seattle, died in that city May 14.
BIRTH OF THE QUIZ PROGRAM

Edward Murphey, of KWKH, Claims He Pioneered
-Idea With a 1927 Program in Hollywood-

Edward Murphey

At the centre of N.Y. Metropolitan area.

Mr. Murphey

19x19] Page

READING TIME

$20.00

It will take you a minute to read this message about Richmond. It can save you $20.00. For a minute on WMIB—-the Red Network Station—costs only $15.00—night-time rate. A minute on the other leading Richmond station—night-time rate costs $35.00—saving: $20.00.

WMIB offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMIB charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—-get the WMIB story. WMIB—NBC Red Outlet—Richmond, Va. * National Representative, John Blair Company.

WOV, WCAO SIGN ACA AGREEMENTS

Concurrent covering announcers at WOV, New York, and all staff employees of WCAO, Baltimore, have been covered by the American Communications Conference of IBEW union. Both contracts were negotiated by Sidney Adler, the union's broadcast committee chairman, and Hyla Kiczales, station manager. Lewis Melbourne, president of WCAO, signed for his station. Both contracts call for wage increases, seniority rights, 40-hour week, and one-half for overtime, holidays, and sick leave.

WOV contract runs only until October 12 of this year, and when the ACA contract covering WOV's technical employees also expires. After that date, both contracts will be renewed together. It is a closed shop contract guaranteeing immediate recognition of the IBEW to all announcers and sound effects men, with weekly wages ranging from $25 to $30. The union at WOV were formerly affiliated with American Guild of Radio Announcers and Producers, independent union.

WCAO contract is a two-year agreement and covers technicians, announcers, employees, a news commentator and telephone operators.

NBC Chicago Pact

A THREE-YEAR contract establishing a union shop for NBC-Chicago was signed May 16 by Sidney N. Strotz, NBC vice-president and Central Division manager, and Raymond Jones, executive secretary of AFRA, Chicago division. Retroactive to April 1, it specifies minimum salary of $220 for two years or more service. Previously the basic pay was $150 per week. Those drawing above the new $220 minimum continue at their old wage, with additional increases as usual. In addition to conventional five-day 40-hour week and two week vacation, with pay, an extra day off is given for each holiday worked.

KVOS Renewal

RENEWAL of the license of KVOS, Bellingham, Wash, local, and denial of the competitive application of Bellingham Broadcasting Co. on grounds of purported lack of financial qualification, was ordered by the FCC May 16 in a proposed findings. The proposed decision was based on record held in Bellingham last August in one of the most bitterly fought local station cases on Commission records. Principal owner of KVOS is Rogen Jones. In authorizing renewal of the station's license to operate on 1530 kc. with 250 watts full time, the FCC said that former questionable practices on the station had been discontinued.

WLTH Citation Dropped

A "SHOW CAUSE" order issued against WLTH, Brooklyn, last July was rescinded by the FCC because it appeared that interference conditions existing at the time have been eliminated. The station was cited for possible revocation because of purported interference with Government station operations.

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BROADCASTING • Broadcast Advertising
Radio Listening Groups Are Rapidly Increasing, Educators Are Informed

FORMATION of radio listening groups all over the country as a means of adult education was the subject of a radio session May 23 during the 15th annual meeting of the American Assn. for Adult Education at the Hotel Astor, New York. Leonard Power, coordinator of research of the Federal Radio Education Committee, presided.

Stating that listening groups of all types were increasing in number every year, Frank H. Hill of the FREC described the groups in detail from facts compiled by questionnaire as to where they met, what programs they gathered together to hear, and how radio stimulated educational discussions. W. G. Preston Jr., assistant to the NBC vice-president in charge of programs, told how NBC urged stations to organize such groups and then studied reports on its programs for guidance in handling future broadcasts.

Sterling Fisher, CBS director of education, reported on the units listening to and evaluating the CBS American School of the Air in terms of its educational value, and stated that 112 CBS affiliates have either full or part-time educational directors to cooperate with local listening groups.

Va. Local Sold Again

CONTROL of WCHV, Charlottesville, Va., has been sold again, subject to FCC approval, and an application for authority to transfer 2,448 shares (61%) of its common stock has been filed with the Commission. Mrs. Marcia Arrington, who with her husband, John F. Arrington Jr., took over control of the station last October after buying Hugh Curler's stock for $18,500, now proposes to sell the stock to Charles Barham Jr., a wholesale baker of Nashville. The sale price was undisclosed. Holder of most of the minority stock is W. B. Brown, a student at Mississippi Women's College, whose holdings are not involved in the deal.

KLO Branch Office

PAUL B. HEITMEYER, manager of KLO, Ogden, Utah, has announced the opening of a new sales office in the Boston Bldg., Salt Lake City. The new office is directed by Ed McCallum, formerly manager of KYA, San Francisco, and was established to service regional and retail accounts from the metropolitan area by the station, according to Mr. Heitmeier, Socs N. Vritzl, former manager of KRIC, Beaumont, Tex., has replaced McCallum on the Ogden sales force, under Merrill J. Bun nell, KLO sales manager.

BOOKLET covering general principles and uses of school recording equipment for schools, has been published by the Committee on Scientific Aids to Learning, New York. The booklet includes a chapter on various types of recording equipment suitable for school use.

JAMES M. MORRIS, of KOAC, Oregon State Agricultural College station at Corvallis, is the author of Radio Guild Pleas, a group of 15 radio plays for high schools and colleges, to be published this summer by H. W. Wilson Co., New York.

A Short Time Ago ....

... Columbia Broadcasting System engineers told us they were not satisfied with the portable transcription players then on the market. They told us what they wanted ... a transcription player that would give perfect reproduction and yet be small and light enough for their personnel to handle conveniently. We went to work.

We developed a new mounting which enables us to use a full size, magnetic pickup that tracks perfectly on a 10" transcription and at the same time keeps the size and weight of the unit extremely low. This pickup was combined with a new type of loudspeaker with matching amplifier and a Presto dual speed, rim-driven recording turntable .... mounted in a carrying case measuring 15" x 15" x 19", weighing only 46 lbs.

Results were amazing. For practical purposes the reproduction was equal to high grade studio equipment. CBS immediately placed these playbacks in service. Agency executives and others who heard the new Presto playback ordered it for their own use. Now it's been added to the regular Presto line, designated as the Presto Model L Transcription Playback. List price is $250.00 FOB New York. Limited quantity ready for immediate delivery. Place your order today.

SEND FOR NEW PRESTO CATALOG!

Gives complete performance data on the entire Presto line of recording equipment and discs.

Canadian Distributor: WALTER P. DOWNS, 2313 St. Catherine St. W., Montreal, P. Q.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment

BROADCASTING • Broadcast Advertising

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SOUTHERN PACIFIC Co., San Francisco, to promote its streamlined daytime train service between that city and Los Angeles, on July 15 started 13-week sponsorship of a weekly half-hour dramatic series, All About America, on eight Pacific Coast stations, including KFWB, Hollywood, the serial features original dramas written by Robert Redi. James Fouda is agency producer and Art Baker announces. Gordon Jenkins has the orchestra. Agency is Lord & Thomas, Los Angeles.

KRISPY KAKE KONE Co., Los Angeles (Frozen Drumsticks), new to radio, is in a nine-week campaign which ends July 27, is using six participations weekly in Stu Wilson's Blue & Blue program on KNX that city. Howard Ray Adv. Agency, Los Angeles, has the account.

DINA-MITE FOOD Co., Los Angeles (marce dog and cat food), consistent user of radio, on July 12 started a six-week- hour program, The Land of the Giants. in addition to five-weekly transcribed program on KNX, Hollywood, for 52 weeks. Firm will expand its activity to include other California stations. A. L. Levin is Irv F. Wallin Jr. & Staff, Los Angeles.

SOUTHERN California Edison Co., Los Angeles, which has already expanded safety activities by adding sponsors to the weekly Tuesday Transposed Open House program on KMFC, Beverly Hills, Calif. Firm contemplates an extensive fall campaign through Gil Kuhn Co., Los Angeles.

MARNEY FOOD Co., Los Angeles (Marney dog chow), is using the cheering Regina TV network, that city. The program is heard five days on KNXT, Hollywood, for 52 weeks. Firm will expand its activity to include other California stations. A. L. Levin is Irv F. Wallin Jr. & Staff, Los Angeles.

HYGIENIC PRODUCTS Co., Canton, O., Hy-Pro liquid bleach, to Negro W. N. Wrax & Son Inc., Philadelphia, on May 20 started for 13 weeks, participating six days weekly in the combined Sunday, Salutation and Housewives Protective League programs, on WMON, Philadelphia, Southeastern Chemical Co., Los Angeles (Hydro Home) is in 13 weeks campaign which ends Sept. 29, through Erwin, Wasey & Co., that city, is also using six weekly participations in the same programs. Other new participating sponsors include Mr. B. C. Moon Co., Calif. (water heaters), through Hixton, O. Donnell Adv. Inc., Los Angeles, three weeks; and A. H. Rude & Co., Los Angeles, one week. The Continental Adv. Agency, that city, for eight weeks, ending July 9.

PROCTOR & GAMBLE, Cincinnati (American Family soap and Dyes) on May 15 renewed its companion campaign on five Southern California stations -- KMPC, KPFW, KFWB, KFOX, KFVD. Other sponsors include Erwin, Wasey & Co., San Francisco.

STATNEY Corp., San Francisco (Mira) on May 28 renewed its agreement on KRON, San Francisco, KXIS, Oakland, and KJHS, Los Angeles, in addition to one other KRON network. The program is heard from Monday, Wednesday, Friday, 10:15-10:25 p.m.

RALSTON-PURINA Co., St. Louis (stock feed), has renewed for 13 weeks its five-minute activities on WLS, Chicago, on the program, Milronson's Five Minutes.砼on account is heard Monday, Wednesday, Friday, 10:15-10:25 p.m.

GEORGE PEPPERDINE Foundation, Los Angeles, which supports several homes for children and also the George Pepperdine College, on May 19 started for 26 weeks sponsoring the weekly half-hour Ha! Ha! The Neighbor program on KFWB, Hollywood. Program is credited with supplying jobs for more than 30 persons during the past three years, and was formerly sponsored on the Mutual to network. Styles, besides seeking employment for those appearing on the program, Hollywood Foundation also hopes to convince potential new benefactors to contribute financially to the Foundation fund.

LLOYD K. HILLMAN Co., Los Angeles (used cars and financing), continues its weekly promotion of the combined Southern California and Housewives Protective League programs on KNX, Hollywood, and three-weekly in Emily Burton's Morning Hostess on KFRC, San Francisco.

RICHMAN BROS. Co., Cleveland (men's clothing chain), on May 7 started a three-weeks scheduling of 20- word announcements on WLS, Chicago. Contract is for 18 weeks. McCann-Erickson, Cleveland, is the agency.

B. F. GOODRICH Co., Akron (Goodrich Silvertown tires), has added Birmingham Barons games on WSGN, Birmingham, to its schedule of play-by-play baseball broadcasts (Broadcasting, May 1).

DILLON SUPPLY Co., Raleigh, distributor of Allis-Chalmers farm equipment, has expanded its six-week program on WPTF, Raleigh, from 10-minutes to a quarter-hour with live talent headlining the Crazy Timeseas, sponsored by the manufacturers for owner Smith Douglas Co. (fertilizer).

RALADAM Co., Detroit, since May 1 has been adding to a large list of stations carrying five-one-minute transcribed announcements weekly for 52 weeks in the interests of Marmola. Spot Broadcasting, New York, placed the business for Street & Finnny, New York, the agency.

THAT RACCOON cap, Junior? That belonged to your great-grandfather Standard Radio, who was a famous pioneer in radio. The Boome to Radio, they called him.

FIRST HE blazed a trail with the Pop Supplement, then he discovered the radio version for Liberty Services, and then in May of '40 he entered a new field. (Our latest transcribed - commercial - about which - you've - heard - or - why - do I bother - like this - drivel - every - fortnight?)

I REMEMBER Grandpa Standard tellin' of that May in '40. That was when he pioneered a series of SPOT-ADS all about Used Cars, a kind of mortgage-covered wagon they had on every vacation for those days. Why, in that first month Standard sold so many SPOT-ADS to so many stations, who sold them right away to so many Used Car traders, that the green pictures of Abe Lincoln the natives used to exchange for food and Scotch, went flyin' back and forth. And everybody was mighty happy.

ANOTHER DARN good pioneer those days was Broadcast Music, Inc. That was the famous pioneer mother who that same May delivered a big brood of young tunes without the help of a bit of copyright! But Standard helped by sending out the new tunes to its Library Subscribers, who said the offerings were well worth all B.M.I.'s 'travail.'

Yep. In the dog days of '40, Grandpa Standard worked like one. Every mail brought a pile of letters saying: "Grandpa, what's the word on your SPOT-ADS? How about some dope?" But folks weren't education, Junior. Imagine those stenographers putting a comma after "some".

Are Your Transcriptions Up to Standard?

SANFORD RADIO

TAYLORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD

BROADCASTING • Broadcast Advertising

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Recorder's Spots
HOWARD RADIO Co., Chicago (recorder) has started a 13-week campaign of five-week spot announcements on WMCA, New York. More stations may be added in the future. Turner Adv. Agency, Chicago, handles the account.

Piping Programs to Luncheons
ROGER W. CLIFF, general manager of WFIL, Philadelphia, has arranged to have a special WFIL broadcast piped into the dining hall for the benefit of his Rotary Club associates during their regular Wednesday luncheon ses- sions. A special repeat show of the regular 12:30 p.m. tryel broadcast is furnished by Dr. Stevens at 12:45 p.m. Dr. William Magee, local Rotary pres- ident, has reported a more prompt atten- dance at the meetings since start of the feature. WFIL also is arranging with the Poor Richard Club, Shrine Club, Lions, Kiwanis and other luncheon clubs to provide the same service.

Radio in the Barn
A "Radio in the Barn Club" has been started by followers of the early morning Bulletin Board program on WLS, Chicago, conducted by George Menard. It is composed of listeners who have radios installed in their barns so they may hear program log- ies while doing chores. WLS has printed membership certificate. American Farm Wire Co., sponsors the Bulletin Board.

New Script-Disc Firm Is Formed in Australia
ARTRANSA Pty. Ltd., has been organized in Sydney, Australia, to act as a production unit for script and taped material programs with R. E. Denison as chairman of the board. New firm has absorbed the American Radio Transcription Agencies, which imported thou- sands of American-made transcription in the last six years. Artransa likewise has absorbed production and distributive activities of Mac- quarie Broadcasting Service Pty. Ltd., though this organization will continue to produce programs for its own firm and for the Macquarie Network of 20 stations. Gordon W. Marsh, for several years manager of stations in Adelaide and Melbourne, but more recently an executive of Macquarie, has become managing director of Artransa. Dr. Ralph L. Power, Los Angeles, who has been American representative of Macquarie and American Radio Transcription Agencies, continues in that capacity for the former or- ganization, as well as Artransa and the Australian Record Co.

Although wartime restrictions now prohibit importation of Ameri- can made transcriptions to Aus- tralia, Dr. Power pointed out that American scripts may still be ex- ported to that country providing advance financial arrangements are made for the transfer of funds through the government bank.

Ryan Joins KSCJ
RANDALL RYAN, president of the Nebraska Broadcasters Assn. and producer of the WIBW Top 30, Kan., KMMJ, Grand Island, Neb., and recently of KORN, new Fre- mont, Neb., station, has joined KSCJ, Sioux City, Ia., as com- mercial manager, according to C. W. Corkhill, KSCJ general man- ager. Larry Coke, with Ryan at KORN, also has joined the KSCJ sales staff.

NBC on May 18, during its Radio Guild Drama program, 8:30-9 p.m., presented a preview of the half-hour serial, Me and Eddie, offered to interested sponsors. Formerly presented by Gellatly Inc., New York, Gellatly recently announced that it had taken over Bromfield Associates, Inc. in New York, and is preparing three works by Louis Bromfield—The Farm, as a half-hour five times weekly program; At Early Autumn, three weekly quarter- hours; and. The Vanishing Game, half-hour weekly broadcast.

VERNON CRANE, formerly conducer of the Story Book program for children on NBC, is preparing his stories for release by Columbia Rec- ording Corp. First Crane story to be released is "Columbia record is "Mike, the Little Tug-Tog-Bust."

FRANK E. CHIZZINI, assistant manager of NBC's radio-recording division, has been promoted to man- ager of radio-recording operations of NBC's Central Division, accord- ing to Sidney N. Strodt, vice-presi- dent in charge of the Central Divi- sion. Mr. Chizzini will officially take over his new duties in Chicago early in June.

In announcing the appointment, Mr. Strodt stated that it was designed to enable NBC to participate more fully in the growing importance of Chicago as a transcription produc- ing center. No other personnel changes in the Chicago radio-recording staff are contemplated at this time, it was said.

Mr. Chizzini joined NBC in 1934 as a member of the sales promo- tion department and shortly after- ward was placed in charge of promo- tion for the network's transcription division, as it was then called. In 1935 he was transferred to this division as assistant to C. Lloyd Egner, manager, and he helped launch NBC's recorded library programs in 1941. After a year spent in Australia promoting the network's programs, he returned to NBC in 1943 to build up its sales force in Chicago.

