BROADCASTING

Broadcast Advertising

Vol. 18 • No. 8

APRIL 15, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

TOLEDO

The Nation's

27th

Market

IS COVERED BY

WSPD

. . . And this market, Mr. Space Buyer, includes Toledo, the glass center of the United States, with its $90,000,000 industrial payroll, as well as the rich Northwestern Ohio and Southern Michigan agricultural area.

5000 Watts Day
1000 Watts Night

And in a short time, WSPD will go to 5,000 watts full time, as per F.C.C. Permit.

WSPD can honestly say that it rates Number 1 in audience in this locality in more ways than one. The answer is really simple—because WSPD has the shows—and the signal that covers the big Toledo market. Then, too, WSPD is the listening habit of this area, for it has been servicing this community for over eighteen years. WSPD is a Basic Red NBC Station, and its list of NBC Commercials, as well as National spot accounts, classifies it as an important advertising medium.

NBC

TOLEDO'S BASIC *Red* NETWORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

New York • Chicago • Detroit • Kansas City • Dallas • San Francisco

THIS PATRIOTIC PILGRIM made history by his famous ride. He served the purpose—as far as he went—but he couldn't go far enough today.

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

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

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

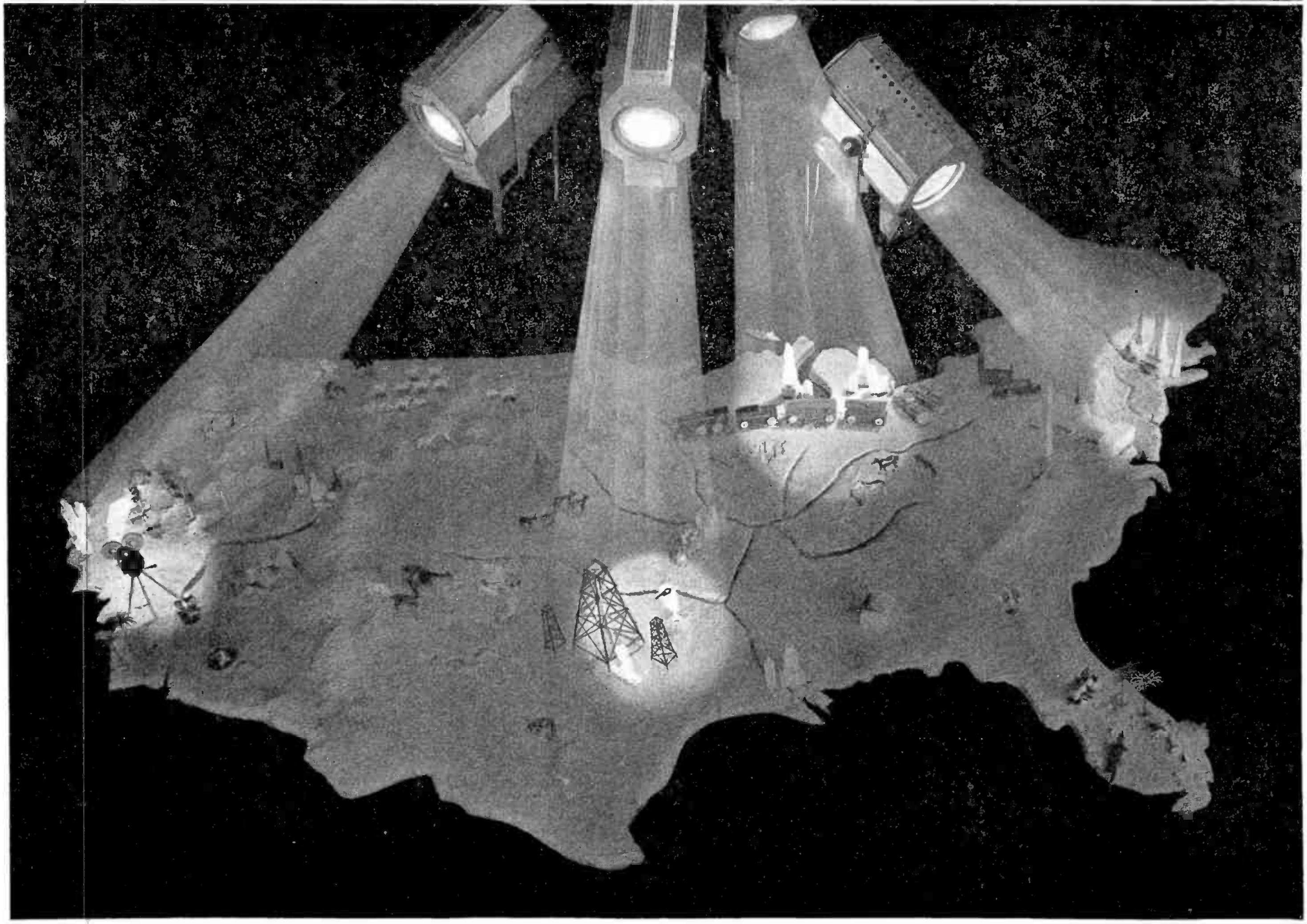
★
WAAB
Boston
★
WEAN
Providence
★
WICC
Bridgeport
New Haven
★
WLLH
Lowell
Lawrence
★
WSAR
Fall River
★
WSPR
Springfield
★
WLBZ
Bangor
★
WFEA
Manchester
★
WNBH
New Bedford
★
WTHT
Hartford
★
WATR
Waterbury
★
WBRK
Pittsfield
★
WNLC
New London
★
WLNH
Laconia
★
WRDO
Augusta
★
WHAI
Greenfield
★
WCOU
Lewiston
Auburn
★
WSYB
Rutland
★

The Colonial Network

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS
EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Which will you have... SEARCHLIGHT



There are really two kinds of advertisers...

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

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

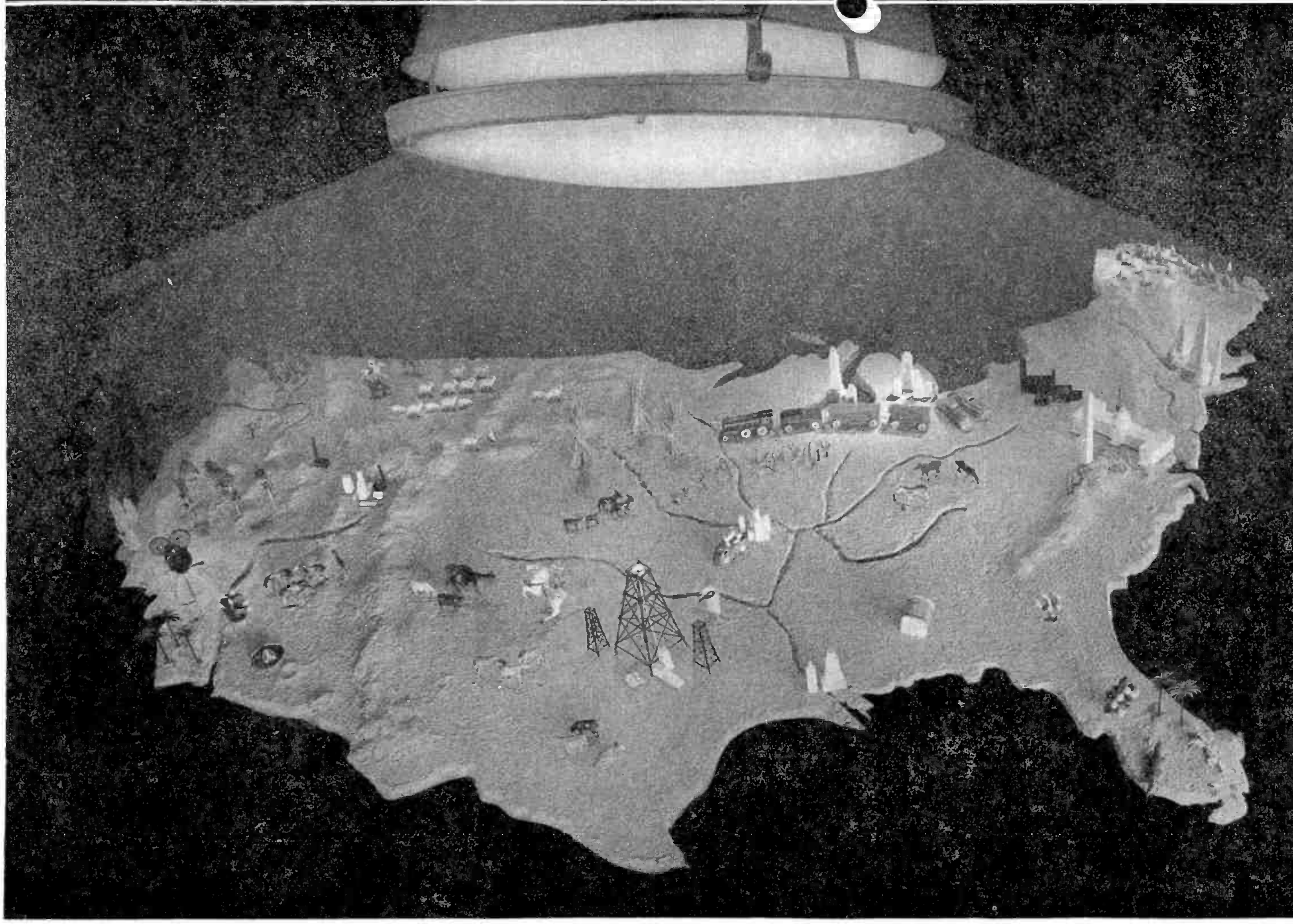
Mutual's floodlight broadcasting is scoped for full-sized advertisers who want year-round advertising on a guaranteed-time basis. It delivers big coverage...beginning at 76 stations. And it uncovers savings *of a third and more.*

The Biggest Broadcasting Bargain

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

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

. . . or FLOODLIGHT?



Mutual Is Everybody's Network

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

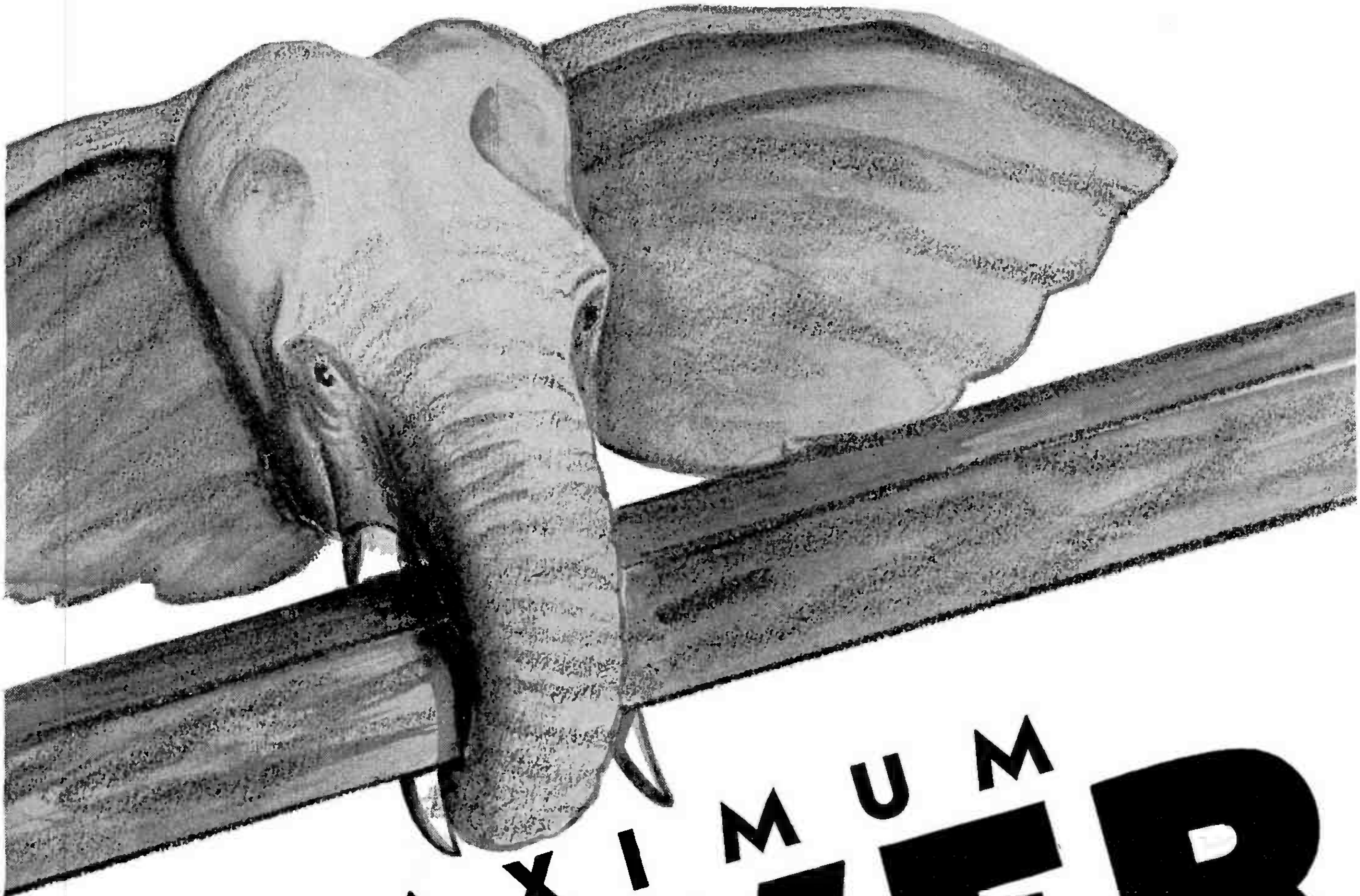
There's nothing limited about Mutual's selling searchlight. You can make it follow your sales plans and your budget just as closely as the Hollywood movie camera follows every step of the stars.

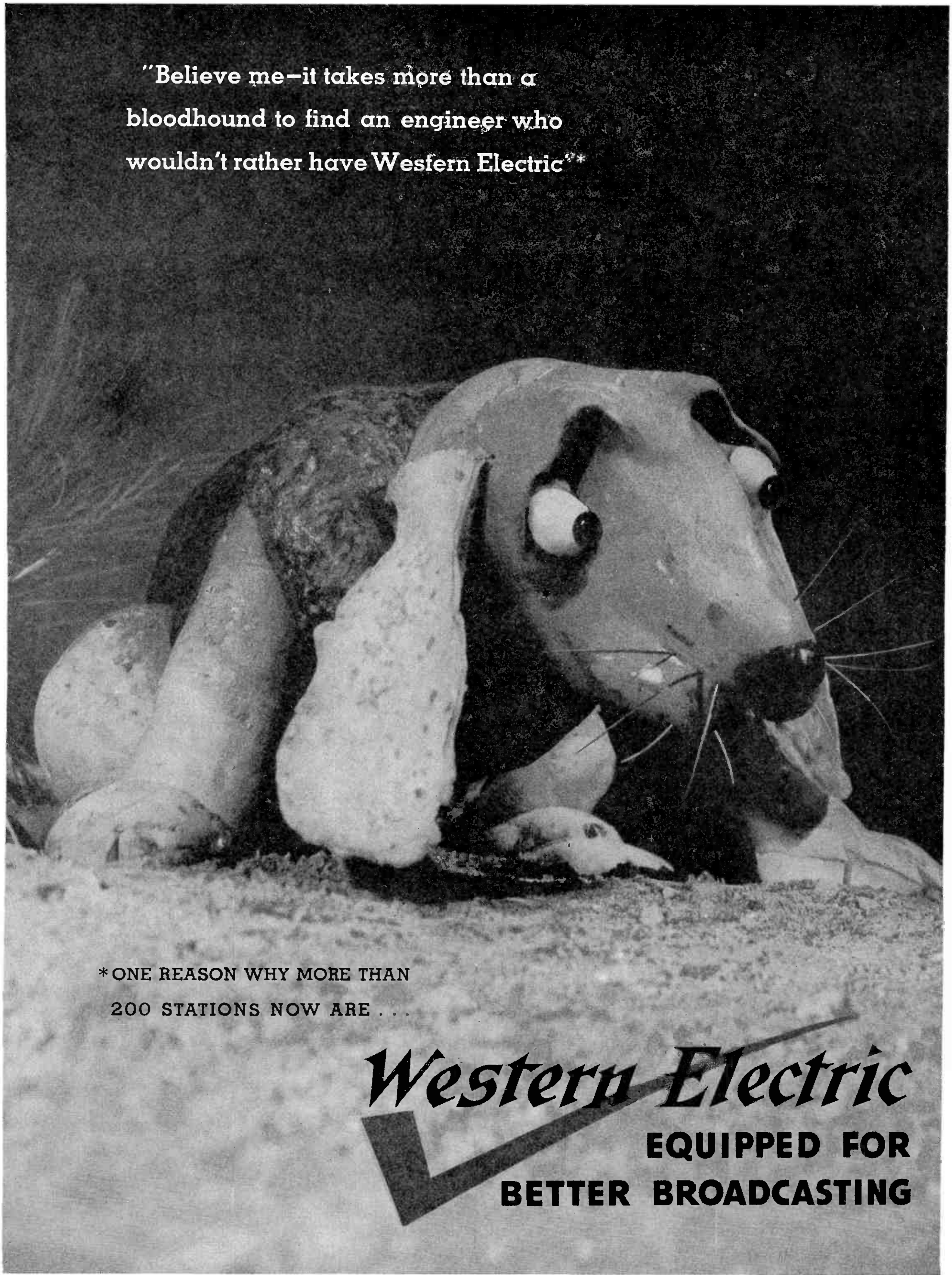
Or now, with Mutual's vast floodlight coverage, if you are a big advertiser you have an economical network that can match you sales-stride for sales-stride, clear across the country.

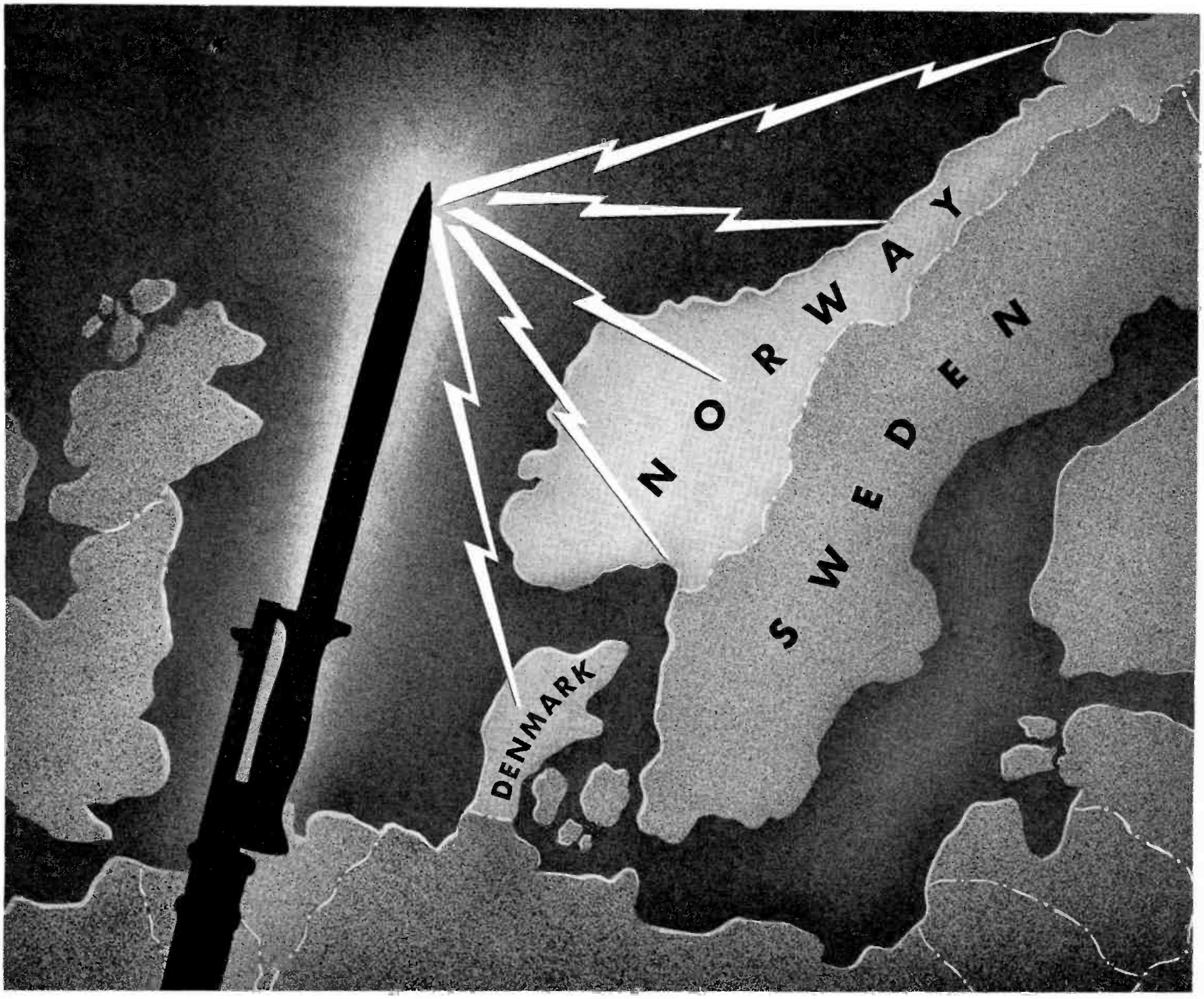
MBS

MUTUAL BROADCASTING SYSTEM

WHERE YOUR NEEDS DETERMINE YOUR NETWORK




"Believe me—it takes more than a bloodhound to find an engineer who wouldn't rather have Western Electric"*
*ONE REASON WHY MORE THAN 200 STATIONS NOW ARE . . .
Western Electric
EQUIPPED FOR BETTER BROADCASTING



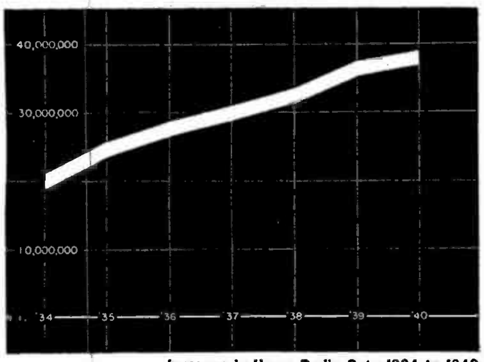
LIGHTNING STRUCK IN SCANDINAVIA...

And as another news front blazed, United Press correspondents on the scene moved into action, covering accurately and completely the rapid-fire developments which embroiled the northern neutrals.

U.P. UNITED PRESS

Something BIG has

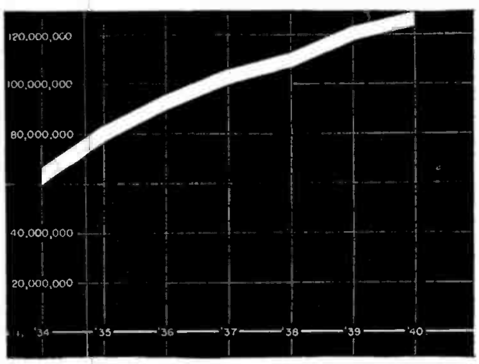
Year after year, radio plays a bigger and BIGGER role in advertising, in selling and in the life of the nation. Here's exactly what has happened in radio during the past six years . . . years of brilliant and sustained growth for this medium that has proved so *vital* to our people.



Increase in Home Radio Sets 1934 to 1940

Radio Set Sales–UP 85%

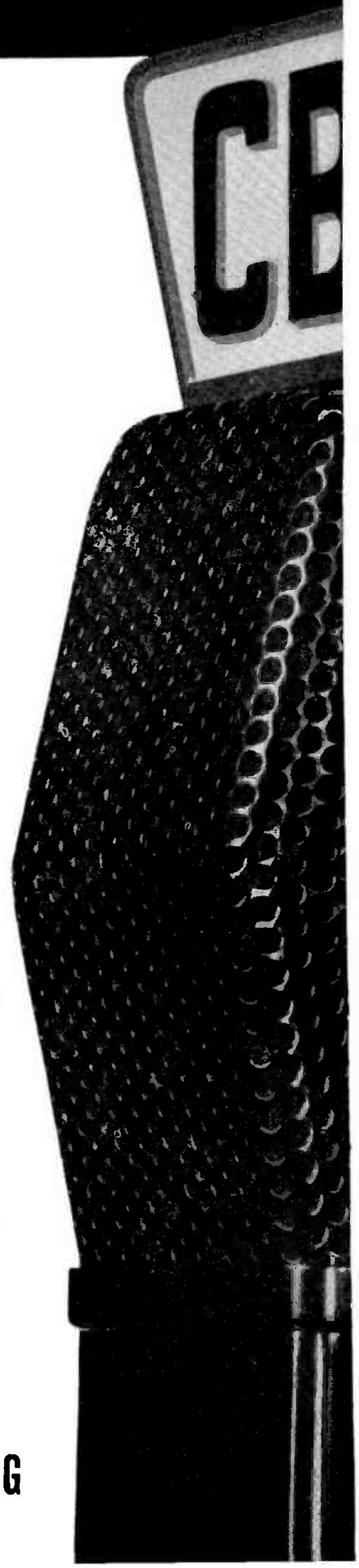
During the "uncertain" years from 1934 through 1939, household budgets wavered up and down. But budgets for home radio sets went steadily *up*. U. S. radio set ownership increased 85% . . . climbing from 20 *million* to over 37 *million home* radios. *Plus* 6,500,000 *automobile* radios. *Plus* over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



Increase in Radio Listening 1934 to 1940

Radio Listening–UP 98%

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

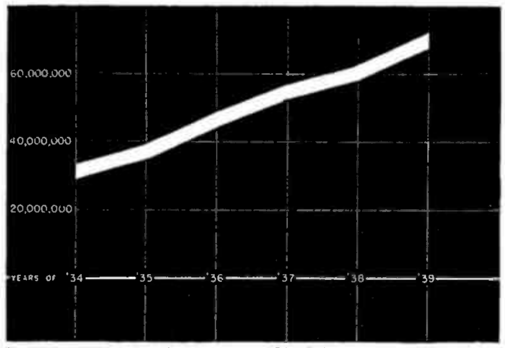


COLUMBIA BROADCASTING

happened to Advertising!

Radio Advertising—UP 126%

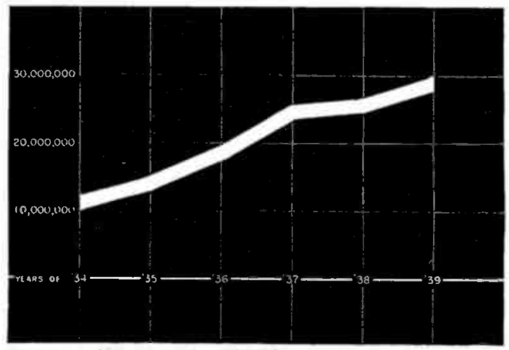
Advertisers have been quick to take advantage of radio's unique coverage of the "*whole market*" for merchandise in America. Following not the uneven cycle of industry but the steady upswing of radio set ownership and radio listening... not down but UP... the nation's hundred leading advertisers *increased*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



Increase in All Network Advertising 1934-1939

CBS Advertising—UP 158%

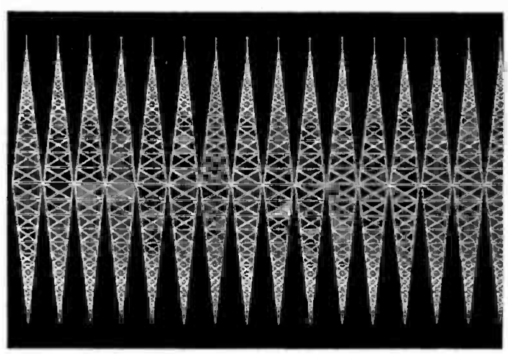
As the use of all radio networks by the nations' leading advertisers increased, so, too, has their use of the Columbia Network. *But faster!* CBS has outpaced all radio's swift climb—increasing its billing from the hundred largest advertisers—from 1934 to 1939—by over 158%. And this year, month after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



Increase in CBS Advertising 1934-1939

CBS Facilities—Up, UP and UP

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



For detailed analysis of CBS technical advances, write CBS

SYSTEM, 485 Madison Avenue, New York City

SECOND OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

MANAGER, DETROIT OFFICE

Four years, University of North Dakota

Five years, newspaper reporter and editor

Seven years, commercial manager, WDAY, Fargo

Free & Peters since August, 1935

In this corner—

CHARLES G. BURKE!

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

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

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

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

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *247 Park Ave.* Plaza 5-4131 **DETROIT:** *New Center Bldg.* Trinity 2-8444 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **LOS ANGELES:** *650 S. Grand* Vandike 0569 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 8 WASHINGTON, D. C., APRIL 15, 1940 $3.00 A YEAR—15c A COPY

Justice Dept. Clears Pot o' Gold Program

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

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

In a terse letter to FCC Chairman James Lawrence Fly, O. John Rogge, Assistant Attorney General in charge of the Criminal Division, advised after a thorough examination that both the *Pot o' Gold* and a "Mead's Bakery" program broadcast locally in Texas should not be prosecuted as possible violations of the lottery statutes. Whereas the *Pot o' Gold* program has held the headlines, the Mead's Bakery program was regarded as the more significant of the two, since it involved prize contest elements which appeared more flagrant than those in the *Pot o' Gold*.

In view of the Department's refusal to prosecute, it is expected that five other program citations, referred by the FCC March 29 [BROADCASTING, April 1] likewise will be returned without action. This cannot be stated with a certainty, however, since there is always the possibility of singling out some factor that might turn the legal tide.

The Department's Letter

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

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

"After a thorough examination of the material submitted and a careful consideration of the facts presented, the Department has concluded that prosecutive action under Section 316 of the Communications Act of 1934 in these two matters should not be instituted."

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

To Change Format

Even before the Department's ruling became known, Lewis-Howe Co., St. Louis (Tums) and Stack-Goble Adv. Agency disclosed that the structure of the program will be entirely changed as of April 30. It was said the new program form is entirely acceptable to NBC, and therefore it was presumed it will not meet with disfavor from the majority of the stations carrying it. John Butler, vice-president of Stack-Goble, advised BROADCASTING April 12 that the format of the new program is still being discussed with the client. It was indicated the name *Pot o' Gold* will be retained, that the $1,000 weekly prize will be kept and that the telephone technique also will be continued but probably with variations. The Horace Heidt orchestra also will be retained.