Mr. Chizzini has played a major part in building the division up to its present nationwide scope. For some time he has had almost entire charge of the division's sales and has also devoted much time to the de- velopment of syndicated recorded programs and custom-built trans- criptions.

A 1927 graduate of the School of Commerce of New York University, Mr. Chizzini served as assistant adver- tising manager of Public Service Co., maker of Lily paper cups, and later as vice-president of the Robert E. Ransoms Organization, sales promotion firm. It was from the latter position that he came to NBC. In Chicago he will rank as department head, reporting directly to Mr. Strodt.
Four Programs Honored By Woman's Press Club For Outstanding Quality

WOMAN'S PRESS CLUB of New York has awarded certificates of merit to the Ford Sunday Evening Hour, Town Meeting of the Air, One Man's Family and Gallant American Women as outstanding programs of the year. Awards were presented May 25 at the club's last meeting of the season at the Hotel Pennsylvania, New York.

The Ford Hour, sponsored by Ford Motor Co. on CBS, was cited as the most outstanding musical program. In the public affairs classification, NBC's Town Meeting won the certificate for "the inspira
tional conception it has and the organizing ability in bringing together the united efforts of scores of international personalities." Marion S. Carter, director of the radio forum division of Town Hall, received the award for the program.

Awards for the most outstanding dramatic sketches were given One Man's Family, sponsored on NBC by Standard Brands, for Tender Leaf Tea, and Gallant American Women, produced by NBC and the U. S. Office of Education. Don E. Gilman, NBC vice-president in charge of the Hollywood division, accepted the Standard Brands award, and Amelia Unmmitz of NBC and Philip Cohen, production di
rector of the U. S. Office of Educa
tion, accepted the certificates for the other series.

Mrs. Minna Hall Carothers, re
tiring president of the club, pre
dided at the "President's Program" meeting, and delivered an illu
strated talk on "Advertising, Public Relations and the Customer," in which she stressed the value of radio advertising in addition to other media. Mrs. Joseph E. Goodbar, director of the Radio Survey Com
mittee, presented the awards. Miss Belle C. Howard is chairman of the Radio Commi
itee.

Ohio State U Catalogs Recorded School Series

CONDUCTING an appraisal of transcribed educational features, similar to that of school film libraries, the Evaluation of School Broadcasts at Ohio State U has received more than 400 recordings and transcriptions of educational nature from manufacturers and producers, according to Dr. I. Keith Taylor, di
rector of the project. It is planned to include the discs in a catalog to be issued this summer. The study was undertaken at the suggestion of Emily Haley, of the American Assn. of School Film Libraries.

J. R. Miles, conducting the apprais
al study, is being aided by outside experts. Offerings are judged on the basis of content, structure, mechanical details, authenticity, timeliness and other points, with a final test of appeal and practical value to the teacher before a jury of school children. A synthesized evaluation is then to be compiled. The new catalog will be distributed to association members.

CHANGES in censorship regulations now allow Canadian broadcasters to report internal news, according to an official, in addition to English and French, the native tongues of Scot
land and Wales, Gaelic and Welsh, according to the Canadian Broadcast
Corporation station relations department.

Cabinet Firm Spots

DECORATIVE CABINET Corp., New York, on May 20 started quarter-hour participation six times weekly in the Women's Matinee program on WGR, Buffalo, in the interests of E-Z-Do furniture. The company also participates in Ed Fitzgerald's six-times-weekly program on WOR, Newark, and may add further stations this summer.

dles the account.

Movies Buying Radio Shows

Boris Morros, independent Holly
wood film producer, has taken a no
tion picture rights option on the weekly half-hour program. In the People column sponsored by General Foods Corp. (Stark's Coffee) on Catch-Up With Gabriel Heatter and Harry von Zell featured, he plans to make a picture based on the series. A major Hollywood film studio is also negotiating with Walter White, producer of the weekly half-hour Mutual-Dan Lee network program, The Children's Radio Hour. The film is based on the series. The program originates from the Los Angeles Children's Home Society nursery.

HONEYMOONERS in California are Harry Wimsler, sports annou
necer of WJR, Detroit, and his bride, the former Mary Elizabeth Bryant, a niece of Mrs. Henry Ford. They were married last month in the Martha-Mary Chapel, which faces the Commons in Ford's famed Greenfield Village near Detroit.

John Rivers Buys WCSC

JOHN M. RIVERS, manager, will become complete owner of WCSC, Charleston, S. C., if the FCC approves an application filed May 23 for transfer of control from the Liberty Life Insurance Co., which also is licensee of WIS, Columbia, S. C. Mr. Rivers will acquire the station from the insurance company for $115,900. It is understood no change in the status of WIS, managed by G. Richard Shaffo, is contemplated.

WCAD Lease Deal Dropped

PROPOSED lease of WCAD, Canton, N. Y., acquired several years ago by the Watertown (N. Y.) Times, has been relinquished and the newspaper has applied to the FCC for a new 500

waatt station in Watertown on 1270 kc. The publisher of the Times, a trusted of St. Lawrence University, licensee of WCAD, had taken the lease on the station and had applied to the FCC for authority to move into Watertown. The deal was held up by litigation in
volving various other conflicting ap
lications for facilities in Watertown.

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

On 550 Kilocycles

In recognition of KSD's long record of service in the Middle West, 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.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

BROADCASTING • Broadcast Advertising

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Moosie

"MY COWS like to listen to the radio, and they give more milk when listening," reported an Ohio farmer, Nebraska, recently, to Art Thomas, manager of WJAG, Norwalk, Neb. "I have had a radio in my barn for four years and turn it on when I go in to the barn. When it is time to milk, I turn up my radio. The cows in the yard hear it and, without any call from one cow to the other, the milk just keeps coming."

About a year ago, the radio was out of order for about two weeks, and the cows gave less milk than usual. I told the repair man the radio was not the reason I was not milking as much, but that it was costing me money every day it was out of order. My father, who had to give up one of my sets, would not be the one in the barn. I believe it would pay me to have the barn fitted with a cow set for the barn."

New York City Adopts Drug - Cosmetic Penalty

FAILURE to change advertising copy for several days after receipt from Commissioner of Health of New York City that he considers the advertising false or misleading is now, schedule of the bureau.

When the plan was suggested by Owen F. Bridger, assistant general manager of WJR, Mrs. Page, who is Ruth Franklin Crane in private life, thought the idea good but doubted that suitable scripts would be submitted. She believed it would be necessary to do a little hand picking. To her great surprise the majority of the papers sent in have been of high merit and the editor is having a tough time narrowing down the list to 12. It has now been decided to buy a large number of the scripts to be used on programs when Mrs. Page returns from her vacation.

The Mrs. Page program has been on WJR for more than 10 years and is one of the station's outstanding success stories. While columnists decry long commercials, Mrs. Page has gone on to say that the program has been a success because the commercials did not come out of "nothing else but." She limits the number of clients and accepts no products for sponsorship, until she has given it a thorough personal test. For several years the program has had a waiting list. One sponsor, Ohio China Co., has been on the program from the start and uses practically no other form of advertising.

ACA ANSWERS DIES COMMUNIST CHARGE


Mr. Darlington protested purported "distortions and misstatements of fact" of Chairman Dies in a radio speech alluding to testimony of Fred Howe, former secretary of ACA Local No. 2, Mr. Dies had referred to statements purportedly made by Mr. Howe of the existence of an "American Communist" in ACA, particularly among ship operators.

Mr. Darlington protested what he described as the "inference created in the public mind by the radio speaker's reference to the Fifth Column entrenching itself in certain labor unions, although the speech singled out ACA for solitary attention." He asked why the rebuttal testimony of Mervyn Rathborne, ACA president, "in refusing the wild remarks that Mr. Dies chose to quote" was not given at least equal weight. He said that the incident bears all the earmark of an "union-busting" expedition.

Fire at WMAQ Controls

PIRE which broke out in the power control panel of the WMAQ transmitter at Bloomington, Ill., on May 22 put the station off the air 29 minutes, from 10:56 to 11:24 a.m. Three programs, "Nightingale Light," Kitty Keene and "The O'Neill," were affected. The actual blaze was under five minutes, due to quick work with the chemical extinguishers by W. R. Lindsay and E. F. Pizziwick, engineers. Cause of the fire has not been determined. Actual damage to control panel was slight.

RCA MPG, Co., Camden, N. J., has announced the sale of the following equipment: WAVS, Louisville, 5-8X 100-Watt transmitter, contingent; general; television, 100-F, 750-Watt transmitter. WHUB, Cookeville, Tenn., 250-K-Watt transmitter.
HERTBERT M. HUCKE, former communication engineer with the Civil Aeronautics Authority, has been appointed manager of aviation radio sales of RCA Mfg. Co., Camden. Mr. Hucke, a graduate of the Polytechnic College of Engineering of Oakland, joined the RCA sales staff in San Francisco, later acting as sales representative for RCA radio tubes in coast cities. In 1931, he was appointed a radio engineer of Pacific Air Transport, and in 1933 became chief communication engineer of United Air Lines.

MELVIN STICKLE has succeeded George Luckey as chief engineer and Bryant Wyre has been added to the engineering staff of WORL, Boston. Luckey has gone to Los Angeles on a two-month leave of absence.

RICHARD A. RATH, formerly control operator of WRNY, Buffalo, is now communications operator with Civil Aeronautics Authority at Pem- bin, N. D.

W. H. ALLEN, RCA territorial representative in the New York area for tubes and parts, has been transferred to RCA's Camden headquarters to assist Fred D. Wilson, manager of field sales activities.

OLIVER H. MACKLEY, formerly of WMBG, Peoria, engineering staff, on May 27 joined RCA as factory representative covering ten midwestern States.

PAUL G. FRITSCHEL, general electric engineer, on May 23 addressed the Cleveland section of the Institute of Radio Engineers and presented an FM demonstration in the WJR studios. Two small RCA FM transmitters and Stromberg-Carlson and RCA home receivers were used in the demonstration.

BLAIR THRON, formerly of WPG, Atlantic City, and Bill Watson have joined the engineering staff of WTRY, Troy, N. Y.

JAMES McBRIDE, of the engineering staff of WPHR, Richmond, Va., and Lillian Pierce recently announced their engagement.

JIM FORD has joined the engineering staff of WHN, Fairmont, W. Va., succeeding Joe Harr, who resigned to become chief projectionist at the New Lee Theatre in Fairmont.

AL PECOLA, engineer of WHK-WCLE, Cleveland, is the father of a girl born May 15.

ROBERT HOPPER, engineer of KRTA, San Antonio, is the father of a boy born early in May.

FLOYD JONES has been added to the technical staff of WFM, Indianapolis, as relief engineer.

JAMES R. BIRD, control operator of Texas State Network, on May 19 married Jane Collins.

ROBERT D'ARTH, engineer of WEBO, Boston, is the father of a girl born May 20.

HARRY BUBECK, sound effects man of NBC-Chicago, is the father of a girl born May 27.

MOHRIS BERTSCH, formerly with KQW, San Jose, and KFBK, Sacramento, has joined the engineering staff of KYA, San Francisco for vacation relief.

LYMAN SWENSON, WCCO, Minneapolis, engineer, is the father of a baby boy, David, born in late May.

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VOICE WAS RIGHT
But President's Speech Was
—Not, WHN Finds—

ONE of those mixups that sometimes occur for no explic- able reason popped up in connection with the broadcast of President Roosevelt's message to Congress May 16. WHN, New York independent station, had arranged to pick up the address from NBC.

About five minutes before the scheduled time, WHN engineers heard a voice on their NBC channel say, "We take you now to the White House", and although that seemed like a last-minute change in plans, they immediately put it on the air. For the next few minutes they listened with bewilderment as the President talked, not about the war, but of the drought and of farm conditions.

When he at length referred to "tomorrow" as Labor Day, they checked NBC and discovered that by error WHN had been receiving a record of a talk made several years ago which NBC was playing for a professor from Purdue U, who was making a study of the presidential voice. NBC immediately switched WHN to the right channel, just in time for them to get the introduction of the President in person before he began his request for a special appropriation for national defense.

MORRIS BERTSCH, engineer of KYA, San Antonio, is the general manager of the station. He has joined the engineering staff of KYA, San Francisco for vacation relief.

LYMAN SWENSON, WCCO, Minneapolis, engineer, is the father of a baby boy, David, born in late May.

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Fresno Toads
ENTERING a competitor in its own name, KARM, Fresno, Cal., recently stole some of the thunder from its local competitor, KMJ, NBC outlet which held exclusive broadcast rights for the annual Toad Derby at Coalinga, Cal. Whether KARM's toad won, placed or showed has not been reported by KARM Manager Jerry Kilgo.

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ATTENTION!!

100 - 250 WATERS

For the first time in the history of the radio industry Gates American has designed and manufactured a complete 100 and 250 watt broadcast transmitter that sells for less money than the parts cost plus a small amount of labor for a composite transmitter.

This simply means that those broadcasters both new and old that would otherwise build their transmitters to save can now buy the Gates S251 Economy Transmitter completely built, with all research taken care of, with a one year guarantee and have a transmitter that is as modern as tomorrow for no more money than composite transmitter cost.

With the North American Allocations Treaty now a reality, established stations needing new equipment will want to investigate the S251, while new broadcasters will welcome the economy in purchase offered by the Gates S251 Economy Line of broadcast transmitters.
FM Order Seen As Facsimile Aid

Finch looks for quick growth following act on FCC

SWIFT expansion of facsimile, by virtue of the FCC’s action May 20 in allocating additional FM channels, was predicted May 21 by W. G. H. Finch, president of Finch Telecommunications Inc. and former assistant chief engineer of the FCC.

By authorizing commercial FM on wide-band channels, Mr. Finch pointed out that multiplexing of facsimile transmissions simultaneously on the same channel without interference, immediately becomes possible. He predicted that with the development of FM, application of facsimile to everyday broadcasting and public use can be expected.

Sees Quick Growth

The inventor of his own system of facsimile, Mr. Finch has operated 

KX 32 FM in New York since 1933, transmitting facsimile experimentally. Since then his company has licensed more than 30 transmitters for experimental facsimile, including several 50,000-watt systems.

In 1937, Mr. Finch said, "The National Resources Committee included facsimile transmission as one of the very few important inventions at that time which might soon be widely used with resultant significant social influences. They forecast, at that time, that the new wonders in the field of communication seemed likely to be commonplace even within our lifetime."

The present development is hailed by our company, pioneers and dominant factors in the field of facsimile transmission, because we feel that everyday broadcasting will become a commonplace within the space of a lifetime, and within a space which can be measured by months."

GE Demonstrator for FM

TO DEMONSTRATE the merits of FM, General Electric Co. has designed for its dealers a standard receiver, equipped for both AM and FM reception, which includes record players together with an electric radio or other convenient hook-up. The volume control allows the same level on either band, the local interference drawn out the AM signal but does not affect the FM transmission. Customers, according to dealers, are visibly impressed by this demonstration.

Dr. RAY H. MANSON

Vice-President & General Manager

Stromberg-Carlson Telephone Mfg. Co.

STROMBERG-CARLSON is more pleased with the Commission's decision. We feel that it will result in a definite increase of business, putting many people back to work in both the manufacturing and broadcasting fields of the industry. The new and improved system offered by FM gives us an opportunity to manufacture these new FM receivers for the "replacement market" thus stimulating trade to a considerable degree and expanding the radio industry.

J. R. POPPELE

Chief Engineer, WOR, Newark

THE decision by the Commission is a logical development in the progress of radio broadcasting which offers a growth and stimulus to the radio business or facsimile. This movement, by FM, and lobster, and broadcasters, may now be permitted full rein through the foresight of the FCC in giving FM definite frequency allocations and room in which to grow.

JOHN SHEPARD 3d

President, FM Broadcasters Inc., President, Yankee-Colonial Section, RCA

I FEEL that the Commission’s report is a fine one and certainly it is in line with the evidence presented at the recent hearing. The Commission, I feel, has shown excellent foresight in this decision."

CHARLES M. SREBOFF

President

Radio Engineers Laboratory Inc.

The Commission is to be congratulated upon its decision. Anticipating FM as an inevitable development in the act of broadcasting we at REL, for years have been organzing ourselves to meet the FM demands of the broadcasting industry.

MAJ. EDWIN H. ARMSTRONG

Inventor of FM

THIS decision means a new era in practical broadcasting. Those who took part in the proceedings in which the status of FM was examined last March by the Commission felt at that time that the readiness of the system for public use had been established beyond question. The prompt recognition of this fact by the Commission and the provision of the necessary frequency space to permit the system to expand mean that before the summer ends many sections of the country will have the benefit of radio without static. It means that the manufacturers are now proceeding with certainty along a well-defined path which will lead to new standards of excellence.

DR. W. R. G. BAKER

Manager, Radio & T. D. Division, WTMJ

General Electric Co.

AS ONE of the pioneers in the development, design and manufacture of frequency modulation transmitters and receivers, General Electric is greatly interested in the decision of the FCC to allocate a definite frequency band to this new type of broadcasting. General Electric has, for a number of years, carried forward a research and development program. Both FM transmitters and receivers in this band are expected to be produced in volume, and the Commission’s decision will undoubtedly stimulate further research and development in the frequency modulation systems.