Mead's Bakery Case

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

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

On April 2 NBC Vice-President William S. Hedges sent to all Red Network stations a notice that the agency planned to change the structure of the *Pot o' Gold* program effective April 30. It was indicated the sponsor proposed to break the news in an announcement over the air—probably on the April 23 program if it could be arranged by that date.

Carefully Considered

The interpretation placed on the Department's action was that it had given detailed consideration to the *Pot o' Gold* feature, particularly since there had been reaction not only at the FCC but in Congress, because of agitation of motion picture exhibitors, ministerial groups and others. While the FCC referred the Tums program along with the bakery program to the Department Feb. 8, the material was not physically transmitted until late that month. The whole matter was assigned to a senior attorney in the Criminal Division who devoted his major attention to it for more than a month. In the absence of Attorney General Jackson, Assistant Attorney General Rogge transmitted to FCC Chairman Fly on April 11 the Department's response along with the entire files in the case.

The new citations, referred to the Department March 29, were assigned to the Department's Administrative Division for study. Stations involved were WGN, Chicago, on *Mu$ico;* WIP, Philadelphia, on *Songo;* WFIL, Philadelphia, on *Especially for You;* WISE, Asheville, on *Sears' Grab Bag*; KRLD, Dallas, on *Dixie Treasure Chest*.

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

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

Immediately following the FCC's citation of the prize award program on WFIL, Roger W. Clipp, general manager, stated that the giving away of radio sets by WFIL is not a lottery, since nothing is paid by the recipient to enter the contest. Radio sets are given as a free gift to anyone who happens to respond to a telephone call while listening to the program, he said. While WFIL was advised by attorneys in Philadelphia and Washington that the program was not a lottery, he said that in view of the question raised by the Commission the station was suspending the program until further notice.

Sponsor May Expand

M. H. Aylesworth, former NBC president, retained by Stack-Goble as counsel in connection with the Government action if and when it became necessary to proceed, expressed satisfaction over the Department's action. He declared he could not see anything objectionable in the program, but inasmuch as its propriety had been questioned, it was decided to alter the format somewhat. He expressed belief that the changed structure of the program would satisfy the most fastidious and the most fearful.

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

Whether stations which dropped the *Pot o' Gold* program on NBC because of the litigation now will carry it, remained problematical. Among the stations which dropped the feature were WWJ, Detroit, WFBR, Baltimore, and WDAF, Kansas City.

Johnstone Likely Democrat Choice For Radio Chief

Party Considers Air Budget Of Over Million Dollars

WITH the Democratic National Committee tentatively considering the expenditure of well over $1,000,000 for network and spot time during the forthcoming national campaign, it was learned authoritatively by BROADCASTING April 12 that its publicity division, headed by Charles Michelson, has under consideration the appointment of George W. (Johnny) Johnstone as radio director of the campaign.


Mr. Johnstone

Mr. Johnstone, now director of public relations for WOR-Mutual, is likely to take over by May 1, assuming duties which it had previously been supposed would be handled by Robert I. Berger, Democratic radio director in the 1936 campaign [BROADCASTING, March 15]. Mr. Berger, now employed as special assistant in the executive office as aide to Lowell Mellett, director of Government Reports, is definitely unavailable for the post.

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

The Main Medium

There are at least a dozen applications before Mr. Michelson for the post, but Mr. Johnstone's qualifications are believed to be strongest. By training and long experience in radio as well as through his widespread contacts with the industry, it is conceded that he is eminently qualified. Recently he has been functioning on "loan" from WOR as publicity aide to Herbert Hoover in the Finnish relief drive. [A complete sketch of Mr. Johnstone appeared in the Feb. 1 BROADCASTING].

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

The $1,000,000 or more Democratic budget for radio is still in the "talk" stage only. No budget can be fixed until after the nominations and the selection of a new chairman, treasurer and other officers of the Democratic National Committee. However, Chairman Farley (who may be renamed chairman, depending upon political turn of events) and his assistants are extremely "radio-wise" in the light of the last two campaigns, and are fully aware that radio time will be harder to buy this year than ever before.

In the first place, both network and spot time is more costly than in 1936 because of generally higher prevailing rates; in the case of networks, also, their minimum hookup requirements are greater. Secondly, to clear the more favorable network hours means paying not only for time but for displaced talent under contract. None of the parties, so far as known, disputes the rate structure, and all are eager to disrupt regular program schedules as little as possible to avoid antagonizing the audience, which at best likes "talk" least of all radio offerings.

The Republicans presumably will continue Wells (Ted) Church as radio director, although he, along with his chief, Franklin Waltman, G.O.P. publicity director, must come up for reappointment after the Republican convention in Philadelphia June 25. It has been the practice of the radio industry, led by the networks, not to charge for political time except during campaigns, and presumably the campaigns will not be regarded as actually under way until after the Democratic convention of July 15.

Right to Perform Recordings Granted by Decca, Columbia

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

First indication there might be a change in Decca's prohibition of the broadcasting of its records was contained a letter sent to stations last August [BROADCASTING, Aug. 15] following the decision in the U. S. District Court in New York giving to recording companies the right to control the use of their records on the air. Decca then notified broadcasters it was formulating a license plan making the Decca catalog available "subject to certain reasonable restrictions and upon payment of a fee".

Although the letter stated that "further details will be sent you in the near future", the next official statement on the subject was the present letter, dated April 5. After reviewing the court decision and the present appeals therefrom, which, Decca says, may keep the case in the courts for some time to come, the letter states that "for the time being" Decca will raise no objection to "reasonable use" of its records on the air. Letter specifies that this offer is subject to withdrawal on 60 days written notice.

Wire sent April 8 by Columbia Recording Corp., a CBS subsidiary, to broadcasters, reads: "We confirm that our constant policy remains unchanged of refraining from taking action against broadcasters for performance of our records. We will not bring action or make claims against your station for use of Columbia, Brunswick or Vocalian records and will give you notice if circumstances cause us to alter our policy."

Pressure From Artists

While no official explanation was forthcoming, the Decca letter particularly was generally taken to be the result of pressure from Decca's recording artists who felt that lack of radio promotion accompanying the broadcasting of their recorded performances was adversely affecting their popularity with the public, with equally bad effects on the sale of their records and their other employment. Before its complete about face, Decca had allowed the radio use of recordings of certain artists on stations in localities in which these performers were making personal appearances.

Meanwhile briefs in the Whiteman-RCA-WNEW appeal were filed April 12, with answering briefs to be filed within the next month.

Drawn for BROADCASTING by Sid Hix

"Does This Household Have a Radio Receiving Set?"

Luckies Spot Contracts Bar Stations From Using Recordings of Its Talent

AMERICAN TOBACCO Co., New York, in its contracts with eight New York stations for the Lucky Strike series of transcribed musical announcements, has inserted a clause requiring the stations to discontinue use of all recordings which feature the Lucky Strike orchestras and singers, namely, Kay Kyser, Ginny Simms, Mark Warnow, Bea Wain, Barry Wood, Orrin Tucker and Bonnie Baker. The campaign for Luckies started April 1 [BROADCASTING, April 1], and features *Hit Parade* numbers on the hour several times daily on each of the stations. If other recordings by the same orchestras and singers are played for other sponsors, a large amount of confusions would result, hence the clause.

Since the start of the campaign the company has expanded its contract with WHN, New York, the station now carrying 120 of the announcements weekly, or 20 daily on the hour every hour. According to Lord & Thomas, New York, the agency, the campaign will be expanded to New England stations towards the end of April although no details have been settled to date.

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

WTRY, Troy, N. Y., was scheduled to begin operation April 15 as the fourth station in the Troy-Albany-Schenectady area. Assigned to 950 kc. with 1,000 watts daytime, the station is headed by Harry C. Wilder, president of WSYR, Syracuse, WJTN, Jamestown, N. Y., and WKNE, Keene, N. H.

The station, under preliminary plans, was to be dedicated in ceremonies to be participated in by Gov. Lehman of New York, Mayor Hogan of Troy, Dr. James Laurence Meader, president of Russell Sage College, and Mrs. Peter L. Harvie, member of the WTRY board. Fred R. Ripley, vice-president and general manager of WSYR, is the operating head of WTRY. Ed Robinson is assistant manager, and W. F. Moore chief engineer. News Editor is Andrew F. Kinbacher.

Selma Seitz

SELMA SEITZ, owner of WFAS, White Plains, N. Y., from 1930 to 1939, died April 7. She had retired from active participation in the station last summer due to failing health, having transferred ownership to J. Noel and Valentine Macy, Westchester county publishers. Under the new ownership her son, Frank A. Seitz, is vice-president and managing director of the station. Surviving Mrs. Seitz are her mother and a sister. The late Frank A. Seitz, her husband, had acquired the station originally. Mrs. Seitz was born in Vienna, Austria, and came to America in 1907.

SOLE social science assignment for April of the senior class of Lash High School, Zanesville, O., is the student discussion of topics presented on NBC's *Town Meeting of the Air*. Transcriptions of the program and student reaction forums are held in the class rooms on alternating days.

NAB Committee Forms Plans To Impose Copy Restrictions

Prepares for Oct. 1 Operation on Commercials; Urges Consistent Station Policy on Politics

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

At the same time the Code Committee, in the light of the impending political campaign, discussed means of invoking code provisions. It was concluded, Chairman Edgar L. Bill, WMBD, Peoria, announced following the sessions, that stations should be advised to follow a consistent course, within the limitations of the law, and provide equal treatment for all sides in use of their facilities. No hard and fast rules were suggested and the committee eschewed setting of a definite date as to when the national campaign should be construed as getting under way, which might be the opening barrier for commercial political broadcasts. Instead, the committee suggested there should be no set deadline but the conditions and laws peculiar to each State or jurisdiction should be observed.

Time Problem

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

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

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

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

Special Rulings

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

Attending the April 11 meeting, in addition to NAB President Neville Miller and Code Committee Chairman Bill, were Martin Campbell, WFAA, Dallas; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore C. Streibert, WOR-MBS; Gilson Gray, pinch-hitting for Edward Klauber, CBS executive vice-president; H. K. Berkeley, substituting for Niles Trammell, NBC executive vice-president; William B. Dolph, as a guest member, and E. M. Kirby, NAB public relations director and Code Committee secretary. L. M. Birkhead, national director of Friends of Democracy Inc., an organization actively campaigning against un-American activities, met with the committee.

Runs for Governor

CANDIDATE for governor of Iowa is H. R. Gross, head of the news bureau of WHO, Des Moines, who resigned April 10 and announced his candidacy in a paid commercial broadcast on WHO and KMA, Shenandoah. Gross is the third Republican candidate and one of his opponents is the incumbent governor, George A. Wilson. J. O. Maland, Central Broadcasting Co. vice-president and WHO manager, announced that Jack Shelley, former assistant news editor, will be acting head of the bureau, assisted by Bob Burlingame, Leonard Howe, Lorana Ellsworth and Farm Editor Herb Plambeck.

A NETWORK was born when these North Carolina station officials got together recently to form the Carolina Network, tying together WRAL, Raleigh; WGTM, Wilson, and WFTC, Kinston. Left-to-right are Jonas Weiland, owner of WFTC; Gil B. Murray, general manager of WRAL, and H. W. Wilson, owner of WGTM. WRAL is key. The stations are on Mutual. For its first sponsors, Royal Crown Cola and Nehi, the network added WMFD, Wilmington, and WEED, Rocky Mount.

Affiliate's Status To Be Reviewed In Supreme Court

Ruling to Determine Whether Station Is Agent of Net

SUPREME COURT review of the relationship of an affiliated station with a network, to determine whether it actually serves as the network's agent in its area, was authorized April 8 by the nation's highest tribunal in granting certiorari to review a ruling by the Supreme Court of Washington State. The litigation was initiated by CBS, in a case in which KIRO, its Seattle outlet, was enjoined in a damage suit as legal representative of the network. The suit was brought by Waldo Hospital Assn. Inc., asking $25,00 from CBS and KIRO for alleged damages resulting from a CBS program broadcast over KIRO.

The hospital association alleged slander because of a script program originated by KMOX, St. Louis, CBS-owned station, which presumably referred to a hospital having a somewhat similar name, to which a diploma mill connotation was given.

The Supreme Court first held that it could not review the action technically for "want of jurisdiction" but concluded that it could review the case on certiorari to test the question. Since the court is expected to recess over the summer in June, it is presumed that argument will not be heard until the fall term beginning in October.

Just a Contractor

KIRO was served in the case under Washington State laws which authorize service upon any "agent, cashier, or managing agent" of a non-resident corporation. CBS held that it had never designated KIRO as its agent and sought to enjoin the action. It contended that as a network it simply relayed the broadcast in question from a point outside the State, and therefore, could not be served in that State. It held further that it had no direct control over KIRO and that it did not do business in the State. Its only relationship with the outlet was that of an "independent contractor", it held. The State Supreme Court, however, concluded that the service was proper, since the network leases time from KIRO and therefore it is to be construed as its legal representative in that city.

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

Planning Fall Schedule

UNITED PROFIT-SHARING Corp., New York, is planning a radio program to start this fall on a national scale to promote the premiums available through the coupons the company distributes. Details have been almost completed, but will not be announced for about ten days, according to Huber Hoge & Sons, New York, the agency.

Nets Ready to Drop ASCAP; BMI Builds Music Reservoir

Society Soon to Request Contracts From Stations; BMI Dickers for Catalogs, Gets Members

WITH ALL present signs pointing to ASCAP-less network operations beginning Jan. 1 by virtue of the determination of the major networks not to yield to the tribute demands of the copyright pool, systematic building up of an industry-owned music reservoir is proceeding full force under the banner of Broadcast Music Inc.

Both NBC and CBS have definitely committed themselves to support of BMI in statements to their affiliates that there is no present possibility that ASCAP music will be used after Dec. 31 unless the Society substantially reduces its royalty demands [BROADCASTING, April 1]. The new ASCAP proposition, estimated to boost industry rates some 70% over the estimated $5,000,000 yield for 1940, or a total of approximately $8,500,000, would place practically all of this additional burden upon the networks. They would be required to pay 7½% of their revenue, under a clearance-at-the-source formula while the payments of other stations, with the possible exception of those in the top brackets, would be reduced to a varying extent.

ASCAP, it is reported, is continuing to work on its new license form, to become effective next Jan. 1 for a 10-year period. The new form will be available within a fortnight, it was stated, after which broadcasters will be invited to sign the contracts. Individual station contracts will be accepted by ASCAP, it was said, regardless whether the networks sign.

Aylesworth Suggested

There was some talk in industry circles about retaining M. H. Aylesworth, first president of NBC and regarded as the father of network broadcasting, as industry negotiator with ASCAP. Several prominent broadcasters, it is reported, have urged such a move on the basis that Mr. Aylesworth holds the confidence not only of important elements in the broadcasting industry but also of many publishers and composers. Before such a step can be taken, the NAB board must be brought into the picture.

Meanwhile, Broadcast Music itself was going full blast, with negotiations in progress for acquisition of a number of catalogs to serve as a nucleus. NBC and CBS currently are orchestrating the first six tunes to be released by BMI and plan to present them over their networks within the next few days. Similarly, transcription companies, including Langlois & Wentworth, are having orchestrations prepared and will include them in their May 1 releases to library subscribers. Other producers of transcription libraries report that the BMI numbers will be given every consideration and that all worthwhile selections will be included in early releases.

Ten additional stations have joined BMI, bringing the total to 290. Ninety-four more, according to NAB, have pledged subscriptions, with the total amount now paid and pledged aggregating $1,267,189 out of a peak subscription campaign of $1,500,000. The new station members are KSO and KRNT, Des Moines; WMT, Cedar Rapids, Ia.; WNAX, Yankton, S. D.; KRSC, Seattle; WAAF and WHFC, Chicago; WFBM, Indianapolis; WDAE, Tampa; WMGA, Moultrie, Ga.

Letter to CBS Affiliates

Backing the position taken by NBC in a letter to affiliates March 26 from William S. Hedges, branding the ASCAP proposition as "inordinately excessive", Edward Klauber, CBS executive vice-president, April 4 advised all affiliates of the position of his network. Declaring that he thought CBS stations are entitled to know the position of the network, he said that Columbia intends to fight and believes the industry will win in its effort to "break the grip of this monopoly once and for all". Mr. Klauber's letter continued:

"In considering the bait which ASCAP has held out to you in the form of a reduction in your fees, to be offset by astronomical and impossible increases from the networks, may I suggest that you bear four things in mind—

"First, that the additional millions which ASCAP now seeks to exact have to come out of somebody's pocket and, in the long run, ASCAP would be enriched to that amount and broadcasters as a whole would be impoverished to that degree, regardless of how these additional sums are levied. You know our business and your own well enough to realize that adjustments would be required and that the 'saving' proffered to you would, in the long run, prove illusory.

Danger of Split

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

"Third, that the brains, the energy and the money of the industry are behind Broadcast Music Inc., and that, for the first time, we will be able to confront ASCAP with a weapon in our hands instead of meeting them unarmed and helpless, as we have in the past.

"Fourth, that unless ASCAP comes to its senses, there is absolutely no present possibility that Columbia will have any ACCAP music on the network after Dec. 31 next, and without this network plugging of ASCAP tunes, the value of an ASCAP license to any station will be greatly diminished."

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

(*Continued on page 77*)

AFRA Disc Code

AMERICAN Federation of Radio Artists may submit its transcription code to the manufacturers of transcribed programs within the week of April 15, Mrs. Emily Holt, executive secretary of the talent union, has informed BROADCASTING. She has been authorized to start negotiations for the acceptance of the code, she said. Terms and conditions set up by AFRA for the employment of announcers, actors and singers on transcriptions are approximately the same as those for talent employed on network programs.

LESSONS OF 1936
Six 'Vital' Composers Off the Air Six Months

REPLYING to an article in the *New York Herald-Tribune for* April 4, which listed eight composers whose works, according to ASCAP, could not be banned from the air without seriously affecting program interest, the last issue of "Notes from BMI" lists the eight composers — Victor Herbert, Rudolph Friml, George M. Cohan, Irving Berlin, Jerome Kern, Cole Porter, George Gershwin and Sigmund Romberg. Then it points out that from January to July, 1936, when the Warner music was withdrawn from ASCAP and was kept off the air, six of these eight composers were among those banned, with only Cohan and Berlin being heard on the air.

"This does not mean," says BMI, "that the composers whom ASCAP listed do not write good music. It does mean, however, that having been banned once for six months without destroying the listener interest of radio, it is conceivable that radio, if it were necessary, could do again in 1941 what it did in 1936 and without any damage to its programs."

Levy on Records Refunded by RCA

[*See earlier story on page 14*]

THE LAST restraint on performance of phonograph records by broadcast stations until the RCA-Whiteman case on performance rights is adjudicated, was lifted suddenly April 12 by RCA. Stations which had taken licenses, ranging from $100 to $300 per month, were sent checks refunding in full all of their payments since the license plan became effective four months ago, and all others were notified they could perform Victor and Bluebird records without fear of action until further notice. Columbia and Decca previously had notified stations they were free to perform their records.

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

"It now appears that final determination of the various appeals taken in the Whiteman case will be delayed longer than we had anticipated. Many quarters have expressed to us the thought that stations ought not to be called upon to pay us license fees until the case has been passed upon by the highest court. We have therefore decided to terminate all licenses heretofore extended to stations by us and to refund all license fees produced thereunder.

"Meantime, we wish to inform you that until further notice from us to the contrary, we shall not make your use of our records for radio broadcasting purposes the basis of any claim against you."

New TBS Feeler Sent to Stations

Political Time, Fall Business Are Basis of Boice Letter

STATIONS originally affiliated with the Transcontinental Broadcasting System have received a letter sounding them out on their willingness to make new contracts with the proposed new national network along the lines of the contracts of stations with other networks.

Letter, written April 6 by H. K. Boice, TBS executive vice-president, states that "under proper conditions" both capital and business are available and asks for prompt replies so that TBS may immediately begin laying plans looking toward starting operations in the early fall, when business generally returns to the air, or possibly in mid-summer to cash in on the political advertising which will start shortly after the national political conventions.

Four Essentials

Pointing out that the original TBS contract was "based primarily on the amount of business which TBS was to obtain from a single source," but which "did not materialize," Mr. Boice lists four essentials of the new contract desired by TBS:

"First, we must have a certain number of free hours to help defray line charges. Second, a rate on additional hours that would give the network a return to further cover the cost of lines and operating expenses. Third, an option on a specified number of hours. Fourth, it could not guarantee any fixed amount of sponsored or unsponsored programs," to which he adds that "we would expect to furnish a satisfactory sustaining service after we get rolling" but cannot guarantee it at the start.

While it is too soon for any volume of answers as yet, TBS reports that responses received to date indicate a willingness to go along with the new network in an attempt to make it work.

Mr. Boice said he believed a new network venture could get a sufficient amount of political business to warrant an early starting date. This business should start about Aug. 1, he said. But to secure it TBS would have to be in a position to quote a firm rate. In view of this, he requested an immediate answer on the writing of a new agreement along the lines suggested. He asked that the stations advise him what rate they would quote on a "per occasion" basis. TBS then would be in a position to query the station as to the availability of time.

WITH 275 stations voluntarily carrying its WBS transcriptions, the Children's Crusade for Children has dispatched to some 800 stations spot announcements for the campaign to take place April 22-30 on behalf of child victims of the world crisis.

War News Flare Finds Networks Ready

Little Interruption to Schedules; Bulletins Fed to Press

By BRUCE ROBERTSON

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

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

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

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

Monitors Busy

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

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

WHEN the invasion of Norway and Denmark made news the most important subject in the Scandinavian-populated Twin Cities, KSTP newscasters took a one-day short course at Minnesota U in proper pronunciation of Norse names. Left to right are George Grim, Bob Murphy, Brooks Henderson and Prof. Martin Ruud, head of the Scandinavian languages department.

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

In addition to its regular listening post at Freeport, Long Island, which has been in 18-hour daily operation since the outbreak of the war, CBS set up an additional receiver on the roof of its studio building to listen exclusively to Berlin 24 hours a day. The Freeport station was likewise put on a 24-hour schedule for a few days, but reverted to its 18-hour trick at the end of the week. Monitoring routine at CBS calls for engineers at Freeport to monitor four European broadcasts at all times, feeding whatever seems most important by wire into the CBS news studios. Certain broadcasts, such as the BBC news periods, are tuned in daily; others are picked up by a constant tuning from station to station in search of a news break.

The programs that come into the studio are recorded on dictagraph records, translated if need be, and passed along to the news editors, who read it over, check it with news received from the news agencies via teletype, edit it and pass about one-fifth of 1% of it along to their announcers and to the papers. At NBC, whose receiving antennas are on the roof of the RCA Bldg., and whose engineers and translators occupy a studio in the news department, the handling process is much the same. NBC, which has used its monitoring equipment off and on ever since Munich, also put it on 24-hour duty during the first few days of the present German offensive.

Monitoring BBC April 11, NBC found news being jammed. Music would come through clear as a bell but when the announcer would indicate he was about to read a news dispatch, a loud buzz would block it out.

Scoop by INS

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

Major proof of radio's increased skill in news reporting is given by the fact that not a single network commercial program was cancelled or interrupted during the week for war news, and after the first night few sustaining programs were affected, although occasionally a news bulletin would be inserted between numbers in a musical program.

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

WHAT to talk about? is the problem to be solved by NBC's news commentators and executives prior to a pickup from abroad. With foreign censors listening, the subjects are decided in pre-broadcast transoceanic conversations over so-called Q circuits. Here (l to r) John Gunther, NBC-Blue commentator, A. A. Schechter, NBC news and special events director, and H. V. Kaltenborn, NBC-Red commentator, talk with Fred Bate in London and Paul Archinard in Paris.

Mutual on Tuesday and Thursday nights utilized its crisis technique of recording pickups from abroad to give its listeners a program of news from London, Rome, Paris and Berlin, allowing the audience to get the same news as interpreted by the various government agencies. MBS also was unique in presenting several broadcasts from Stockholm, with Donald Day, correspondent there for the *Chicago Tribune*, doing the broadcast, as neither NBC nor CBS had been able to get in touch with their correspondents in that city.

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

Kaltenborn's Dual Role

The conflicting news bulletins and reports of the various governments were broadcast as news, and then analyzed by the commentators of each network. H. V. Kaltenborn, who the week previous had shifted his headquarters from CBS to NBC, was made official commentator of the Red Network; John Gunther handled that assignment on the Blue. At CBS, Elmer Davis, Linton Wells and Maj. George Fielding Elliot analyzed the news. Raymond Gram Swing, Mutual's chief commentator in New York, returned to his former schedule of five broadcasts weekly. Kaltenborn, incidentally, is in the unique position of being an NBC commentator while his CBS Pure Oil schedule must be maintained for two more weeks.

Although the sudden move by Germany was unexpected, both NBC and CBS had received advance warnings from abroad. A cable from one of its correspondents to watch for news from Scandinavia, received April 7, was the signal for NBC to put its monitors on 24-hour duty. On the following day a CBS foreign correspondent included in his broadcast a sentence to the effect that important news is expected soon "but I can't say what since totalitarian states don't take the press and radio into their confidence." This cryptic statement was enough to keep Paul White, CBS news director, at his office through the evening and on the job when the break came.

Arbitrators Hear Chicago Problem

Ruling in AFRA Case Seen Before the End of May

HEARINGS conducted under the auspices of the American Arbitration Assn. on the dispute between the American Federation of Radio Artists and the networks regarding extra compensation to be paid staff announcers of Chicago outlets for local commercials concluded April 4 after three days of testimony. With 20 days allowed for the filing of briefs, an additional five days for reply briefs and a month for the arbitrators to consider the oral and written evidence, decision may be expected about the end of May.

Among those presenting evidence were Barry Rumple, NBC statistician, who broke down talent costs by facilities and population; Robert J. Scott of Schwimmer & Scott, Chicago advertising agency, who supported the network contention that increasing the pay of announcers would act as a handicap to the sale of time to local advertisers by Chicago stations; John V. McLoughlin, accountant for WBBM, Chicago CBS key, who expressed the same opinion from the station point of view, and Emily Holt and George Heller, executive secretary and associate executive secretary of AFRA, presenting the union's testimony.

Counsel included Henry Jaffee, for AFRA; Joseph A. McDonald, NBC; John B. Moser, CBS; Keith Master, WGN. Mr. Master was taken ill during the hearing and his place was taken by Ed Wood, sales manager of MBS. WLS, Chicago, was not a party to the suit but the station's attorney, Thomas G. Murphy, was permitted to attend the sessions.

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

KSTP, St. Paul, applied to the FCC April 12 for a Class 2 television station, to operate with 1,000 watts on 44-50 mc.

Networks Making Schedule Shifts For Time Change

Many Programs Are Affected By Annual Spring Switch

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

Replacement programs are under consideration for many of the broadcasts which, for various reasons, go off the air for the summer to return in the fall after Daylight Time ends on Sept. 28. According to the agencies, these summer programs cost the sponsors ¼ to ⅓ of the winter programs as far as the talent employed is concerned. Time costs too are slightly less during the summer, usually due to the fact that some stations carrying the programs are dropped from the schedules and others in the Central Time Zone move into daytime hours which are less expensive than the evening hour rates.

Changes brought about by Daylight Time on NBC, CBS and MBS programs are as follows:

NBC-RED

H. FENDRICH Co. (cigars), *Smoke Dreams*, off April 7.

FOOD & BEVERAGE Broadcasters Assoc., *I Want a Divorce*, off April 26.

JOHN MORRELL & Co. (Red Heart Dog Food), *Dog Chats*, off April 25.

BROWN & WILLIAMSON Tobacco Co. (Avalons), *Avalon Time*, off April 28.

LEWIS-HOWE MEDICINE Co. (Tums), *Quicksilver*, off April 17.

DR. EARL S. SLOAN (Sloan's Liniment), *Youth vs. Age*, off April 20.

GENERAL MILLS (Wheaties), *Jack Armstrong* continues through summer for first time, with April 29 renewal.

BENJAMIN MOORE & Co. (paints), *Betty Moore*, off May 18.

ACME WHITE LEAD & Color Works (paints), *Smilin' Ed McConnell*, off May 18.

GENERAL FOODS Corp. (Jell-O), replaces *Jack Benny* with *The Aldrich Family*, June 23.

NBC-BLUE

C. F. MULLER Co. (macaroni), *Thunder Over Paradise*, off May 10.

GENERAL FOODS Corp. (bran flakes), *Young Dr. Malone*, off May 3.

MANHATTAN SOAP Co. (Sweetheart soap), *Jack Berch*, off May 26.

WARD BAKING Co. (bread and cake), *Joe Penner*, off April 25.

CBS

GENERAL FOODS Corp. (Grapenuts), *The Kate Smith Hour*, off June 27.

LEVER BROS. Co. (Rinso), *Big Town*, off June 19.

BROWN & WILLIAMSON Tobacco Co. (Raleighs), *Paul Sullivan Reviews the News*, shifted to Mon. thru Fri., 6:30-6:45 p. m., April 29.

PROCTER & GAMBLE Co. (Teel and Drene), *Professor Quiz* shifted to Tues., 9:30-10 p. m., rebroadcast 12:30-1 a. m., April 30.

CAMPBELL SOUP Co., *Amos 'n' Andy*, April 29, shifts WCKY WJR WHAS KMOX WCCO to repeat.

CAMPBELL SOUP Co. (Franco-American Spaghetti), *Lanny Ross*, April 29 shifts WCKY WJR WHAS KMOX WCCO to repeat.

INTERNATIONAL SILVER Co., *Silver Theatre* replaced May 12 by *Fun in Print*, Sun., 6-6:30 p.m.

CONTINENTAL BAKING Co. (Wonder Bread), *Pretty Kitty Kelly*, April 29 shifts KSL to repeat.

GENERAL FOODS Corp. (Sanka), *We, the People*, April 30 shifts KGGM KVSF KVOR KLZ KSL KOY KTUC to repeat.

PET MILK SALES Co., *Mary Lee Taylor*, April 30 shifts KLZ KOY KTUC to repeat.

U. S. TOBACCO Co. (Dill's Best and Model), *Pipe Smoking Time*, April 29 shifts KRNT WFBM WHAS KOIL KMOX WIBW WAPI WREC WLAC KRLD KOMA KTSA KWKH KTUL WCCO WNAX to repeat.

MBS

MENNEN Co. (shaving cream), *Quixie Doodle Contest*, off April 12.

CUDAHY PACKING Co. (Old Dutch cleanser), *Bachelor's Children* moved to Mon. thru Fri., 2:45-3 p. m., April 29, west coast only.

WESTERN BAKERIES and others, *The Lone Ranger* moved to 11:30-12 midnight, April 29, west coast only.

BROWN & WILLIAMSON Tobacco Co., *Barbers of Beeville*, moved to Mon. thru Fri., 1:15-1:30 a. m., April 29, west coast only.

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

MBS Cooperative Show, *Show of the Week*, off June 23, returns Sept. 29.

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

LANCE BAKING Co., Charlotte, N. C. (cheese crackers), on April 17, 11 p.m., begins *Toastchee Time*, weekly half-hour show featuring Dean Hudson's Orchestra over WMAL and NBC Southeast network.

THIS gadget, christened Millivolt I, was conceived by the engineering staff of KMBC, Kansas City. It is designed to lay antenna ground wires without messing up the surrounding landscape. In a successful test, 150 wires were buried 7 inches at 3 degree angles and no gruesome furrows sullied the verdant turf. The roll of wire is carried on a reel in the front of the sled and the wire passes over the wheel and down a pipe at the back of the blade. A disc breaks ground ahead of the blade, which is adjustable for depth and cuts only a half-inch slice which it immediately covers. A special broadcast was held in honor of Milli. Participating were (l to r) Ray Moler, KMBC technical supervisor; Ed Messenger, engineer; Neal Keehn, special events director; H. P. Tiner, antenna foreman, and R. C. Barron, transmitter plant manager, proud of their device.

ANPA Counsel Charges Federal Restrictions on Advertising Information

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

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

Theme Pay Ruling Arouses Protests

AFM Contracts Are Changed Despite Their Provisions

BROADCASTERS and transcription companies are protesting a recent ruling of the New York local (802) of the American Federation of Musicians calling for double pay for pianists or organists supplying theme music for dramatic script shows. The ruling applies to the union's requirement that a contractor's fee be paid in addition to those of the musicians, usually called the "leader double" fee, to compensate the leader for assembling an orchestra, selecting music and performing other duties incidental to supplying music for a program.

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

'Blank' Checks

Objection is not aimed solely at this ruling, although it means absorbing the extra musical cost for the duration of present contracts with sponsors which call for the programs to be billed at over-all package prices, but at the general AFM practice of making all of its contracts subject to change without notice. "In effect", say the broadcasters, "we are writing a blank check whenever we sign an AFM contract. Since we cannot make similar contracts with our advertisers without likewise requesting them to sign blank checks, which they would properly refuse to do, we are left holding the bag. Furthermore, the AFM, unlike other unions, has consistently refused to allow any disputes to be submitted to outside arbitrators, reserving to themselves the final decision in any disagreement."

Another recent example of this "subject to change without notice" policy is Local 802's decision that the 50% stand-by charge levied when traveling orchestras in New York make a network broadcast should apply to transcriptions as well.

Recording Charge

The rule is that when an orchestra having one or more members who belong to other locals than 802 comes into New York for a hotel or other engagement and broadcasts from New York a fee amounting to 50% of union scale for the whole orchestra shall be paid to 802. This local has notified a transcription manufacturer that he owes such a fee for transcriptions made last December by a traveling band, not only applying its new interpretation immediately, but making it retroactive as well.

FOR the second consecutive year KCKN, Kansas City, Kan., on March 30 turned over the entire afternoon schedule to a five-hour program originated and produced entirely by students of the local Argentine High School. Inaugurated by Manager Ellis Atteberry last year, the program, heard from 2 to 7 p.m., was prepared by the Broadcasting Club of the school. The schedule featured all types of radio fare, from news to music.

Flexible Television Is Urged by President

Endorses Fly's Stand; Full Commercial Operation of Video Is Foreseen

By SOL TAISHOFF

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

Commenting at his press conference on the dizzy developments of the last fortnight, the Chief Executive said he had discussed the whole matter the preceding day with Chairman James Lawrence Fly of the FCC. In effect he endorsed the position taken by the FCC and warned against development of a monopoly of television transmission. He described intimately the difference between television and aural radio, pointing out that unless a receiver is developed permitting reception of all video transmissions, the public may be forced to have several different types of sets.

Virtual Mandate From Senate Committee

The President's comments strengthened the view that the FCC soon will streamline its handling of visual radio, license new stations and settle the allocation issue. As a matter of fact, the FCC and the industry were placed under a virtual mandate from the Senate Interstate Commerce Committee on April 10 to get together quickly and stop what has been termed the bickering and bungling that are delaying television development.

Moreover, it was gleaned from the swiftly moving developments that full commercial rather than the sharply-criticized "limited commercial" operation of television is in the offing. This is not expected by Sept. 1—the date originally set and then suspended for the onset of "semi-commercial" video. These prospects cropped out of the fortnight of helter-skelter activity which saw three bills introduced in Congress to clip the FCC, with Chairman Fly in the vortex of the commotion.

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

The important question in television development, in the opinion of the chief executive, is that of control. The FCC properly wants to avoid a monopoly and because of the peculiar setup of television technically, he feels precautions should be taken. The FCC does not want the industry to get into the position where one company will control all television transmission.

Since in standard radio, there are national, regional and local stations which can be picked up on any set within range, the chief executive said he felt television should follow the same general line and the structure ought to be under the same competitive system. Whether the telecast is a prizefight or a town hall meeting, the public should have a receiver capable of picking up both, he felt.

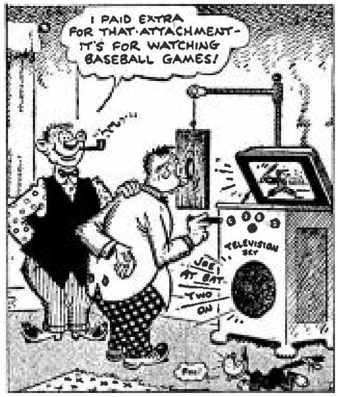
Even while the President commented on the television controversy, the FCC was winding up its hearing of the issue under its order of March 23, which reopened the whole question of television regulation because it felt RCA was attempting to stampede the public into buying receivers and thereby "freeze"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

Aside from the legislative activity, there descended upon the FCC the editorial wrath of many of the country's leading newspapers, which charged the agency with exceeding its authority and attempting to stifle industrial development. The Commission's majority had construed RCA's merchandising and and advertising campaign in the New York area as an effort to inveigle the public into buying its 441-line receivers. This, a commission majority had held, would snuff out competition.

Granting of DuMont Station Indicated

Immediately following his White House visit April 11, Chairman Fly dramatically announced at the hearings in progress before the Commission that it was disposed to grant promptly the application of Allen B. DuMont Laboratories for a new television station in New York, using his 625-line system, and thereby injecting competition for RCA-NBC's 441-line system.

It was also strongly indicated that other television applications would be granted and that there will be no lost motion. This statement corroborated Mr. Fly's observation before the Senate Committee the preceding day, after which Mr. Sarnoff advised the committee that RCA would welcome the competition of DuMont, CBS or other companies.



Washington Post

See page 74-A et seq for running account of FCC hearings on television.

Fly Statement Causes Jump in RCA Stock

Another reaction in the furious sequence of events was that of the stock market immediately following Chairman Fly's White House visit. Interviewed on the White House steps, Chairman Fly was quoted as saying that the FCC was ready to clear the way for commercialization of television. RCA stock jumped a couple of points on the basis of "ticker" reports. Chairman Fly found it necessary to refute these reports in a public statement in which he said the hearings would proceed to a conclusion and a decision would be rendered in due course.

"It is hazardous," he added, "to conjecture now when proper standardization may be achieved and commercial operations undertaken."

In his testimony before the Senate Committee April 10, Chairman Fly startled his auditors with the confession that he felt the FCC had erred in its original television action of last Feb. 29, authorizing limited commercial operation. This brought from Chairman Wheeler (D-Mont.), of the Senate Committee, a plea for peace between the industry and the Commission. He urged RCA, the FCC and others to get together and compose their differences, perhaps through an agreement on standards for a flexible-type television receiver. Members of the committee concurred and the FCC found itself under what amounted to instruction to settle the differences.

It became apparent that the resolution (SR-251) by Senator Lundeen, Minnesota Farmer-Laborite, to investigate the FCC on grounds that it had retarded television development and had exceeded its authority, which was the basis for the Senate hearings, would die. The preponderant committee opinion was that since the FCC had admitted its error and was trying to rectify it, the whole matter should be composed without delay.

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

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

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

Barbour Lashes at Bureaucratic Actions

On the heels of the Lundeen Resolution, Senator Barbour (R-N.J.), on April 10 introduced a bill (S-3745) to amend the Communications Act and strip the FCC of power to regulate or control radio experimentation, research or development, or the manufacture, sale or use of any apparatus for transmission or reception of radio "or the business policies of radio broadcasters". It was referred to the Interstate Commerce Committee, but its fate is doubtful in view of the election year and because it would entail an investigation of the FCC. This Congress evidently does not relish, with a political campaign in the offing.

Senator Barbour lashed the FCC in introducing his bill, declaring that the public will be deprived of early television unless Congress "knocks some sense into the FCC". He said his bill would unshackle television from what he described as "horse-and-buggy control by a bungling and brazen bureaucracy". He cited the recent Supreme Court decision in the Dubuque case [BROADCASTING April 1], as restricting the FCC's authority, declaring that Congress did not give the FCC the right to plan anything but rather that its function is to "police the air".

A third resolution (HRes-462)

Locks and Keys, R. R. Tracks and Television—*An Editorial*

BEHIND the hue and cry over television, which despite President Roosevelt's information cannot possibly become a monopoly unless the Government wills it so, lies a gnawing fear in the broadcasting industry that the FCC, far from cooperating with radio progress, is being impelled by a crackdown if not a giant-killer complex. The whole television uproar, the expense of needless hearings, the frayed nerves, might have been avoided had the FCC majority shown a keener sense of public as well as industry relations.

Going far out of bounds in basing their suspension order on RCA's promotional activities, properly a subject for Trade Commission scrutiny, if misleading, they more easily might have called in the principals and, across the table, employed the powers of amicable persuasion. Or they might simply have issued a statement warning the public that television standards are not yet established and that buyers should beware lest sets become obsolete or require later radical changes.

To us the argument falls flat that a few thousand sets, sold in one restricted area between now and the time the FCC might get around to establishing standards, might freeze standards at the RCA (and RMA) levels. RCA was frankly straining at the leash to get started. It had $10,000,000 invested in television; it had the transmitting equipment, the production facilities and the men. Through RMA some of the best brains in the art had agreed to certain scanning and framing methods, subject to later change at relatively small expense. It quite properly did not want to wait for others not yet ready or not yet authorized to broadcast their own systems before its New York television pictures were made available to a wider audience.

RCA finds itself on the popular side of its issue with the FCC—in the preponderant editorial opinion of the press and among substantial bi-partisan Congressional elements. Mr. Roosevelt need have no fear of monopoly so long as the FCC has the authority to license competing telecasting stations and systems and exercises the authority to fix standards, which no one disputes. The fact remains, however, that only one system was ready for public introduction; that few other stations are operating; that no standards have been fixed, and the FCC report itself stated they should remain flexible; and that no date for official standards had even been hinted until all this uproar.

The fact also remains that RCA-NBC, not to forget CBS, Don Lee, Farnsworth and other responsible elements, were willing to go ahead (we think wrongly) with "limited commercial" operation, whereby the sponsor might pay only program costs, implying the right of the FCC to check income records and perhaps indirectly control rates. The television interests, as did the FM advocates, should have demaned full commercial privileges or none.

The whole episode seems to have been born of pique and nurtured by truculence. Yet out of it all, we have every hope that good will come. The Commission has disclaimed any authority over marketing and promotion, which is none of its affair; it has deftly avoided an issue over attempts to exert program control; it has been shown that the industry, though fearful of its very life because of the vast reprisal powers residing in the Commission, can get up on its hind legs and command public and official attention when aroused.

Nevertheless, it is apparent that some sort of check and balance over commissions and commissioners with prejudices and predilections is needed—perhaps the administrative court sitting over independent agencies envisioned in the Logan-Walter Bill slated for action in Congress this session.

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was introduced April 10 by Rep. Connery (D-Mass.), persistent critic of the FCC and of purported monopoly in broadcasting, seeking a sweeping radio investigation. He has introduced similar resolutions during past sessions.

RCA Ready to Make Flexible Receivers

Meanwhile, RCA in its testimony April 12 before the FCC, revealed through its vice-president and general counsel, Manton Davis, that if the FCC licenses transmitters to broadcast television on standards in addition to those in use and will specify what the standards are to be, RCA "is prepared now to build television receivers so that they will also receive television programs from such transmitters."

This was accepted as a commitment by RCA to manufacture flexible receivers capable of picking up several diversified transmissions which might be authorized by the Commission, provided it is technically feasible.

The Senate committee hearing was seen as a vindication of the views of Commissioner T. A. M. Craven, lone dissenter from the Commission's action reopening the television hearings. He did not testify, but to set the record straight after Chairman Fly had stated that he had filed no dissenting report, Commissioner Craven April 12 sent to the committee a letter asserting he had advised repeatedly against the action and had registered his "no" vote.

The FCC found itself reeling under the impact of editorial criticism within a few hours of its March 23 order. The going became so hot that Chairman Fly found it expedient to answer it April 2 over a combined NBC-Red and MBS network. His request for time over NBC necessitated the cancellation of a 9-9:30 p.m. commercial on the Red which reportedly involved a $10,000 loss. While he had been scheduled in advance over MBS on another subject, when he decided to inform the public on the television issue, he also requested the NBC time, since he said he did not want to be in the position of criticising NBC-RCA over a competitive chain. The circumstances of his request for "specified time", which he said was anytime within a two-hour range, added to the general rumpus. Senator Lundeen then answered Chairman Fly April 6 in a 15-minute talk over the same networks.

FCC Denies Attempt To Control Advertising

On both hearing fronts—the Senate and the FCC—the Commission majority repeatedly denied its intention of attempting to regulate advertising or merchandising of receivers. Mr. Sarnoff, however, told the Senate Committee that the effect of the Commission's action has been to stop all RCA promotion and sales activity until it knows where the FCC is headed.

Despite the indication given to the Senate committee by Chairman Fly and the observation in his radio address that "limited commercial" television would be authorized shortly, the Commission delved deeply into the whole television merchandising picture during its rehearings. All correspondence of the Radio Manufacturers Assn., dealing with television since the issuance of the Feb. 29 rules was subpoenaed by the Commission, apparently in its effort to show that the trade association and RCA acted in defiance of the Commission's orders by moving too fast.

Chairman Fly, in defending the FCC's position, advised the Senate committee the Commission soon would license additional television transmitters, thus introducing a new element of competition on the telecasting end. He also predicted that full rather than limited commercial status for television would be authorized as soon as the Commission is convinced that standards can be evolved and that the public will not be subjected to an overnight obsolescence danger by virtue of varying methods of transmission and reception. He used his railroad and lock-and-key anologies repeatedly, declaring the public can be protected only if a standard-gauge track is provided, capable of picking up all methods of transmission.

Mr. Sarnoff deeply impressed the committee with his observation that television would surpass sound broadcasting, with a billion dollar turnover as compared to $600,000,000 in present-day radio. He branded as "ridiculous" the FCC contention that RCA's plan—to sell 25,000 television receivers in the New York area—would "freeze" transmission standards. He pointed out that FM, which would render obsolete insofar as reception on present receivers is concerned some 40,000,000 sets, has not been attacked on that score.

Spread of Strict Regulation Is Seen

Within the industry, reactions to the whole television incident transcended the bare issue of reopening the hearings and the Congressional tumult. It was seen as a further indication of spread of the FCC majority's philosophy of the strictest type of regulation. Unduly harsh treatment of witnesses at the television hearings brought unfavorable comments from observers.

At the FCC hearings, RCA did not challenge the FCC's jurisdiction in connection with the reopening of the hearings. Chairman Fly extracted from Mr. Davis a statement to that end. He read the statement to the Senate committee.

A tense situation developed during the FCC hearing April 9 when Lewis Allen Weiss, vice-president and general manager of Don Lee, a pioneer television experimenter, advocated full commercial operations for television on the ground that semi-commercial operation could serve no useful purpose. He also said he favored adoption of the RMA standards, because they represented the thinking of a majority of the country's foremost engineers. In several stiff colloquies with Chairman Fly and Commissioner Thompson, Mr. Weiss declined to be jockeyed into yes and no answers.

The hearings concluded in a surcharged atmosphere, with RCA on the stand. RCA Counsel Frank W. Wozencraft accused DuMont of a "smear campaign". Commissioner Thompson questioned the adequacy of RCA's claim of $10,000,000 invested in television, and RCA was put on the griddle in the Fly-Thompson effort to ferret out the facts incident to a purported information "leak" whereby RCA is said to have known of the FCC's original television order of Feb. 29 prior to its formal release.

Mr. Wozencraft had recalled that Robert L. Pritchard, Washington press relations representative for RCA, had phoned him, but the latter, when placed on the stand, stated he had no conclusive recollection of doing so. Chairman Fly observed the FCC would get to the bottom of the affair, even if it had to call every Washington employe of RCA (and presumably NBC) to find out who made the call. The incident concluded, however, with Mr. Pritchard as the final witness, whereupon Chairman Fly buttoned up the record with an expression of thanks to RCA for its "complete honesty and candor".

High spot of the Fly Senate presentation came in a confession of error by the Commission on its Feb. 29 order. He said he did not blame RCA entirely for its efforts to merchandise receivers but the FCC felt a mistake had been made, and as a consequence reopened the whole proceeding lest permanent injury be done the art and public.

In opening the hearings, Senator Wheeler read the Lundeen Resolution (SRes-251) introduced April 1 by the Minnesota Farmer-Laborite. The resolution recited that, since the FCC March 22 had "rescinded" its previous order permitting limited commercial operation of television there had developed confusion in the minds of the public and "abandonment of manufacturing, advertising and sales promotion," had been caused. The resolution proposed that the Senate Committee investigate the FCC actions in connection with development of television and ascertain whether it had exceeded its authority and whether it had "interfered with freedom of public and private enterprise".

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

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

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

Chairman Fly spoke extemporaneously. He appeared for the entire morning session of the first day's hearing and several times carried the fight to members of the committee themselves. He maintained the FCC was following the Congressional mandate and that unless Congress amended the Communications Act of 1934 he proposed to have the Commission pursue what he felt was its duty.

Foreign Progress Discussed by Chairman

In opening his presentation, Chairman Fly said he was glad of the opportunity to appear because so much "misinformation" had been spread about the proceedings. He evidently referred to the deluge of editorial criticism in the public press regarding the FCC's action. In reviewing the FCC's television action step by step, Chairman Fly said the original Commission order, authorizing limited commercial operation effective next Sept. 1, was adopted unanimously after a report by its television committee of three. The second order, calling for the reopening of the hearings, was by a 4-to-1 vote, Commissioner Craven dissenting. But, added the chairman, the Feb. 29 order was never challenged as to its propriety or reasonableness. It was when the FCC ordered the rehearing to see what if anything should be done about the art "moving too fast", Chairman Fly said, that the complaints first arose.

Asked by Senator Lundeen about European television, Chairman Fly said the British development, which had progressed for three years, had been stopped because of the war. He said the British system was mechanical as opposed to our electronic system. He characterized Germany as behind Great Britain and said he knew of no other developments in visual radio abroad.

Using his "lock and key analogy", Chairman Fly sought to explain that television has a feature not present in any other industry, including sound radio. What the FCC is aiming at today, he said, is a flexible system that will pick up any method of transmission. When the industry can get a "standard gauge" on which all will operate, he declared, the best job will be done for the public. He held that a few months' delay may prevent a serious public loss along with the freezing of one system and the snuffing out of all competing systems.

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

Senator Gurney read from the April 1 BROADCASTING the Supreme Court decision in the Sanders case, particularly the passage of the opinion dealing with FCC functions. He inquired whether that decision, had it been rendered prior to the FCC's action reopening the hearing, would have had any bearing on the action.

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

Might Allow Limited Commercial Operation

While Chairman Fly disclaimed any FCC intent to control the sale of receivers or the advertising and merchandising of sets, he declared nevertheless that under his construction of the statute, if the Commission observes from any source the effort to "lock down" development, "we are going to move in there to carry out our duty."

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

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

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

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

Senator Hill read the RCA full-page ad, which was cited by the FCC in its order. Chairman Fly referred to the RCA merchandising campaign as a sort of "blitzkrieg". He again stated he would "rather say that we made a mistake" and that an honest difference of opinion had developed on the RCA advertising. Thus, he said, since the FCC felt its precautions in its original order were not sufficient, it decided to go back and clean up the defects.

A discussion of the television patent situation was precipitated. Mr. Fly said the FCC had not suggested pooling of patents but he personally had thought about suggesting it to the industry if it can be done with profit. He added it was his understanding RCA itself owns or has the ability to license all of the patents necessary to television manufacture.

Belittles Efforts at Commission Lobbying

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

Television, the chairman said, is not in his opinion in a position to move ahead today with an "intensive and extensive" merchandising schedule. He said he felt it might be able to within a few months, however, and predicted that within a year "we can go ahead with full commercial operation and have our general standards and full competition."

When Senator Wheeler asked if it would not be possible to get all industry groups together before Sept. 1 and work out standards, Chairman Fly responded affirmatively, provided independent manufacturers in the field are included in such a plan. He said the great danger was that of taking "this young stripling today and selling him down the river for a few pieces of silver."

Billion Dollar Industry Foreseen by Sarnoff

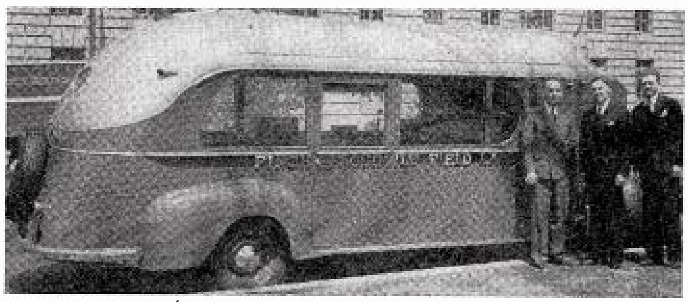
At the afternoon session Mr. Sarnoff first read a prepared statement in which he opposed the FCC position. Responding to a question, he predicted that, given the opportunity, television can develop into a billion dollar industry. He estimated that the present radio industry, with a $600,000,000 turnover employing 400,000 people, would be augmented by an industry with a turnover of over a billion, which might hire from 500,000 to 600,000 people, and take up the unemployment slack to that extent.

Declaring that solution of the problem lies in action rather than words, Mr. Sarnoff said RCA had never questioned the FCC's jurisdiction regarding powers given it by Congress to license television or other transmitters. He said he had no views as to whether any act of the Commission "will advance or retard the creation of television until such action is made clear as a result of the current hearings."

The four main questions with regard to television he enumerated as (1) should introduction of television commercially wait until all the engineers of the industry have agreed on technical standards; (2) would further research be retarded by the sale and public acceptance of television receivers now on the market; (3) will the public suffer from excessive obsolescence due to

Yet They Sell

DESPITE the publicity adverse to television sales that resulted from the FCC's March 22 order suspending the Sept. 1 starting date of "limited commercial" television, RCA dealers in the New York area reported the sale of 40 television sets during the ensuing week. One woman was said to have entered a radio shop and purchased a set after asserting she "wouldn't let those men in Washington tell me whether or not I should buy one."



ACTUAL OPERATION of multiplexing—the transmission and reception by radio of both facsimile and voice simultaneously on an FM station—was demonstrated in early April by W. G. H. Finch, president of the Finch Telecommunications Inc., Passaic, N. J., during the "Parade of Inventions" exhibit held in Washington. This Finch Facsimile Field Laboratory, a compact and specially designed mobile unit shown above was used as the multiplex transmitting unit. The trailer houses a complete 250-watt FM transmitter with associated equipment along with various models of Finch facsimile units. Shown in the photo (l to r) are Harold Hunkins, engineer in charge of the mobile unit; E. K. Jett, FCC chief engineer, and Fred Ehlert, executive of the Finch company.

the improvements in the new art; (4) will competition be helped or injured through the commercial introduction of television by those in the industry who are now ready, able and willing to go ahead.

Answering the first of the questions, Mr. Sarnoff said RCA has never pursued nor urged freezing of standards and he felt such action is not necessary to create the television industry and the new public services that would flow from it.

Declaring the triumph of television lies in the fact that it has made possible the addition of the "electrical eye to the electrical ear in radio", he pointed out that RCA has invested more than $10,000,000 in ten years of television development. The current rate of expenditure by RCA for this work is $2,000,000 annually. But he said these sums were only a "drop in the bucket" to what will be needed for further research and development in the next 20 years. He said little achieved today will survive the next ten years.

Television research achievements by RCA, he said, have been set forth in a total of approximately 1,000 engineering studies and he felt that RCA, far from retarding the achievement of higher standards of television transmission", has done more to develop high television standards than any other organization in the United States."

Tells of Developments In the Laboratories

Discussing new developments, he said RCA is ready, if commercial television is authorized, to seek a license for construction of a radio relay system designed to extend television to the public on a nationwide basis. Home television receivers giving pictures as large as 18 x 24 inches are being developed in the laboratory, he declared. Moreover, his company soon will make available theatre television equipment which will project pictures upon full-size movie screens.

Rather than drive too hard, he said RCA had been so conservative as to its achievements in the past that it has had to meet the "false charge of holding back the art for commercial reasons". He held that in the few areas where television service is available every schoolboy knows the limitations of television and that the receiver is not sold sight-unseen in a package over the grocery store counter. Sight transmitted through the air should not be treated on the same basis of obsolescence as a spring hat or furniture, he said.

Even if higher standards should entail ultimate obsolescence of the television element, he said, the purchaser still would have a first-class receiving set with sound reception on three bands, unaffected by any changes in television transmission. Declaring that only three suggestions have been made regarding changes in television, he said that if all were adopted, the cost to the consumer to adjust sets for this reception would be about $40. If the changes were incorporated in the sets originally, the cost might be cut in half. He said that without obligation, RCA has already refunded to the purchasers of some 1400 of its sets amounts equal to the reduction in price made possible by commercial production, amounting in some cases to $205 per instrument.

"I believe that, given the opportunity, American ingenuity and enterprise can, in a reasonable time, develop a new industry in television amounting to a billion dollars annually," Mr. Sarnoff said. "It is our opinion that this can be done without undue disturbance to the present broadcasting structure. But this achievement is impossible unless we show the courage that has made this country the radio center of the world."

Concluding his prepared statement, Mr. Sarnoff threw himself open to questions from the committee. Chairman Fly had taken a seat next to Chairman Wheeler. On several occasions he interjected observations to refute statements made by Mr. Sarnoff and even directed questions to the witness, a rather unusual procedure.

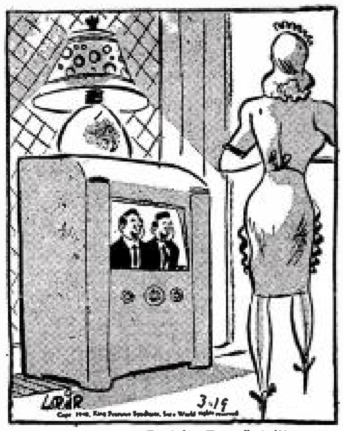
Merely a Matter of Changing the Key

Mr. Sarnoff said that prior to Mr. Fly's testimony he had not known the FCC felt it had made a mistake and that he thought RCA was being accused of the error. He said all RCA desired was to see television put back on the track or the gauge or "whatever else will get it started".

Alluding to the lock and key relationship mentioned by Mr. Fly, the RCA president said this was not peculiar to television alone, but also to frequency modulation and facsimile. It is not a question of "throwing away the house" but simply that of changing the key and keeping the house, in the event there are developments of the character outlined by the Commission chairman. One-half of the television receiver is a broadcast instrument, and the other half the picture circuit, he said. All that is necessary, in the event of sweeping changes, is that the visual key be changed and the person making the change pays for it.

When Chairman Wheeler urged that RCA develop a flexible receiver, capable of picking up all signals, Mr. Sarnoff said it would mean an increase in cost. Furthermore, he said RCA was not convinced that the DuMont or any other system was better than its own, manufactured under RCA standards. He said DuMont had already testified it is producing flexible receivers and since it claims that advantage, it is taking no risk. If its receivers are better than those of RCA, he said the public would buy them and RCA would be the loser.

Reading from the FCC order of Feb. 29, setting up limited commercial television, Mr. Sarnoff pointed out that the Commission had urged against adoption of standards either by itself or by the industry and said that they should be "scrupulously avoided for the time being." In the case of DuMont, he said that, although it has had an application pending for more than a year for a station in New York, that application has not been granted and the DuMont system has never been publicly demonstrated as to its capability or superiority. He pointed out that aside from the RMA and DuMont systems there are others in the field, such as Farnsworth. He described Philo T. Farnsworth as having contributed perhaps more than anyone else. RCA itself has taken a Farnsworth license, he said, while no one so far as he knew, had taken a DuMont license. As for Philco, he



Seattle Post-Intelligencer
"Not bad! Not bad at all!"

said he did not know until he heard the Fly testimony that it had a system.

Challenging the statement that RCA controls the Radio Manufacturers Ass'n., he said his company has only one member on the RMA board and the RMA standards represent a cross-section of the best engineering judgment in the industry, Moreover, he said Philco was an RMA member while DuMont was not. When Chairman Fly questioned the Philco statement, Mr. Sarnoff said it was his understanding that Philco had joined in the unanimous RMA report on the adoption of standards and then when the FCC hearings started "Philco ran out on it".

Lundeen Promises to Carry Fight to Senate

Observing that the Commission had warned the industry against fixing standards, Mr. Sarnoff said the Commission actually admits that it had made not one but two mistakes.

Displaying a DuMont full-page ad published in the *New York Times* in April, 1939, Mr. Sarnoff said that while RCA stood publicly indicted for its advertising, no word of complaint was heard about the DuMont merchandising efforts of a year ago. Senator Wheeler said he saw nothing wrong with the RCA or any other advertising and felt this was properly the function of the Trade Commission. Nevertheless, Mr. Sarnoff asserted that the FCC hearings were based on the RCA advertising, as far as he was aware.

Senator Lundeen denounced "little Government bureaus" which are "intruding themselves" in business and "paralyzing industry". Declaring there are some 12,000,000 unemployed in the country, he said such actions as the television tieup tended to add to the unemployment plight of the nation. Referring specifically to television, he said the industry should be permitted to proceed and contribute to industrial development. He indicated he would take the fight to the floor of Congress.