FRANKLIN M. DOOLITTLE

Owner, WBC, Detroit

FM transmitters for the "replacement market" will represent a tremendous growth for the American people in the years to come.

RCA’S FM POLICY BEING FORMULATED

WHILE RCA has made no formal announcement regarding its plans in connection with FM, it is reliably reported that the company will participate in the development, including transmitter and receiving set manufacture as well as in FM transmission through its subsidiary, NBC.

Thus far, while preliminary conversations have been had with Maj. Edwin H. Armstrong regarding possible negotiation of a license to manufacture under his FM-wide-band patents, apparently RCA has not yet definitely determined its precise course. RCA claims ownership of ten patents and it may ultimately decide to undertake manufacture under those patents, rather than negotiate an Armstrong license, as several other leading manufacturing companies, including W. L. E. Interiors, General Electric, Westinghouse, Radio Engineering Laboratories and Stromberg-Carlson.

It was indicated that RCA engineers and patent counsel are studying their patent structure to determine whether the company should embark upon its own FM production. There were assurances that it would engage in FM manufacture and sale of both transmitters and receivers early in the development.

Jewel Stores Quiz

JEWEL FOOD STORES, Chicago, on May 24 started 26-week sponsorship of Melody Postman, program featuring a musical quiz game, on WMAQ, Chicago NBC-Red affiliate. Fridays, 8:45-7 p.m. (GST), M. Junkin Adv. Co., Chicago, handles the account.

Elman Sues Film Firms

DAVE ELMAN, producer of the Hobo Talking picture, was recently sponsored on CBS by Pals & Co. on May 18 and filed suit for damages and an accounting of profits against Warner Bros. and National Screen Service in New York Supreme Court, claiming that the firms violated his contract by repeating his program in its presentation and "unfairly competed" with the program.

BROADCASTING • Broadcast Advertising
Memo to Broadcast Engineers

The Exceptional WIDE RANGE of this New Stromberg-Carlson Speaker Makes it

★ ESSENTIAL for FM MONITORING
★ UNEQUALLED for AM MONITORING

Patented Labyrinth and Dual Coaxial Carpinchoe Speaker System Bring You the Utmost of FM’s Increased Fidelity

This new Stromberg-Carlson Speaker has an audio range to meet every monitoring need. It gives new perfection to AM broadcasts. It brings you the utmost of the extra fidelity of FM broadcasts... thanks to the patented Labyrinth that not only overcomes “cabinet boom” but assures true bass response and to the Dual Coaxial Carpinchoe Speaker System that delivers more accurate treble tones than ever before heard from radio. Housed in a beautiful modern cabinet finished in metallic Beige lacquer with black trim. Mail coupon for complete details. Net price to broadcasting stations $83.70 f.o.b. Rochester, N.Y.

Ready Now—

A Complete Line of Frequency Modulation Radios

When we say that Stromberg-Carlson is ready with a complete line of FM receivers, we mean this in the full sense of the words. Ready with a complete selection of radio and radio-phonograph models in a wide price range! Ready with completely seasoned merchandise that has again and again proved its worth in demonstrations before radio engineers, the press and the FCC itself!

The very fact that Stromberg-Carlson FM receivers have been repeatedly selected to demonstrate Frequency Modulation reception before such critical and authoritative groups is indisputable evidence of Stromberg-Carlson’s leadership in this new field.

That Stromberg-Carlson should occupy such a position is only natural. No other radio manufacturer has had such long and varied experience in the making of instruments for the transmission and reception of sound. And no other manufacturer can match Stromberg-Carlson’s months of successful manufacture of FM receivers.

All Stromberg-Carlson FM equipment is licensed under Armstrong Wide-Swing Frequency Modulation patents.

Stromberg-Carlson

Broadcast Advertising

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Dedicated to the progress of American aviation, WCAU, Philadelphia, on June 15 will start an extensive public service promotion to foster air-mindedness. According to Dr. Lawrence E. WCAU president, the project will include establishing a new department at the station to handle various activities expected to grow out of the undertaking. Present plans call for a WCAU Aviation Club to aid amateur flyers, with a special junior division for youngsters of model aircraft age, a permanent exhibit of aviation materials in the WCAU Bldg. and inauguration of two weekly broadcast series—a visual club meeting on Saturday mornings for youngsters and a Saturday evening program for adults. The project already has been assured cooperation of the four major airlines operating out of Philadelphia, the Civil Aeronautics Authority, Army, Navy and National Guard, Philadelphia Model Airplane Assn. and flying and ground schools in the Philadelphia area.

Quaker City Quiz
NEW musical stunt-the-experts show, Let's Face the Music, starts June 16. On WIP, Philadelphia, under sponsorship of the Philadelphia Record, which also sponsors another quiz, Nine O'Clock Scholars, on WIP. From June 19 on the program will originate from Robin Hood Dell during summer symphony concerts. Conductors and soloists at the Dell concerts will be guest experts each week, with Ed Schloss, Record music critic, as "teacher" and Jimmy Craven, of the Record, and Dr. Guy Marriner, Franklin Lester, director of music, as regular experts.

Religious Roundup
SUPPLEMENTING its CBS religious broadcasts, WCCO, Minneapolis, in mid-May started a quarter-hour local religious feature, Religious News Reporter, under auspices of the Minneapolis and St. Paul Round Tables of Religious and Laymen. With Rev. Carl F. Zietlow, executive secretary of the Minneapolis organization as reporter on the program, the series features the activities of Twin City and State religious groups.

Mere Man Speaks Up
KARM, Fresno, Cal., recently launched a show, Notes for Milady, which features music and comment on home economics, fashions and feminine subjects from a man's point of view. Jack Clawson, KARM musical director, is host on the program, which is released Monday through Friday.

Rhythmic Solace
A SERIES of programs devoted to poetic readings with organ background, featuring Allen Franklin of the way of the cross staff, has made its debut on WJJD, Chicago. Allen writes all material used on the broadcasts. Series is titled Cozy Corner.

Dial Trouble
COLLABORATING with the Radio Servicemen's Assn. of Utah, KLO, Ogden, has started a weekly quarter-hour, Behind the Dial, presenting transcription music and layman's explanations of what goes on behind the radio dial and what happens when something goes wrong. Theme of the program is "Call your radio serviceman for better service from your radio." Bill Klimer writes and produces.

Neat commercial "plug" was inserted on a recent Man on the Street program, which Ward Adams (left) conducts on WRVA, Richmond, Va., for Streitman Biscuit Co. Before Ward substituted the spontaneous natural comment of the sampler—here commenting on a tea sample.

Rural Arizona
THE Arizona Farmer, Phoenix, the only farm newspaper published in that State, in late May started a five-weekly half-hour program, Dinner Bell, on 3 Arizona Network stations. Series originates from KOY, Phoenix, with Les Mawhiney as producer. Besides an array of singers and musicians, plus a cowboy band, the secretary of the State Farm Bureau is featured on Wednesdays, with the broadcast originating from Arizona U on Tuesdays. The Arizona Cattle Feeders Assn. on Thursdays, the Arizona Wool Growers Assn. on Fridays. Ernest Douglas, editor of the Arizona Farmer, appears thrice-weekly.

Radio Editors' Quiz
C. J. INGRAM, radio editor of the Jersey Journal, Jersey City, has been selected as m.c. for the new quiz program currently in preparation by Hyia Kicsales, general manager of WOV, New York, in which 35 radio editors in the New York area will have an opportunity to answer questions about the broadcasting business. Three radio editors will be scheduled each week to answer the questions submitted by listeners. According to WOV, several sponsors are interested in the program, details of which will not be announced until later in June.

Baby Royalty
BIRTHS are heralded in regal setting, with fanfare and ceremony, including appropriate individual sonnets by the Royal Post and other court functionaries, on the daily quarter-hour, His Majesty, the Baby, on WSPD, Toledo, O.
Power of Youth

FOUR local high school students with an idea now have their own commercial program, Youth's Queries. The program is sponsored by WORC, Worcester, Mass., and distributed by L. F. Harris Inc., local Chrysler distributor. Selling the station on the idea that a program about youth, by youth and for youth would draw listeners, the lads produced their first show along those lines and got a sustaining spot on the station. Recently they got their sponsor. The program consists of interviews with young people in the news, those with unusual hobbies or talents, or human interest stories about girls and boys, along with sports and school news. The production quartette includes Donald Klein, announcer; Earle McCall, sports commentator; George Baxter, who handles interviews, and Roger Perry, covering local news.

At the Grange

COVERING various Grange meetings in Southern Wisconsin, with its portable recording equipment, WCLO, Janesville, Wis., has started A Night at the Grange on a weekly basis under sponsorship of the Harris Stores of Janesville and Beloit. With Lyell Ludwig as master of ceremonies, the program includes a 30-minute question and answer program of the Grange, with emphasis on the programs of youth interests, with local news.

Bank's Night

EXCELLENT goodwill builder for Nashville Trust Co. is its sponsorship over WSIX of Tonight in the bank's lobby which is attracting considerable attention.

Cars by Carter

ON THE three-weekly five-minute Auto Biography program on WTRY, Troy, N. Y., used cars on the lot of Frank A. Richer, DeSoto-Plymouth dealer, are interviewed by Nick Carter. The cars relate their qualifications and prices in different voices, all by Carter.

Screen Test

RADIO "screen test" in the form of three brief scenes from moving picture currently playing started May 17 on CKCL, Toronto, under sponsorship of Dad's Cookie Co. Ltd. Prizes totaling $45 are awarded weekly to the first persons identifying the three scenes enacted. The program is produced by Radio Centre Ltd., Toronto.

Young Folks' Stories

COOPERATING with the American Youth Commission, NBC-Blue on June 3 will start a series of six half-hour dramas on youth problems, Youth Tells Its Story. First portion of the programs will dramatize the negative aspects of a particular problem, afterward switching to a city where that problem has been successfully met.

Flash!

MAN Smiles While Paying TAX!

Although our Red River Valley occupies only one-third of North Dakota, our hayseeds pay 54.2% of all sales taxes in the State! Blessed with a soil and climate which produce the largest farm incomes, the people around Fargo lead the whole Northwest in the happy habit of converting earned money into turned money.

Give your sales message to WDAY, the only chain station covering the whole Valley . . . and know that you are reaching all the listening buyers in the territory!
General Foods Pondering New MGM Talent Show

MARCUS GLASER, formerly Southern California manager of Glaser Bro.

General Foods Corp, New York, through Benton & Bowles, the agency, is again showing interest in an MGM studio-built radio show and is reported to hold an option on a buy of film talent for Maxwell House coffee. Price is said to be around $25,000 weekly, with all MGM film talent at disposal of General Foods except Norma Shearer and Greta Garbo. Although Hollywood executives of Benton & Bowles deny such a deal is in the making, it is known that Tom Revere, agency radio director, when in Hollywood during May was in conference with Louis E. Sydney and other film studio officials.

General Foods Corp. formerly sponsored an MGM produced show for Maxwell House coffee, but the film series suffered the association last year when exhibitors squawked, declaring the radio series cut into box office attendance. It is further reported in Hollywood that the current NBC Good News of 1940, sponsored by Maxwell House coffee, will take a summer lay-off for four or five weeks, either in late July or early August. It is generally believed that the present series will not be returned to the network, but will be replaced by the MGM produced show.

Win Friends Influence Listeners

For Low Cost Circulation Buy WFIL

WFIL is Philadelphia's only station offering a balanced radio diet to listeners. No tiresome "endless" blocks of dramatic shows, no nerve-knocking recorded musical hours, no hour after baseball monologues. That's why WFIL is rating higher and higher in recent surveys. Let WFIL "Win Friends and Influence Listeners" for your product.

ROBSON IS NAMED HOLLINER SUCCESSOR

MANN HOLLINER, for 3½ years chairman of Broadcast Advertising, resigned in mid-May and has been succeeded by William N. Robson, who has been the broadcasting director of the NBC network. Robson has also been made chairman of the conference committee for 1940 and has succeeded by Lennen, former head of the agency's New York office, the Gotham Adv. Co. to service national merchandising activities.

ROY S. DURSTINE, New York agency, has established a branch office in the Enquirer Bldg, Cincinnati, under the management of B. L. Little, formerly a vice-president of Burd & Thomas, stationed in Dayton. The new office handles especially the advertising on the Cincinnati account.

STUART LUDLUM, in charge of radio production for McClean-Erickson, New York, on May 24 became the father of an eight-pound boy.

LENNEN & MITCHELL, on June 15 transferred its Hollywood office to Hollywood Blvd. Present offices, headed by James N. Robson, are located at 505 Sunset Blvd.

DAN WETTLIN Jr., formerly with Jerome G. Gray & Co., Philadelphia, has been named advertising manager, to be known as Wettlin & Co., with offices at 312 Cooper St., Camden, N. J.


HELEN SINCLAIR, formerly script writer of Ruthrauff & Ryan, New York, and previously account executive of Schimme & Scott, Chicago, has joined the radio copy staff of Compton Adv., New York.

GIL KUHN Co., new Los Angeles agency, has been established at 3180 W. Sixth St., by Gil Kuhn, well-known to Southern California radio producers.

WESTERN ADV. Co., Los Angeles, has changed its name to Wern Adv. Agency, and moved to larger quarters at 715 S. Flower St., that city. Mrs. H. A. Long, formerly head of the personnel manager, agency headquarters, is in San Diego, Cal.

E. SHERMAN PERLMAN, formerly head of a Chicago advertising agency of the same name, has joined Frank R. Stell Associates, Chicago, as vice-president.

RICHARD COMPTON, president of Compton Adv., New York, and William A. Hart, advertising director of E. L. duPont de Nemours & Co., on May 17 were inducted into the New York chapter of Alpha Delta Sigma, scholastic and professional fraternity, at its spring luncheon meeting in New York.

N. W. AYER & Son, having closed its Hollywood production offices, Ben Weir, general manager of the office, has succeeded by Bradford Brown, producer, have returned to the New York office.

JOHN F. HIGGINS, formerly of WEIR, Buffalo, has been appointed radio director of Baldwin & Strachan, Inc., Buffalo.

SEGALL & WEEDIN Inc., is the new name of the former Lee Segall Adv. Agency, which announces the association of Harfield Weedin, former advertising executive of KTRK, Houston.


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BROADCASTING • Broadcast Advertising
Adams & Adams Formed As Station, Talent Rep.

The company also represents Arthur Godfrey, currently sponsored on MBS Carnation Milk Co. and via transcription by P. Lorillard Co.; Stella Unger, sponsored on WEAP, New York by Borden Farm Products, and is presenting for sale Tele-Quiz and Exam-Session.

Novachord Sales Discs
Are Sent 200 Stations
AN ORTHO-ACOUSTIC transcription employing the voices of three announcers and featuring Collins Driggs, novachordist, has been sent to 200 station managers and program directors by Hammond Instrument Co., Chicago. The promotional campaign is an attempt to bring the Novachord, electronic instrument invented by Laurens Hammond, to the attention of broadcasters. Durward Kirby, Norman Ross and Fort Pearson are announcers.

The 16-inch reversible transcription, playing 15½ minutes, combines a sales demonstration on one side with a free broadcast of tax-free music on the other. Production is handled much like a program, with Kirby introducing Ross who discusses the many tonal effects of which the Novachord is capable while Driggs illustrates his points by musical excerpts. The program from Indiana to Cavallera Rusticana to On the Beach at Waukegan in arrangements simulating the violin, cello, string ensemble, banjo, woodwinds, guitar, reed organ, harpsichord and clavichord, brass, music box, swing band, celeste and vibraphone. Pearson sums up the presentation by inviting listeners to hear the four selections on reverse side.

Stays In Summer
THE analytical programs of Dr. Roland Greene Usher, noted historian and author of Washington U, St. Louis, will be continued during the summer vacation period by KSDK, St. Louis. Dr. Usher's interpretations of current news have developed a wide following and he has adhered to popular demand for continued discussions. He is author of a much-known history of the World War. Other Washington U educational series will be discontinued as usual.

AGENCY
Appointments
RUSSELL MILLER MILLING Co., Minneapolis, to N. W. Ayer & Son, Chicago.
TOURNEAU WATCH Co., Paris and New York, to Grant & Wadowicz Agency, New York. Radio may be used later this year.
MILLER CEREAL MILLS, Omaha (cereals), to Allen & Reynolds, Omaha, effective June 1.

IN PHILADELPHIA'S RICH MARKET
These four acres in coverage are held by WPEN. Our English, Italian, Jewish and Polish programs bring "grand slam" returns to advertisers who play WPEN's hand. Make this your winning combination, too!

WPEN PHILA.
1000 WATTS

**Fancies Flee!**

Good old "Fancies"! In the Springtime they turn to love in some folks and in others to cancellations!

Yes, the boys are loving more than ever this season and blaming their ardor on short skirts! But the cancellation boys have converted their usual Springtime fancies at WWV&W in the opposite direction and are blaming their ardor on continued results. That's what we mean by "Fancies Flee!"

Yes, thank you, we are working on an unprecedented full Springtime schedule and it looks like our best Summer season on record.