Declaring that Thomas F. Joyce, RCA Mfg. Co. vice-president in charge of advertising, had told the FCC at the original television hearings in January about the merchandising plans of RCA in detail, Mr. Sarnoff said he did not know today what was wrong with his company's merchandising campaign. The test, he said, is how many sets RCA was producing. The answer is that there could only be 5,000 RCA sets produced between Feb. 29, when the FCC issued its original television order, and the Sept. 1 limited commercial date. The most sets RCA could have sold during the first year was 25,000, because of production limitations, he said.

Asserting he felt the FCC action did not constitute "fair treatment", he said the summary order caused bewilderment, after it had been broadcast and published in newspapers.

Uses FM Reference in Obsolescence Rebuttal

Refuting the Fly statement regarding British television, Mr. Sarnoff said there are some 25,000 sets in England. The British system he said, is not mechanical but is based on American inventions and substantially the same as the RCA method. He pointed out that in England there had been the same sort of "rowing" on standards but that a special Government commission was appointed and, after a one-year study, including a visit to this country, the commission recommended what it regarded as the superior system. He said it turned out to be "our system". In this country, he said, RCA itself did practically what the British Government had accomplished, but had spent its own funds for development and research. If the FCC had shown the same sort of initiative, we would have been further ahead, he testified.

While this country is behind Europe in public television, Mr. Sarnoff said it is ahead technically. In Germany, he said, public television service is in existence over telephone lines between Berlin and Leipzig and several other cities.

Analyzing the obsolescence argument, Mr. Sarnoff cited as the best example the proposed FM system of aural broadcasting devised by Maj. Edwin M. Armstrong. Despite the fact that some 40,000,000 receivers now in use cannot pick up FM signals, he said this inventor was not deterred in developing a new method against such tremendous odds. If the obsolescence argument is valid in television, with only a few thousand receivers to contend with, it is equally valid with the advent of FM, which would render all receivers now in service obsolete, he declared. And if this philosophy is pursued in radio generally, "we might as well dry up this industry, go home and start into something else."

Asserting he felt RCA was not given "a square deal" and that the industry has been "thrown into confusion" by the FCC action, Mr. Sarnoff said he would not know tomorrow "how to write an advertisement" on television which might meet the FCC requirements.

Chairman Fly interposed that while the FCC has disclaimed any authority over advertising or merchandising, he nevertheless, as a "personal favor" to Mr. Sarnoff, would give him a hearing on it.

Senator Minton (D-Ind.) pressed Chairman Fly for a direct answer on whether the RCA promotion campaign "moved the Commission on its indictment". After a brief discussion, Chairman Fly finally stated that the FCC action was precipitated by the RCA advertising.

Mr. Sarnoff said that while he

(Continued on page 74A)

"Top of the Dial"

KOY PHOENIX

Assigned New, Far-Reaching Frequency

550 KILOCYCLES

KOY has a new frequency - 550 Kilocycles - greatly increased coverage - more listeners - better results for advertisers...
Rx For ye tired advertisers: Repeated doses of 550 K.C.
If it's on KOY, it's OK!

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

1000 WATTS DAY & NIGHT

KOY PHOENIX

CBS Affiliate

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

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

Consumer Education Meeting Shows Distrust of Advertising

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

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

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

Common Ground Lacking

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

While the avowed purpose of the meeting was to bring about cooperative understanding between producers and advertisers on the one hand, and the many divergent groups making up the consumer movement on the other, observers were of the opinion that no common meeting ground was forthcoming; that the consumer group composed of factions running from the extreme left to the extreme right wing of social and economic thought had many differences to settle between themselves before the consumer development could take on the aspects of a "united consumer front"; that the belligerent attitude of the liberal-educational wing indicated that critical appraisals of advertising and retailing methods would be more widely brought into the high school and college classrooms of the nation; that a persistent effort will be made to eliminate or restrict severely all emotional testimonial or association copy appeals and to limit advertising copy to strictly factual statements. There were political undercurrents underlying most of the discussions, with many references to the problem of the one-third "ill-fed, ill-housed, ill-clothed," which observers felt was hardly pertinent to the specific problem confronting a consumer with money in his pocket, seeking the best value for his spendable dollar.

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

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

Creating Jobs

While the more belligerent radicals present tended to dominate the discussions, there was present a less articulate group of delegates representing organizations which have already launched constructive consumer education programs for their own membership, such as the General Federation of Women's Clubs, whose president, Saidie Orr Dunbar, declared her organization was there to secure knowledge that would make her members better home managers, but that she was not there to undermine the American system of free enterprise or to fight business.

Indicative of the cross-purposes at which some of the representatives found themselves was revealed on one occasion when a representative of a housewive's league was boasting how her organization forced a reduction in the price of milk with a differential in favor of store-sold milk over delivered milk. The labor viewpoint immediately challenged the activity as one dangerous to the jobs of milk drivers, and expressed the conviction that if a person wished to spend an extra penny to pay for the convenience of having milk delivered at her doorstep, nothing should be done to prevent her or to discourage her from making this choice, and thus give a new opportunity for labor to earn a wage.

The meeting also served to focus attention on another consumer conference to be held under the auspices of the National Assn. of Better Business Bureaus in the Hotel Pennsylvania, May 13-14.

Venetian Blinds Test

RY-LOCK Co., San Leandro, Cal. (Ry-Lock Venetian Blinds) will use a series of transcribed announcements on five Northern California stations in a test campaign scheduled to start early this spring, according to the Gerth-Knollin Adv. Agency, San Francisco, which handles the account. Currently the firm is using a weekly transcribed announcement on KGO, San Francisco. Other stations to be added will be KFBK, Sacramento; KQW, San Jose; KWG, Stockton; KMJ, Fresno. The campaign also includes a schedule in homemaking and building publications, dealer displays and sales literature.

Ford in New England

FORD DEALERS of New England about the middle of May will start a campaign of spot announcements on some 23 stations in the New England territory. McCann-Erickson, New York, is agency.

H. V. KALTENBORN, news analyst who will be featured on a series of programs for Pure Oil Co. on NBC-Red starting May 28, shifting his affiliation away from CBS, discusses one of the maps which will be given to listeners when his program is inaugurated. Assembled (l to r) seated are Harry C. Kopf, sales manager of NBC-Central Division; Mr. Kaltenborn, and Paul C. Harper of the Leo Burnett Co., Chicago, agency handling the account. Standing are William Waddell, NBC sales representative on the Pure Oil account; Kenenth D. Fry, special events manager of the NBC-Central Division; John Crawford of the Burnett agency; Jules Herbuveaux, NBC program manager; William B. Ray, NBC press.

AP and ANPA Meetings To Consider Radio News

THE suggested liberalization of the radio activities of the Associated Press is expected to be a major topic of discussion during the AP's annual meeting April 22 at the Waldorf-Astoria, New York. The incomplete agenda of the American Newspaper Publishers Assn. convention at the same hotel April 23-25 does not include any mention of radio except the report of the ANPA radio committee, but from occurrences at previous ANPA sessions it is unlikely the convention will run its course without at least one vigorous discussion of broadcasting and broadcasters as newspapers' rivals both in covering the news and carrying the advertising.

Response to AP's recent letter to its members, polling them on the "advisability of liberalizing radio activities to make possible a larger income and at the same time to meet, so far as appropriate, the radio policies of competitors", [BROADCASTING, March 15], will be studied by the AP board of directors at its pre-convention meeting, April 17-19.

NBC Renews Its Lease Of WMAL Three Years

A THREE-YEAR extension of the lease of WMAL, Washington Blue Network outlet, by NBC from the *Washington Evening Star* has been negotiated, it was learned April 9. The annual rental is understood to be approximately $38,000 per year. NBC has operated the outlet since 1933, prior to its acquisition by the newspaper.

The lease was extended in 1937 until Feb. 1, 1941 at a base price of approximately $36,000 per year, plus $6,000 additional for studios formerly occupied by the station. The studios no longer are used by NBC. WMAL holds a construction permit for 5,000 watts fulltime on the 630 kc. channel, in lieu of its present 250-watt night and 500-watt local sunset operation. It is understood the *Star* shortly will begin installation of the new transmitter.

Cartun-O for Mu$ico

NATIONAL TEA Co., Chicago, for the last several months sponsors of the *Mu$ico* program on WGN, Chicago, Fridays, 8 to 8:30 p.m., has announced that effective April 19 the show will be dropped and later replaced with *Cartun-O*, a musical quiz game based on identification of song titles by the use of cartoons. Harold Stokes' orchestra and a variety show will fill-in for the three weeks between the time *Mu$ico* goes off and *Cartun-O* starts, May 10. The new quiz show has been having a test run on WROK, Rockford, Ill., which contract expires on April 25. Schwimmer & Scott, Chicago, handles the account.

DeSoto Spots on 50

DESOTO DIVISION, Chrysler Corp., Detroit, during the week of April 8 started daily one-minute transcribed announcements featuring Ed East on 50 stations throughout the country. Transcriptions were made by NBC Radio-Recording Division. J. Stirling Getchell, New York, is agency.


WXYZ
KEY STATION OF MICHIGAN RADIO NETWORK
DETROIT'S BEST RADIO BUY
Based on greatly enlarged primary area day and night coverage resulting from WXYZ's new high power transmitter . . . located seven air miles from downtown Detroit.
MORE MARKETS THAN EVER BEFORE . . .
MORE LISTENERS THAN EVER BEFORE . . .
MORE VALUE PER DOLLAR THAN EVER BEFORE . . .
Basic Detroit Outlet For NBC Blue Network
5000 WATTS
Daytime
1000 WATTS
Nighttime
NO INCREASE IN RATES
National Sales Representative: PAUL H. RAYMER CO.

General Mills Plans Promotion Drive

Announcers Are Given Sponsor Training At Meeting

WHAT General Mills expects from its baseball broadcasts and how the announcers of the broadcasts can help the sponsor achieve these results were the major topics of an all-day conference held April 7 by General Mills and Knox Reeves Adv., its agency, for eastern announcers, at the Waldorf-Astoria, New York. Similar schools were held in Tampa March 31, Fort Worth, April 4, and Chicago, April 9, for the General Mills baseball announcers in those areas.

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

Shorter Commercials

Atlantic Refining Co., Philadelphia, preparing for the 1940 season [BROADCASTING, April 1], took its announcers to West Palm Beach, Fla., April 11-12, for a road test to secure gasoline performance facts. Some 27 announcers were in attendance, along with Joseph R. Rollins, Atlantic advertising manager; C. H. Cottington, vice-president of N. W. Ayer & Son; Wallace Orr, Les Quailey and James N. Peterson, of the Ayer radio staff.

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

R. T. DeVany of the agency described a new house organ, "Bases and Cases", which will be sent to all announcers five or six times during the summer, describing successful promotional activities carried on by announcers and stations and generally serving as a clearing house for information of value to all concerned. In a general discussion of marketing and promotion, various announcers told how they and their stations had promoted the broadcasts and the product. Nearly every station represented had staged some special activity in connection with the opening of the 1940 season, generally a broadcast featuring players, civic officials and executives of the team and of General Mills.

Announcers attending the New York conference included: Red Barber, WOR; Jim Britt. Colonial Network; Lee Davis, WCBM; Bill Dyer, WCAU; Blair Eubanks, WTAR; Al Helfer, WOR; Sherb Herrick, WABY; Joe Hill, WAGA; Russ Hodges, WBT; Ralph Hubbell, WGR; Tom Hussey, Colonial Network; Arch McDonald, WJSV; Harry McTigue, WCAU; Gren Rand, WABY; Rosey Rowswell, KDKA; Nick Stemmler, WSYR.

New England Plans

Home games of the Boston Bees and Red Sox, except Sundays and holidays, will be broadcast on an 18-station Colonial Network hookup under the cooperative sponsorship of General Mills and Atlantic Refining Co., with Jim Britt giving the play-by-play description and Tom Hussey the commercials. Broadcasts, not set in time for inclusion in the General Mills list published in BROADCASTING for April 1, will originate at WAAB, Boston. These two sponsors and Nehi Corp. (Royal Crown Cola) will share sponsorship of the Newark Bears broadcasts on WNEW, New York.

KFAC, Los Angeles, has been added to the list of western stations broadcasting games of the Pacific Coast Baseball League under joint sponsorship of General Mills and B. F. Goodrich Rubber Co. Games of the Hollywood and Los Angeles teams will be broadcast, with Mike Frankovich as sportscaster. Westco Adv. Agency, San Francisco, is in charge.

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

To Televise Opener

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

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

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

Brown & Williamson Tobacco Corp,. Louisville, is using sportscasts in six cities to advertise Avalon cigarettes. Schedules, starting at various times during April, are: Waite Hoyt on WABC, New York, Tuesday, Thursday, Saturday, 6:15-6:30 p.m.; Rollie Johnson, WCCO, Minneapolis, Monday, Wednesday, Friday, 10:30-10:45 p.m.; Russ Hodges, WBT, Charlotte, Monday through Saturday, 10:15-10:20 p. m.; Tommy Emmet, WWJ, Detroit, Monday, Wednesday, Friday, 10-10:15 p.m., Tuesday, Wednesday, Friday, 7:45-8 p.m.; Joe Myers, KOA, Denver, Monday through Saturday, 5:45-6 p.m.; Charlie Grimm, WBBM, Chicago, Tuesday, Thursday, Saturday, 6-6:15 p.m. Series is placed through Russel M. Seeds Co., Chicago.

George Wiedemann Brewing Co., Newport, Ky., on April 16 started thrice-weekly baseball scores on WAVE, Louisville, featuring Don Hill. The firm also has bought 30-word spot announcements just before play-by-play accounts of Louisville Colonel's games, heard on WAVE. Agency is Strauchen & McKim Adv., Cincinnati.

GENERAL MILLS and Knox Reeves officials, baseball figures and announcers met April 7 in New York at the Waldorf-Astoria to discuss plans for the coming baseball season. Snapped at a supper party following the conference were: Top (l to r), Ethan Allen and Harvey Traband of the National League offices; James Mulvey, vice-president Brooklyn Dodgers; Jack Collins, of Dodger's offices; William Slocum, General Mills sports director. Center, Harry McTigue, WCAU, Philadelphia; Sherb Herrick and Gren Rand, WABY, Albany, all announcers; Lee Davis, WCBM, Baltimore. Bottom, Gene Thomas, sales manager, WOR, Newark; Jim Coyle, announcer, WCAU; C. S. Samuelson, grocery products advertising manager, General Mills; Red Barber, WOR baseball announcer.

SPOT DRIVE BEGUN BY FULLER PAINT

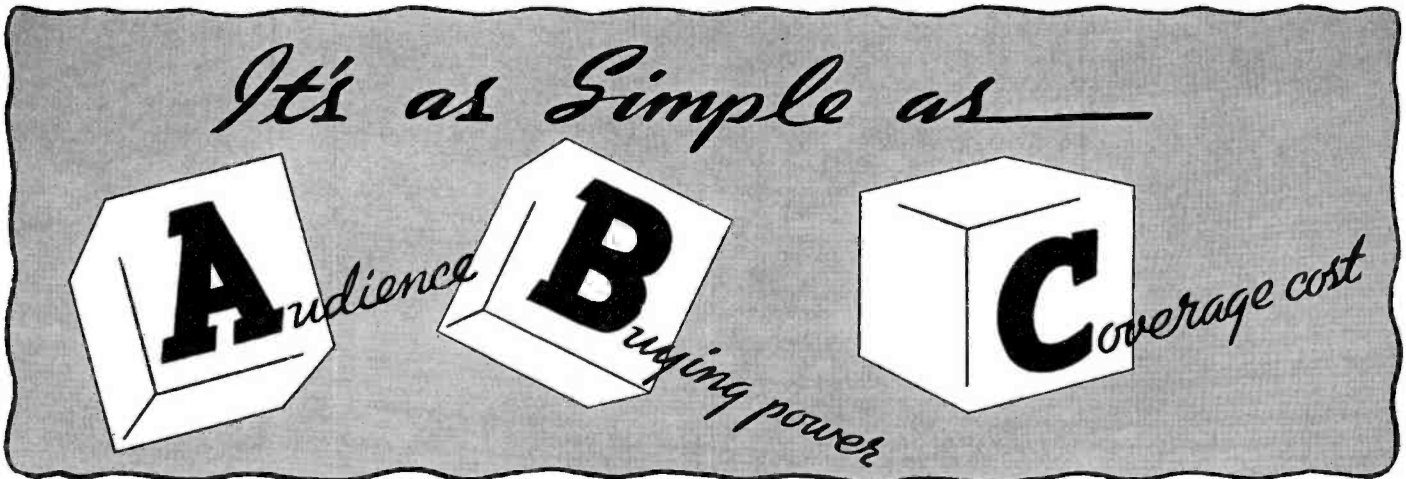
W. P. FULLER & Co., San Francisco (paints) on April 9 started the most extensive radio campaign in its history when it launched a series of one-minute transcribed variety programs over 60 stations in the Western States, for a period of nine weeks. The campaign, placed by McCann-Erickson, San Francisco, will be repeated over the same stations for four weeks starting in September.

Each one-minute transcription is a complete radio show, embracing music, jokes, jingles, a new type of commercial and a theme song. The program opens and closes with a swing jingle. Stations being used by Fuller are:

KSUN KTAR KGLU KVOA KERN KXO KIEM KMJ KIEV KFOX KNX KYOS KVCV KFBK KGB KFRC KPO KQW KVEC KVOE KTMS KSRO KWG KTKC KIDO KID KRLC KSEI KTFI KWAL KGHL KRBM KGIR KFBB KPFA KGEZ KGVO KOH KSL KVRS KORE KUIN KFJI KLBM KOOS KMED KOIN KRNR KXRO KVOS KELA KWLK KGY KOMO KFPY KVI KUJ KPQ KIT KFXM.

Texaco Changes

TEXAS Co., New York (Texaco gasoline), has changed the format of the Hollywood half of the CBS *Texaco Star Theatre*, for remainder of the season. Under the new arrangement, guest artists will again be used. Frances Langford will sing two songs and Ken Murray continues as m.c. He will also do a monolog. Also remaining are Kenny Baker, tenor, Irene Ryan, comedienne, and David Broekmann's orchestra. The Murray Family comedy spot has been dropped. Jimmy Wallington is announcer. Ed Gardner is agency producer. Jack Runyon, radio director of Buchanan & Co., servicing the account, left Hollywood April 10 for New York conferences with sponsor and agency executives on the new setup and summer plans.



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

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

COVERAGE COST . . . With a basic ¼-hour rate of $62.50, KECA is 27.2 per cent more economical than the fifth station and 72.8 per cent more economical than the most expensive Southern California station as these S R & D S figures indicate.

IT NEVER OCCURRED TO US BEFORE

It's fun to be fooled but not when buying radio time. A trade journal sort of landed a solar plexus blow to our complacency recently when it claimed advertisers can't remember call letters of radio stations . . . that time buyers find it impossible to associate the call letters with the city in which the station is located. . . .

KFI — LOS ANGELES — KECA

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

KFI — LOS ANGELES — KECA

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

KFI — LOS ANGELES — KECA

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

But just to refresh your memory (and ours) in

LOS ANGELES

And Southern California too, it's

KFI and KECA

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

Basic ¼ Hour Night

Rates of Five Southern California Stations

KECA	**$ 62.50**
Next Station	**80.00**
Next Station	**120.00**
Next Station	**190.00**
Next Station	**230.00**

FREE & PETERS, INC.
KECA National Sales Representative

OVER ONE HUNDRED SEVENTY FIVE VARIETIES OF PURE FOODS — Dugan's BAKERS FOR THE HOME — PIONEERS IN 100% WHOLE WHEAT & UNBLEACHED FLOUR PRODUCTS

DUGAN BROTHERS
OF NEW JERSEY, INC.
ESTABLISHED 1878
170 ABINGTON AVENUE
Newark N.J.

DAVID H. DUGAN
PRESIDENT

TELEPHONE
HUMBOLDT 2-6000

March 25
1940

Mr. Horatio Locke
Radio Station WOR
Newark, New Jersey

Dear Mr. Locke:

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

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

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

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

Yours very truly,

DUGAN BROTHERS
of New Jersey, Inc.

Robert P. Dugan

Robert P. Dugan
Sales Manager

RPD/gc

Thank you, Mr. Dugan

and may we add . . .

You couldn't have written this letter if

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

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

NOTE: We will be glad to offer interested agency men and advertisers ample engineering evidence, audience data and sales results to support the statements made above. Address—1440 B'way, New York.

WOR

Station Recapture Being Negotiated By Westinghouse

Now Conferring With NBC on Program Management

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

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

Planned Some Time Ago

The FCC on Jan. 30 ordered an inquiry into management contracts to determine whether broadcast licensees are themselves discharging their duties as licensees or have turned over to "outside companies" actual discretionary power. The four Westinghouse stations, among others, were cited for hearing on license renewals but the issues to be met at the hearings and the dates have not yet been set.

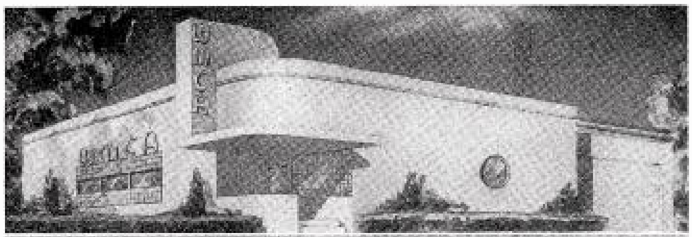
It is presumed that the current negotiations have some relationship to the FCC investigation order. Nevertheless, it has been indicated for some time that Westinghouse was desirous of rearranging its association with NBC so that all of its stations would become affiliates under regular affiliation contracts.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

Sawyer Seeks Local

CHARLES SAWYER, Democratic national committeeman from Ohio and director and vice-president of the Crosley Corp., operating WLW and WSAI, Cincinnati, is head of Fairfield Broadcasting Corp., which has applied to the FCC for a new 250-watt station on 1490 kc. in Lancaster, O., a community of about 10,000 population some 25 miles southeast of Columbus. Mr. Sawyer, who was Democratic candidate for Governor of Ohio last year, is counsel for the Crosley Corp., a director of Powel Crosley's Cincinnati Baseball Club, and owns controlling interest in the *Lancaster Eagle-Gazette*. In addition he is a director in various other companies, including Kemper-Thomas Co., manufacturers of advertising specialties, and the American Thermos Bottle Co., Norwich, Conn.

Two Cuticura Series

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



MODERN STREAMLINE MOTIF generally rules in the architecture of new broadcasting plants being constructed in various parts of the country during radio's current building boom. At top is an architect's drawing of the projected new transmitter house of WMCA, New York, being constructed at Kearney, N. J. Terra cotta is used with glass brick walls instead of windows. Below is the home of the new KYUM, Yuma, Ariz., which was inaugurated March 15, replacing the deleted KUMA. The Arizona station's manager is the veteran Gerald C. Akers, with James V. Sims as chief engineer and chief announcer, Ralph C. Lewis as announcer and engineer and William Lindsey taking charge of the continuity.

Promotion Prize Awarded to WSAI

Second Honor in Canada Dry Contest Goes to WFIL

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

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

Sixteen other stations received honorable mention. These were WBAL, Baltimore; WHAM, Rochester; WEBR, Buffalo; KSO, Des Moines; WMT, Cedar Rapids, Ia.; WREN, Lawrence, Kan.; WNBC, Hartford; KVOD, Denver; WAGA, Atlanta; KIDO, Boise, Ida.; WIRE, Indianapolis; CFCF, Montreal; CFGP, Grande Prairie, Alta.; CFAC, Calgary, Alta.; WJTN, Jamestown, N. Y.; KGU, Honolulu.

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

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

ABC Now Links Six

SIXTH station to be linked to the Arizona Broadcasting Co. (ABC) network was KGLU, Safford, 250 watts on 1420 kc., by arrangements completed by KGLU president, Louis F. Long, April 1. Other affiliates are KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KWJB, Globe; KCRJ, Jerome. KTAR, KVOA and KYUM, the latter recently added as an NBC supplement, are all corporately affiliated with the *Phoenix Arizona Republic* and *Gazette*. ABC announced April 1 the signing of Arizona Brewing Co. as sponsor of *Dance Arizona*, Thursday night musical half hour, to be carried on all stations for 52 weeks, placed by Advertising Counselors, Phoenix.

Chicago School Lists 58, Plans Addition of Others

UTILITY ENGINEERING Institute, Chicago (air conditioning courses), has added 23 stations to its list, making a total of 58 stations throughout the country releasing its varying schedule of 5 and 15-minute musical programs. Contracts, placed through First United Broadcasters, Chicago, are for an undetermined time. Stations added during the last few weeks are KFOX KFVD KROW WGN WSOY KFNF KGNO KWTO KGIR, KPFA KFAB WJAG WTOL WGBI WNOX KLO WDEV KHQ KMO KPQ WEAU WEMP WTMJ. Others which have previously been running the schedule are KTHS KGER KFEL KFKA WDWS WCFL WIBC WMT KMA WIBW WGAN WBZ-WBZA WHDH WCAR KYSM KFRU KFEQ WEW KGHL KGVO WHN WSYR WSOC WLW WIP WPRO WLAC KGKO WQDM KIT WMMN WWVA WTAQ WHBY WSAU. Additional stations will be added in the future, according to the agency.

THE three-electrode vacuum tube, invented Jan. 15, 1907, by Dr. Lee De Forest, was selected as one of the 19 greatest inventions by a committee of scientists and industrialists, during observance in early April of the 150th anniversary of the signing of the first American patent law.

First Lady Slated For Talks on NBC

Sweetheart Soap to Sponsor Programs on Split Hookup

MANHATTAN SOAP Co., New York, on April 30 will sponsor Mrs. Franklin D. Roosevelt in a twice-weekly program of informal talks on NBC in the interests of Sweetheart soap. The programs, originating from the stations most convenient to Mrs. Roosevelt's travel schedule, will be heard Tuesdays and Thursdays, 1:15-1:30 p. m.

She will speak on subjects of general interest to women and will present guest speakers of her own choice. Proceeds from the talks will be donated by Mrs. Roosevelt to the American Friends Service Committee, a Quaker charity organization.

Merchandising Tie-ins

According to M. J. Kleinfeld, radio director of Franklin Bruck Adv. Corp., New York, the agency in charge, merchandising tie-ins are now being formulated for placement in the cities from which the programs are broadcast. The agency also stated that the contract with Mrs. Roosevelt was for 13 weeks with an option for renewal at the end of that time. The 31 NBC split network stations are WEAF KDKA KSD KYW WBCM WBEN WBZA WCSH WDEL WEAN WELL WFDF WFLA WGY WHAM WIBM WIOD WIS WISE WJAX WJIM WLAK WLW WMAQ WRC WSOC WSPD WSYR WTAG WTIC WXYZ.

Mrs. Roosevelt began her commercial radio activities in 1931, when she made a guest appearance on the *Colliers Hour* on NBC. Her first regularly sponsored series on NBC was for the Lamont-Corliss Co. (Pond's face cream) from Sept. 9, 1932, to April, 3, 1933. After making a guest appearance on the Simmons Mattress Co. program in July, 1934, Mrs. Roosevelt presented a series for the same company on NBC Sept. 4 to Sept. 25, 1934.

Her next sponsored NBC series was for Lamont-Corliss from April 21 to July 14, 1937. A guest appearance on the *Magic Key of RCA* program in 1938 and three appearances as guest mistress of ceremonies on the Fels Co. *Hobby Lobby* program in August, 1939, conclude her past radio work on NBC.

Although this Manhattan Soap Co. program is Mrs. Roosevelt's fourth commercially-sponsored NBC series, she was booked for the series through Columbia Artists' Bureau. She has also appeared on two commercial CBS series; from Nov. 11 to Dec. 16, 1934, on the *Americans of Tomorrow* program for the Typewriter Educational Research Bureau, and on the Selby Shoe Co.'s *Women of Today* program from Jan. 15 to April 19, 1935.

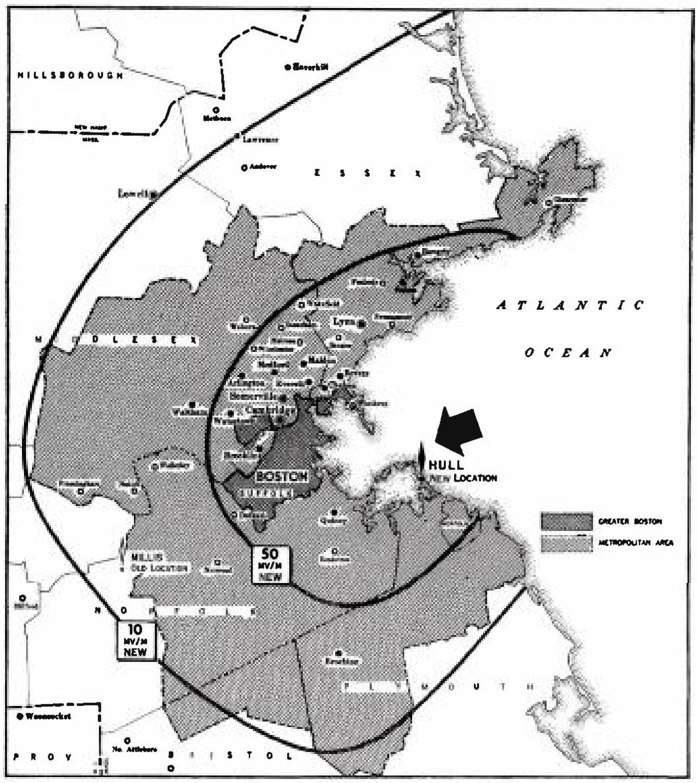
Kreml Buying Time

R. B. SEMLER, New York, on April 1 started thrice-weekly quarter-hour news programs by Todd Hunter on WBBM, Chicago, for Kreml hair tonic, and on April 28 will start six five-minute news periods weekly on WWJ, Detroit, for Kreml and Barbasol, both Wasey products. Agency in charge is Erwin, Wasey & Co., New York.

Sensational Announcement

BY WBZ BOSTON

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



At Hull, Mass., on Boston Harbor, new location of WBZ transmitting facilities, two great aerial towers are rising over new 50,000 watt transmitting equipment that will enable Station WBZ to deliver a 50-millivolt signal in Greater Boston.

On every radio dial in Boston, WBZ programs are planned to come in at a minimum strength of 50 MV/M; in the outer reaches of the Metropolitan Boston area, WBZ programs will ride into homes on a dominating 10 MV/M carrier.

No Increase in Rates Say WBZ Officials

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

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

WBZ-WBZA
990 KC.
WESTINGHOUSE STATIONS
BOSTON – SPRINGFIELD
50,000 WATTS – 1,000 WATTS

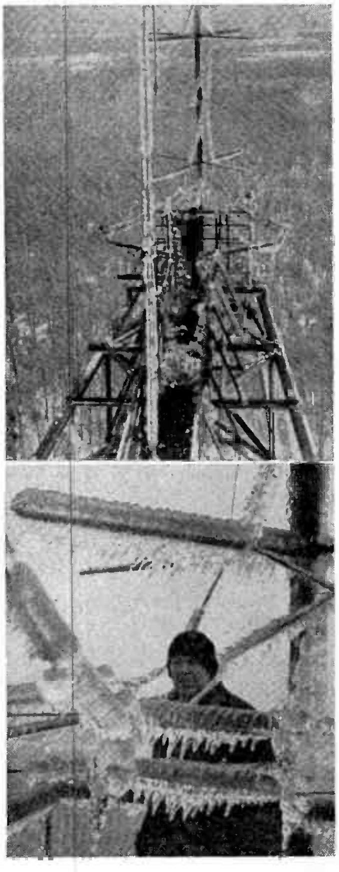
Represented Nationally by NBC SPOT Sales Offices — NEW YORK, CHICAGO, SAN FRANCISCO, BOSTON, CLEVELAND, DETROIT, HOLLYWOOD, PITTSBURGH

FCC Delays Decision on FM As Television Holds Spotlight

Proposed Allocation Plans Are Considered but Action Hinges on Interlocking Video Policy

WITH TELEVISION occupying post position in its current deliberations by virtue of the explosion which followed its action last month in reopening hearings on regulation of visual radio, the FCC has hardly turned a wheel on frequency modulation since the close of its hearings on this impending new system of aural broadcasting.

Preliminary analysis of the testimony does not augur the swift FM action at first anticipated. Because of the interlocking nature of frequency allocations relating to television and those demanded for FM, that phase of the question must be settled at one time. It was flatly stated April 11 that no allocation plan has crystallized although a score of propositions have been advanced, including a revamping of the existing assignments in the bands from 40-60 mc. to accommodate the new "static-free" medium.



WHEN the great ice storm of a few weeks ago struck New York State, Maj. Edwin H. Armstrong's 400-foot tower of W2XMN atop the Palisades at Alpine, took on the appearance of a refrigerating plant. Ice six inches thick coated leads and cross-bars. Fearful that his pioneer FM antenna, now destined to lead the way to a new commercial broadcast operation, might be damaged, the noted inventor himself (shown above) climbed the tower to its topmost cat-walk to chop away the ice formations.

Meanwhile, applications continued to pour into the FCC under the impetus of the disclosures at the hearings and the failure of strong opposition to develop to introduction of FM. The total now is nearly 100, mostly from existing broadcast stations, with attorneys and engineers in Washington prepared to file many others.

The FCC has extended the time for filing briefs by all parties from April 15 to April 22.

Public Interested

Although the new approach appears to be one of deliberation, it was thought in some quarters that the FCC would find it difficult to delay adoption of an allocation and rules to permit commercial operation of FM. Reports from set dealers, it is understood, are that the public is inclined to hold off purchase of AM receivers because of the publicity given to FM, particularly during the hearings. They are now asking for the "interference-free" sets, according to advices reaching manufacturers.

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

Another trend that has caused a slow-down at the FCC has been the filing of applications for 50 kw. FM stations rather than lower-powered outlets. Such stations as WOR, Newark, WDRC, Hartford, WTIC, Hartford, and WTMJ, Milwaukee, all having FM low-power outlets, either have filed or contemplate filing for 50,000 watts. It was expected other FM applicants or holders of CP's, including NBC and CBS, would follow with applications for high-power stations.

While there has been some talk in official quarters about "limited commercial" introduction of FM, it has been made clear by FM Broadcasters Inc., trade association representing a substantial majority of licensees and applicants, that it is seeking full commercial operation on the ground that FM no longer is an experimental service subject to laboratory development. Moreover, it has been emphasized that FM operation differs radically from television, which was given a limited commercial status, since there is no question of obsolescence of receivers in aural radio as in visual radio.

Rather, it was explained, if any limitation of commercial operation of FM stations is decided upon (assuming the allocations question is adjusted) it will be only because FM will not be in a position to provide a full commercial service comparable to standard broadcasting of today until listeners are equipped with receivers. It has been estimated that from seven to ten years would be required for such a transition on a basis warranting sale of time at rates paralleling those prevailing today.

Placement of some limitation on introduction of FM, totally aside from any restriction on commercial operation, is being discussed at the FCC. A tentative allocation might be worked out at this time, it is thought with readjustment to come when the service establishes itself. It is considered possible that nothing can be done during 1940 because of the many factors which must be taken into account.

In addition to working out basic allocation structure, the Commission is confronted with determination of minimum standards, provision for network operations, setting up of network operating companies and a myriad of other basic matters, it was pointed out on the Commission's behalf.

While the allocation controversy is whether the Commission will assign television channel No. 1, ranging from 44-50 mc. to FM, which, together with the present 42-44 mc. range, would give FM a total of 40 channels of 200 kc., Commission engineers have studied a number of suggested substitute plans. Not only has nothing been decided on this point but it is possible that an allocations hearing ultimately may

(*Continued on page 54*)

FIRST PROMOTION of FM receiving sets to the public began with this ad in the *New Yorker* April 6. Stromberg-Carlson, among first of the set manufacturers to become interested in FM, is also using other national weeklies, according to Warren T. Eastwood, advertising manager. Because FM set sales will largely follow the local installations of FM transmitters and because existing broadcasting stations are the leaders in the installation of FM stations, it is presumed Stromberg-Carlson and other FM set makers will soon buy local and perhaps network time to promote set sales.

BEG YOUR PARDON!

Shepard Finds Errors in 25,000-Word Story

INDIRECT testimonial to BROADCASTING'S coverage of the recent FM hearings is voiced by John Shepard 3d, president of Yankee Network and head of FM Broadcasters Inc., in a letter sent April 3 to members of the latter organization. Stating that officers of the organization had considered sending a digest of the FM proceedings to all members, he commented, "This seems a needless expense to go to, however, in view of the very thorough coverage given the FM hearing by BROADCASTING in its April 1 issue."

Remarking further on the BROADCASTING account, which totaled approximately 25,000 words, Mr. Shepard stated that he offered only two corrections: On page 84, column 2, line 4, change "par for par" to "power for power" and on the same page and column, line 58, delete the word "not" from "Duplication of standard broadcast programs should *not* be permitted.

NEW APPLICATIONS FOR FM STATIONS

PENDING applications before the FCC for new FM stations since publication of the log of applicants in the March 15 BROADCASTING, and the additional list in the April 1 issue, totaled 95 as of April 10. In addition, various applications for changes of facilities have been filed, including applications for 50,000 watts by W1XPW, Hartford, affiliated with WDRC, and W9XEN, Chicago, owned by Zenith Radio Corp. Both are already licensed and both now operate with 1,000 watts.

In addition, General Electric's W2XOY, New Scotland, N. Y., now licensed for 150 watts, has been granted a construction permit for 1,000. Among previous applicants for FM stations, Yankee Network's 50,000-watt application on 43 mc. has been amended to ask for 43.3 mc.; WOKO's 250-watt application at Albany on 43.4 mc. now asks for 1,000 watts; and WWJ's application for 43.2 mc. at Detroit has been changed to 42.8 mc.

New FM station applications received since April 1 are those of WMCA, New York, 1,000 watts on 43.6 mc.; WAAF, Chicago, 1,000 on 42.6; Washington Institute of Technology, Washington, D. C., 1,000 on 42.8; WFIL, Philadelphia, 1,000 on 43; WIS, Columbia, S. C., 1,000 on 43.2; Yankee Network, Boston, 5,000 on 43.7; WCKY, Cincinnati, 1,000 on 42.8; KSCJ, Sioux City, Ia., 1,000 on 43.4; WLAW, Lawrence, Mass., 1,000 on 42.8; WFBR, Baltimore, 1,000 on 43.4; WFMJ, Youngstown, 1,000 on 42.8; WDNC, Durham, N. C., 1,000 on 43. W3XIR, AM station of WCAU, Philadelphia applied for a change to FM emission, 100 watts on 43 mc.

FM in Canada

CANADA will not have any commercial FM stations for some time, according to Dr. A. Frigon, assistant general manager of the Canadian Broadcasting Corp., who said "there is no sign of the CBC recommending that commercial licenses be issued for FM broadcasting stations in the near future". A number of Canadian broadcasters have applied for experimental FM licenses, but definite information as to whether or not such applications have been granted is still pending. The new fiscal license year started April 1 to run till March 31, 1941, and licenses issued by the Radio Branch, Department of Transport, have not yet been received by the stations.

SHREVEPORT *Second* .in the UNITED STATES

for per cent of NEW HOMES

One of America's Most Receptive Markets AGAIN MAKES HISTORY

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

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

COLUMBIA BROADCASTING SYSTEM

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

REPRESENTED BY THE BRANHAM CO.

KWKH

SHREVEPORT LOUISIANA

50,000 WATTS

A Shreveport Times Station

CBS Shows Gain Of 10 Million in Gross Last Year

1939 Profit Was $5,001,528; Paley Lauds Free Debate

VERIFYING in its essential details the preliminary report issued after the Feb. 7 meeting of its board of directors [BROADCASTING, Feb. 15], CBS on April 1, in the annual report of Treasurer Frank K. White to stockholders, disclosed that gross income from the sale of facilities, talent, lines, records, etc. during 1939 amounted to $42,845,393, an increase of $10,182,400 over the 1938 gross. Net profit for the year was $5,001,528. or $2.93 per share, as compared with $3,541,740 or $2.07 per share during 1938.

The 1939 profit figure includes the net loss of $72,975 shown by Columbia Recording Corp. during the first full year of CBS ownership and management. Cash dividends of $1.50 per share on the 1,709,723 shares of presently authorized par value stock, amounting to $2,563,840, were paid during the year and undistributed profits of $2,437,688 were added to surplus which at Dec. 30, 1939, amounted to $8,729,015.

Free Discussion

William S. Paley, president, in his annual report, declared that "freedom of the air justified itself in 1939 more emphatically than ever before because world conditions provided such a dramatic contrast between the democratic American way and the radio ways of all other nations.

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

"Americans are the best informed people in the world. The fact that radio broadcasting is not an instrument in the hands of Government, as it is in so much of the rest of the world, is as important a factor today in making this true as is a free press.

"Nor is it only because Americans get the news of the rest of the world compiled as accurately as possible and disseminated without ulterior purpose, that they are the best informed. We find deep satisfaction in the free and fair flow of discussion and debate—on politics, on economics, on social questions—that is assured the listening public because the broadcaster, wisely recognizing that he is neither obliged to support the views of others nor entitled to make his own prevail, has kept the medium disinterested."

Mr. Paley's report details activities of the company during the year, showing that it presented 21,046 broadcasts of all kinds; that it established a far-flung reporting organization to cover the hostilities in Europe; that 112 of its stations designated educational directors and that the CBS *American School of the Air* has gained widespread acceptance; that CBS has widened its musical activity, particularly symphonic; that more than 6,000 dramatic broadcasts were carried during the year; that technical developments, including television and frequency modulation, find CBS active and prepared; that as of Dec. 31 the network was serving 119 stations in 117 cities in the United States, Canada, Hawaii and Puerto Rico; and that 91 CBS affiliates made major technical improvements during the year, including 30 which increased their power; and that with sixteen 50,000-watt outlets CBS now has more high power U. S. outlets than any other network.

Stockholders, in memoranda accompanying the annual report, were asked to sign proxies on behalf of the management for the annual meeting to be held April 17 in the offices of the corporation in New York. Seven Class A and seven Class B directors have been nominated, and their respective stockholdings were listed as follows:

Class A Directors—Prescott S. Bush, 10 A shares, no B; J. A. W. Iglehart, 2,600 A, no B; Paul W. Kesten, 2,501 A, 300 B; Edward Klauber, 5,835 A, no B; Samuel Paley, 11,000 A, 23,000 B; Dorsey Richardson, no stockholdings; Herbert Bayard Swope, 9,780 A, no B.

Class B Directors—William S. Paley, 108,510 A shares, 340,126 B; John J. Burns. 400 A, no B; Ralph F. Colin, 1,044 A, no B; Isaac D. Levy, 61,475 A, 22,819 B; Leon Levy, 37,723 A, 42,762 B; Jacob Palev, 19,458 A, 33,362 B; Mefford R. Runyon, 1,937 A, no B.

Payments to Officers

Stockholders are also asked to ratify the action of the board entering into a new contract, dated Feb. 14, 1940, with William S. Paley for continuance as president and general manager of the corporation for five years under a compensation arrangement whereby he gets $40,000 a year, plus 5% of the net profits up to $1,000,000, plus 4% on the next $1,000,000, plus 3% on the next $1,000,000, plus 2% on all net profits in excess of $3,000,000.

For the year 1939, it was reported that Mr. Paley received as compensation $204,270; Mr. Klauber, executive vice-president, $94,484; Mr. Kesten, vice-president, $53,339; all directors and officers, including payments to Messrs. Paley, Klauber, Kesten and John J. Burns, counsel, $635,995.

Copy Clinic

WITH members of the sales and executive departments sitting in with continuity writers, Larry Neville, head of the continuity department of KMOX, St. Louis, has started a "copy clinic" seminar to discuss radio script problems. Each week products of the station's scribes will be analyzed, along with outside copy of proven merit.

HERE'S proof that Herkimer the Rooster is really a fowl, not a fraud. Harvey Twyman and Herkimer put on the daily *Musical Clock* of KOIL, Omaha. The rousing crow of Herkimer tells sleepyheads it's time to get up for school or work. Ordinarily Twyman uses a reproduction of the jaunty cock's reveille, but when he was challenged by one of his fans who doubted the existence of the bird, he produced the proof.

CBS Balance Sheet for 1939 Shows Strong Financial Position

PROFIT AND LOSS AND EARNED SURPLUS ACCOUNT
52 weeks ending Dec. 30, 1939

Gross income from sale of facilities, talent, lines, records, etc.	$42,845,393.72	
Less—Time discount and agency commissions; record returns, allowances and discounts	12,420,158.43	
		$30,425,235.29
Deduct:		
Operating expenses and cost of goods sold	$16,840,763.60	
Selling, general and administrative expenses	6,866,370.76	
		23,707,134.36
Net income for the year before interest, depreciation, Federal income taxes and miscellaneous income		$ 6,718,100.93
Less:		
Interest	$ 54,648.77	
Depreciation	660,749.03	
Federal income taxes	1,127,157.06	
		1,842,554.86
		$ 4,875,546.07
Add—Miscellaneous income (net) including interest, discount, dividends and loss on disposal of fixed assets		125,982.67
Net Profit for the Year		$ 5,001,528.74
Earned Surplus at Dec. 31, 1938		6,291,327.73
		$11,292,856.47
Deduct—Dividends (cash)		2,563,840.50
Earned Surplus at Dec. 30, 1939, per Balance Sheet		$ 8,729,015.97

Note—The equity in the undistributed earnings of controlled subsidiary companies not consolidated as at Dec. 30, 1939, in the amount of approximately $68,000 is not included in the above accounts.

CONSOLIDATED BALANCE SHEET AS AT DEC. 30, 1939

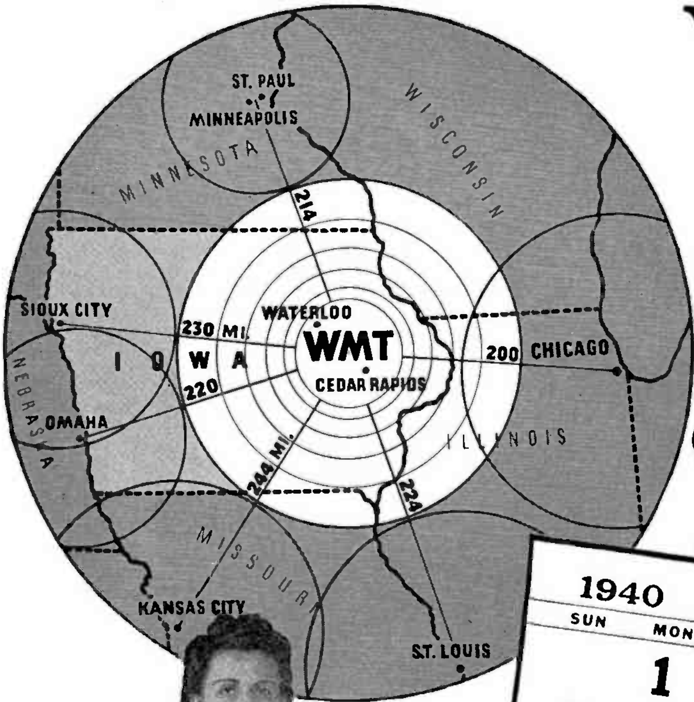
ASSETS

Current Assets:		
Cash in banks and on hand	$ 6,318,916.63	
Notes and accounts receivable (including $44,640.13 advances to officers and employees principally for premiums regularly advanced by the company under cooperative insurance plan) less reserves for time discounts and doubtful accounts, $150,937.44	3,432,895.50	
Inventories, at cost or market, whichever is lower	551,969.96	
Total Current Assets		$10,303,782.09
Other Notes and Accounts Receivable		54,011.95
Deposits		187,521.79
Investments in Affiliated Companies:		
Capital stocks	$ 77,177.42	
Advances	6,161.34	
	$ 83,338.76	
Less—Reserve	243.34	
		83,095.42
Miscellaneous Investments		22,761.04
Prepaid Insurance, Taxes, Rents, Etc.		479,500.42
Fixed Assets (at cost):		
Land	$ 2,231,644.48	
Buildings, equipment, and improvements to leased premises	7,336,786.22	
	$ 9.568.430.70	
Less—Reserve for depreciation and amortization	3,389,237.58	
		6,179,193.12
Goodwill, representing premiums paid for capital stocks of merged subsidiaries formerly consolidated		2,000,115.94
		$19,309,981.77

LIABILITIES

Current Liabilities:		
Notes payable to banks	$ 200,000.00	
Accounts payable and sundry accruals	2,975,223.10	
Reserve for Federal income tax	1,127,157.06	
Mortgage instalments due within one year	14,350.00	
Total Current Liabilities		$ 4,316,730.16
Deferred Income		40,492.77
Mortgages Payable (including $40,000 standing demand)		1,581,150.00
Notes Payable to Banks Due After One Year		600,000.00
Reserve for Contingencies		279,293.51
Capital and Surplus:		
Capital stock—$2.50 par value: Authorized—1,500,000 shares each Class A and B (see Note 1) Issued—953,649 shares Class A and 948,674 shares Class B	$ 4,755,807.50	
Capital surplus, representing excess of proceeds from sale of option stock over par value thereof	63,162.50	
Earned surplus	8,729,015.97	
	$13,547,985.97	
Less—2,850 shares Class A and 189,750 shares Class B in treasury, reacquired at cost of	1,055,670.64	
		12,492,315.33
		$19,309,981.77

NOTE—*(1) 10,037 shares of Class A were under option at $15.00 per share in accordance with plan approved by stockholders on March 24, 1937. Of this amount options for 6,554 shares were exercised on February 16, 1940.*



WMT

With Coverage Where It Counts

Goes Basic Columbia April 28th

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

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

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

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

S. D. QUARTON, *Manager*

WMT

CEDAR RAPIDS - WATERLOO, IOWA

600 KC 5000 WATTS DAY 1000 WATTS NIGHT

A COWLES MONEY BELT STATION—REPRESENTED BY THE KATZ AGENCY

Drive for Control Of Station Breaks

Rosenbaum Notes Requests of Sponsors to Use Periods

A NEW offensive against the "whittling away" of station control over station-break periods by network advertisers was launched April 9 by Independent Radio Network Affiliates, organization functioning on behalf of independent affiliated outlets of NBC, CBS and MBS.

The IRNA executive committee, headed by Samuel R. Rosenbaum, president of WFIL, Philadelphia, advised all affiliates April 9 that the committee at a recent meeting discussed renewed instances of requests from networks on behalf of network advertisers for stations to surrender the 20-second period at the conclusion of 15-minute programs and permit its use by the network advertiser, especially where contiguous quarter-hour periods have been sold to the same advertiser at half-hour or longer rate. Instances also were cited, the committee said, where commercial copy by a network advertiser on a quarter-hour program is added after the theme song which normally closes the program.

Up to the Station

Pointing out that in a number of cases "influential affiliates" are taking the position that under the affiliation contracts and under established practices, it is not necessary for them to permit such departures from what they regard as good broadcasting practice, the committee said these affiliates are cutting out the network commercial unless it comes between the opening and closing theme songs of the program. They are also cutting out the network commercial announcement when it occupies the 20-second period which is regarded as properly belonging to the station.

"Practice is not uniform as to whether, in such cases, the station feels at liberty to sell extraneous commercial spots in these station break periods or limits itself to using the break for public service items like time signals, weather reports, and station identification," the notice continued. "In any event, the station makes the decision regarding the use of its time."

"In view of the fact that a number of stations are exercising this right, it is believed that all affiliates should be aware of it so that they may exercise their own judgment in their own best interest in deciding how to handle the situation with regard to such requests from networks, whether now in effect or subsequently received.

"IRNA expresses the views of the great majority of affiliates who are opposed to the whittling away of station control over station-break periods. It is believed the networks would not object to being placed in a position to say to advertisers that it is up to the station in each case."

MBS Adds WHBC

WHBC, Canton, O., on April 13 joined MBS as the network's 131st affiliate. Owned and operated by the Ohio Broadcasting Co., subsidiary of the Brush-Moore newspaper chain, WHBC operates with 250 watts on 1200 kc.

'Audition' Trio Held

THREE MEN who allegedly promised auditions on Philadelphia radio stations to children who took instructions were held in $500 bail at a hearing in that city April 6 before Magistrate Thomas O'Hara. Charged with obtaining money under false pretenses, the men arrested were George Rienzo, of Philadelphia, and John Aria and Thomas Guzzalino, both of Jersey City. WCAU, Philadelphia, reported the deception to the police when an irate mother telephoned to learn why Benny Goodman failed to appear at the clarinet lessons each Saturday.

Nine Million Sets Sold During 1939

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

NINE MILLION radios, with a total retail value of $289,000,000, were sold during 1939, according to the 1940 Yearbook of *Radio Today*, dealers and manufacturers trade journal issued this month and edited by O. H. Caldwell, former Federal radio commissioner. The Yearbook shows that 185 set manufacturers have an investment of $150,000,000 in plant, employing 75,000 persons at peak and carrying an annual payroll of $80,000,000. It estimates a $75,000,000 investment in 810 broadcasting stations doing an annual gross business of $170,000,000 and employing 18,000 persons (not counting part-time employes, such as artists, ets., who would number 25,000 more) with an annual payroll of $46,000,000. Three billion dollars are invested in receivers, of which there are 45,000,000 in operation costing $210,000,000 a year to operate, including tube replacements, electricity, batteries, servicing, etc.

The publication adds the following statistical review:

U. S. Annual Radio Bill

Sale of time by broadcasters, 1939	$170,000,000
Talent costs	35,000,000
Electricity, batteries, etc., to operate 38,400,000 receivers	165,000,000
9,000,000 radios sold in 1939 at retail	289,000,000
36,000,000 replacement tubes @ $1.25	45,000,000
Radio parts, supplies, etc.	50,000,000
Servicing radio sets	60,000,000
U. S. Public paid for radio in 1939	$814,000,000

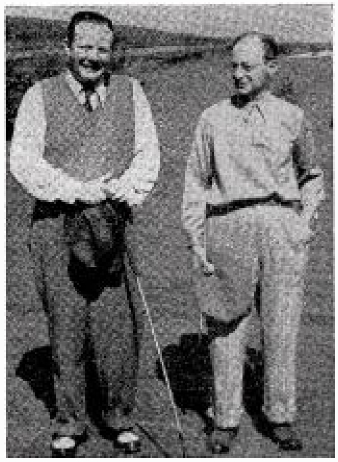
Radio Sets in Use

	Jan. 1, 1939	*Jan. 1, 1940*
U. S. homes with radios	27,500,000	28,700,000
"Secondary" sets in above homes	7,500,000	9,200,000
Battery Portables	200,000	900,000
Auto-radios	5,800,000	6,500,000
Total sets in use, U.S.	40,800,000	45,200,000
Total homes in U.S.	32,250,000	33,000,000
Total homes with autos	19,000,000	20,500,000
Total residence telephones	13,250,000	18,500,000
Total homes with electricity	24,000,000	24,450,000

Radio Receivers—Sales and Volume in 1939

	Number	*% of Total*	*Average Value (Retail)*	*Total Retail Value*	*% of Total*
Radio Consoles	1,900,000	21.1	$61	$115,900,000	40.2
Radio Compacts	4,550,000	50.5	16	72,800,000	25.3
Table Combinations	250,000	2.8	30	7,500,000	2.6
Console Combinations	200,000	2.2	100	20,000,000	7.0
Total Combinations	450,000	5.0	61	27,500,000	9.6
Portables	900,000	10.0	24	21,600,000	7.5
Auto Radio	1,200,000	13.3	40	48,000,000	16.7
Total Radios	9,000,000	---	---	289,000,000	---

Total Tubes 91,000,000 Total Records 50,000,000



A ROUND of golf marked the recent western trip of Mark J. Woods (left), vice-president and treasurer of NBC. His golfing companion at the Pebble Beach course, Monterey peninsula, was Emil Brisacher, head of Brisacher, Davis & Staff, Los Angeles and San Francisco.

KXOK to Key Baseball To Six-Station Network

SPONSORED by Hyde Park Breweries, St. Louis, for Hyde Park Beer, KXOK, St. Louis, will feed home games of the St. Louis Cardinals and Browns to a six-station network in Illinois and Missouri, starting with the season opener April 16, according to C. G. Cosby, general sales manager of KXOK. The home schedule, totaling about 120 games including 14 night contests on an exclusive basis, are to be carried by KFRU, Columbia, Mo.; WTAX, Springfield, Ill.; KWOC, Poplar Bluff, Mo.; WSOY, Decatur, Ill., and KFVS, Cape Girardeau, Mo., in addition to KXOK.

Gabby Street, former manager of the Cardinal and Dodger teams, has been signed as between-innings commentator. Ray Schmidt and Alex Buchan, KXOK sportcasters, will handle the play-by-play description. The latter two have been collecting pre-season dope with visits to the Cardinal training camp in Florida, and the Browns camp in San Antonio. Within the six-station area 18 other stations are carrying scores and local sports under Hyde Park sponsorship. Ruthrauff & Ryan, St. Louis, handles the account.

KFBI Moves April 21

KFBI, now located in Abilene, Kan., on April 21 will definitely move to Wichita, starting operations as an affiliate of MBS and a member of the Kansas State Network.

WSSJ are the call letters assigned by the FCC for the new local station in San Juan, P. R., granted to the Puerto Rico Advertising Co. [BROADCASTING, March 15].

LOCALS IN FLORIDA NOW IN OPERATION

TWO NEW local stations in Florida, authorized for construction last year, are now in fulltime operation, according to reports to the FCC. WDLP, Panama City, 100 watts night and 250 day on 1200 kc., has received its license, and WFTM, Fort Myers, has been on the air since March 1.

WDLP, using Western Electric equipment and a Blaw-Knox radiator, is managed by Braden Ball. Licensed to Panama City Broadcasting Co., its stock is owned in equal parts by E. D. DeWitt, retired newspaper broker and president of the *Long Branch* (N. J.) *Record*; W. J. Cook, local Ford dealer, and Philip A. Roll, attorney. Application is pending with the FCC, however, for its purchase, along with WTMC, Ocala, Fla., by the John A. Perry newspaper interests, which own WCOA, Pensacola, and hold a construction permit for the new WJHP, Jacksonville [BROADCASTING, Feb. 1].

WFTM, 250 watts on 1210 kc., is licensed to Fort Myers Broadcasting Co., in which W. E. Benns Jr. and Mrs. Benns are leading stockholders, holding 12% and 32% respectively. Mr. Benns is manager and Mrs. Benns is commercial manager. M. J. Richardson, whose wife holds 28.8% of the stock, is program director. Mr. Benns is chief engineer, with Sidney Ducote and William J. Pickering as operators. Mr. Pickering is also an announcer, along with Franklin Evans. A Collins transmitter, General Radio modulation monitor and Wincharger 150-foot tower are used.

Seek Annapolis Outlet

ALTHOUGH the FCC has authorized a new local station (WINX) in the District of Columbia, to operate on 1310 kc. [BROADCASTING, Feb. 15], an application for that facility was filed April 4 by Radio Corp. of Annapolis, seeking 100 watts fulltime for a new station in Annapolis, Md., about 30 miles away. The applicant corporation's officers and stockholders, each owning 25% of the stock, are Morris D. Gilmore, president, assistant secretary of the Navy Athletic Assn. and chairman of the American Banking & Trust Co., Annapolis; Andrew A. Kramer, vice-president, president of the same bank; Kent R. Mulliken, realtor, of Laurel, Md., and Albert E. Landvoight, treasurer, mortgage broker of Washington and Annapolis.

WEAF-WJZ Spot Up

NATIONAL and local spot sales on WEAF and WJZ, New York, affiliates of NBC, reached an all-time high for March, 1940, with a total of $90,000 or a 67% increase over the March 1939 figure of $54,200. Cumulative gross billings for the first three months of 1940 were $253,233 for spot sales on the two stations, showing an increase of 70% over the 1939 total for the same period of $149,389.

LOCAL and spot billings on WMAQ and WENR, Chicago, reached a new high during March, 1940, according to Oliver Morton, local sales manager. The totals for the month exceeded those of March, 1939, by 31%.

ONE of the most extensive commercial tieups ever made between a radio sponsor and motion picture concern swung into action April 4 when a 20-mule team hooked to an ancient wagon train, left Los Angeles City Hall on a cross country trek to New York. It is part of a cooperative campaign between Pacific Coast Borax Co., New York (20 Mule Team Borax), sponsors of the weekly NBC *Death Valley Days* program, and M-G-M, producers of the film, "Twenty Mule Team".