Sure enough, our legion of loyal listeners in Eastern Ohio, Western Pennsylvania and Northern West Virginia keep right on supporting THEIR station, regardless of the sun's enthusiasm. Let your advertising fancies turn our way for results!

**5,000 WATTS**

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO. - National Representatives

BROADCASTING • Broadcast Advertising

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WITH 1030 renewal business on WOR, Newark, totaling 79% of the station's business and renewal figures for the first 15 weeks of 1940 running 16% ahead of the same 1939 period. WOR ran a contest for its sales staff as a drive for new business, which ended May 11 with results of nearly $100,000. During the drive solicitations were made of 383 different accounts or agencies, resulting in sales to 15 new accounts. Winner of the first prize, a Cavanaugh hat, was Robert J. Smith, while winners of weekly billboards were Jack E. Lowe, Theodore W. Herbet, George Schmidt, Robert J. Smith, and Otis P. Williams.

Radio news, "They Fly Through the Air with the greatest of Ease," written by Norman Cowen and broadcast on the CBS World Without Music and Columbia Workshop programs, recently was produced in German on WGN, Chicago. The German version, dealing with the horrors of airport bombing, was written by Cowen during the Spanish Civil war, and was prepared by the radio division of the German American Writers Assn., of which Thomas Mann is president, and broadcast in connection with the station's weekly God's Country series.

To acquaint the public with Army air activities, WHN, New York, has started a weekly program, Serials with Wings, under the direction of Lieutenant John J. Donahue, the Air Corps at Mitchell Field. WHN has also added five-minute news periods at its opening at 6 a.m. and its signoff at 3 a.m. in addition to an already extensive news schedule.

T. O. Wiklund, in charge of special events in Canada for the Canadian Broadcasting Corp., has been named to the same position in the Dominion. The series covers all phases of broadcasting from feature programs through station management, and is being made available to the industry through the CBS's station relations department.

South Carolina's ONLY Regional CBS Station WSCW

Charleston, S. C.

1000 watts

Free & Peters, Representatives

Meet Your Star Salesman for Kansas!

Mary Blair & Co.

KANSAS CITY

OKLAHOMA

Manhattan Wichita

South Carolina's ONLY Regional CBS Station WSCW

Charleston, S. C.

1000 watts

Free & Peters, Representatives
CROSSING a quiz contest with a man-on-the-street show, KROW, Oakland, Calif., has developed the Question Wheel under sponsorship of Money-Back Smith, local department store [BROADCASTING, May 15]. The program is conducted by Bert Winn (left), who lets quizzers pick their own questions by spinning the numbered “question wheel” in the background.

THREE-MINUTE newscasts have been started four times daily, in addition to daily 30-minute newscasts on the Canadian Broadcasting Corp. network, to take care of additional war news. CBS has leased the Press news bulletins prepared by the cooperative wire-service-owne press association for an annual $20,000 fee. There has been a considerable increase in recent weeks of locally prepared newscasts on Canadian stations using Transradio Press and British United Press services.

WCBS, Springfield, Ill., has completed plans for a special broadcasting studio on the grounds of the Illinois State Fair to be held in August. Last year WCBS employees spent more than 75 hours during Fair Week. Contracts for 35 programs have already been received. WCBS has arranged a trade deal with five local theatres for screen trailers advertising the station’s feature programs; theatre owners will use spot announcements.

WSX, Salem, Mass., has announced that on June 17 it will open a new remote studio at Lynn, Mass. The WQ-equipped studios, to be located in Central Square, will be managed by George Carey, of the present WSX staff.

CHILDREN of members of Congress displayed their talents during the annual Congressional Children’s Program, originated May 10 for NBC-Blue by WMAL, Washington. The program originated from Congressional Women’s Club and was directed by Mrs. and Mrs. Clarence Ward, who conducted the weekly National Children’s Frolic. Music for the program was furnished by the U.S. Marine Band.

L. B. WILSON, president and general manager of WCKY, Cincinnati, on May 18 ordered a step-up in news tempo on the station whereby all sustaining programs would be cut for news flashes where importance warranted. WCKY announced it would give special training in giving war news bulletins briefly during station breaks. Foreign broadcasts heard in the United States are commercialized programs which are transcribed for rebroadcast in the next available period on the station.

WBIG, Greensboro, N. C., early in May carried a series of 20 special programs on NBC, one a week which appeared 1,260 local school children. The programs included studio presentations as well as remote pickups from local college and high school auditoriums.

As an extra-curricular activity in English, history, and drama, local and high school students are participating in writing, directing and producing a series of three different plays based on the life of President Andrew Johnson, a Raleigh native, to be heard on WRC in Raleigh, N. C., under general supervision of Ralph Burgin, WPTF dramatic director.

BROWN, Providence, R. I., on May 17 announced addition of a new course in fundamentals of public speaking for 1940-41, to be conducted by Dr. Henry Lee Smith, also a Columbia U linguistic expert heard on MBS as conductor of Where Are You From?

WMRD, Peoria, III., proclaimed May 17 as “Lilac Day” and was rewarded with a ton of lilacs and $2,000 worth of flowers. Staff members spent the day delivering the lilacs to city hospitals and homes.

NEW five-week-hour morning sustaining, Blue Network Varieties, was started May 20 on NBC-Pacific Blue network with Peter Potter, screen and radio comedian, as m.c. In search of a better title, the network is offering 10 sets of cherries for best ones submitted. In addition to Potter, the daily program features Ben Gage, singing announcer; Martha Tilton, singer; Stphet Henderson directing a novelty instrumental group, and guest talent. Myron Dutton is producer of the series.

MBS for the second consecutive season will broadcast the Daniel Guggenheim Memorial Concerts by the Goldman Band twice weekly from Central Park, New York, starting June 19. Dr. Edwin Franko Goldman will conduct, assisted by his son, Richard.

MAUDE BENNET, believed to be the only woman director of a major planetarium, is conducting the weekly Exploring Space programs, fourth group of CBS educational astronomical broadcasts, from the Adler Planetarium, Chicago. The series replaces Men Behind the Stars, which featured William H. Barton Jr. of the New York Hayden Planetarium.

KATE SMITH, whose noonday CBS programs sponsored by General Foods Corp. are broadcast from her New York apartments, will open a new studio at her Lake Placid home, from which she can conduct her programs this summer.

ON A PURELY experimental basis, WOR, Newark, has set a new program policy with the start May 23 of a weekly program of recordings by Tommy Dorsey’s Orchestra. Thursdays, 9-9:30 p.m. Hereafter WOR has only aired electrical transmissions when programs broadcast were not live. The Dorsey program, titled Midnight in Swingland, is the only one scheduled for a month’s presentation and is not available for sponsorship. George Hogue is the announcer.

KGNR, Amarillo, Tex., has invited pupils of local and rural schools in its listening area to make educational tours through its studios. Rural students come regularly each week, while local pupils visit, with teachers.

WEEKLY Sports School, featuring outstanding personalities from all fields of sports, is carried on June 1 only from Red, with Bill Stern commentator conducting from the Academy of Sports at the New York World’s Fair.
FCC Orders Governing FM

Following are the formal orders (Nos. 67, 68 and 69) adopted by the FCC May 18 and announced May 22. In conjunction with the FM allocations:

ORDER NO. 67
At a session of the FCC held at its offices in Washington, D.C., on the 18th day of May, 1940.

The Commission having under consideration the orders of the FCC held at its offices in Washington, D.C., on the 18th day of May, 1940.

WHEREAS, the Commission having under consideration the orders of the FCC held at its offices in Washington, D.C., on the 18th day of May, 1940.

IT IS ORDERED, that the Secretary of the Commission shall enter an order in the record of the Commission in accordance with the provisions of the said order.

A NEW 250-watt local on 620 kc. in the metropolitan New York area, is allotted to station WABC, New York. This service is known as the broadcasting of the New York Times, and is expected to be a very popular one.

The station, WABC, is located in the heart of New York City, and is owned and operated by the New York Times Company. The station will be equipped with the latest in broadcasting equipment, and will be staffed by a team of experienced radio personnel.

It is expected that the station will be on the air by the end of the month, and will be heard throughout the New York metropolitan area.

Regional Local Power Increases

Continuing its policy of authorizing additional power for stations in the rural areas, the FCC has granted a large number of applications for increased power. This policy is designed to expand the coverage of rural stations and to improve the quality of the service they provide.

KVI, Tacoma, and KFSD, San Diego, were among the stations given increased power to 5,000 watts fulltime on their respective channels. In decisions May 15, WABA, Mobile, was granted an increase of 500 watts fulltime, and WXYZ, Detroit, was given an increase of 1,000 watts fulltime, along with authorization to move its transmitter locally and install a vertical radiator.

LOCAL STATIONS AUTHORIZED

Local stations authorized May 15 to increase hours of operation from daytime to unlimited time, with power boosts to 250 watts, were WGST, Greensboro, N.C., and WHDL, Olean, N.Y. (authorized to shift from 1400 to 1420 kc.). Authorized to increase power to 250 watts fulltime were KOTN, Pine Bluff, Ark.; KDAL, Duluth, Minn.; KEUB, Price, Utah; WSNS, Saugus, Calif.; WJIP, Herrin, Ill.; WRAW, Reading, Pa.; KFXM, San Bernardino, Cal.

Educational Conference

"Radio's Value to Education" will be the topic of a conference to be held at Washington College, a private, coeducational institution, in several national radio research men, including Dr. Leonard Power of the Federal Radio Education Committee, will be present. The conference is planned as a highlight of the annual radio workshop, which combines classwork in radio with actual experience at KWSF, Pullman, Washington State College's station.

Geppert Back on Air

GEPPERT STUDIOS, St. Louis, will begin a series of weekly quarter-hour shows on WMAQ, Chicago, titled Take a Picnic. For 20 years, an expert photographer, will conduct broadcasts which will be devoted to offering tips for amateurs and answering questions. Contract is for 26 weeks. Mitchell-Faust Adv., Chicago, handles the account.

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how you save! It uncovers huge waste and provides easy-to-follow plan to stop it!

For information about free telegraph cost analysis, contact: C. D. Albert. Postal Telegraph, 253 Broadway, New York, N.Y.C. No obligation.

$241 IDEA FREE TO TELEGRAM USERS!
New FM System Developed by WE
Transmitter Line Introduced; Narrow Drift Is Claimed
NEW FM transmitting equipment, to be known as “synchronized frequency-modulation,” was announced May 24 by Western Electric Co., on the heels of promulgation of new FCC allocations for FM.

The new synchronized FM, Western Electric announced, is a radio wave generating system developed by the Bell Laboratories in which the average or carrier frequency of the FM carrier wave is locked in step with the vibrations of a precision quartz oscillator. The carrier drift was said thus to be confined to extremely close limits, an achievement which removes one of the final obstacles to FM broadcasting as a commercial reality.

F. R. Lack, manager of the WE specialty products division, said the new line exhibits a carrier stability matching that of the best AM units currently in use on the standard band. Emphasizing the importance of carrier stability as a factor in high-quality transmission and reception, Mr. Lack pointed out that the system limits carrier drift to within 0.0025%—at least four times better than the present FCC requirement of .01%.

Mechanical Features
The unit now in production, known as 503A-1, is completely self-contained, functions either as a transmitter for powers up to 1 kw. or as a driver for high-power radio-frequency amplifiers where more than 1 kw. output is required. In the frequency range 30 to 15,000 cycles, the equipment shows less than .2% distortion in audio quality.

Many of the mechanical features of the new unit, as well as some electrical circuits and parts common to both FM and AM, have been brought over directly from the 443A-1 AM transmitter introduced last year. The cabinet, styled in modern convention by Henry Dreyfuss, industrial artist, to harmonize with present-day interiors, is entirely independent of the interior structure both electrically and mechanically.

Cathode Tube Contest
ALLEN B. DEUMONT LABS, Passaic, N. J., has announced a prize contest for engineers, physicists, laboratory workers, servicemen and other such workers, dealing with new and practical applications of the cathode-ray tube and its allied equipment, the three best papers submitted from June 1, 1940 to May 31, 1941 to receive grand prize of $100, $50 and $25.

Papers accepted for publication in the DuMont monthly Oscillographer will receive an Honorable Mention of $10 per paper, all entries to become the property of DuMont Labs. Contests may submit any number of papers, dealing with actual application in any field of the tube, subject matter alone to be considered.

Rebroadcasts in Alaska
KFAI, Fairbanks, Alaska, has received FCC authority to rebroadcast NBC programs over the NBC international shortwave stations WNB1 and WBRA, New York, and the General Electric shortwave stations WGEQ-WGEA, Schencady, and KGEL, San Francisco. Chief Engineer Stanley D. Bennett has erected a special antenna array to pick up these and also the shortwave broadcasts from European countries. Local lines for regular network connections to Alaska are unavailable.

RCA at World’s Fair
M. F. Burnh, assistant vice-president of RCA Mfg. Co., who has had charge of RCA Photophone’s West Coast movie industry relations, has been appointed director of the RCA exhibit at the New York World’s Fair to greet customers and visitors as well as make a study of public reactions to television as an entertainment medium. Joseph D’Agostino, on leave of absence from NBC’s engineering department in New York, continues in charge of the RCA exhibit’s operations, the position he held last year.

Mr. Burns
D’Agostino, on leave of absence from NBC’s engineering department in New York, continues in charge of the RCA exhibit’s operations, the position he held last year.

FM, Video Halt Treaty Decision
Border Stations Continue to Request Special Status
Taking a back seat temporarily because of the urgency of FM and television allocations and of the long-overdue Network Monopoly Report, the standard broadcast band reallocation provided for under the Havana Treaty is expected to go before the FCC for final action as soon as these other “expedited” matters are cleared.

Involvement of realignment of 90% of the 880-old stations in the standard broadcast band, the treaty reallocation, so far as known, has hit no further diplomatic snags. It had been held up for more than a year because of the adamant attitude of Mexico after ratification by the United States, Canada and Cuba. Tentatively, Aug. 1 is set as the deadline for the actual treaty allocation but best information now is that “moving day” will not occur until possibly Dec. 1 or perhaps the first of next year.

Border Stations
The preliminary work involved realignment of station assignments aside from those speciﬁed for in the treaty. This primarily revolves around means of reducing to writing the “women’s agreement” reached with Mexico and Canada whereby six channels will be provided in Mexico on a guaranteed basis outside the actual terms of the treaty itself.

While there is official denial of reports that Mexican border station operators have received assurances they will not be molested in the shift, unofficially it was reported that interests operating on behalf of Dr. John R. Brinkley and Norman T. Baker as well as other border station operators, have not let up in their efforts to seek continued operation. Mexican Undersecretary of State Beteta was in Washington in mid-May to attend the sessions of the Eighth American Scientific Congress and, it is understood, probably had occasion to discuss the border station situation. It was stated on his behalf that he is in full accord with the treaty terms, designed to eliminate the stations.

FOUR special programs, including a post-season America’s Town Meeting of the Air, were presented May 25-31 by NBC in connection with the Annual Conference of the American Library Assn. in Cincinnati.

Here it is - The LINGO PROVEN ANTENNA for FM, Video & Television has already been proven ideal for FM operation!

Photo shows first turnstile antenna in commercial service, built by LINGO in 1937 for RCA facsimile operation at Columbia-Presbyterian Medical Center, New York City.

Several LINGO turnstile antennas are in use by Maj. E. H. Armstrong at W2XMN, Alpine, N. J.; and by the Yankee Network.

Now, already proven by actual years of use by pioneers in Frequency Modulation, LINGO TURNSTILE ANTENNAS are recognized as ideal for FM transmission. These patented antennas provide the utmost in performance and efficiency. Our own pioneering in this new field of broad-casting enables us to furnish complete turnstiles comprising the essential tubular steel mounting pole, elements, insulators, wires, bands, etc. Specially designed for each application for installation on buildings or supporting towers.

Write For Further Information
Our engineering staff will be pleased to assist you, without obligation, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower, etc.

JOHN E. LINGO & SON, Inc.
Licensed Manufacturers of Patented Turnstile Antennas
DEPT. B-6 CAMDEN, NEW JERSEY

BROADCASTING • Broadcast Advertising
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FCC Report on Ultra-High Frequency (FM-Television) Allocations

Frequency Study

As a result of the recent hearings on television, October 28, 1939, and Aural Broadcasting on Frequencies above 28,000 kc., the Market Network Committee has recommended that adequate frequencies for high frequency television could be provided only by instituting a thoroughgoing study of the use of all feasible bands between 25 and 50 mc., with as much attention paid to the various areas as to the coast. The study is now being conducted.

New Allocations

Under these arrangements, the new allocation will be made on a limited basis. After Jan. 1, 1941, the Commission has fixed certain rules of operation for all stations affected by Order No. 67. The new allocations are as follows:

26-41 mc.—No change.*
41-42 mc.—Government.
42-44 mc.—Commercial Educational Broadcasting Stations. Frequencies: 42100, 42500, 43000, and 43500, and 44700, 45200, 45700, and 46200.
44-45 mc.—Government.
50-52 mc.—Television Channel No. 1.
52-53 mc.—Television Channel No. 2.
53-54 mc.—Television Channel No. 3.
54-55 mc.—Television Channel No. 4. (No change)
76-80 mc.—No change.
116-119 mc.—See Note 1.
119-122 mc.—Government. See note 1.
124-125 mc.—No change.
125-126 mc.—No change. except for renumbering of stations due to the discontinuance of former tele- vision services.
126-127 mc.—Television Channel No. 5. (No change)

*The frequency bands 116-119 mc. and 156-162 mc. will be used for FM frequencies and the services now operating in the band 119-122 mc. will be discontinued unless licenses as distinguished from experimental, will be held by the licensee within the band 116-122 mc. prior to Jan. 1, 1942.

Note 1 The frequency bands 119-120 mc. and 156-162 mc. will be used as FM frequencies for the services now operating in the band 119-122 mc. Licenses as distinguished from experimental, will be held by the licensee within the band 116-122 mc. prior to Jan. 1, 1942.

Prepared to produce FM receivers even faster than their competitors, some of the leading radio manufacturers have announced they will have models on the market shortly while facsimile apparatus manufacturers intend to push their wares to take advantage of the multiplexing phase of television transmission and reception.

Stromberg-Carlson for several months has been advertising FM receivers, of which it has five models. General Electric has produced a 15-channel receiver which will be available this fall, and thirdly, there is the 15-channel receiver with a built-in amplifier which has been announced by Western Electric Co., although Western Electric Co. has recently entered the field. REL has some 14 or 15 introductions, while RCA, Pickwick Telecommunications Inc. and John L. Horgan, the inventor and engineering consultant who owns WQXR, New York.

FCC, Televisr
so
misso amended its Rules for frequencies in suitable frequency bands to accommodate operations. It has been decided to hold frequencies for Federal telecommunication. As frequency modulation, Corn by FM 140.

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FCC, Televisr
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misso amended its Rules for frequencies in suitable frequency bands to accommodate operations. It has been decided to hold frequencies for Federal telecommunication. As frequency modulation, Corn by FM 140.

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BROADCASTING • Broadcast Advertising
FREQUENCY MODULATION

(ARMSTRONG SYSTEM)

In collaboration with Major E. H. Armstrong, REL built the first FM transmitter. As the pioneer manufacturer of FM equipment (since 1935)—REL has built 95% of the FM stations now on the air. All REL FM transmitters employ the Armstrong Phase-shift method of modulation with crystal control of the frequency—resulting in stability twice as great as required by regulations.

To assure yourself of the best in FM high fidelity and performance—we urge you to thoroughly investigate REL—the pioneer manufacturer of a complete range of FM transmission units from 1 kw to 50 kw.

REL is ready—complete manufacturing facilities—plus long engineering experience—enables us to immediately accept additional orders for FM transmitters—assuring prompt delivery—for fast installation and early operation.
Television Again Experimental

(Continued from page 17)

vision operations in those cities, since time will be entailed in bringing about the changes. Moreover, all applications for retransmission of television signals, including those from independent stations, must be recvalidated in order to pick up the new bands.

Need for Flexibility

The crux of the transmitting standards issue appears to be agreement on a flexible synchronized pulse that will actuate all types of receivers, irrespective of definition. Presumably this would be the goal of the engineering conference which the FCC proposes to call. The RCA-AMC 30-frame standard, as against 14 or 24 frames, espoused by other television manufacturers, likewise appears to have greatest engineering support.

The more optimistic officials foresee agreement fairly soon, with new rules by early fall to permit full commercialization probably around next Christmas. The fact that Commissioner Craven voted for the report, in the face of the determined position he has taken regarding commercial television, was seen as possible confirmation of this view. Whether definite commitments or concessions were made with this objective in view, however, was not ascertainable.

Following the bitterly contested hearing in January, the engineering consensus, according to the FCC opinion, was that principal witnesses agreed the Commission should set television standards and that, based on the differences reflected by expert witnesses, such standards could not be established today. As a consequence, it was decided to go back to experimental rather than limited commercial or full commercial operation. With 30-official applications pending for television and a grand total of 42 licensed, authorized or applied-for stations involved, the Commission apparently feels that it will be in a position to authorize varied and competitive television experimentation to enable it to keep abreast of experimental progress in all phases.

In defense of the Commission's position, it was stated that the television situation was far different from that involving FM because of the division in industry viewpoint. In the case of FM and AM, it was agreed that it was superior to AM and as a consequence the Commission felt free to authorize full commercial operation under these standards for the ultra-high frequencies. If television experimenters can reach substantial unanimity as to standards, it was stated, the Commission will feel disposed to give it the go-ahead.

The handout led off with the statement that full commercialization of television was soon to be in the way proposed by the FCC as soon as the engineering opinion of the industry was reported to approve any one of the present competing television stations. The report itself, however, only bore to that point. The Commission said that the additional cities under consideration for television facilities, but on the experimental basis, include San Francisco, Los Angeles, Chicago, Washington, Albany, Cincinnati and Boston.

The Commission indicated in official quarters that full commercial television might be forthcoming so soon as the statement made May 26 by FCC Chairman James Lawrence Fly in an address broadcast over MBS that "research and experimentation in television are advancing and in a few years this combination of radio and sight and sound may be expected in your homes." This was seen as an indication that radio might be in delay in opening television for full commercial operation.

In its report on Order 65, which set television rules and regulations for future hearing last April, the Commission said that the question at the hearing were (1) the wisdom of selecting and setting at this time a single unification of television transmitting equipment, and (2) of continuing television broadcasting licenses on an experimental basis, distinguished from a commercial basis. Then it proceeded to review the actions of the Commission relating to the FCC's decision to go with its approval to any one of the present competing television stations. The Commission pointed out that no party to the April 8 proceeding had challenged the Commission's jurisdiction over the fixing of trans-

mission standards and quoted the statement of Marion Davis, general counsel of RCA, waiving that point. The Commission reiterated that television has been "unduly retarded by immediate promotional activities for a single fixed system prior to the Commission's establishment of standards for this new art.

The FCC reviewed at length testimony of various witnesses regarding the position of the industry on setting standards. It concluded that this testimony buttressed its finding that the time was not yet for promulgation of standards.

Minutes of RMA

Mention was made of a "highly confidential meeting" of the RMA board of directors on Feb. 8 at which it was claimed that RCA President David Sarnoff had opposed a proposal by Philco that before any commercialization were undertaken, the RMA standards should be reopened for consideration in the light of pending research and development. Mr. Sarnoff was quoted as having stated: "If that is the point of view, I am sure the Radio Corporation does not belong around this table and the quicker it gets out of the RMA and runs its own business on the best way that it can run it, the greater freedom we shall have to follow whatever course we wish to follow without any arguments or contentions or oppositions."

Also reported was a purported colloquy between W. H. Grindich of Philco and Mr. Sarnoff in which the latter is said to have stated "We live on obsolescence, don't we, in this industry."

Referring to the "intensive promotional campaign" launched by RCA on March 20 to sell sets, the FCC stated this was of concern to
it "not because of any question of fair trade practices, but because of the possible prospect of RCA's whole course of conduct upon television broadcasting standards." The report added that it was important to the Commission that it was necessary to "reinquire into the whole situation in order to ascertain whether there was sufficient evidence of maintaining fluidity in the air in order to promote its advance and to avoid the premature crystallization of transmission standards against which both the Commission and the industry had warned."

The Commission added that it felt that action was compelled by the Congressional mandate under which it functions.

"Not prepared"

To Publish Vallee Show Music

The President's son, Franklin Delano Roosevelt Jr., has joined the ranks of BMI composers. The industry-owned publishing house has just purchased his song "The Rest of My Life," written in collaboration with Kennick Sparrow for the U of Virginia's annual musical comedy, and to be issued shortly to BMI members.

It was said.

WOW Musicians Back After Sympathy Strike

Members of the new local (802) of the American Federation of Musicians returned to work at WOW, New York, May 26, marking the end of a three-month period during which the station was without the services of live musicians. Men had walked out of WOW Feb. 17 in a sympathy strike called by the union in an effort to force a settlement of the disagreement between AFM Local 77 in Philadelphia and WFEN of that city, which at that time was likewise without musicians. Both WFEN and WOW are owned by Arde Bubna, who since personally directed negotiations with the union officials, reported a settlement of the trouble at WFEN on May 13 [BROADCASTING, May 16] and now of the trouble at WOW.

[New WOW-AFM contract, which runs for one year, calls for the employment of 12 men, four less than the previous musical staff, at a wage scale of $51 per man per week, a 13% increase over the $45 paid previously, musicians to work any four hours out of eight, any six days out of seven.]

Pure Oil and H. V. TYING in with the May 28 start on NBC of H. V. Kaltenborn's third weekly series of news analysis, Kaltenborn Edits the News, the Pure Oil Co., Chicago, ran a two-page spread in the May 27 issue of Life magazine expressing Kaltenborn's feelings about the "American way" of life. Titled "It Pays to Live in America," the advertisement pays tribute to the petroleum industry as a contributor in making this way of living possible in the words of the news analyst as he talks into an NBC microphone.

MAKING WAR NAMES LISTENABLE

American Versions Used Unless Cities in the News

POLICIES of the networks on pronunciation of names of foreign towns falling within the war area have been altered as the direction of the war has moved westward into Belgium and France. As long as the war was centered with the completely unfamiliar place names of Poland, Finland and Norway, the rule was to follow native pronunciation as closely as possible.

Present propaganda, however, is to use whatever pronunciation will be most easily understood by the average American listener. This method, it is reported, is being followed generally by local stations also in their newscasts.

To Publish Vallee Show Music

"Our job is to give our listeners the news as rapidly and as clearly as possible and in a task of this magnitude the niceties of pronunciation are a very minor matter. Of course, we'd like to have all pronunciations standard, but that is a practical impossibility, especially when you consider how many of our broadcasts on the war are made by foreign correspondents, military experts and other speakers outside our own announcing staffs."

To Publish Vallee Show Music

The shortest route to the rich

AKRON MARKET is via

Akon's Popular Station, WJW

NEGOTIATIONS for a contract covering staff announcers employed at WOW, New York, have been started with the station management by George Hailer, executive secretary of the New York local of AFRA.

The Shortest Route to the rich

AKRON MARKET is via

Akon's Popular Station, WJW

Summer PROOF...

SPRING is here and Summer is just around the corner. So NOW is the time to start a campaign to get your share of profitable Summer business from our rich Urban and Rural audience. Then you will be able to keep cool while the heat and your sales shoot up in our Summer-Proof market!
THOUSAND FM STATIONS FORESEEN
(Continued from page 10)

licensure or applicants for FM or of preference to existing broadcasters, is lacking in the FCC pronouncements thus far made. However, it is logically assumed that existing broadcasters, for purposes of a fashion "pre-qualified" by virtue of present operation under established rules and regulations, would be an attractive option to acquire licenses with least difficulty.

Program Problem

Moreover, the fact that newcomers to radio seeking FM would have to anticipate a long period of "statutory" suspension, with no assurance of return through program sponsorship for several years, would militate against the willingness of most new applicants to undertake the long pull.

On the other hand, the economics for the established broadcaster appears to be far less onerous since the FM transmitter and studio-program operations could be maintained by the same operating staff handling the existing AM stations; the identical program broadcast simultaneously. There is no indication at this time that the FM stations will tend to separate program- ming for FM. Quite the contrary, it is expected that until the new service gets under way, audience by virtue of sale of FM receivers, it will advocate a parallel FM-AM service, identically programmed except for possible emphasis on "high fidelity programming".

With set manufacturers launching merchandising campaigns for FM receivers, and a demand experimentally created in areas where the new service is available by virtue of the simultaneous AM-FM transmissions, standard broadcasters would be in a position to recoup a portion of their expenditures before independent FM broadcasters who will have the advantage of the parallel standard service. By keying on sale of FM combinations or FM-only sets, established broadcasters would have a new weapon to increase rates commensurate with the increased set ownership.

The gradual replacement of AM by FM for entertainment and to come first among local stations, serving small compact areas. These will be followed by regional stations, particularly in more populous areas. FCC engineers do not feel that the clear-channel stations ever will be replaced by FM because of their coverage in sparsely settled and remote areas.

Once the FCC approves its FM engineering standards, along with rules and regulations, applicants then will be in a position to apply for full commercial licenses. The orderly procedure, it is felt, would be a special advantage to class A stations rather than stations, specifying that on the most preferred frequencies the RI should be such as to provide a "clear" channel with a heavy service in the given area and on down the line. The FCC's standards probably will specify optimum power, antenna height and antenna emis- sion capacities, which will be based on the rather meager practical information now available. The channels which may later be revised. Channels probably will be classified as to frequency allocation, minimum and maximum modulation, and depending upon the service areas of the proposed stations.

Service Areas

Presumably applicants, based on the engineering standards, would be asked to define the trading areas or cities which they propose to serve. In this respect the FCC stated that the rules and regulations and standards to be issued will enable applications to be made for facilities for a specific area and that FM stations will be rated on the basis of coverage rather than power.

Emphasis will be placed by the FCC upon the advantages of highfidelity transmission and reception afforded by FM. It will urge applicants to use equipment with engi- neering characteristics and efficiency from micro which will be capable of reproducing the frequency range up to 15,000 cycles, as against the present AM standard of 500 cycle and lower limitation on AM.

Similarly, receiving set designers will be encouraged to produce receivers which are capable of handling a full volume and range of the transmitted signal. Otherwise, it is pointed out, the primary advantage of FM over AM will be lost.

With the allocations for FM definitely blocked out, receiving set manufacturers are now faced with the problem of designing sets of maximum efficiency covering the 42-50 mc. range. They have held back pending the FCC action. Moreover, they can begin manufacturing receivers during the summer months for fall retailing.

In announcing the new allocations, the FCC said that opening of the new band for commercial broadcast will help correct numerous de- fects in the inadequately existing in the standard system. These are directly from the scarcity of frequencies, technical characteristics and early growth of broadcasting without technical regulation. Declaring there is a lack of stations in some communities while others do not have sufficient choice of program service, the Commission said establishment of the new broadcast band in the higher frequencies will enable many communities to have their own broadcast stations.

Denison Catalog

T. S. DENISON & Co., Chicago, dramatic publishers, has published a special catalog of entertainment features available for broadcast. The catalogue features operettas, musical comedies, choruses, symphonies, orchestras, produced for the Society Stage Authors and Composers. The firm has been added by the ASAC to its list of publishers whose material is available for broadcast.

Plug for Paper

MUNISING PAPER CO., Chicago, with its campaign on WTMJ, Milwaukee, is demonstrating that radio advertising is progressing beyond a purely regional basis, to appeal to the mass listeners. While the concern sells its business paper products, among them Cameron Bond, direct to printers, the WTMJ campaign is addressed to busy, purchasing agents, secretaries and stenographers to enlist their interest and the papers. The WTMJ advertising consists of 21 100-word spots scheduled on Top o' the Morning.

20th Anniversary Spurned by NAB

Industry Support Denied to 'Congress of Radio Events'

PLANS of the "Congress of Radio Events" to promote a nationwide celebration of the 20th anniversary of radio do not have the endorsement of the NAB, it was brought out May 21 by Edward Kirby, NAB director of public relations.

In a letter to Paul L. Specht, chairman, Mr. Kirby said the industry, through NAB, has been actively devising its own plans for observance of "Broadcasting Day" in conjunction with the New York and Francisco Fairs, tentatively scheduled for Aug. 3 or Aug. 7. Mr. Specht had written NAB president Neville Prior asking for a "credit line for the thought, at least, of observance of "Broadcasting Day". The organization, it is reported, has contacted figures in radio in connection with its proposed promotion, along with public officials and Government departments.

Plans in the Making

Mr. Kirby told Mr. Specht there was a "Broadcast Day" at the World's Fair in 1933 and that since the first of the year, NAB has been in contact with the Fair. There is a possibility of a day set aside in honor of broadcasting this year. At one time, he said, serious consideration was given the use of a large building for exhibition and promotional work throughout the entire Fair by the NAB. "At no time, to my knowledge, was your name brought up, or any reference made to any plans you had developed."

Stating that the NAB acts as the central body for the industry, Mr. Kirby said that if anyone is to speak or to plan for the industry as a whole, it is the NAB "not an individual neither within or without the industry." Otherwise, he said that radio would be "left to the whims of outside, individual exploiters and promoters, however worthy their schemes might be."

Outlining promotional plans of the NAB, which do not contemplate celebration of radio's 20th anniversary, Mr. Kirby said that even should policy permit, there is no opportunity for the industry to tie up with any other promotions in the current year.
F. M. Office in N. Y.
(Continued from page 14)
censorship and interference with the management policies of broadcast stations.

The fact that competition for listeners will now be based on program preference rather than signal preference will undoubtedly result in some improvement in program structure. It will at least tend toward equal opportunity for broadcasters to serve the public, with the obvious result that he who serves the public host will have the best chance at the top.

"FM should accelerate the expansion of education by radio by reason of its occupation of frequencies adjacent to those commercially developed. Their musical programs should, by reason of their high quality, be possible by FM, and will in the future develop tremendously.

"In smaller places, such as stations that would be impractical to operate stations day and night, day-in and day-out, for FM stations will likely develop and facilities will be available to satisfy that need.

"F.M. should be the result of its occupation of frequencies adjacent to those commercially developed. Their musical programs should, by reason of their high quality, be possible by FM, and will in the future develop tremendously.