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

* * *

In the Movies

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

* * *

On Buses and Cabs

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

Merchandising & Promotion

Cross-Country Mules—Planters' Roar—Port's Plugs—Foods of Sponsors—Cincinnati Guide

Prizes for Sales Slips

BENEFITING them all and costing nothing over their regular appropriation, KRBM, Bozeman, Mont., recently conducted a novel 30-day merchandising campaign for its advertisers. The station offered prizes totaling $345 to organizations sending in sales slips representing the greatest amount of purchases among the various groups. Prizes ranged from $150 to $10. Sales slips or product wrappers were accepted only on firms using KRBM. A total of 11,576,061 points registered by the various organizations represented $115,760.61 worth of business done by KRBM advertisers over the 30-day period.

* * *

Off With a Roar

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

* * *

Merchandise Stands

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

* * *

Candy Sale

A CONCENTRATED campaign by Awful Fresh MacFarlane Candy Stores, San Francisco chain, from April 1-7, used seven local stations twice daily for four-minute novelty transcriptions, followed by one-minute announcement. A radio coupon stunt provided 10-cent discount and each station was given a key word for coupons. Agency was Botsford, Constantine & Gardner, San Francisco.

* * *

Cook Oil Prizes

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

* * *

Port Promotes Program

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

Food Show Stunts

WHEN KPO-KGO, San Francisco, exhibited at the Alameda County Food Show in Oakland from March 30-April 6, the display had a "grocery store" theme, with the shelves lined with pictures of well-known personalities on food product radio programs. The "clerk" of the store was Winton Teel, formerly with RCA. Each evening a salesman from the KPO-KGO office was present and department heads, staff members and talent put in their appearance. The NBC stations maintained a booth, 10 x 20 feet in dimension. Photographs of microphone personalities were given away, along with printed matter and 1,000 copies of *Fanfare* magazine, a give away publication issued by the Independent Grocers, which contained a special article on KGO's *Information Please* program.

* * *

Guide for Visitors

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

* * *

Boston Opener

TO THE trade WEEI, Boston, has sent a bottle opener with the stencil of a local brewery. The opener is fastened to a letterhead carrying a prose verse recalling "one hot day last summer" at WEEI when no bottle opener could be found to open cold drinks. The message closes with the admonition, "Don't let this happen to you. Keep the attached opener handy."

BROCHURES

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

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

KLZ, Denver—Cut-out brochure reprinting material in "Something Specific on Which to Put Your Finger" ad in BROADCASTING, Feb. 15.

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

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

KSEI, Pocatello, Ida.—Offset printed folder containing listener survey data highlighted by talent pictures.

KGNC, Amarillo—Illustrated folder for listeners.

KFWB, Hollywood — Folders titled "HEAR", with available programs and other data; also blotters.

KOA, Denver—Mailing piece with success stories.

WAPI, Birmingham, Ala.—Two-color "license to listen" certificate granted audience of Maury Farrell's *Yawn Patrol*.

WROL, Knoxville, Tenn. — 16-page pictorial brochure illustrating successful program promotions of the station.

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

NAB, Washington—Fifth study in the NAB "Results From Radio" series of promotional guides, covering an ice cream retailer's success story.

KWYO, Sheridan, Wyo. — Brochure combining coverage statistics, personnel, studio facilities and testimonials.

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

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

WWL, New Orleans, La.—Promotional piece incorporating restaurant menus.

WRVA, Richmond, Va. — Monthly booklet highlighting forthcoming programs and rotogravure promotional piece endorsed by NAB.

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

WHEN Johnny Jr., travelling representative of Philip Morris & Co., New York (cigarettes), sponsors of the weekly *Johnny Presents* programs on CBS and NBC, was in Phoenix recently, he dropped into the KOY studios and dispensed cigarettes to the staff. Here they are (l to r) with Johnny: Dan Cubberly, announcer; Marlene Ayres, vocalist; George Backus, account executive; Roberta Bragdon, pianist; Blaine Menth, news editor; Ashley Simms, continuity director; Bob Thompson, chief engineer; Irene Leavitt, secretary to manager Fred Palmer; Mary Jane Wisnousky, business secretary; Lucretia Grove, office secretary; Jack Williams, program director; John Gibbs, engineer and Joe Dana, chief announcer.

SPOT RADIO rings the bell-*BING!*

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

• SPOT RADIO is one of the few rare things in life that works out the way you want it. It rings the bell—and your customers say, "Come in!"

ANY TIME **ANY LENGTH** **ANY WHERE**

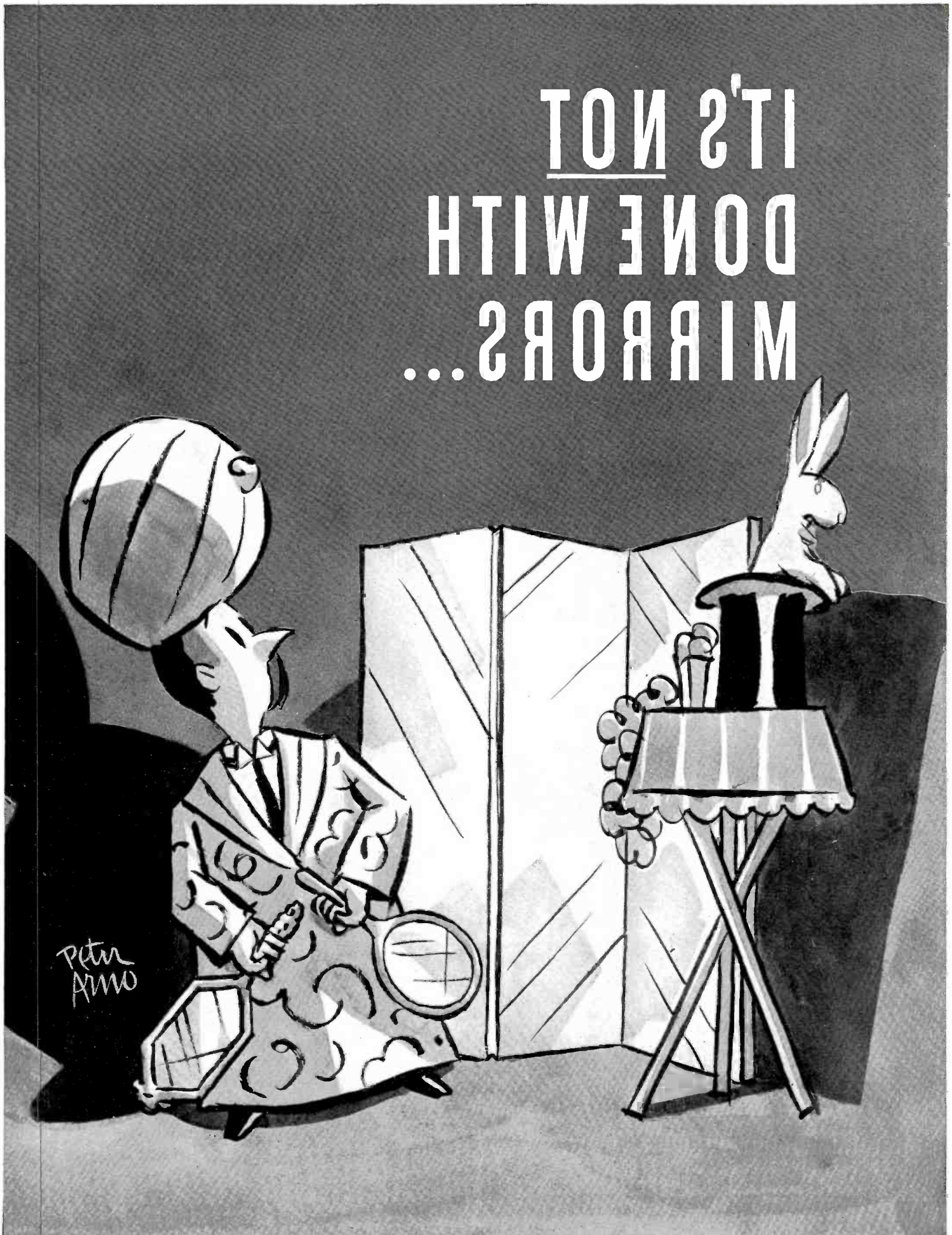
For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

★

EDWARD PETRY & CO.
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES


IT'S NOT
DONE WITH
MIRRORS...
Peter Arno

Why do things get so darn complicated? Take advertising on the radio networks, for instance. You set out to choose the network which will reach the largest possible audience. And where does that get you?

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

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

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

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

NBC Red NETWORK

The network *most* people listen to *most*

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

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

OVER 1400 LISTENERS WROTE US ABOUT THAT "HORSE LAUGH"

WRVA

MAKES CASH REGISTERS RING

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

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

C. T. LUCY, General Manager

PAUL H. RAYMER CO.
National Representative
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

WRVA 50,000 WATTS

"VIRGINIA'S PREMIER RADIO STATION"

Station Is Favored For Atlantic City

First New Station Grant Since Supreme Court Decision

INDICATING an apparent intention of granting new stations where applicants are deemed legally, technically and financially capable of installing and operating them, and overriding objections on "economic injury" grounds in conformity with the recent Supreme Court decision in the Sanders case [BROADCASTING, April 1], the FCC on April 4 adopted proposed findings recommending the grant of a new local station in Atlantic City, N. J.

The proposed findings, tantamount to a final grant unless exceptions are filed within 20 days, would grant 100 watts night and 250 day on 1420 kc. to the Neptune Broadcasting Corp. The Commission held that the *Atlantic City Press-Union*, which recently placed the new local WBAB in operation, had "failed to show that it has any interests which will be adversely affected." WBAB had intervened in opposition to the grant, as had WAZL, Hazleton, Pa., and WILM, Wilmington, Del. The Commission held the latter two stations would not suffer objectionable interference by the grant.

The Neptune Broadcasting Corp. has 11 stockholders, each owning 10 shares. They are P. Mortimer Lewis, president, theater operator; Richard Endicott, vice-president, manager of the Atlantic City Steel Pier; Adrian Phillips, hotel man; Ezra C. Bell, hotel man; John Woulfe, hotel man; Samuel Morris, attorney; Thomas Lawley, auto service operator; Charles Rupp, cleaning business; Dr. Robert Grier; Benjamin Chew, radio engineer; Charles Harp. merchant.

The station would be Atlantic City's second new local. The new WBAB went into operation last Jan. 31. WPG, city-owned station, had previously been authorized to cease operation as a part-time clear channel outlet, having been sold to Arde Bulova and merged with his WOV, New York, with which it shared 1100 kc. WOV now operates fulltime with 5,000 watts on 1100 kc.

Guild Looks to Radio

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

RADIO script writing class taught at the Ballard School, New York, by Benjamin Potts, of N. W. Ayer & Son, has been extended for another 10 weeks, as of April 10, following the request of the students, several of whom have begun to sell scripts.

TECHNIQUES in dunking are matched by Clellan Card, of WCCO, Minneapolis, and Mrs. William Miller, of Fergus Falls, Minn., 220 miles away, at Card's third annual Dunking Festival. Well over 2,000 loyal listeners jammed the Hotel Nicollet ballroom at 6:45 a.m. to enjoy the event. They consumed 1,000 quarts of coffee, 4,000 doughnuts. It was Card's 1,103d broadcast under sponsorship of Northrup King Seed Co. Mrs. Miller was winner of the dunking competition.

Wahl Completes Plans

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

Transradio Press Adds

TRANSRADIO PRESS has announced the following new stations subscribing to its news service: KHQ and KGA, Spokane; WGST, Atlanta; WLAW, Lawrence, Mass.; WIBX, Utica, N. Y.; WRTD, Richmond; WSTP, Salisbury, N. C.; WGBR, Goldsboro, N. C.; WOLF, Syracuse; WHOP, Hopkinsville, Ky.; WKEU, Griffin, Ga.; WFTM, Ft. Myers, Fla.; CKRN, Rouyn, Que.; CKSO, Sudbury, Ont.; CKVD, Val d'Or, Que.

Red Programs of NBC Routed Via Hollywood

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

Under the new setup, NBC has added Harold Curtis as organist for standbys and has made other Hollywood staff changes. George McMenamin has been promoted from the maintenance staff to junior announcer and has changed his name to George Emmet for broadcasting purposes. David Lasley has switched from maintenance to sales promotion, working under Charles Brown, NBC Pacific Coast sales promotion manager. Walter Davison, formerly in sales promotion, has been made an account executive, replacing Jack Stewart, resigned.

STATION ATTACKED
WEBC Object of Man Fearful Of 'Death Ray'

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

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

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

CBC TO ENLARGE STAFF IN ENGLAND

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

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

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

WILD AND WOOLY is this braintrust of WJR, WGAR and KMPC, at a recent meeting at the Palm Springs (Cal.) home of President George A. (Dick) Richards (center), who is convalescing following a long illness. At the left, gun in hand apparently ready to pop the first man who proposes another daytime washboard drama, is John Patt, vice-president of the stations and general manager of WGAR. The third dude desperado is Leo Fitzpatrick, executive vice-president of the operations who is resident at WJR.

Canada Election Sales

CANADIAN broadcasters netted between $30,000 and $50,000 from the recent Canadian federal and Alberta provincial elections, held March 26 and March 21, respectively, according to an unofficial estimate. While no actual computation has been made of the actual revenue, tabulations of the Canadian Broadcasting Corp. show that privately-owned broadcasting stations and one CBC station sold a total of 929 hours to political parties for local and regional network broadcasts. Largest amount of time was taken by the National Government Conservative Party with 484 hours, and second largest amount by the Liberal Party, (which won the election) with 347 hours. Eight other parties accounted for the remaining 98 hours.

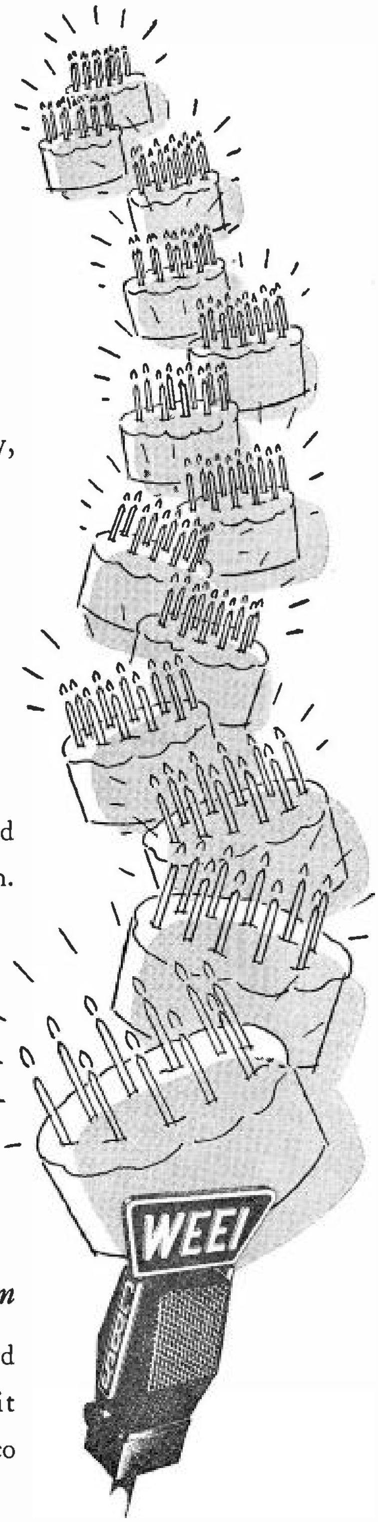
Perry Bill Killed

THE PERRY Bill, which would have made it a larceny to record a broadcast without permission of the performers, died in committee in the New York State Assembly when the State Legislature adjourned March 30, after having been passed without debate by the Senate [BROADCASTING, April 1]. Failure of the measure was ascribed to the refusal of its proponents, National Association of Performing Artists and American Federation of Musicians, to cooperate with the broadcasters of New York in working out a compromise measure which would protect the rights of the broadcasters as well as those of the performers.

Happy 554th Hebdomadiversary

Mr. Kussell

from (and by) WEEI



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

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

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

WEEI *Columbia's Friendly Voice in Boston*

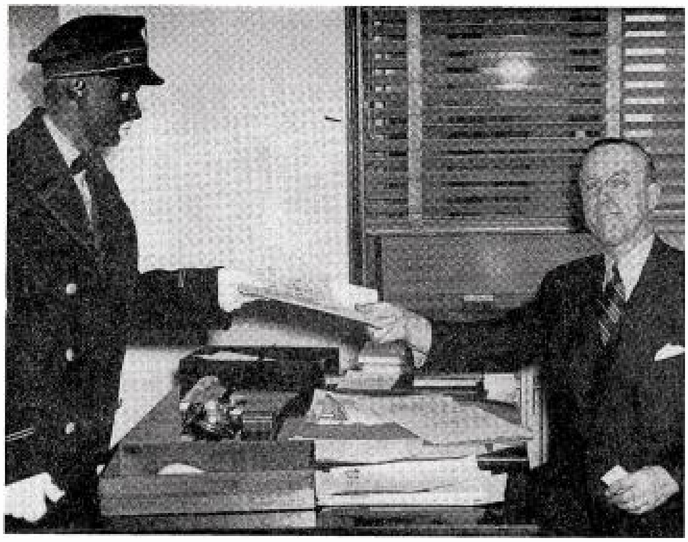
Operated by the Columbia Broadcasting System. Represented Nationally by Radio Sales: New York · Chicago · Detroit St. Louis · Charlotte, North Carolina · Los Angeles · San Francisco

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

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

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

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



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

NBC Hollywood Accord For Producers Reached In New RGA Contract

CONTRACT CALLING for 100% Guild shop and a five-day-week has been signed by NBC Hollywood executives and those of Radio Production Guild of America. Pact covering all staff producers guarantees a minimum wage of $250 per month for senior producers, with a minimum for juniors starting at $150 a month. All producers now on the NBC Hollywood staff are classified as seniors.

Contract also provides that all producers not affected by minimum wage scales shall receive an increase of approximately 15%. Minimum scale for junior producers the first six months is fixed at $150 monthly; $175 per month for the second six months; $200 monthly for the third six months, and $240 a month for the fourth six month period. After that they will be advanced to senior classification with a minimum of $250 monthly.

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

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

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

AFRA Denies Ban

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

AFRA Certified

NATIONAL Labor Relations Board on April 13 announced certification of American Federation of Radio Artists, Cincinnati local (AFL), as the sole collective bargaining agency of employes of WCPO, Cincinnati. The certification covers all employes appearing before the microphone professionally, but excludes "hillbillies". The action was based on a collective bargaining election held March 15, resulting in a count of 8 to 3 in favor of the AFL union.

Footprints ON THE SANDS OF TIME

We quote below WSM's "Grand Ole Opry" as seen by the critical eyes of Time Magazine, The New York Times and the Nashville Times. "A program many plain folk in the South vastly prefer to Charlie McCarthy or Jack Benny" . . . "Simple folk music that has captivated the nation." . . . "A popularity not hoped for in the wildest dreams of its sponsors."

For 15 consecutive years this show . . . the one . . . the only . . . the original "Grand Ole Opry" has been turning millions of Southern people into millions of loyal WSM listeners. Dials stay tuned on WSM because the "Grand Ole Opry" has taught Southern people the WSM habit. May we suggest the wisdom of cashing in on this habit?

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

WSM
NASHVILLE, TENNESSEE

National Representatives
EDWARD PETRY & CO., INC.

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

Purely PROGRAMS

MORE THAN 100 clients of *Dialad*, a program conducted jointly by WGBF and W E O A, Evansville, Ind., joined in a huge party recently celebrating the show's first anniversary. The program, created and conducted by Madge Dalinghaus, formerly classified advertising manager of a local newspaper, caters to small advertisers with limited budgets.

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

* * *

What Do You Learn?

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

* * *

For and Against

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

* * *

How to Market

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

Good Morning, Ladies

SPONSORED by the local Geier Mattress Co., *Good Morning, Mrs. Housewife*, new quiz show for women, has started twice-weekly on WKRC, Cincinnati. Conducted by Virginia List, WKRC home economist, the program features questions on home-making, etiquette, table setting, child care and general housekeeping information. Three contestants, chosen from mail applications, appear on each broadcast. The winner receives a bed spread and the other two a pair of embroidered pillow slips.

* * *

Reply to Reddy

USING the *Reddy Kilowatt* character recommended by the NAB as a vehicle for utility advertising on the radio, the Florida Power Corp. and local appliance dealers have started a new quiz show, *Watt Is the Answer*, on WSUN, St. Petersburg, Fla. The half-hour show features Dr. A. L. Lewis as Prof. Reddy Kilowatt and quizees selected from local civic and professional groups. Winning teams receive prizes of electrical appliances, with lighting fixtures awarded the losers and certain audience members.

* * *

Around the Loop

A PROGRAM presenting a picture of social and civic life in Chicago, titled *It's Happening in Chicago*, has been started on WGN. Marvin Poynton and Molly Dearborn, of the station's dramatic staff, present both in dramatized and informal style sketches and scenes of the town's activities. Unsung heroes are selected from Chicago citizenry who, although unnoticed by the press, merit virtue, and their heroic deeds dramatized.

* * *

Contest Lineup

KVOO, Tulsa, Okla., has started weekly quarter-hour resume of all local and national radio contests. The program, *For Contestants Only*, gives full particulars and prize lists of contests and is conducted by Herb Lateau.

California History

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

* * *

Hizzoner, the Mayor

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

* * *

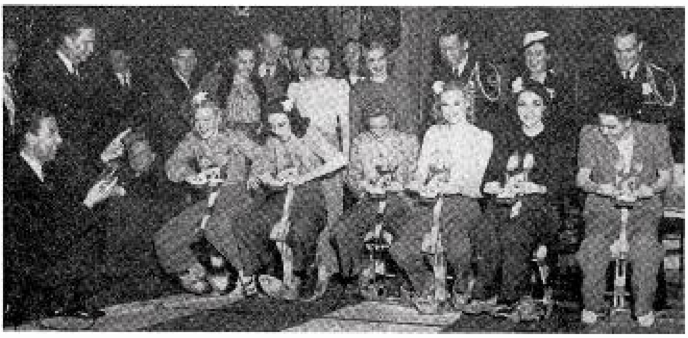
Public Decorating

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

* * *

For Window Box Fans

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



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

High School Spellers

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

* * *

Coast Sports Queries

SPORTS highlights and answers to listeners' questions are presented on *Sports Searchlight*, weekly KPO, San Francisco, feature. Program is handled by Ira Blue, NBC sportscaster, and Jimmy Coffis, former Stanford gridiron star.

Grocery Forfeits

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

News Quiz

QUIZ craze has invaded the city news room, with a group of three different news editors from Los Angeles newspapers and John Colbert, station news editor, chosen each week to participate in the half-hour program, *Copy Desk*, on KFWB, Hollywood. Frank Goss, station commentator, acts as copy editor, and hurls questions on current headlines and history behind the news at the participants. When guest editors fail, Colbert attempts to supply the answer. Questions are phoned in by listeners. Goss also picks headlines at random from daily newspapers. Lou Marcelle announces the series.

* * *

Sports Retorts

SIX sports experts, divided into two teams, attempt to answer sport queries submitted by listeners to *Choose Up Sides* heard on CBS Sunday, 5-5:30 p. m. All accepted questions entitle the sender to $2 with an additional $3 if it stumps the experts. Best team score wins $50. Henry McLemore, UP columnist is umpire with Caswell Adams and Arthur Mann, sportswriters, as permanent captains of the teams.

* * *

You and We

JEWISH quiz program, *You Ask—We Answer*, has been started on WPEN, Philadelphia, by I. Rokeach & Son, manufacturers of kosher food products. Questions sent in by listeners are put to a group of newspapermen and a weekly guest, with Z. H. Rubinstein as m.c. Two dollars is paid for usable questions of Jewish interest, while failure of the board of experts to answer brings an extra $5 to the sender.

THERE IS A BIG CHAN
IN THE LISTENER
SINCE WE W

FIFTY GR
COLUME

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and
Broadcast Advertising

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SOL TAISHOFF, Editor

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OUR PLATFORM

Keep American radio free as the press.

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

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

Avoid political partisanship on the air.

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

Keep pace with technical developments and foster their commercial applications.

Third Degree

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

We cannot fathom the FCC's object in propounding 42 pages of questions, some of which border on the impossible, ridiculous—and possibly unlawful in the light of the Supreme Court opinion in the Sanders Case which seems to have stripped it of authority over business and program operations. Right now we hazard the prediction that the new form requirements, if enforced, will discourage new capital from entering radio and perhaps have the effect of "deadlocking" development.

No one will protest the right of the licensing authority to ascertain the citizenship, financial responsibility, character and standing of new station applicants. The law requires that the FCC satisfy itself on these scores. Similarly, the FCC's apparent aim of eliminating unnecessary hearings is all to the good. But when it essays to eliminate *all* hearings, which appears its intent, and grant licenses or modifications on a sort of correspondence school basis (provided the applicant can pass the new I. Q. test) there is room for question.

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

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

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

Pay as You Play

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

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

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

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

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

Consumer Control

AS IF INDUSTRY were not beset with enough troubles, new consumer movements gain momentum whose more radical protagonists would make of American business a sort of reverse-order guinea pig, with advertising, whatever the medium, as the first-line target.

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

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

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

Radio is the most intimate of all advertising media. By and large it has been subjected to little public criticism of late because there has developed a warmth in the relationship of the medium and the public. The fact that the consumer groups are giving radio only a light once-over should not blind the industry to the ultimate goal of their more radical (usually most active) elements. Radio is doing a respectable job of keeping its commercials in line. It also should concentrate on the task of keeping its audience satisfied in the face of any possible offensive by any minority rallied under the consumer-movement banner.

We Pay Our Respects To—

HAROLD ROBERTSON CARSON

FOUR YEARS ago Harold Robertson Carson reversed the slogan of a century ago which admonished young men to go West. Like a strong gale, his United Broadcast Sales swept into Canada's conservative and moneyed East to change indirectly the complexion of the Dominion's broadcasting industry. His aggressive young men soon proved the rumors which for some years had circulated in Eastern Canada that broadcasting in Western Canada was of a different calibre from that of the staid East. And broadcasting has not been the same in eastern Canada since the arrival of Harold Carson, today president of All-Canada Radio Facilities Ltd., and his young men. Due consideration was paid Harold Carson for his achievements in the broadcasting industry when he was elected a director of the Canadian Association of Broadcasters at its recent convention in Montreal.

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

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

With a number of stations to operate, Carson found a new problem in the use of recordings and transcriptions. Transcribed shows were needed to sell to the growing number of advertisers on his stations. If he could get the Western Canada rights to transcribed shows, he could use them not only on his own stations, but also sell them to other stations. Thus he expanded to become a transcription sales office for such Hollywood producers as C. C. Pyle, C. P. MacGregor, Lou Winston, and H. L. Earnshaw.

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

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

The next step was station representation. He came to Eastern Canada and merged his United Broadcast Sales with a somewhat similar organization known as All-Canada Broadcasting System, owned by the radio division of the grain merchandising organization of James Richardson & Son, Winnipeg, operators of CJRC, Winnipeg; CJRM, Regina, and CJGX, Yorkton, Sask.

The resultant All-Canada Radio Facilities Ltd. now represents 28 of Canada's 73 privately-owned broadcasters; holds exclusive Canadian rights on major transcription shows and script services produced in the United States; and works closely with the Carson-owned or managed stations in western Canada, to which have been added in eastern Canada CKOC, Hamilton, Ont., and CJCS, Stratford, Ont.

It took a man of courageous ideas and business acumen to build this Canada-wide organization which today is the largest aside from the Government-owned Canadian Broadcasting Corp. Close to 200 men and women are today in Carson's employ in his radio enterprises, including his owned and managed stations and his transcription sales and station representation offices in Calgary, Vancouver, Winnipeg, Toronto and Montreal.

Harold Carson is big, not only physically (he stands 6 feet in his stocking feet, weighs 220 pounds) but also in every other characteristic. He is generous to a fault. He will not have any "yes men" around him, but prefers to argue problems with his assistants. He will take their viewpoint and decision if he can be shown the merit of their argument. He will frequently defer to their judgment. He has been known to give men in his organization a second chance if he feels that they can stage a comeback.

He does not make flash decisions to spring on his right-hand men—Frank H. Elphicke, CJCA, Edmonton, and Guy F. Herbert, All-Canada Radio Facilities, Toronto—but will discuss matters of policy with them before coming to a decision. He has a knack of being able to pick and train aggressive young men, and he does not hesitate to shift them where he thinks they will do the most good. He is quiet spoken, moves quietly, and prefers to remain in the background, letting his young men have the limelight. He believes in doing as good a job for the stations he represents as he would for the stations he owns.

Harold Carson was born in Miami, Manitoba, a long way north of the Florida resort center on Feb. 27, 1895. He went to school in Calgary where his parents moved when he was three years old, and to exclusive St. Andrew's College at Toronto. When war was declared in 1914 he immediately joined the colors, served in France as a flight lieutenant with the 32d squadron where he met Frank M. Squires with whom he is now associated in CJCS, Stratford, Ont. In 1918 he was sent to Texas to help train United States airmen. He was married in 1925, has one son Dick, 11, who wants to be a pilot or an airplane designer.

Harold Carson's spare time is taken up with his many interests in radio and the automotive supply industries. He finds time to play golf, when the weather permits—otherwise, bridge. He is an inveterate air traveler and as such one of the main users of Canada's Government-owned transcontinental airway. He had expected to move to Eastern Canada when he moved his organization east in 1936, but instead divides his time between Eastern and Western Canada, his home address being Calgary, where he is a member of the Ranchmen's Club.

Personal NOTES

KEN CARPENTER, for several years sales manager of NBC-Chicago, and for the last year Central Division sales manager of the Blue network, has resigned, announcing no further plan.

PETER LYMAN, production man of KOMO-KJR, Seattle, has been promoted to public relations director, succeeding C. E. Arney Jr., who joined the NAB April 1 as assistant to President Neville Miller.

WILLIAM A. CLARKE, NBC manager of technical services in New York, was in San Francisco early in April for a series of conferences with KPO-KGO General Manager Al Nelson and Curtis Peck, KPO-KGO chief engineer, in connection with the proposed new NBC building there.

DAVID F. CROSIER, formerly of World Broadcasting System, and previously with Hearst Radio and Pedlar & Ryan, New York, has been named sales manager of Associated Music Publishers recording studios, New York. He succeeds Tom Neely, now with the television sales staff of RCA Mfg. Co.

MRS. EDYTHE FERN MELROSE, recently manager of WJW, Akron, has been named manager of WMBC, Detroit.