In the opinion of the board of new stations, manufacture and maintenance of receiving sets, and employment of additional operators and talent will result in an immediate increase in employment.

"The broadcasters and the public owe a sincere debt to Maj. Armstrong for this great advance in radio.

JUBILANT were these two when the weekly NBC Standard Symphony Hour and Standard School Broadcasting Hour were named as programs of highest artistic merit by Phi Beta, national woman's professional fraternity for music and dramatic art. A bronze plaque was presented to Standard Oil Co., San Francisco, sponsor of the programs. H. H. Roberts, sponsor representative (right), received the award. John Bibbe, NBC San Francisco producer of the series, is pictured congratulating him following the presentation at NBC Hollywood studios.

Fond of Floyd
THE late Floyd Gibbons recently helped baffle the General Electric market research staff. Two audience reaction survey cards received recently by GE listed the deceased newspaperman as targets. Since the cards were part of a batch sent out in July, 1930, GE looked further into the matter. One listener confessed that he had found the card recently, and sent it in by mistake. However, the other swore that he mailed his card soon after receiving it, pointing out that he listed on it an address from which he moved eight years ago. Although it bore a 1940 postmark, the writer maintained that it must have been held up for a decade somewhere.

WIBH Seeks Fulltime
A THIRD application for fulltime on 710 kc. to WOR, Newark, N. J., is the dominant station, was filed with the FCC May 21 by WIBH, Kansas City, Mo., for an operating daytime on 860 kc. Other pending applications are those of WTCN, St. Paul and KBDF, St. Louis, 1,480. In addition to WOR, other stations now on the channel are KIRO, Seattle, and KLAC, Los Angeles. WIBH seeks 5,000 watts.

John Henry's 'Crime Quiz' SCRIPT LIBRARY, division of Radio Events, New York, has placed its latest transcribed daily series Crime Quiz, written by John Henry, former general manager of the Central States Broadcasting System (KOIL, Omaha; KFAB-KFOM, Lincoln), on the following stations: KFZD, WDWS, WLAK, WPIM, WXAK, WKN, KLDR, WMAN, KFAB, KKG, WHOP, KPFW, KSATA, KPMC, KNO, WMOR, KRB, WQDM, WHLS, WTHM, WQAN, WIND, KEXO, WDNS, WTM, WGBI, KFXM, WHIL, WNRC, WJBC, KRVG, KTV, KDB, WJRO, KCMO. Also on the list: KLRO, Hillsboro; WHLE, Rio de Janeiro; and CHHS, CHSJ, CFRB, CFBN, CFCN, COYCH, Canada.

Opera on Tour Appeals
New York Court Ruling OPERA ON TOUR on May 27 filed notice of appeal in the New York State Court of Appeals following the decision January 28 by the appellate division of the New York Supreme Court upholding the right of organized labor to order stagehands not to work for the opera company because of its use of recorded music in place of an orchestra and chorus. [Broadcasting, Feb. 15].

The appellate decision reversed a previous order by Judge Kenneth O'Brien of the New York Supreme Court granting Opera on Tour a permanent injunction restraining Joseph N. Weber, president of the AFM, and George E. Browne, president of the International Alliance of Theatrical Stage Employees & Moving Picture Machinists, Operators and Allied Workers of the United States and Canada, from ruling that the stagehands and musicians should sign with the opera company.

DAY that H. V. Klinehorns started the most strenuous schedule of his career, 11 broadcasts a week on NBC-Red, he undertook a minor operation, turning up at his desk a half-hour after leaving the operating table to prepare for his first afternoon show.

It may be assumed that station engineers are familiar with the electrical requirements of the vertical antenna best suited to local conditions. The matters of height, shape and insulation, however, closely resemble structural problems the engineers with which they may not be so familiar. Let Blaw-Knox engineers help you with these problems. They will be glad to cooperate with you in bringing the coverage of your station up to its maximum. Please feel free to call on them.
CBS Opposition To WNYC Draws LaGuardia's Fire
New York Mayor Urges FCC To Study Net's Records

FLATLY charging CBS with "collusion," Mayor Fiorello H. La Guardia, of New York, on May 5 requested the FCC to undertake a thorough investigation of the station's activities, in special reference to developments that CBS is attempting to abolish and suppress WNYC, New York Municipal Station.

The Mayor's charges grew out of CBS opposition to the application for renewal of WNYC's license, which is due to expire May 28. CBS contends that WNYC was "colluding" with WCCO, Minneapolis station, to which it lends programs, in an effort to prevent the license renewal.

In his address to the FCC last week, the Mayor stated that the new applications of both CBS stations were "in furtherance of a vicious scheme," and that the Mayor was not opposed to WNYC's being renewed, but that it be "premised on the basis of the FCC's own findings of wrongdoing." He alleged that CBS was seeking to preempt 810 kc. for WCCO at the expense of WNYC.

The Mayor's charges were promptly denied by both Mr. Riegelman, who called him "characteristic nonsense," and Mr. Dunham, counsel for WNYC.

In his May 25 letter to the FCC the Mayor stated: "I call your attention to the fact that CBS and Mr. Riegelman, representing the Citizens Budget Commission Inc. as its attorney, have been acting in collusion for the purpose of preventing the renewal of WNYC's license and bringing about the renewal of CBS station WNYC as a municipa l broadcasting station and for leasing it to 'private interests.'"

"The collusive arrangement between CBS and Riegelman was consummated for the purpose of abusing the public interest," he continued. "Neither CBS, Riegelman nor any of their employees bothered to inform any public agency or to the public generally that they had been meeting in a municipal broadcasting station, and that it should be turned over in the public interest to private persons. This is the first instance of an attempt by one radio station to control another station through indirect action—in this case by instigating a collusive demand that the desired station should be leased, in order to aid its own interests and its opposition to an application for an existing station."

"The adequate protection of the public interest of New York City and its municipal broadcasting station (WNYC) requires that there be a comprehensive inquiry by the FCC into the scheme and conspiracies of CBS and Riegelman. It is imperative that the device employed by CBS should be thoroughly investigated and exposed. I specifically request that the books and financial records of CBS be examined and that a thorough examination for the purpose of determining how much CBS has a hand in regard to the attorneys, entrepreneurs, entertainment, promotion and also in the form of hidden payments and covered expenses."

The CBS-LaGuardia squabble broke into the open May 19 when the Mayor attempted to involve thenet with his “City Relations Commission drive against WNYC’s continued operation. The drive was spectacularly blocked May 21 when the City Council approved the complete budget, including the WNYC appropriation of $118,405, which insures the station's continuance until July 1, 1941.

Charges Called 'Nonsense'—

The Mayor's charges were promptly denied by both Mr. Riegelman, who called them "characteristic nonsense," and Mr. Dunham, counsel for WNYC.

In reply to the Mayor's arguments, the network disavowed any intention of seeking WNYC's frequency for its own use. The FCC application conflicts directly with "the necessary assignment and regulation of radio frequencies" as well as the Havana Treaty, terming the proposal an "invasion." Participation of CBS officials in meetings with Mr. Riegelman and Mr. Horlers was "in a spirit of rendering a public service to the city" the Mayor charged.

Charges of 

In a subsequent statement CBS charged that "the charge of collusion was simply intended to hide the facts" and were merely "very fancy window dressing for the two hearing rooms with which, according to CBS, are to keep WNYC on the air as a municipal operation and to prevent the public from leasing it to "private interests.""

In a statement of.ld, May 26, 1941, Mayor LaGuardia had charged that a non-commercial, Government-owned station should be exempt from applications for wavelengths and time over a privately-owned commercial station. If the law does not now provide such an exemption, others should do—use more of the faculties which, if radio, they have at their command. A number of programs are now being heard whose only interest is to have all visitors, where the outlay demands maximum results fully realize this fact, and their advertising is presented by various means—in dialogue, in emotional scenes, with a humorous ads, some of which are not in the program itself, with before- and-after treatment, by songs dealt, by following. But how many programs have their own original form of presentation.

Incidentally, in our references to straight commercial cases, of course, include those with a "personal angle." When the adver- isement is delivered by the star of a show, by someone the listener feels he knows, the effect is immediatly a different one when the spokesman is an announcer entirely unknown to him. It is human nature to listen to advice from a friend, even from a neighbor, but it is not bound to do the same to a stranger.

Personal Messages

That is the reason for the highly significant cases which involve interests in various popular performers, from the character of dramatic serials, from the home- ish traders, to the newscasters, from a radio artists—announcers included—who have established a fairly wide following. But many announcers can lay claim to such a following...? Very few indeed. The only exception is where they must say to attract the listeners—to overcome such a habit of "closing his ears"..." has even to mention it—"from a stranger."

Deft Commercials

(Continued from page 16)

This is the basis of the commercial advertising, the type of advertising which has been practiced for many years. In its application, it is always in the interests of the advertisers, and not in the public interest. And that's what a John Johnson is, friends. And that's what a John Johnson is, friends, and that's what a John Johnson is, friends, and that's what a John Johnson is, friends, and that's what a John Johnson is, friends...

Count's Courtesy

COUNT'S Courtesy of the French Ambassador to the United States, Count Feneュetnew de Saintes, was extended recently to WHEC engineers to record his Phi Beta Kappa commencement address. Less than two weeks after the ceremony, the Ambassador paused twice while Bob Campbell, remote engineer, covered the recording outfit. Harry LeBrun, chief announcer, handled the pickup.

Mayflower Denied Plea

For Facilities of WAAB

HOLDING that it was not financially qualified to construct and operate the proposed station, the Commission denied the application of Mayflower Broadcasting Co. for the facilities of WAAB, Col- laborative Network, in the City of Rahway owned by the John Shepard Inter- ests. At the same time the Com- mission renewed the WAAB license, covering its nighttime 1,000-watt op- eration on 1410 kc.

Mayflower had gone to hearing on its request for the WAAB fa- cilities. The Commission's findings were that the representations in the application and statements that the stockholders were prepared to put up $100,000, were not true. Stockholders in the Mayflower company are George R. Dunham, presi- dent, 350 shares; John J. McCann, 350 shares; Lawrence J. Flynn, secretary 300 shares.

Adam Hats More

ADAM HATS, New York, for several years sponsor of fight broadcast- ings on NBC, starting June 6 will expand its efforts to include all contests arranged throughout the country by Mike Jacobs, the National Boxing Association. 60 to 90 stations will be used, along with shortwave beams directed to military personnel, including 30 in the British Isles. Renewal of the contract is effective June 6, for 62 weeks. The sponsor's slogan, "Adam Hats is more than a new hat...it's a hat that expands the radio as a means of subsistence," was created in 1938-39. Agency is Glickman Adv. Agency, New York.

Emerson Radio's Return

EMERSON RADIO & Phonograph Co., New York, former sponsor of Elliott Roosevelt on MBS, plans to use a news commentator for a late spring and summer campaign on NBC and CBS. It is not known at this writing to Buchanan & Co., New York, the agency. Network and commen- tator have not been selected, it was added.

—a real champion! It's a champion in its smooth, quiet power—a cham- pion that will be lost if you don't pick up—a champion in..."

Disregarding dignity of phrase- ology, or any other extraneous matters which may come to your mind, the fact is that the second commercial would be far more like- ly to prevent the listener from unconsciously "closing his ears" to your message. If more than one voice is used, make your dialogue really dramatic; begin with an exciting situation; work in your ad- vertising after you have a firm on the air. You don't have to be a f r a i d of so-called commercial "plugs" in your program's script. They can be by the voice of your ad- listener,—which, strangely, seems to be the opinion of a few,—they are welcomed for their originality and novelty. Use humor, pathos, gaiety, music, sound effects—everything you can to make your advertising stand out and be part of the rest of your program, across with color. From the classified section to the title song, always be showmanship. So, by showman—not an after dinner speaker!
Songs in the Hinds catalog include such numbers as “When Your Ship Comes In” by Lily Strickland and George Garlan’s “Land of Romance” and “The Lilac Tree”. Dr. Gartlan is director of music in the New York City public school system and a former president of the Music Educators National Conference. According to Gartlan, the new staff is Louis Kattner, for the last five years chief music director for Hearst Radio. He will have charge of the public-domain and tax-free music of the standard, salon and classical type, working with Miller Mettenberg, BMI music editor. Mr. Kattner will study the musical needs of each station member of BMI, recommending tax-free music for themes and background purposes and issuing music in suitable form for each station’s use, in accordance with its musical facilities.

George Marlo, BMI’s professional manager, has selected “Here in the Velvet Night”, “In the Silence of the Dawn” and a new number not yet released, “Practice Makes Perfect”, for special exploitation, and it is expected that within the near future.

Explaining that “we have heard from many hundreds of broadcasters” thus far and the unanimity of approval leads us to the belief that the plan of licensing as developed by the Society more nearly meets the radio stations’ conception of a fair and equitable licensing arrangement than any system of licensing which the Society has heretofore presented, Mr. Paine continued that while the agreements have been somewhat delayed “they will be ready for signature within the very near future”.

His letter concluded: “The Society agréement forms that have thus far made vocal their attitude toward the new licensing plan also make plain the existence between the broadcasters and the authors and composers of the country is in sight, and that the new plan in operation, will contribute greatly to the common interest of us all.”

Expressing emphatic disagreement with those statements, Mr. Miller replied that “the enthusiastic support BMI is at present receiving is the best possible answer to Mr. Paine’s statement that broadcasters are not ready for the new contracts. Today, 292 stations, representing 70% of the revenue ASCAP and BMI are. BMI members of BMI, with additional stations joining each week. All indications are that the contracts are united and are determined once and for all to end ASCAP monopolistic control of music.”

Perpetuates Monopoly

Explaining that the “proposed ASCAP contract perpetuates ASCAP’s monopoly”, Mr. Miller concluded his letter: “Broadcasters would naturally welcome an ‘end of difficulties’ which takes care of the authors and composers,” but that end can only be reached by the establishment of ASCAP license provisions in the field and not by a surrender to ASCAP.”

Answering inquiries from stations about their contracts for transcription library services, BMI has informed its subscribers that it is not interested in attempting to supplant the transcription industry but “looks forward to working with it in the development of ASCAP and the all transcription companies”. Stations continuing to use BMI’s transcription services are entitled to the reserve of BMI and other non-ASCAP music which will supplement the existing agreement and aid in facing the ASCAP threat,” the statement declares.

BMI’s policy of making its music available for use on transcription at the statutory rate of 50c per composition per record instead of the usual charge of 25c per pressing [BROADCASTING, April 15], announcement of which drew an immediate protest from the Songwriters Protective Assn., makes it impossible for SPA members to work for the stations of the transcription industry publishing company unable to sign the standard SPA agreement and for SPA the control of mechanical rights.

In addition to its staff writers, BMI also maintains the services of various professional writers who are not members of SPA, BMI is encouraging the submission of music by composers not previously engaged in the business, Mr. Tompkins has written to music schools, conservatories and the music departments of colleges and universities and also to the locals of the American Federation. Mr. Tompkins has written to music schools, conservatories and the music departments of colleges and universities and also to the locals of the American Federation, asking that the trained composers within those organizations a chance to have their compositions heard by the public.
Sherman Law Prosecutions of Unions Upheld in Decision by Supreme Court

LABOR unions may be prosecuted under the Sherman Anti-Trust Act when their activities amount to a restraint of trade, although strikes in themselves do not constitute an illegal restraint under that law, the U. S. Supreme Court ruled May 27 in a 5-3 decision on the appealed suit of Apex Hosiery Co., Philadelphia, to collect $711,932 from a CIO local under the Act's triple-damage clause.

Although the specific question of the case, whether an employer can recover damages from a union for economic injury resulting from a sit-down strike directed by the union, was turned back to the State courts for decision, both majority and minority opinions of the court made it clear that labor, as well as employers, under certain circumstances is covered by the Sherman Act.

Victory or Defeat?

It is believed the Supreme Court ruling likely will become an important guide for the Justice Department in its current campaign against allegedly monopolistic union practices. Although the immediate prospect for application of the findings extends principally to the building trades unions in suits now being prosecuted by the Department, it is considered probable application also could extend to musicians' unions, which in late months have drawn Justice Dept. attention.

With union officials hailing the decision as "a notable victory", both the majority and minority opinions indicated the unions had won a victory but lost a campaign in that the court did not give them the blanket exemption from anti-trust laws they had sought. Commenting on the decision, Thurman W. Arnold, Assistant Attorney General in charge of the anti-trust division of the Justice Department, declared: "The opinion appears to sustain all the anti-trust prosecutions now pending in which labor unions are involved, since prosecutions are all directed at the restraint on competition declared illegal."

The majority opinion, returned by Justice Harlan Fiske Stone, held that the damage clause was one to be decided by State courts, since the Sherman Act is not intended to cover police interstate transportation or to afford a remedy for wrongs actionable under State law, but to prevent restraints on trade such as price control, discrimination between purchasers, or other monopolistic practices. Supporting this majority view, along with Justice Stone, were the five Roosevelt appointees to the court—Burger, Douglas, Reed, Murphy and Frankfurter.

In a minority opinion, joined by Justices McReynolds and Roberts, Chief Justice Charles Evans Hughes declared that since in labor disputes employers are bound by the National Labor Relations Act because of possible interference with interstate commerce, it would be "anomalous" if interference by striking employees with interstate shipments is not held to be a restraint of interstate commerce. "Under the broad terms of the Sherman Act", Chief Justice Hughes also declared that when restraints "are found to be unreasonable and deliberately imposed upon interstate commerce, both employers and employees are subject to the sanctions of the Act."

"Leaders of industry have been taught in striking fashion that when they commandeer, it is incumbent upon them to impose a direct restraint upon interstate commerce, their benevolent purposes to promote the public interests of the industry will not save them even from criminal prosecution for violation of the Sherman Act," he continued. "If labor unions are not excepted from the Act, the important enforcement of the law would seem to require that the same doctrine be applied to them."

Steel production is rising. Let WFMJ carry your message to the people of the rich Youngstown steel district.

WFMJ YOUNGSTOWN, O.
Homers at Home

SPONSORED cooperatively by firms in the advertising trades, the half-hour dramatization The Homers at Home, Thursdays, 7-7:30 p.m., is meeting with a commercial success on WABI, Bangor, Me. Entering its second year, the program is now sponsoring a model home equipped with its advertisers' material. The show has a cast of six and studio orchestra, and is written by Program Director Bruce, and directed in rehearsal by M. Wallace handling the commercials.

Broadway Shows Advertise

BROADWAY producers are displaying an increasing interest in the radio medium for regularly advertising their shows hits. Herman Shumlin, producer of "The Male Animal" in mid-May, started sponsoring Transadio news twice-weekly on WOR, New York, utilizing a program director of "Higher and Higher" on May 28 started Musical Comedy Favorites on WABC, New York, Tuesday, Thursday, Saturday, Sunday; 8:15-8:20 p.m.

Writers Guild Parade

FIRST CONFERENCE was held in New York May 24 by officials of NBC and the Radio Writers Guild, preliminary to the Guild's submitting its claims for a possible agreement covering staff writers in the Eastern territory. The meeting was "general," and no specific details of the agreement were discussed, according to the RWG. Participating in the conference among others were Luise Silcox, executive secretary of the Authors' League and the RWG; Sidney R. Fleisher, RWG attorney, and Mark Woods, NBC vice-president and treasurer.

Late Personal Notes

Burr E. Lee, formerly head of his own Milwaukee advertising agency, has joined the production staff of NBC-Chicago, replacing Wynthrop Orr, reports John T. Mosman, of the CBS production staff, on June 21 will marry Joan Tettell, featured actress in CBS serial programs. They will honeymoon in Bermuda for two weeks.

W. E. Dripn, NBC-Chicago director of agriculture, has been named a member of the advisory council of the National Farm Youth Foundation.

Ernie Shomo, salesman of WBBM, Chicago, has been named a member of the Authors' League and the RWG; Sidney Woods, has joined the announcing staff of NBC-Chicago replacing William W. Bruce, resigned.

William J. Dempsey and William C. Koplovits, recently resigned their positions as counsel and assistant counsel respectively of the FCC, on June 2 opened offices in the Bowen Bldg., 5155 15th St., Washington, D.C. They are specializing in department store practices, particularly FCC.

Harry Mason Smith, of WLW, Cincinnati, has been named sales manager of Transamerica Broadcasting & Television Corp., New York, replacing Pete Jaeger, who rejoins the Transamerican program and production department.

James T. Milne, manager of WAVA, New Haven, Conn., recently was elected president of the New Haven Advertising Club. Mr. Milne has been active in the club since the station opened in 1935, and for the last four years lunches of the organization have been broadcast by WECL.

Joseph N. Weber, president of the American Federation of Musicians, returned to New York from California where he has been recuperating from a severe illness contracted last fall. Following a few days at the union's headquarters, he leaves for Indianapolis where the original AFM convention will open June 16.

Mortimer W. Loewi, vice-president of Allen and West Laboratory, Inc. at Golden Beach, Fla., on doctors' orders.

Larry Harris, author of "The Maverick Legion," and more than 400 published novels and short stories, has been named merchandising manager of the new KRID, El Paso, Tex.

Jean Hallows, California script writer, has joined the Ted C. Stahr, New York, to handle scripts for the Kate Smith program, sponsored on July 16 in the Foods Corporation of America and will do at least 60 scripts for Ketz Corp. and will be available for freelance writing.

A. P. Waxman, veteran entertainment publisher who recently handled publicity for the Will Rogers Memorial Fund, has been appointed publicity director of the American Society of Authors, Publishers and Composers.

William Carty has joined WIP, Philadelphia, as reliever announcer.

Marine Radio Protest

MARINE divisions of both the Commercial Telegraphers Union (AWM) and American Commercials Association (CIO) on May 27 sharply protested the offer of the U. S. Maritime Commission to train 200 CCC enrollees as marine radio men. Both groups pointed out there were already more trained radio operators than jobs and that training the CCC boys would only add to the widespread unemployment in the industry. Murray Johnson, speaking for the CIO group, said Government figures showed only 7,500 radio officer jobs available in the entire American merchant marine, while there are 10,000 licensed radio officers. Leon Kleinklaus, CIO spokesman, declared there was no shortage of marine radio men and no prospect of any shortage.

Hammann Leaves WCAU

RESIGNATION of J. S. K. (Jack) Hammann, as commercial manager of WCAU, Philadelphia, prior to the end of his four-month tenure, was announced May 24. He rejoins Advertising & Sales, 18th and Market Sts., prior to joining WCAU, Mr. Hammann was sales manager of KYW, Philadelphia.

Broadcasting: Broadcast Advertising

SPEDDY election returns were given WCKY listeners in Cincinnati and Ohio during the State primaries May 14-15 through the station's big election party. In cooperation with the central count of election returns was carried on, and using a special Transadio wire from Columbus to the studio newsroom, WCKY claimed scoops right and left, beating newspapers by hours. As part of the party, interviews with politicos and public figures were held in between and the father of voting trends and results. This group, handling the Music Hall end, includes (1 to r) Art Gillette, Rex Davis, Lee Bland and Mendel Jones.

News

Seven quarter hours of British United Press and Transradio bulletins daily. Two available for sponsorship at 4:15 and 10:30 p.m.

CJOR

Vancouver, B. C.

Rep: Joseph Hershey McIlhanna

June 1, 1940 • Page 95
Radio in Curriculum
AGAIN this year the curriculum of the National Music Camp at Interlochen, Mich., June 23-Aug. 18, will include radio courses. Already scheduled are radio for the teacher, program planning, script writing, program direction and production and teaching music by radio.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair [N.J.] 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg., District 8466
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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.

Radio Engineering Consultants
Frequency Monitoring
7134 Main Street
KANSAS CITY, MO.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
302 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7787

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Limited Channels
Certain basic policies in the licensing of these experimental operations will be followed. A substantial job of research must be done by each station. The channels available are strictly limited, and they must be utilized in the public interest. The radio spectrum is public domain—development in television must be undertaken and advanced in order that this domain be devoted to the best public use. There is no room for squatters and there can be no preemption in this field. Monopoly must be avoided. Free competition is to be promoted and preserved.

Accordingly, the Commission deems it to be in the best interest of the public that there be a strict limitation on the number of authorizations to any one licensee for television broadcast stations which as a part of the experimentation may take programs to the public. In addition, rules for the regulation of television stations engaged in chain broadcasting will be promulgated at an appropriate time.

No time limit can now be set for the adoption of standards. The progress of the industry itself will largely determine this matter. The Commission will continue its study and observation of television developments and plans to make a further inspection and survey in the early fall. Meanwhile the Commission stands ready to confer with the industry and to assist in working out any problems concerned with television broadcasting.

Revised rules designed to carry into effect the conclusions reached herein will be issued in the near future.

Continued from page 17

opinion will insist upon such standards as will give definite assurance of satisfactory performance and of continuity of service for the public comparable to the continuity of service displayed in the past history of the radio industry. At the same time these basic standards—the standard gauge they may be termed—should afford within their limits reasonable flexibility for future advances in the science of television broadcasting. With the view to encouraging research and experimentation on a wholly flexible basis, the Commission is prepared to authorize broader experimental operations by existing stations and by a number of additional stations.

Action will be taken promptly upon a number of pending applications for television experimental stations. These will be apportioned among various parts of the country with the view of forestalling any concentration of facilities in particular centers of population to the exclusion of the rest of the country. At the same time this will serve to provide further experimentation on the different systems on a comparative basis.

Among the additional cities under consideration for such facilities are San Francisco, Los Angeles, Chicago, Washington, Albany, Cincinnati, Boston, and others. Each station will be utilized for the predominant purpose of advancing the science of television broadcasting in its engineering aspects. The Commission invites other responsible individuals or companies who are prepared to carry on this work to apply for a license.

Television Report

There is no substitute for experience.

GLENN D. GILLET
Consulting Radio Engineer
302 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7787

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio
Help Wanted

PROGRAM MAN—for new local station with investment. Box A825, BROADCASTING.


Chief Engineer—for MBS outlet, metropolitan market $15,000. Need experience construction and executive ability. Supply references, photo, and salary expected. Box A819, BROADCASTING.

All Radio Personnel—Confidential promotion to high salary positions $2,500 to $25,000. Your identity, position protected. Personal Promotions Service. S. Crandall, Binghamton, N. Y.

Situations Wanted

Graduate of radio school—will accept nominal salary to get broadcast or police station experience. Box A822, BROADCASTING.

Continuity Writer—Experienced, university graduate; announces; writes, edits news; salary second only. Box A825, BROADCASTING.

Production, Scripts, Announcing—Experience in Chicago stations, Desires change with a future, age 25—good for 100 more. Box A821, BROADCASTING.


Combination Man—Employed, announcer, operator, newscaster, local network experience. Desires change. Reason, references, transcription on request. Box A822, BROADCASTING.

Combination Announcer, Engineer, Press Operator, over 10 years experience. Wants change. Prefer Gulf or West Coast. Available on 4 weeks notice. Box A823, BROADCASTING.

Press Operator—with list Telephone license, perfect copy ready for news announcer. Go anywhere but not less than $35.00 weekly. Now employed and best references. Box A823, BROADCASTING.

Young Announcer—desires small station connection. Can handle news, sports, all commercials, voice required. Background: college, stock, radio. Dramatics and production, telecasting, References. Recording. Box A824, BROADCASTING.

BOWS TO RADIO
And PM, New Newspaper—Plans To Buy Air Time

NEW YORK’s newest daily newspaper—PM, will carry from the listings of radio news broadcasts at one of its utilitarian features when it appears this coming June. Ray M. Ingersoll, publisher, announced May 28. It was also learned from Compton Adv., New York, that PM will shortly embark on a radio advertising campaign over metropolitan outlets.

Speaking on CBS on “Radio and the Press in War,” Publisher Ingersoll observed, “We will say in effect to our readers: You have just bought a paper which tells you everything its writers and editors the first five months of 1940 as cost, the radio must take over—and even then you will get on the radio many things the printed page can never give you.

“Radio is developing its own completely unique journalistic vehicle;” he commented, “Already, what’s described as ‘the foreign news roundup’ is more than 15 minutes or a half-hour of news items: it has journalistic—and may acquire a characteristic-form of its own right. To sit down each evening and hear from journalists on the spot in London, Berlin, or Tokyo, under the sun—and the radio’s overseas correspondents are learning rapidly to news with background, personal experience and human interest.”

Evening Audience Increase

PROMOTION department of WOR, Newark, following a recent check of C. E. Hooper audience reports, has announced a sizable increase in sets in general use from 7:10-10:30 p.m. for news programs. At the same time, increases in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through Nasca Employment Bureau. Box 864, Denver, Colo.

FOR SALE

FOR IMMEDIATE SALE—19 kw. broadcast transmitter with excellent record of performance. Transmitter recently taken out of service and ready for dismantling and selling. Airmail inquiries to Box A822, BROADCASTING.

Photographs—we duplicate any photo in quantities, 100, 250, 1,000. Miniatures, postcards, large prints, Gummied or plain. Quality work. Quantity prices. Sprague Photo Service, 1921 Linwood Ave., Toledo, Ohio.

WANTED TO BUY

Late model used Western Electric or RCA transmitter. Also speech equipment, radio photo equipment, sales literature, etc. Of Broadview Avenue, Daytona Beach, Florida.

Radio to Aid Woodmen

In Golden Anniversary

RADIO will help the Woodmen of the World Life Insurance Society observe its Golden Anniversary June 6 with more than 86 stations in 27 States scheduled to join an NBC network to carry a special half-hour program originated by WOW, Omaha, owned by the Woodmen, at 7 p.m. (CST). In addition to millions of listeners throughout the 8,000 individual Woodmen lodges will be gathered at meeting places to hear the broadcast, climaxing their own local celebrations.

Of the Society’s headquarters in Omaha, along with WOW’s studios, will hold open house all day. A parade will be held in downtown Omaha, with the evening ceremonies, including the broadcast, to originate in the Omaha City Auditorium. The program, under the direction of WOW Production Manager Lyle DeMoss, with Program Manager Harry Burke announcing, will be one of the most pretentious productions ever aired from Omaha, according to WOW.

Lynn McNamur

LYNN McNAMUR, 36, Hollywood writer on the NBC Rudy Vallee Show, died at his home May 23, following an illness of 10 weeks. He had apparently died in his sleep. Mr. McNamur was associated with Vallee programs as writer for more than three years. At the time of his death, he was on the writing staff of McKee & Albright, agency servicing the Sealtest account.

Allen Kander & Company, Inc.

150 Broadway
New York, N. Y.

Negotiators for the account of Selected Clients in the purchase or sale of large Radio Broadcasting Stations.

Telephone- Cortland
7-2816

FOR SALE:


Address inquiries or make offer to L. J. Chase, KXOK, Star-Times Bldg., St. Louis, Mo.
WCBD Opposes St. Louis Shifts

FORMAL PROTEST against the FCC "St. Louis shifts" approved May 6, raising statutory questions and seeking cancellation of the authorization to KFUO, Lutheran Synod station, to shift from 550 to 830 kcs, daytime, was registered May 28 by WCBD, Chicago, headed by Gene T. Dyer.

Two separate pleadings were filed—one seeking rehearing and the other seeking return of the KFUO application. The St. Louis shifts granted KSD full time on 550; authorized a change in frequency from 1350 to 630 for KXOK, and involved frequency shifts for WGBF, Evansville, and KFRI, Columbia, Mo., under which both applicants procured full time [BROADCASTING, May 15]. KWK, St. Louis, was given an increase in night power from 1,000 to 5,000 watts on its present 1350 kc, though it had pending an application for 630 kc, which had been designated for hearing.

Lack of Notice Claimed

WCBD held that the decision of May 8 was unjust, unwarranted and erroneous. WCBD, it was pointed out, had pending an application to shift from 1080 to 830 kc, filed in November 1939. The announcement by the FCC of the St. Louis shift was said to be the first notice WCBD had of the existence of the KFUO application and the first notice of the existence of the negotiations which resulted in the grant. In its press release the Commission had stated that the action was taken as a result of negotiations by the Commission with interested parties.

WCBD contended the Commission erred as a matter of law in granting the KFUO application while that of WCBD was pending and that WCBD is entitled to be heard in a consolidated hearing with KFUO. In its second motion, WCBD said the terms of the Commission’s decision include all of the Commission’s rules prevent the May 8 decision from becoming finally effective upon expiration of 20 days after its announcement or until May 29. Declaring the relief requested generally was "fundamental justice" it asked that the KFUO application for a construction permit be returned, then Fisher filed the pleadings for WCBD.

WITH aviation very much in the public eye, WSUN, St. Petersburg, Fla., has started Radie Flying School as a new Saturday evening feature. The program presents Bob Wilbur (center), WSUN’s in-house aviation student, interviewing aviation instructors Jimmie Wren (left) and Otis Beard (right). During the quarter-hour questions regarding pilot training, cross-country flight, air traffic rules, meteorology and airline transportation are discussed ad lib. Both Beard and Johnstone train pilots for the CAA flying course, while Wilbur has had experience as a private pilot.

COLUMBUS TROUBLE SHOOTERS

WHKC Program Finds Lost Children, Reunites Estranged Couples and Helps the Jobless

By FRED W. SAMPLE

WHKC, Columbus

IN THE BELIEF that radio’s oft-abused duty “to act in the public interest” should be taken literally, two staff members of WHKC, in Columbus, O. Badd Sweeney and John B. Moses, have been assisting listeners in finding employment, lost children, dogs, pigeons and miscellaneous articles since July 21, 1937.

Started without fanfare, their program has been built up to one of the most popular daytime shows on WHKC. Titled The Trouble Shooters, Sweeney and Moses act as a clearing-house between the public and the many agencies of city, county and state government as they continue to serve “in the public interest”.

Law and Safety

The Trouble Shooters have assisted the Ohio State Employment Service in securing employment for more than 6,000 people. The program has proved invaluable assistance to the state, city and county welfare agencies, 19 public schools, the Columbus police and fire departments.

That the public appreciates these services is proved daily by the hundreds of letters which are received from surrounding states as well as Ohio. The program has led all other sustaining non-musical shows for the past year.

The Trouble Shooters is more than a help in the interest program. It is the voice of the people, providing a service which costs nothing. Even the general manager of WHKC, has sensed the value of a program of this type and repeatedly refused offers of sponsor- ship in the belief that the misfortunes of listeners should not be cornered.