FRANK BOWES, advertising manager of WBZ-WBZA, Boston and Springfield, has entered a hospital with an eye infection.

WARD HARTMAN, new to radio, has joined the sales staff of WROK, Rockford, Ill.

T. F. (Ted) ALLEN, formerly with NBC, and more recently commercial manager of WGNY, Newburgh, N. Y., has succeeded G. S. (Pete) Wasser as manager of WQDM St. Albans, Vt.

N. ELLIOTT STUCKEL, for nine years with CBS, has been named director of the promotion division of Fox Feature Syndicate, according to an announcement by Victor S. Fox, president. Mr. Stuckel will handle radio, newspaper and merchandising contacts.

GEORGE MATEYO, formerly of the sales promotion department of WOR, Newark, on April 1 joined CBS as assistant to Dr. Frank Stanton, CBS research director. Horatio Locke succeeds Mr. Mateyo at WOR.

O. L. (Ted) TAYLOR, director of KGNC, Amarillo, Tex., is the father of a boy born April 1.

MERRILL BUNNELL, sales manager of KLO, Ogden, Utah, has been elected president of the Ogden Advertising & Sales Club.

A. J. MOSBY, manager of KGVO, Missoula, Mont., has been appointed to the board of directors of the 75th anniversary celebration of the founding of the city of Missoula, which is to feature a five-mile parade depicting development of the community.

JOHN M. SAYRE, formerly of the sales staff of WINS, New York, has joined the sales department of WNEW, New York.

PAUL MERRILL has been named manager of KGLU, Safford, Ariz., succeeding John Merino.

ROY WITMER, NBC New York vice-president in charge of sales, was in Hollywood during early April for conferences with Sydney Dixon, the network's western division sales manager.

BOB SCOTT, new to radio, joined the sales staff of KROY, Sacramento, April 1.

C. R. (Duke) RICHARDSON, manager of WDAN, Danville, Ill., on April 3 spoke before the Purdue U Radio Guild on "The Independent Commercial Station". In preparation for his address, Mr. Richardson sent questionnaires to a number of station managers to get their views on station operation so that a complete picture, covering many ideas, could be presented to the assembly.

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

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

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

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

A. S. BYERS, formerly of Tracy-Locke-Dawson, New York, has joined KMPC, Beverly Hills, Cal., as chief accountant.

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

LESTER W. LINDOW, commercial manager of WCAE, Pittsburgh, has been appointed acting manager of WFBM, Indianapolis, taking a leave of absence from his Pittsburgh post.

MARCELLUS M. MURDOCK, general manager of KFH and publisher of the *Wichita Eagle*, has been named chairman of the Kansas Day Dinner to be held May 1 at the Willard Hotel, Washington, during the national meeting of the U. S. Chamber of Commerce. He also has been selected by the Kansas Council to represent the State at the dinner meeting of the Chamber.

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

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

LEO BOULETTE, formerly of the WLS, Chicago, production staff, has joined WDAN, Danville, Ill., as program director and head of the station's artist bureau.

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

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

WAYNE STEFFNER, formerly with McCann-Erickson, San Francisco, recently was added to the sales force of KSFO, San Francisco.

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

Meet the LADIES

EFFAY BEYNON

ROLES in dramatic skits gave Effay Beynon her radio start on WROK, Rockford, Ill., in 1933. She left the station in 1937 to join the continuity staff of WJJD, Chicago, returning to WROK a year later and receiving the title of continuity head and director of women's activities. She did her studying at Rockford College and Wisconsin U. In private life she is Mrs. William Conner.

Harry C. Wilder Jr.

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

Clarence H. Taubel

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

J. Jay O'Brien

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

BEHIND the MIKE

CHARLES E. BUSH Jr., formerly in the continuity department of KTUL, Tulsa, Okla., and KCMO, Kansas City, has been named program and production manager of KPAC, Port Arthur, Tex. Jack Alexander, formerly announcer of KOME, Tulsa, has joined the KPAC announcing staff.

STUART L. BRAUER, former radio comedian, has been named director of the WRVA, Richmond, Artists Service. Olin Adams has been appointed to the music department.

CHARLES McNULTY, WDBJ continuity writer, is to marry Louise Glenn May 18.

THREE STAFF MEMBERS of NBC-Chicago became fathers on the same day, March 29. Garry (Morfit) Moore, m.c. of *Club Matinee* and *Beat the Band*, a boy, named John Mason; Floyd Holm, singer, a girl, named Patricia Lynn; George Bolas of the Sales promotion department, a boy, named Bruce.

IRA AVERY, WRVA, Richmond, special events announcer, is preparing a book on pipe collecting for tentative fall publication.

ROBERT BOYD, formerly of KDB, Santa Barbara, Cal., has been added to the staff of KDON, Monterey, Cal., as announcer-technician.

PAUL PATRICK KENNEDY, radio editor of the *Cincinnati Post*, on April 6 married Miss Martha Combs of Cincinnati, national publicity director of Kappa Kappa Gamma.

BOB NASH, previously with several Midwest stations, has joined WING, Dayton, O., as sportscaster.

RUTH ELSON CLARK formerly of WWNC, Asheville, N. C., and the Tom Fizdale publicity organization, has joined the staff of WSUN, St. Petersburg, Fla., handling feminine commentaries and dramatics.

BUD JACKSON, former KWOS, Jefferson City, Mo., sportscaster, has joined KVOO, Tulsa. Ken Miller, KVOO news editor, has announced his candidacy for the Tulsa school board.

JOHN E. REILLY, program director of WMEX, Boston, and Vivienne Cocca are to be married April 20.

JANE BROOKS formerly of the traffic department of WCHV, Charlottesville, Va., has joined WRTD, Richmond, as continuity director. She succeeds Conrad Rianhard Jr., now night service manager of WRTD.

JIMMY BARBER, program director of KGVO, Missoula, Mont., has been appointed to the artists committee of the Missoula Community Concerts Assn., now conducting its annual membership drive.

CLARK DAWSON, formerly of WOC, Davenport, Ia., has joined the announcing staff of KGVO, Missoula, Mont.

BILL ARMS, director of the Fort Worth Footlight Club, has joined the announcing staff of KGKO, Fort Worth.

TED MALONE, conductor of the weekly *Pilgrimage of Poetry* programs on NBC-Blue, has been named poetry editor of *Good Housekeeping* Magazine. His first "Between the Bookends" column will appear in the May issue.

JACK SLOCUM, of the CBS sports staff, is assisting Mel Allen on this year's broadcasts of the Giant and Yankee home games on WABC, New York, sponsored by Camel cigarettes.

GRAVY, very real, was sent in bottles to Canadian agencies by Fin Hollinger, commercial director of CJLS, Yarmouth, Nova Scotia, who filled the bottles personally with "a sample of what CJLS means to any advertiser reaching out for maritime sales".

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

LARRY PAYNE, program director of WTOL, Toledo, O., is the father of a girl born April 3.

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

JOHN LAGEMANN of Ben Sonnenberg's public relations office, New York, and formerly of CBS, is writing continuity for *The Telephone Hour*, institutional Bell Telephone System program which starts April 29 on NBC-Red.

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

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

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

JIMMY FIDLER, Hollywood film commentator, sponsored five times weekly on 43 CBS stations by Procter & Gamble Co. (Drene), is disbanding his radio staff of five until next fall when he resumes broadcasting under new sponsorship. His contract with P. & G. expires April 23.

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

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

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

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

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

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

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

STUART HANNON, formerly production manager of KFPY, Spokane, Wash., has joined the continuity staff of KOIN-KALE, Portland, Ore.

BOB KLIMENT, sportscaster of WEBR, Buffalo, N. Y., has joined the public relations department of the Buffalo Bisons International League baseball club.

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

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

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

HENRY FISHER, program director of WDZ, Tuscola, Ill., is the father of a girl born March 17.

RAMONA BEGERE, formerly KYA, San Francisco, writer-producer and commentator, has joined Homer Griffith Radio Productions, Hollywood, as writer-producer.

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

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

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

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

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

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

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

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

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

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

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

WOODROW HATTIC, director of the agricultural department of WWL, New Orleans, was unanimously voted a degree to be presented during the 11th annual Future Farmers of America Convention, to be held in Baton Rouge July 8-11, one of five Louisiana men and the first in radio to get one of the annual degrees. Hattic was cited for his work in developing the WWL *Dixie's Early Edition* farm program.

LAWRENCE MENKIN, free lance writer-director recently with several network programs, has joined WARM, Scranton, Pa., to produce a series of new programs with local talent.

CORINNE JORDAN, program director of KSTP, St. Paul, has been named sole nominee of the Advertising Club of Minneapolis for the Joseph Snapp Award made annual by the Women's Advertising Club of Chicago for contribution to advertising. The nomination is based on her work in proving radio could be used successfully for retail stores, as shown by six years on behalf of Montgomery Ward's store in the Twin Cities.

STERLING V. COUCH, WDRC, Hartford, educational director, and Mrs. Couch, celebrated their 26th wedding anniversary April 8.

Show Goes On

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

AXEL GRUENBERG, for the last year a member of the NBC-Chicago production staff, and formerly of WWJ, Detroit, has resigned to start free lance directing in New York.

RUSSELL STEWART has succeeded Glenn Shaw, production manager, as chief announcer of KSL, Salt Lake City.

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

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

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

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

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

HOW to win votes and influence constituents, says Dale Carnegie (right), author and personality exploiter, is to sell via microphone. The man who is going to be elected President, he said in an interview on KFJM, Grand Forks, N. D., is the man who is the best salesman in front of the microphone. Dalton Le Masurier, KFJM general manager, interviewed the personality king on the *Home Town Reporter*, of Regan Bakeries, Minneapolis.

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

BRUCE HAMILTON CHICK has rejoined CKLW, Windsor, Ont., as announcer.

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

LEW CROSBY, Hollywood announcer, has been assigned to the new *Don Ameche Show* which started April 5 on 60 NBC-Red stations under sponsorship of P. Lorillard Co. (Old Gold cigarettes). Crosby also announces the NBC *Hollywood Playhouse* series, sponsored by Andrew Jergens Co. (Woodbury soaps).

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

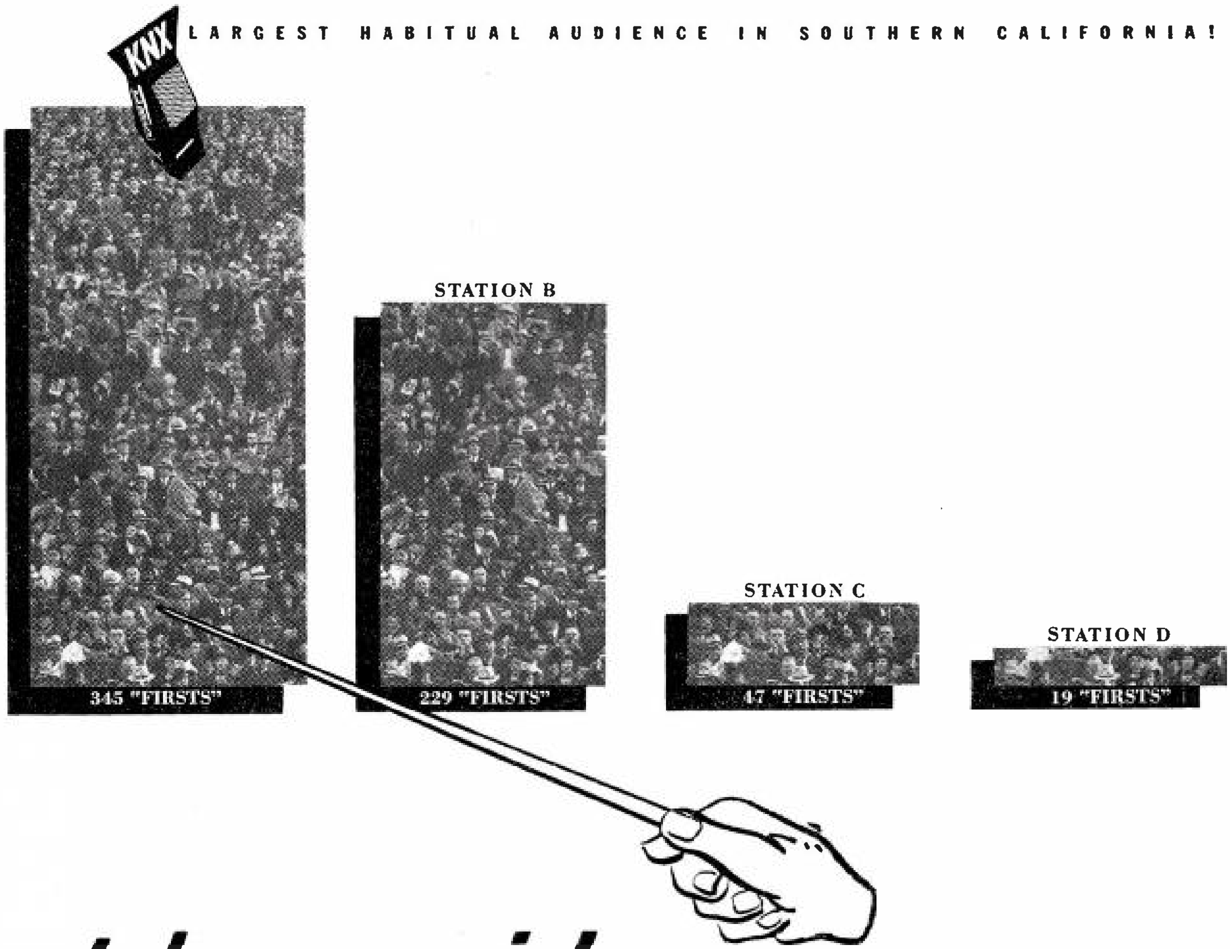
PHIL MacMURRAY, who has been handling KHJ, Los Angeles, dance remotes, has joined the staff as a full-time announcer. He replaces Bill Haworth who is on leave-of-absence due to ill health.

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

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

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

PAUL BEELER, who was timekeeper for the historic Dempsey-Tunney champion fight, is now a member of the sports department at KROY, Sacramento, Cal. Recently he was invited to appear in the CBS feature *"I Was There"*, produced from Hollywood.



take your pick..OF SOUTHERN CALIFORNIA LISTENERS

KNX CONTINUES ITS LEAD IN FIRST PLACE MENTIONS*

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

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

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

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

**Number of quarter-hours, January and February, 1940, when each station's sponsored programs secured more voluntary recall mentions than competing programs broadcast at the same time. Based on analysis of the latest Facts Consolidated reports.*

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

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
Represented By Radio Sales: New York, Chicago, Detroit, Charlotte, N. C., Los Angeles, San Francisco

Radio Raises $267,679 for Opera

OF THE $785,708 raised in the Metropolitan Opera campaign, $267,679 has come from the radio audience in response to the appeals broadcast by the radio committee during the intermissions of the Saturday afternoon opera broadcasts on NBC. The radio appeals were terminated April 13.

WALTER B. HAASE, program manager and secretary of WDRC, Hartford, Conn., has scheduled a series of talks on frequency modulation during latter April. He will speak to the Hartford Engineer's Club on April 18, and to the Civitan Club April 26. WDRC operates W1XPW, first FM station in Connecticut.

OPERATING schedule of W2XOR, New York, FM station of WOR, on April 4 was stepped up to 15 hours a day, from 9 a. m. to midnight. Increase followed "many requests commending the noise-free, high-quality type of reception now being offered by W2XOR," the station reports.

Decision on FM Delayed

(Continued from page 28)

be called to work out this phase.

Whether the FCC will find it possible to take deliberate action in connection with FM, however, remains a question. Aside from public sentiment, reflected in the reported demands for receivers, a number of members of Congress have become acquainted with FM and are making inquiries about it. As a matter of fact, FM reception has been demonstrated in Washington to more than a score of members on both sides of Congress, all of whom are reported to have expresed deep interest, particularly since it indicates licensing possibilities for a multiplicity of stations all over the country.

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

The 'Limited' Problem

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

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

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

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

ASCAP Assesses Nominal FM Fee

Rate of $1 for 1940 Levied On Operations of Stations

FM BROADCAST stations will be licensed by ASCAP to perform its music at the nominal legal consideration of $1 for the balance of 1940 until such time as regular commercial operation begins, when the current ASCAP scale of 5% of the gross will be assessed, according to advices given FM Broadcasters Inc. by John G. Paine, ASCAP general manager.

In a March 29 letter to Walter J. Damm, managing director of WTMJ, Milwaukee, and a member of the FM Broadcasters board, Mr. Paine confirmed a telephone conversation of that day with Mr. Damm regarding the arrangement.

'Highly Experimental'

Mr. Paine stated:

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

"Should any person, firm or corporation be given a license to broadcast on the FM principle that does not at the present time operate a broadcasting station licensed by the Society, such person, firm or corporation will also be extended by us the privilege of using our repertoire at the $1 nominal fee, and if such person, firm or corporation should, during the period of this understanding, sell commercial time, they may have the right to do so upon paying ASCAP the fees currently applicable to commercial broadcasting stations. That is to say, 5% of the gross received with the usual and customary deductions now allowed.

"This understanding and agreement to remain in effect until Dec. 31, 1940.

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

SOUPERIOR SELLING FOR CAMPBELL

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

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

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

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

KLZ *Denver*

CBS Affiliate — 560 *Kilocycles*

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

What's he thinking when Ann Corio's in the spotlight?

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

And what's he thinking when he reads BROADCASTING? He's thinking radio.

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

They're Radio-Minded when they read **BROADCASTING**

BROADCASTING BLANKETS TIMEBUYERS!

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

Camel's Pearce Plans

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

Seed Firm Testing

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

Wings 2¾-Hour Series

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Wings), through Russell M. Seeds Co., Chicago, on April 6 started for 52 weeks, a weekly 2¾-hour program titled *Wings Saturday Nite Party*, on 28 Don Lee Network stations, Saturday 9:15-12 p.m. (PST). Program features quizzes, jingle contests, birthday salutes, comedy, recorded music and chatter, with Stewart Wilson and James Burton alternating as mc.

FTC Stipulations

EVERETT L. BOWERS Inc., Buffalo advertising agency, on April 8 entered into a stipulation with the Federal Trade Commission to discontinue misleading advertising representations for products of Maritime Milling Co., Buffalo, N. Y. The FTC also has accepted stipulations from Charles E. Hires Co., Philadelphia (Hires R-J Root Beer); Quaker State Oil Refining Corp., Oil City, Pa., and Allied Petroleum Corp., Chicago, in which they agreed to discontinue misleading representations in the sale of certain of their products. The FTC on April 5 issued a complaint against the Murine Co., Chicago, charging misrepresentation in the sale of Murine, drug preparation for eye treatment, and on April 7 ordered J. W. Marrow Mfg. Co., Chicago, to discontinue misleading advertising representations in various media, including radio.

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

BEST March and best quarter in network history, from the standpoint of time sales, are reported by the coast-to-coast networks. Combined gross time sales of NBC, CBS and MBS for March were $8,208,327, a gain of 10.9% over the $7,403,512 figure for March, 1939. For the first quarter of 1940, time sales totaled $24,307,570, up 15.8% from the total of $20,993,389 for the same period of last year. Usually a better month than January, March this year fell slightly behind in gross time billings because of the vagaries of the calendar which this year allotted to March five Saturdays and Sundays, leaving it with two less weekdays, when network income is greatest, than occurred in January.

NBC's total income for the month from time sales was $4,304,344, a 3.2% rise above the March 1939 figure of $4,170,852. For the quarter, NBC totaled $12,841,636, up 7.4% from the $11,953,447 in 1939's first quarter. Individually, time sales of the Red network for the January-to-March period totaled $10,061,816, a 6.1% increase over last year's $9,484,411 for the quarter, while Blue time sales were $2,779,820, a rise of 12.6% over 1939's $2,469,036.

For the quarter CBS gross time sales were $10,419,743, which is 28% more than in the same time last year when they totaled $8,141,283. Mutual showed a 16.8% increase for the quarter, with $1,046,191 in 1940 compared with $898,659 in 1939.

Gross Monthly Time Sales

	1940	*% Gain over 1939*	*1939*
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
NBC-Blue			
Jan.	908,815	10.5	822,739
Feb.	905,101	17.0	778,487
Mar.	965,904	10.7	872,860
CBS			
Jan.	3,588,989	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976

Guarding of Air Freedom Urged at Bar Roundtable

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

Mr. Miller said radio should enjoy the same freedom as the press and suggested that use of microphones in court be left to the sole discretion of the judge since most trials do not provide suitable radio material. William Allen White, editor of the *Emporia* (Kan.) *Gazette*, spoke for freedom of press, radio, movies and other agencies that form stable public opinion. Raymer F. Maguire, of Orlando, Fla., chairman of the bar organization activities section of the ABA, said bar, press and radio groups were working toward an agreement on proper court reporting.

Fertilizer Dawn Test

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

VETERAN WIRELESS Operators Assn., in conjunction with its recent 15th annual dinner-cruise, has issued its 1940 *Yearbook* containing data on the association and its awards along with pictures of its officers and award winners.

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

Tightening Up of High Frequency Requirements Seen in Action of FCC

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

Mr. McGlashan holds licenses for W6XKG, operating on 25.95 mc. with 1,000 watts, and W6XRE, operating on 42.3, 116.95 and 350 mc. with 500 watts, both licensed experimentally and both using amplitude modulation. His regular broadcast station, 100 watts on 1200 kc., is not affected by the action.

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

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

J. W. BIRDWELL, formerly half owner of WJHL, Johnson City, Tenn., has applied to the FCC for a new local station on 1210 kc. in Knoxville.

Penny Savers

IF LOCAL merchants have noticed a shortage of pennies in recent months, they might blame it on Adrian Lentz, engineer of WCKY, Cincinnati, and his fiancee, Virginia Frohmiller. Since October, 1937, they have been saving every copper received in change, dropping them into a large can to which the top had been soldered. Recently the can was opened, and Mr. Lentz and Miss Frohmiller spent an evening counting pennies—11,111 of them. "We plan to spend those pennies next fall, if you know what I mean," commented the WCKY engineer.

New License Forms of FCC Throw Industry Into Quandry

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

A NEW regulatory quandary for the broadcasting industry was provoked by the FCC April 1 with the release of its revised application form covering standard broadcast stations, which stiffens requirements to the point where many attorneys feel it is practically impossible to provide all of the data requested.

Apparently in line with the new FCC philosophy of avoiding hearings on applications and of ferreting out all necessary data in advance, the 42-page form goes far beyond anything ever required in the past either in applications or at FCC hearings. It calls not only for the most detailed type of financial background on all stockholders in stations, but also goes into family connections in radio, inquires into litigation in which applicants or financial backers have been involved (apparently including the most minor law infractions) and even asks for a report on oral conversations or understandings in connection with license applications.

In the opinion of many observers, the requirements of the new form (301) might tend to discourage rather than encourage applications for new facilities or even for modifications of existing licenses. The Commission has taken the position that it desires to encourage new station applications in areas not now adequately served.

Covers CP's Modifications

The form covers applications for construction permits for new stations as well as modifications. Presumably, applications now pending but not yet cleared through the FCC routine will be affected. Applications now being received on old forms are being returned for refiling. The Commission has followed the practice, in recent months, of asking applicants to supply information beyond that required in the old application form and it is presumed that in the case of pending applications a similar procedure will be followed to make all applications conform with the new form.

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

The new form is the result of studies by the FCC Rules Committee, made up of department heads over a period of months, and approved by the FCC itself in latter March. It was clearly indicated that the effort is to obviate the necessity of holding hearing on applications for new stations, wherever possible, by obtaining fullest possible disclosures in the application itself.

The WCOL Grant

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

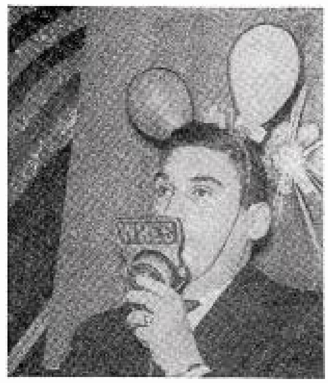
The new application form, in addition to requirements regarding technical aspects, which are considerably more detailed than in the past, contains entirely new sections relating to financial, network and other aspects of the applicant's proposed operations. All past business associates of applicants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

Full 'Disclosures' Demanded

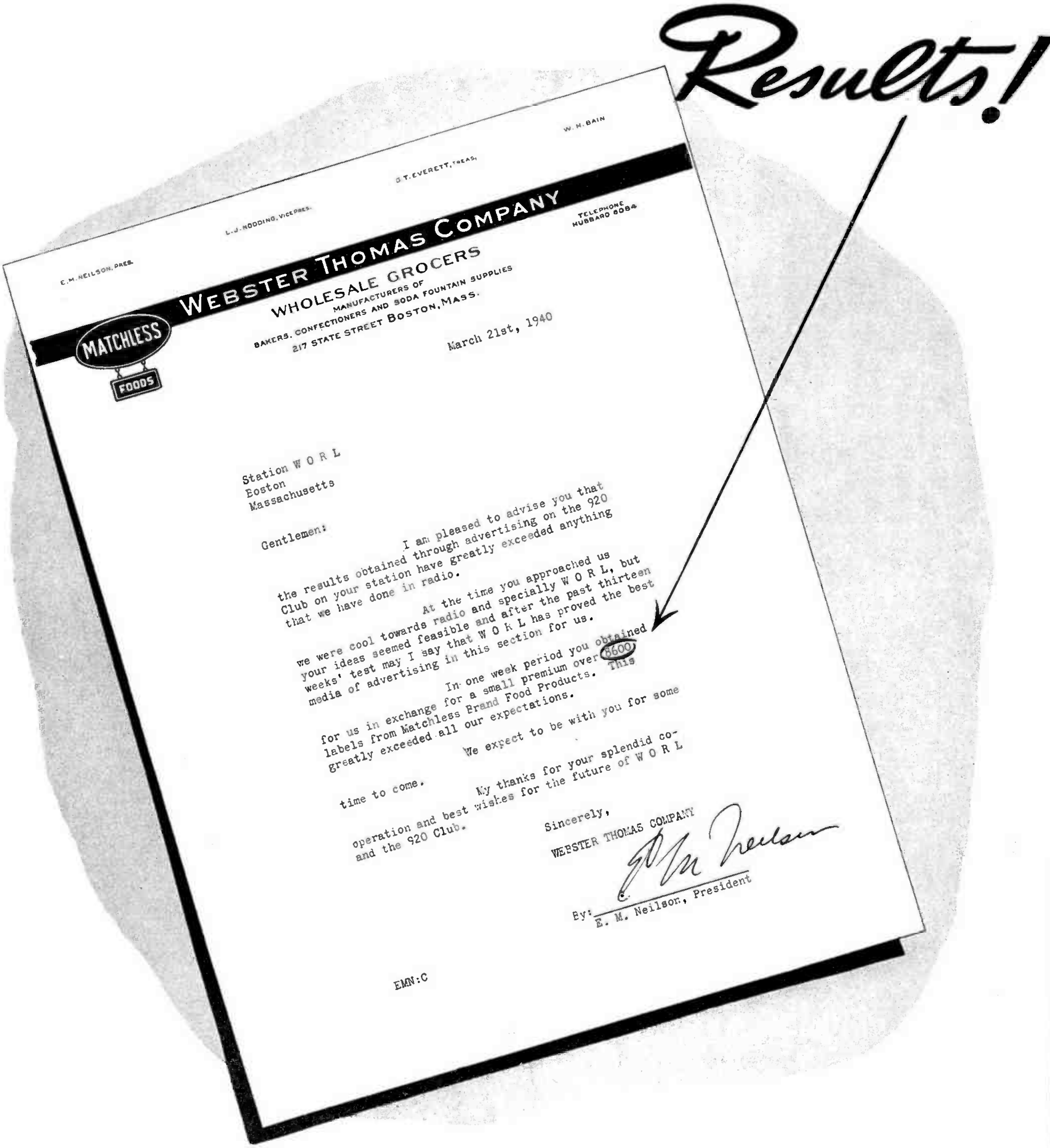
Then the application seeks information on whether any applicant, partner, member, officer, director or principal stockholder has been found guilty of any felony or other crime involving moral turpitude, bankruptcy proceedings, any Federal suit involving monopolizing or an attempt to monopolize radio communication or apparatus, and finally "any suit or proceeding of any character". The latter was viewed as including traffic violations, infractions of city ordinances, divorce proceedings, small claims, litigation over title to property, and as a matter of fact the entire scope of litigation.

That portion of the form relating to financial qualification and plans for financing of the station is preceded with a warning that "full and complete disclosure" is necessary, including all legal documents, express or implied, whether in existence or contemplated, a description of all conditions, discus-

(*Continued on page 64*)



COURAGE aplenty was needed when Lowell MacMillan, sports director of WHEC, Rochester, permitted Madame Alee, pistol expert at a local Sportsman's Show, to pick off the middle balloon mounted on his head as he gave a bullet-by-bullet description. Harry LeBrun, special events director, snapped this shot at the moment the balloon was burst. The aim for the other two was good also, for next day MacMillan departed for Florida to cover the Rochester ball club's training camp via recordings.



E. M. NEILSON, PRES. L. J. NODDING, VICE PRES. G. T. EVERETT, TREAS. W. H. BAIN

MATCHLESS FOODS

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

TELEPHONE HUBBARD 6084

March 21st, 1940

Station W O R L
Boston
Massachusetts

Gentlemen:

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

At the time you approached us we were cool towards radio and specially W O R L, but your ideas seemed feasible and after the past thirteen weeks' test may I say that W O R L has proved the best media of advertising in this section for us.

In one week period you obtained for us in exchange for a small premium over 8600 labels from Matchless Brand Food Products. This greatly exceeded all our expectations.

We expect to be with you for some time to come.

My thanks for your splendid co-operation and best wishes for the future of W O R L and the 920 Club.

Sincerely,

WEBSTER THOMAS COMPANY

By: E. M. Neilson, President

EMN:C

Write for 15 other outstanding success stories

920 Kilocycles **WORL** **Boston, Mass.**

The Other Fellow's VIEWPOINT

EDITOR, BROADCASTING:

When the executive board of the National Council, Boy Scouts of America, met recently I was instructed to deliver hearty thanks to you for your share in promoting Boy Scout Week, 1940, from Feb. 8-14. . . . The support given to our 30th birthday by newspaper editors and publishers, broadcasting companies, radio stations, radio artists, advertisers, advertising agencies and magazine editors was almost incredible and marvelously gratifying to all of us. . . . Please accept our very genuine expressions of gratitude.