In their daily broadcasts many humorous situations occur to brighten the efforts of the two announcers to be of service to their audience. They both get a chuckle out of the family that had been separated for 18 years because the husband stubbornly refused to let his mother-in-law live with them. The daughter of this family, a regular Trouble Shooters listener, begged the boys to find her father and affect a reconciliation. They were able, after a few broadcasts, to reunite the grieving wife and stub born husband who had relieved sufficiently to permit his mother-in-law to join them.

The Lost Squads

And they recall the time a listener reported the loss of several valuable pheasants. A few days later the listeners received a letter from a listener in New York, saying he had bought a part of North Carolina, in whose farm the pigeons had taken refuge during a violent storm.

The Trouble Shooters have assisted people with technical training, as well as truck drivers, laborers, and other unskilled workers, to find employment. A chemist listened to the program, and it was given an important post with a rubber company in Africa. An engineer joined a company in Chicago and several jobs have been filled in South America.

Last April, the Trouble Shooters again featured with the “Yankee Network, Trouble Shooters Citizen for the third annual “Give a Job Week” campaign. Set aside 20,000 jobs, with daily interviews and newspaper photos to bolster the movement, they proved to be of great benefit to employment for over 1,500.

The Trouble Shooters program is heard over WHKC, Monday through Saturday at 8:45 a.m.

Tide Water Stamps

TO INTRODUCE its new and improved Tydol Flying-A gasoline, Tide Water Associated Oil Co. is offering listeners in its quarter-hour news and sports programs on the Yankee Network, WOR, WGY, WRFK, WEC and WEL, a set of 48 historic poster-stamps of American aviation and a collector’s album free through the mail to the first 10,000 Tide Water dealers in the Eastern section of the country. The album is priced at $1 and the post office will handle the account.

Soap for Carton

J. B. WILLIAMS Co., Glantonbury, Conn., on its NBC True or False Show is promoting its offer of a cake of Landline soap free to listeners sending in an empty Williams shaving cream carton. J. Walter Thompson Co., New York, handles the account.
GIANT-SIZE 1940 RADIO OUTLINE MAP
(1/4th larger than last year's map — U. S. Possessions included for first time)

All map and a yard wide ... that's the big 1940 Radio Outline Map of the United States, Possessions and Canada. Actually, it measures 38½" wide by 26" deep; embraces Alaska, Hawaii and Puerto Rico for the first time; includes locations of all radio stations, county outlines, time zones, number of stations per city.

The reverse side of the map carries a complete log of United States, Canadian and Territorial stations alphabetically by States, Cities and Call Letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Last year 10,000 Radio Outline Maps were used by advertising agencies, radio advertisers, radio stations, radio station representatives and others engaged in the business of broadcasting. Its utilities are many. There is no substitute. Order a supply now.

SINGLE COPIES 35c
10 OR MORE COPIES 25c EACH
10% discount in quantities of 50 or more

BROADCASTING
National Press
Bldg.
Washington,
D. C.
Defense Legislation Halts Radio Bills; New Copyright Plan Offered in House

DEFENSE activity in Congress appears to have shunted aside virtually all legislation touching upon radio matters. As of now, the Lott-Waller bill (S-919) which proponent maintain they will press for Senate concurrence in House acceptance at this session, the few other proposals face snowing under in the defense avalanche. The prospect of early adjournment, with estimates ranging from mid-June to mid-July, also supports the belief radio matters will not be treated at this session.

On May 28 a House Appropriations subcommittee held hearings on a proposed $142,000 additional FCC appropriation for expansion of telephone regulatory activities, to be included in the final defense bill. Commissioner Paul A. Walker presented the major testimony for the FCC at the hearing, while several members of the FCC staff—Chief Engineer E. K. Jett, Chief Counsel John B. Reynolds—and other FCC officials testified.

The legislation apparently is shunted aside in the fate of the current House which does not face adjournment until July 4.
New Business


GENERAL MILLS, Minneapolis (Wheaties), on June 3 starts by Kathleen Norris on 27 NBC Red stations, Mon., thru Fri., 10:45-11 a.m. Agency: Knox-Reeves, Minneapolis.


Claims a Record

KOB, Granted 50 kw., Plans New Plant in Fall

PLANNING to begin operation with its recently authorized 50,000-watt transmitter early this fall, KOB, Albuquerque, has launched a modernization program to include 12 new studios, as an entirely new transmitting plant, according to announcement May 24 by Frank Quinn, manager and chief engineer of the Albuquerque Journal, of which T. M. Peppersday is publisher, is an NBC outlet and may become exclusively affiliated with the Albuquerque Journal, of which T. M. Peppersday is publisher, an NBC outlet and may become exclusively affiliated with the Blue Network when it begins operating the Pacific Coast area. A new 50 kw. transmitter now is going forward, Mr. Quinn said. Property has been acquired in Albuquerque for erection of new studios. KOB is one of the oldest stations in the country, having been founded in 1920 by the New Mexico State College. It was leased in 1932 by the Albuquerque Journal and purchased by Mr. Peppersday in 1936.

GENERAL CIGAR Co., New York (Vicks), on June 28 adds 13 MBS stations to Raymond Gram Sweg, making a total of 71 MBS stations in the Western States, 10:10-11:20 a.m. Agency: J. Walter Thompson Co., N. Y.

PHOSIDENT Co., Chicago (toothpaste), on June 25 replaces Bob Hope with Tommy Dorsey's Orchestra for 13 weeks on 95 NBC-Red stations, Tues., 10-10p.m. Agency: Lord & Thomas, Chicago.


Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on June 7 shifts rebroadcast of All races and horse games from NBC-Red to 6 NBC-Red stations, Sun., 9-9:30 p.m. (reb., 12 midnight-12:30 a.m.). Agency: Wm. Esty & Co., N. Y.

S. C. JOHNSON Co., Racine, Wis. (Borax), on May 21 replaced "This is Your Life" with "Tommy Dorsey and His Orchestra," on 7 NBC Red stations, Tues. and Thurs., 8-8:30 p.m. Agency: Needham, Louis & Brophy, Chicago.

POT 'O' GOLD SHIFT TO BLUE NETWORK

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on June 13 will shift its Pot 'O' Gold program from NBC-Red to the Blue network, using over 100 stations on the Thurs. day 8:30-9:00 period. Already 82 stations have been cleared, according to John Butler, vice-president and director of copy, Stack-Goble Adv. Co., New York.

The shift has been planned for the April 15 ruling by the Department of Justice in which purported lottery angles were indicated to be within the law, according to the agency, and was not brought about by pressure from NBC.

Lewis-Howe is retaining the Tuesday 8:30-9 p.m. period on the Red network, now used for Tums, to introduce a new show called "Treasure Chest," also with the Horace Heidt orchestra, an audience participation program based on answers to musical questions and reassembling its 1939 summer production, "Answers From the Dancers."

Niagara Falls Debut

THE NEW WHLD, Niagara Falls, N. Y. owned by the Niagara Falls Gazette interests and operating with 50,000 watts daytime and 100,000 watts nighttime from a 200-foot mast, replaced its debut May 12 under the management of Earl C. Hull, long time chief engineer of WKBW, Oklahoma City, and onetime owner of that station.

WOC Network Switch

CONVERSATIONS are in progress for affiliation of WOC, Des Moines, Ia., with NBC-Blue in lieu of its present CBS affiliation. CBS was represented as being loath to terminate its contract until it was arranged for another outlet. WHBF, Rock Island, now on MBS, has also figured in the conversations, it is reported. WOC is a sister station of the 50,000-watt WHO, Des Moines, N. B. Red outlet, the ownership being owned by the Col. B. J. Palmer interests. WOC operates on 1700 kc. with 250 watts, while WHO BP is on 1240 kc. with 1,000 watts.

Byron S. Phillips, formerly sales promotion manager of Peapod Co., Oil City, Pa., has been appointed advertising and sales promotion manager of the Pennzoil Co., of California, with headquarters in Los Angeles.
Texas Revolution Ruling Sustained
Tentative FCC Order Upholds Finding in Three Cases

REVOCA. of the licenses of the Texas stations-KEHT, Palo-
estine; KTBC, Austin, and KRB, Lawton—because of purported hidden ownership by Rev. James G. Ullman and alleged infractions of the law, was proposed by the FCC May 16 in tentative findings concerning the seven so-
called Texas revocation proceedings in which Dr. Ullman is in-
volved.

The FCC held the licenses in question were issued upon "mis-
leading" representations in that the applicants failed to make full dis-
closures concerning financing of station construction and operation, as well as ownership, management and control.

Arguments Asked
In each instance it said that had the facts been known the Commis-
sion would probably have refused licenses. The proposed find-
ing were based on hearings conducted on petitions. All parties have 20 days to file exceptions.

The proposed findings affirm recommendations made by Commis-
sioner George H. Patric, who acted as the hearing examiner.

[BROADCASTING, May 1-15].

Wage-Hour Classes
EMPLOYERS in various types of industries will be given a day in court to advance their arguments for reclassifying "administrative" and "salaried" workers as exempt from the wage-hour administration, according to a mid-May announcement by Carl P. F. Fleming, adminis-
trator of the Wage & Hour Division of the Labor Department. Although a meeting date is not yet definitely set for the con-
cerned industry meetings, the meeting probably will be held in Washington late in June or early in July.

School Expands List
UTILITIES ENGINEERING Institute, Chicago, which places East-
ern advertising for its correspond-
ence school through Klinger Ad-
vertising Co., New York, has added the list of nine Eastern cities carrying quarter-hour musical clock programs. The terms are: HMIT in Boston, WEEB, Rochester; WOKO, Albany; KYW, Philadel-
phia.

INTERESTING THE OIL INDUSTRY
W. B. Way Tells Radio's Story as Producers Hold Their Annual Exposition at Tulsa

WITH THE thought of interested oil producers and their companies and allied industries in greater use of radio as an advertising medium, W. B. Way, vice-
president of KVOO, Tulsa, and general manager of the Interna-
tional Petroleum Exposition, devoted, feted and promoted radio-
wise, the Expos-
tion's 16th year, run from May 18-

Mr. Way was 25 in Tulsa.

Opening ceremonies May 18 were fed by KVOO to ten other Okla-
ahoma stations, including KTUL and KOME, sister Tulsa stations. Other networks including, KO-vis, OKCY and KTOK, Oklahoma City; KBX, Muskogee; KADA, Ada; KGRC, Enid, and KGPP, Shawnee. NBC carried 30 minutes of the pro-
gram May 20, including interviews with producers, oil men, and the multitude and color of the show and music from the Cafe de Petrol, official restaurant and garden.

Equipment Exhibits
Fifteen-million-dollar worth of oil industry equipment, ranging from the smallest steam engine in the world to oil rigs, kept KVOO engineers, announcers and production staffs working overtime to provide complete coverage. It is the world's largest single-industry show, with heads of practically all of the producing companies participating.

Pursuing his thought of coaxing at least half the dailies in the country, Mr. Way prefaced KVOO coverage of the oil show with a series of ten half-hour "Interesting Petroleum Exposition Passes in Review," Ten of the leading exhibitors at the Exposition appeared as guests on successful programs. W. G. Skelly, president of KVOO and general manager of Skelly Oil Co., is president of the Exposition.

Outstanding human interest broadcast was a pickup of the "Old Timers" ceremonial May 20, during which veterans in the oil business, ranging up to 90 years and above, were awarded medals and citations for distinguished service to the industry. Broadcast was made from the Franks Mill, being a complete railroad model, including all parts. The broadcast was made from the Franks Mill, being a complete railroad model, including all parts.

Plainview, Tex., Grant Canceled by the FCC

Plainview, Tex., Grant Canceled by the FCC
A PERMIT for the construction of a new 100-watt daytime station on 1280 kc., for Service Broadcasting, Tex., was canceled by the FCC in July, 1939, to W. B. Dennis, radio service man, was can-
celled by the Commission in May 28 upon a finding that the permittee was "making misstatements relative to his financial position in applying for the permit." The Commission, last March 12 issued a show cause order against Mr. Dennis, alleging false and misleading statements about his financial worth. Commission rec-
ords are said to have indicated that he had shown an liabilities as against cash of $7,000, real estate valued at $7,000, four cows and an automobile, for an aggregate net worth of about $20,000. Investigations disclosed he did not have the cash.

WAGA Transfer Approved by FCC
Shift of Control to Storer Granted Without Hearing
TRANSFER of WAGA, Atlanta, from Eastern Broadcasting Corp. to Fort Industry Co., headed by George B. Storer, Detroit indus-
trialist, was granted without hearing May 28 by the FCC. The purchase price was $150,000.

The Commission authorized trans-
fer of control from Norman K. Winstone, to the real party of interest, Storer's associate of Arde Bulova, to Mr. Storer's organization in granting a petition based on previous objection to the application. Mr. Winston owns 60% of the company, with 40% owned by the Atlanta Journal, which also participated in the transaction.

BROADCASTING May 1].

The station operates on 1450 kc., with 500 watts night, 1000 watts local signal, unlimited time and a Blue Network outlet.

A petition for transfer of WAGA to James M. Cox Jr., son of the former Governor of Ohio and owner of numerous newspapers and radio stations, recently had been designated for hearing.

ALABAMA, ASST. COMMISSIONER, was granted permission by the Commission to accept the amended application substituting Fort Industry Co. as proposed transferor, but the surrender of an earlier application reconsidered its action in designat-
ing the application for hearing. The transaction was for transfer of 60% of the WAGA stock from Mr. Winston to Fort Industry for approx-
imately $150,000 in various industries, a stock differential, with the remaining 40% to be transferred by the Atlanta Journal for $50,000.

The Fort Industry stations, in addition to WAGA, are WSPD, Toledo; WIRI, Buffalo; WFMN, Fairport; WLKQ, Lincoln; WALE, Zanesville.

Mr. Storer himself plans to de-
vote considerable time to the super-
visory management of WAGA. Al-
though he maintains his home in Detroit, he has a country house for establish residence in Atlanta.

Cut Off by the Censor
A WAR QUESTION put to John Gunther during his recent guest ap-
ppearances in the NBC Blue Network Please program and his answer as caused CFCC, Montreal, to cut the program at that point, inserting original music until the program returned to non-war topic, in accordance with Canadian restrictions on world discus-
sions which have not first passed by government censors.

DISPLAY of souvenirs, gifts and tro-
phies sold by Maltronic Edward Bows from officials, civic leaders and busi-
ess men at the National Air Carnival in its 10th Annual will be a feature of the CBS Original Amateur Hour is a feature of the Chrysler Corp. exhibit at the New York World's Fair.

EVELYN LYNNE, heard on the NBC Breakfast Club and Club Mattinee and recently selected 'Athlet for this month' by radio engineers, will be crowned Queen of the Tenth Annual Club Mattinee to be held in Birmingham on June 1-2. She is a native of Alabama.

SPRAGUE-WARNER & Co., Chica-
go (Richelieu brand foods), occasional advertising and a monthly appointment of 10,000, to Stover & Geller, Chicago as agent. There are no immediate new radio plans but speculation in the matter, according to Harold Gross, account executive.
COLUMBUS, OHIO

Population, 1930  
290,564

Retail Sales, 1939  
$147,406,000*

Wholesale Sales, 1939  
$145,190,000*

% of Nation's Buying Power  
(trading area)  
.7150*

Radio Homes  
(Franklin County)  
90,880

*Estimated by Sales Management

COLUMBUS
Welcomes Your Sales Message over WLW

Down through the years the Nation's Station has made many friends in Ohio's Capital and has become a part of the daily lives of its citizens.

Day by day buying habits of Ohio's fourth largest city have just as certainly been influenced in favor of products advertised on WLW—as Columbus merchants and wholesalers can tell you.

NAT'L REP. - TRANSAMERICA BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO

WLW THE NATION'S most "Merchandise-Able" STATION
"Feed the Line" with QUALITY on YOUR REMOTE PICKUPS!

BASEBALL OR POLITICS... across the street or across the state... this year you'll be running more remote pickups than ever! Let this new RCA-engineered high-fidelity portable equipment feed studio-quality audio through your lines!

NEW RCA Portable Remote Amplifier*

Just a 20½-pound handful of RCA efficiency, the new OP-6 amplifier is ideal by itself where channel-mixing is not required. A switch selects one of two microphones; and the amplifier plugs into either an AC power source or its compact battery box without circuit changes. Inverse feedback, varied automatically with gain, keeps circuit-noise far below output at any level. 3 stages of amplification with RCA 1620 low-noise, non-microphonic tubes give 90 db. gain—more than ample for low-level microphones. Illuminated vu Meter is optional—or can be added at any time. Response is within ±1 db. from 40 to 10,000 cycles—distortion less than 1% even at maximum output.

NEW RCA 4-Channel High-Level Mixer*

For mixing control, simply add the 22-pound RCA OP-7 mixer. It feeds the OP-6—or any amplifier with adequate gain. It provides high-level mixing of up to four microphone channels without the increased circuit-noise of low-level mixers.

Both the OP-6 and OP-7 can be simultaneously connected to a single power source (either AC or common battery supply). Get the facts on this new, flexible, low-cost equipment—write for literature today.

*Contains Built-In, Self-Contained AC Rectifier