JAMES E. WEST,
Chief Scout Executive

Williamson on 20

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

Gannett Opens Capital Office

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

New License Forms

(*Continued from page 62*)

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

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

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

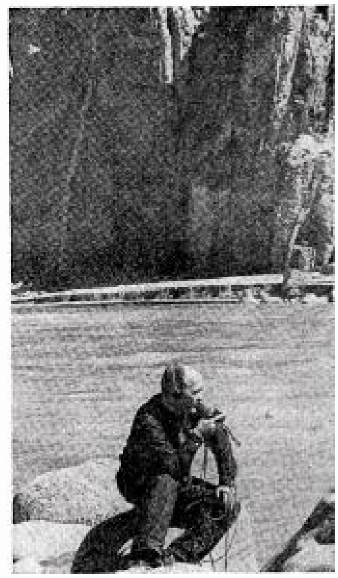
All Sources of Funds

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

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

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

The question that precipitated as much eyebrow lifting as any was one going into family connection: "Give the names and addresses of any relatives, present or former associates of applicant or, if applicant is other than an individual of any stockholder, station manager or other parties referred to in (b) above, who have any interest in or



AT THE bottom of Grand Canyon of Arizona, J. Howard Pyle, program director of KTAR, Phoenix, Ariz., broadcast from the mile-deep hole after a four-hour descent via mule. It is believed to be the first broadcast from the canyon. Pyle described a sunrise during a half-hour pickup, with the swirling Colorado River providing sound effects. The Arizona Broadcasting Co. Network carried the program.

connection with this applicant, the station involved herein, or with any other radio broadcasting station." Then the form requires full information about such relatives.

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

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

Some question was raised regarding the propriety of the Commission's questions on programs, station management and personnel, totally aside from character of financial and other information sought, particularly in the light of the Supreme Court opinion in the Sanders case [BROADCASTING, April 1], in which the court specifically stated that the Communications Act does not essay to regulate the business of the licensee and that the Commission "is given no supervisory control of the program, of business management, or of policy."

SCOOP USHERS IN WAR'S NEW TENSION

International News Service scored an outstanding radio beat Monday night when at around 11:40 it furnished its network and local station clients with a bulletin stating that the Nazi troops had crossed over into Denmark. The event found Transradio, United Press and the Associated Press pocketed. They were left, apparently, hoping that the INS flash wasn't true. It wasn't until about 45 minutes afterwards that U. P. and A. P. came through, and Transradio was considerably behind that. There has been no scoop like it since Max Jordan's (NBC) break at Munich (1938).

This clipping enlarged from VARIETY is self-explanatory

ENTERPRISE - SPEED - ACCURACY

are integral ingredients of

INTERNATIONAL NEWS SERVICE

RADIO OBSERVES ALL-FOOLS DAY

Listeners and Band Leader Are Among Victims Of Hoaxes Perpetrated April 1

HOAXES of varying degree were perpetrated on radio listeners and artists alike as radio stations over the country observed All Fools' Day on April 1. WCKY, Cincinnati, slipped one over on Band Leader Bobby Peters when it told him to get his band together 30 minutes early for his regular CBS coast-to-coast pickup. With all the motions of a regular broadcast evident, band members started tootling off key. Ready to leave the bandstand in disgust, Peters then got word the "broadcast" was a fake.

At WIBC, Indianapolis, listeners pricked up their ears at an afternoon program of recordings when announcements and selections started falling way out of line—a sweet organ interlude becoming a brassy rendition of "Well, All Right" and such. Listener reaction was quick and positive, the studio switchboard being tied up for 30 minutes by irate listeners' observations that someone was crazy. No announcement of the hoax was made until the half-hour program finished, when the whole procedure was passed off with a unison "April Fool" from five staff announcers.

Inadvertent participation of KYW, Philadelphia, in what turned out to be the headline hoax of the day brought a storm of excitement from listeners similar to that occasioned by Orson Welles' Martian scare of two years ago. Although several versions have been reported, it appears that the press agent for Franklin Institute released an "end of the world at 3 p.m. tomorrow" report which was carried without qualification on a KYW evening newscast. The report was explained by the publicity man as a stunt to stir up interest in Franklin Institute's money-raising campaign and to tie in with the planetarium's "How the World Will End" show.

The announcement, read after the Jack Benny program, which featured a simulated Benny-Welles discussion of the possible end of the world, stated: "Your worst fears that the world will end are confirmed by astronomers of the Franklin Institute, Philadelphia. Scientists predict that the world will end at 3 p.m., Eastern Standard Time, tomorrow. This is no April Fool joke. Confirmation can be obtained from Wagner Schlesinger, director of the Fels Planetarium of this city." Although the station later checked the story and broadcast an explanation, listener reaction already had evidenced itself in several thousand excited phone calls to newspapers and police stations, with the city information bureau alone reporting 4,000 calls.

CANADA last year produced 348,507 radio receivers valued at $8,678,000, according to the Dominion Bureau of Statistics, with sales of receivers amounting to 370,568 as against 251,259 in 1938. About one-third of the sets sold in 1939 were battery operated.

Petrillo Seeking Recording Facts

Trains Remove Phonographs; 'Bootleggers' Are Sought

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

According to a signed article appearing in the April issue of *Intermezzo*, organ of Chicago Local No. 10, Mr. Petrillo says:

"The purpose of the report . . . is to discover: How many recordings are made by non-union musicians, if any . . . How many recordings and transcriptions are taken off the air without our knowledge. These recordings, in most instances find their way into other locals around the country, where they are used on broadcasting stations, in order that the musicians who made them may not learn they have been bootlegged. And this, it would seem is probably the real reason they are sent into other jurisdictions to be played . . . And to catch, if possible, the 'bootleggers' who took these recordings (or transcriptions) off the air without the musicians involved receiving recompense for same."

The questionnaire reads as follows:

MADE WEEK ENDED______1940

1. *Recorded Programs:*
   (a) Name of program?
   (b) Number of records used?
   (c) Name (or names) of orchestras, bands or musicians used on recording?
   (d) Where was the transcription made?
   (e) Was a phonograph record, electrical transcription or library service used?
2. *Does Broadcasting Company Make Electrical Transcriptions?*
   (a) Name of record made?
   (b) Sponsor (if any)?
   (c) Agency (if any)?
   (d) State whether for sustaining or commercial use.
3. *Does Broadcasting Company Make Reference to Records?*
   (a) Name of program? Name of client?
   (b) Name of band, orchestra, or musician used?
   (c) Was live or recorded music used?
   (d) What disposition is made of reference records?
4. *Does Broadcasting Company Make Audition Records?*
   (Same questions as No. 3)
5. *Does Broadcasting Company Make Library Records?*
   (a) Are they used for broadcasting? If so:
   (b) Name of program? Name of client?

* * *

Mr. Petrillo also took in another notch in the already taut belt of Local No. 10 AFM policies when he successfully had phonograph machines removed from the dining cars of the Twentieth Century Limited of the New York Central line, and the "400" of the Chicago & Northwestern Railway, which were being operated by non-members of his union. According to a signed article in *Intermezzo*, Petrillo said:

"Both machines were operated by employes of the railroads. The matter was taken up with both roads and a series of conferences with our board of directors was arranged, the Chicago passenger traffic manager of each road attending. As a result of these conferences, both roads have discontinued use of recorded music, but agreed that if and when, they again use recorded music, members of Local 10 would be employed on the machines."

GREETING to C. B. Wikoff (right) new treasurer of Columbia Recording Corp., was extended April 1 by President Edward Wallerstein of the newly-acquired subsidiary. Mr. Wikoff came from Price, Waterhouse Inc. He will headquarter at the record plant in Bridgeport.

Recording Apparatus Firm

RECORDALL Mfg. Co., Inc., with offices and factory at 2619-25 Santa Fe Ave., Los Angeles, has been organized to engage in production of sound recording and re-producing apparatus, featuring "constant groove speed". Robert G. Sands, formerly in the investment department of the Union Bank & Trust Co., Los Angeles, heads the firm as president. Mrs. Mildred Griffin is secretary and office manager. Robert Young, M-G-M film star is a major stockholder and member of the board. E. E. Griffin, for 11 years chief engineer and factory manager of Universal Microphone Co., Inglewood, Cal., is production manager. The technical staff includes Everitte K. Barnes, recording engineer; Clifford H. Ruberg, communications transmission engineer, and Ernest Clover, laboratorian. The company is now in complete production of all items and has just published its initial catalog, which is being mailed to the trade.

EXCLUSIVE RADIO FEATURES Ltd., new Canadian transcription producer and representative, has established head offices at Toronto, with representatives in New York and Hollywood. The company was formed to produce transcriptions through Hollywood producers for the Canadian as well as United States market. First show bought for Canada is *Pinocchio*, produced by Radio Attractions, New York. H. J. Smith is president of the new company, and Garry Carter, vice-president of Frontenac Broadcasting, Toronto, is executive vice-president.

RADIO ARTISTS of Hollywood Inc., that city, has sold exclusive Canadian rights to the 39 quarter-hour transcribed serial, *Klondike*, to All-Canada Radio Facilities, Calgary, Alta. Serial, written by Hector Chevigny, is a story of Alaska in the days of '98.

WHICH Hammer DOES IT ?

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

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

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

WTAM

CLEVELAND

50,000 Watts 1070 KC

Represented Nationally by NBC SPOT Sales Offices

NEW YORK CHICAGO SAN FRANCISCO BOSTON
CLEVELAND DETROIT HOLLYWOOD PITTSBURGH

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KGKO, Fort Worth

O J's Beauty Lotion Co., Shreveport, La. (cosmetics), 260 *t*, thru Geizendanner Adv. Co., Houston.
Uncle Ben's Rice Co., Minneapolis (rice), 52 *sa*, thru G. B. Forristal Agency.
Southern Newspaper Features, Dallas (cooking school), 1 *sp*, thru Crook Adv. Agency, Dallas.
Cosden Petroleum Co., Fort Worth, 20 *sa*, thru Adv. Business Co., Fort Worth.
Tytex Rose Nurseries, Tyler, Tex. (nursery stock), 26 *sa*, thru Couchman Agency, Dallas.
Household Magazine, Topeka, Kan., 6 *sp*, thru Presba, Fellers & Presba, Chicago.
Purity Bakeries, Minneapolis (Taystee bread), 52 *sa*, thru Campbell-Mithun, Minneapolis.
United Appliance Co., Detroit (Electrolux refrigerators), 260 *sa*, thru Albert Couchman, Dallas.
Park & Tilford, New York (Tintex), 52 *t*, thru Chas. M. Storm Co., N. Y.
Custodian Toiletries, New York (toiletries), 20 *t*, thru H. W. Kaster & Sons, Chicago.
San Antonio Brewing Co., San Antonio (beer), 936 *sa*, thru Pitluk Adv. Agency, San Antonio.
General Mills, Minneapolis (Softasilk), 21 *t*, thru Blackett-Sample-Hummert, Chicago.
Magnolia Petroleum Co., Dallas (gasoline), 3 *sp*, thru Ratcliffe Adv. Agency, Dallas.

WHO, Des Moines

North Shore Church, Chicago, 13 *t*, direct.
Spohn Medical Co., Chicago (Udder-Aid), 36 *sp*, thru Critchfield & Co., Chicago.
Studebaker Corp., South Bend (cars), 39 *t*, thru Roche, Williams & Cunnyngham, Chicago.
Procter & Gamble Co., Cincinnati (Dreft), 260 *t*, thru Blackett-Sample-Hummert, Chicago.
Olson Rug Co., Chicago (rugs), *sp*, thru Presba, Fellers & Presba, Chicago.
Fenn Bros., Sioux Falls, S. D. (ice cream), 312 *sa*, thru BBDO, N. Y.
Golden Peacock Inc., Paris, Tenn. (hand lotion), 26 *sa*, thru H. W. Kastor & Sons, Chicago.
General Foods Corp., New York (Maxwell House coffee), 251 *t*, thru Benton & Bowles, N. Y.
General Foods Corp., New York (Post Toasties), 241 *t*, thru Benton & Bowles, N. Y.
Hamilton Watch Co., Lancaster, Pa. (watches), 100 *t*, thru H. W. Kastor & Sons, Chicago.

WHN, New York

Carter Products, New York (Arrid), 3 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Dodge Division, Chrysler Corp., Detroit, daily *sa*, thru Ruthrauff & Ryan, N. Y.
American Tobacco Co., New York (Lucky Strikes), 30 *sa* weekly, 13 weeks, thru Lord & Thomas, N. Y.
Michigan Mineral Water, New York, daily *sa*, one week, thru Hudson Adv. Co., N. Y.
Pepsi-Cola Co., Long Island City (soft drink), daily *sa*, 13 weeks renewal, thru Newell-Emmett Co., N. Y.
Radio Television Institute, New York, 3 *sp* weekly, 13 weeks, thru Huber Hoge & Sons, N. Y.

WFBR, Baltimore

Armstrong Cork Co., Lancaster, Pa. (rugs), 156 *t*, thru BBDO, N. Y.
American Chicle Co., Long Island City (Chiclets), 54 *sa*, thru Badger & Browning, N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist), 84 *sa*, thru Lord & Thomas N. Y.
Ford Dealers Adv. Fund, New York (used cars), 36 *sa*, thru McCann-Erickson, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 312 *t*, thru Bermingham, Castleman & Pierce, N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 312 *ta*, thru Atherton & Currier, N. Y.
Scott Paper Co., Chester, Pa. (Scot towels), 78 *sa*, thru J. Walter Thompson Co., N. Y.
Shell Oil Co., New York, 28 *sa*, thru J. Walter Thompson Co., N. Y.

KOA, Denver

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Prince Albert), weekly *t*, thru Wm. Esty & Co., N. Y.
Martin Bros. Bluehill Products, Denver (coffee and food), 3 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.
Campbell-Sell Baking Co., Denver (bread), 5 *sp* weekly, thru Woolley & Hunter, Denver.
Brown & Williamson Tobacco Corp., Louisville (Avalon cigarettes), 6 *sp* weekly, thru Russell M. Seeds Co., Chicago.

KMPC, Beverly Hills, Cal.

Bulova Watch Co., New York (watches), 35 *sa* weekly, thru Biow Co., N. Y.
Barbara Ann Baking Co., Los Angeles (bread), 3 *sp* weekly, thru Dan B. Miner Co., Los Angeles.
Cubbison Cracker Co., Los Angeles (Soyfee) 3 *sp* weekly, thru Advertising Arts Agency, Los Angeles.

KYA, San Francisco

Occidental Stove Co., Los Angeles (gas ranges), 5 *sa* weekly, direct.
Blue Ribbon Books, New York (educational series), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
MacFarlane Candy Stores, San Francisco (chain candy stores), series of *t*, thru Botsford, Constantine & Gardner, San Francisco.

WEAF, New York

Manufacturers Trust Co., New York (bank), 2 *sp* weekly, 13 weeks, thru McCann-Erickson, N. Y.
American Tobacco Co., New York (Lucky Strike), 12 *t* weekly, 13 weeks, thru Lord & Thomas, N. Y.

KSO, KRNT, WNAX, WMT, Des Moines, Yankton, Cedar Rapids

Geppert Studios, Des Moines (photos), 6 *sp* weekly, thru Coolidge Adv. Agency, Des Moines (KSO).
Climax Cleaner & Mfg. Co., Cleveland, 26 *ta*, thru Carr-Liggett, Cleveland (KRNT).
James Mfg. Co., Ft. Atkinson, Wis. (farm equipment), 52 *sa* thru Klau-Van Pietersom-Dunlop Assoc., Milwaukee (KSO, WMT).
Park & Tilford, New York, 52 *t* thru Charles M. Storm Co., N. Y. (KRNT, WMT, WNAX).
Hartz Mountain Products, New York (bird food), weekly *sp*, thru George H. Hartman Co., Chicago (KRNT).
Independent Grocers Alliance, Chicago, 10 *ta*, thru Campbell-Mithun, Minneapolis (KSO, KRNT, WMT, WNAX).
Dean Studios, Omaha (photos), 3 *sp* weekly, thru Lessing Adv. Agency, Des Moines (KSO).

WGY, Schenectady

E. I. duPont de Nemours & Co., Wilmington (Cel-O-Glass), 2 *sa* weekly, thru BBDO, N. Y.
Hecker Products Co., New York (cereal products), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
New England Confectionery Co., Boston, 6 *t* weekly, thru Badger & Browning, Boston.
Park & Tilford Co., New York (Tintex dyes), 2 *sp* weekly, thru Charles M. Storm Co., N. Y.
Wilson Packing Co., Chicago (Ideal dog food), 4 *sa* weekly, thru U. S. Adv. Corp., Chicago.
Spencer Shoe Stores, Boston, 4 *sp* weekly, 52 weeks, thru Chambers & Wiswell Boston.
National Biscuit Co., New York, 6 *t* weekly, thru McCann-Erickson, N. Y.

WPTF, Raleigh, N. C.

Shell Oil Co., New York, *sa* series, thru J. Walter Thompson Co., N. Y.
Fairmont Mfrs., Fairmont, N. C. (tobacco), 3 *sp* weekly, direct.
Zebulon Supply Co., Zebulon, N. C. (furniture), *sp* series, direct.

WABC, New York

Melville Shoe Corp., Boston (Thom McAn shoes), 6 *sp* weekly, 52 weeks, renewal, thru Neff-Rogow, N. Y.

WOV, New York

Kirkman & Son Brooklyn (soap), 3 *sp* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.

KMOX, St. Louis

John Morrell & Co., Ottumwa, Ia. (E-Z-Cut Hams), 3 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Walker Remedy Co., Waterloo, Ia. (Walko poultry remedies), 6 *ta* weekly, thru Weston-Barnett, Waterloo.
Absorene Mfg. Co., St. Louis (cleaners), 6 *sa* weekly, thru Ross-Gould Adv. Agency, St. Louis.
Hoover Liniment Co., Carlisle, Ind. (liniment), 3 *sa* weekly, thru Wade Adv. Agency, Chicago.
Kroger Grocery & Baking Co., Cincinnati (grocery chain), 5 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Bristol-Myers Co., New York (Minit-Rub), 3 *sa* weekly, thru Young & Rubicam, N. Y.
Cleveland Cleaner & Paste Co., Cleveland (wallpaper cleaner), 6 *sa* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Bathasweet Corp., New York (toiletries), weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Manhattan Soap Co., New York (soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Shell Oil Co., St. Louis (petroleum products), 7 *sa* weekly, thru J. Walter Thompson Co., N. Y.

CFCO, Chatham, Ont.

T. H. Eastbrooke Co., St. John, N. B. (Red Rose tea & coffee), 26 *t*, thru A. McKim Ltd., Toronto.
Gypsum, Lime & Alabastine Co., Toronto (Alabastine & Alatint), 195 *sa*, thru McConnell, Eastman Ltd., Toronto.
Tip Top Tailors, Toronto (clothes), 39 *sa*, thru McConnell, Eastman Ltd., Toronto.
Imperial Tobacco Co., Montreal (Vogue tobacco), 52 *t*, thru Whitehall Broadcasting Ltd., Montreal.
Canadian Industries Ltd., Toronto (paints & varnishes), 52 *sa*, thru J. Walter Thompson Ltd., Toronto.
Ralston Purina Co., Toronto (feed), 38 t, thru James Fisher Co., Toronto.
Ogilvie Flour Mills Co., Montreal (flour), 35 *sa*, thru J. J. Gibbons Ltd., Toronto.
Tuckett Tobacco Co., Hamilton, Ont. (cigarettes), 4 *ta* daily, thru McLaren Adv. Co., Toronto.

KPO, San Francisco

Dryden & Palmer, Long Island City, N. Y. (Gravy Master), 2 weekly *sa*, thru Samuel C. Croot Inc., N. Y.
California Spray Chemical Corp., Richmond, Cal., 7 *sa* weekly, thru Long Adv. Service, San Jose, Cal.
Soil-Off Mfg. Co., Glendale, Cal. (Nu-A-Gan), weekly *sa*, thru Hillman-Shane, Los Angeles.
Western Tablet & Stationery Co., St. Joseph, Mo. (stationery), 2 *t* weekly, thru Potts-Turnball Co., Kansas City.
General Foods Corp., New York (Maxwell House Coffee & Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
W. P. Fuller & Co., San Francisco (paints, glass), 4 *t* weekly, thru McCann-Erickson, San Francisco.
Western Wax Corp., San Francisco (candles), weekly *sa*, thru Emil Brisacher & Staff, San Francisco.

CJCA, Edmonton, Alta.

Canadian Industries, Montreal, 52 *sa*, thru J. Walter Thompson Co., Toronto.
Consolidated Drug Trade Products, Chicago (Peruna, Kolor-Bak), daily *sp*, thru Benson & Dall, Chicago.
Cutter Labs., Calgary, *sa* series, thru Makay & Savary, Calgary.
Fruitative Products, Hull, Que., daily *ta*, thru Lord & Thomas of Canada, Toronto.
Gillette Safety Razor Co., Detroit, *ta* series, thru Maxon Inc., Detroit.
Gypsum, Lime & Alabastine of Canada, Toronto, 185 *ta*, thru McConnell, Eastman & Co., Toronto.
Union Oil Co. of Canada, Vancouver, 312 *sa*, thru Stewart McIntosh, Vancouver.
Wm. Wrigley Jr. Co., Toronto, *sp* series, thru Tandy Adv. Agency, Toronto.

Radio Advertisers

WQXR, New York, reports a 70% increase in time sales for the first quarter of 1940 as compared to last year, largest in the station's history for that period. Sponsors currently using WQXR which were not on the station during the first quarter of 1939 include Botany Worsted Mills, J. B. Williams Co., Shell Oil Co., Thomas' Bread, Schrafft's, Jacob Ruppert Brewery, Gambarelli & Davitto wines, Stromberg-Carlson, Twentieth Century-Fox Film Corp., Ohrbach's, Lafayette Radio, Embassy Newsreel Theatres and Julius Wile Sons & Co. (Escoffier sauces).

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

UNITED DIATHERMY Inc., Los Angeles (shortwave machine) in an anticipated West Coast campaign, on April 1 started a test on KRKD, that city, using six spot announcements weekly. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

INTERNATIONAL INSURANCE Co., which has sponsored the morning UP newscast, *First News of the Day*, on KTAR, Phoenix, Ariz., for the last year has added KVOA, Tucson.

FONTANA FOOD PRODUCTS, San Francisco on April 23 will start the electrically transcribed, *So This Is Magic* on KGMB, Honolulu, and KHBC, Hilo, T. H., Tuesdays and Thursdays, 4:15-4:30 p.m. Honolulu Time. Account was placed through Brewer-Weeks Agency, San Francisco.

L. O. GROTHE Ltd., Montreal (tobacco) on April 3 started *Enchantment* on CFRB, Toronto; CKCO, Ottawa; CFCF, Montreal; and in French *La Petite Cigarettiere* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; Wednesdays, 10-10:15 p.m. Agency is Canadian Adv. Agency, Montreal.

OWL DRUG Co., San Francisco (Pacific Coast chain), thru Raymond R. Morgan Co., Hollywood, newly appointed, on April 15 starts a six weekly quarter-hour, early morning program, *Keeping Fit in Hollywood*, on KNX. Contract is for 52 weeks, and program features Richard Kline in health exercise.

L. O. GROTHE Ltd., Montreal, (St. Regis Tobacco) has started a Sunday quarter-hour French show *Monsieur et Madame* on CKAC, Montreal; CHRC, Quebec; CJBR Rimouski, Que. Canadian Adv. Agency Montreal, placed the account.

E. T. ESTABROOKS Ltd., St. John, N. B. (Red Rose Tea) has started a twice-weekly French show *Les Aventures de Becassine* on CKAC, Montreal; CHLT, Sherbrooke, Que.; CHRC, Quebec. A. McKim, Ltd., Montreal placed the account.

IMPERIAL TOBACCO Co., Montreal, is sponsoring broadcasts of all regional hockey playoffs throughout Canada on local stations and regional networks. Whitehall Broadcasting, Montreal, places.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice), recently contracted for the broadcast of a transcribed version of its program starring Irene Rich on KGMB, Honolulu, and KHBC, Hilo, T. H., on Thursdays, 7:45 to 8 p.m. Honolulu Time. Account was placed through National Export Adv., N. Y.

Six-Hour Sponsor

DAVIS-STANDARD BREAD Co., Los Angeles (Perfection Bread), thru Hixon-O'Donnell Adv., that city, to launch its Founder's Week and announce expansion of home delivery service as well as the putting into operation 219 new specially designed motorized "traveling stores", on April 6 only, sponsored a series of 21 quarter-hour programs, totaling six hours of time, on KNX, Hollywood. It was the first time that such a one-time radio campaign had been presented in the interest of a food item on a local Southern California station. The concern contracted for all available time from 8 a.m. to 11 p.m., presenting every type of radio program from quiz show to commentary and variety.

TRUSCON STEEL Co., Youngstown, O., through Lang, Fisher & Kirk, Cleveland, on March 28 sponsored an hour program over KYW, Philadelphia, from the Home Builders Show. KYW also reports G. H. P. Cigar Co. (La Azora cigars) renewing its thrice-weekly sports comments by Kerby Cushing, through Aitkin-Kynett Co., Philadelphia. The *Philadelphia Bulletin* is also buying daily dramatized announcements to call attention to its classified ad section, placed through Donovan-Armstrong Agency, Philadelphia.

LOUISIANA POWER & LIGHT Co., is sponsoring a series of 26 syndicated *Listeners' Club* programs, produced by NBC Radio-Recording Division, through August on WWL, New Orleans, Saturdays, 6:15-6:30 p. m. Agency is Fitzgerald Adv. Agency, New Orleans. The complete series, featuring a variety of talent, includes 175 quarter-hour episodes. Other current sponsors are the Ideal Laundry & Dry Cleaners on WDBJ. Roanoke, and the Phoenix Laundry & Dry Cleaning Co., on KTAR. Phoenix.

FRUIT WINE Co. of AMERICA, New York, on April 22 will add WNEW, New York, to the list of New York stations carrying quarter-hour programs and spot announcements for Lord Jean wines. Schedule is for 10 to 20 spots weekly and two to four programs of news or music weekly for 52 weeks. Other stations are WMCA, WEVD and WHOM. Emil Mogul Co., New York, handles the account.

RELIANCE MFG. Co., Chicago (Big Yank work clothes), on April 25 will start a 13-week series of twice-weekly quarter-hour programs on WLS, Chicago, featuring *The Sod Busters & Christine*. Ruthrauff & Ryan, Chicago, handles the account. Naughton Farms, Waxahachie, Tex. (nurseries), on April 8 started a series of six-weekly five-minute transcribed programs on WLS, featuring *The Master Gardener*. Contract is of undetermined length. Rogers & Smith, Dallas, is agency.

LEVER BROS. Co., Cambridge, Mass. (Rinso), recently inaugurated a transcribed broadcast of its *Big Town*, starring Edward G. Robinson, on KGMB, Honolulu and KHBC, Hilo, T. H., Tuesdays, 7:45 to 8:15 p.m. Honolulu Time. Account was placed through National Export Adv., N. Y.

PET MILK Co., (Pacific Coast Division), San Francisco, recently contracted for the release of 156 one-minute spot announcements on KGMB, Honolulu, and KHBC, Hilo, T. H., which started on April 6. Account was placed through Botsford, Constantine & Gardner, San Francisco.

SEVEN SPONSORS have been signed for participation on the WJJD, Chicago, *Sports Edition*, three-hour daily show which features race results, latest news, general sports information, interviews with sports celebrities, and transcribed music. Jointly sponsoring are Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), through Weiss & Geller, Chicago; I. Lewis Cigar Mfg. Co., Newark (John Ruskin cigars) through Louis & Toker, Newark; Buschbaum Co., Chicago (Elasti-Glass products) through Irving J. Rosenbloom Adv. Agency, Chicago; Wilson & Co., Chicago (meats), through U. S. Adv. Corp., Chicago; Michigan Ave. Motors, Chicago (autos), through Schwimmer & Scott, Chicago; Keeley Brewing Co., Chicago (beer), through C. L. Miller Co., Chicago; Studebaker Sales, Chicago (autos), through Schwimmer & Scott, Chicago. Five announcers, Jack Drees, Brooks Connally, Bill Corley, Dick Olson and Glenn Taylor, handle the shows.

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

INSTITUTE OF MENTAL PHYSICS Inc., Los Angeles (religious) preparatory to going national with a spot campaign, placing direct, is testing with a thrice-daily quarter-hour program of recorded inspirational music on KIEV, Glendale, Cal., and XEMO, Tia Juana, Mex. The Institute is also using a similar daily program on XERB, Tia Juana.

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

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

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

SECOND novel in the *By Kathleen Norris* series, sponsored by General Mills for Wheaties on CBS, started April 8. Titled "Mystery House", the dramatizations continue Monday through Friday, 5-5:15 p.m., but because of baseball broadcasts will not be heard on WABC, New York; WBBM, Chicago; KRNT, Des Moines; WCAU, Philadelphia; KMOX, St. Louis, and WJSV, Washington. Knox-Reeves, Minneapolis, is agency.

WILMINGTON TRANSPORTATION Co., Wilmington, Cal. (Catalina Island vacation resort), a seasonal user of radio time, on May 6 starts for 13 weeks, a five-weekly quarter hour man-on-the-street program on 6 CBS West Coast stations, Monday, thru Friday, 1:30-1:45 p.m. (PST). In addition, the firm will sponsor 22 quarter-hour programs on KNX, Hollywood, only, during August. Agency is Neisser-Meyerhoff, Los Angeles.

McCOLL-FRONTENAC OIL Co., Montreal, on April 1 started newscasts six times weekly on CKOC, Hamilton, Ont.; CKGB, Timmins, Ont.; CFCO, Chatham Ont., CJKL, Kirkland Lake Ont.; CKNX, Wingham Ont.; CFCH, North Bay Ont. Account was placed by A. McKim Ltd., Montreal.

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

WM. WRIGLEY Co. of Canada, Toronto, on March 27 renewed for 13 weeks the French show *Course au Tresore* on CKAC, Montreal; CHRC, Quebec; and on April 9 renewed for 13 weeks *Treasure Trail* on CFRB, Toronto; CFCF, Montreal; CKCO, Ottawa; CFCO, Chatham, Ont. Agency is Tandy Adv. Co., Toronto.

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

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

WHN's Signoff at 3 a. m.

BECAUSE of increased business starting throughout April, WHN, New York, has added two operating hours daily to its schedule, programs now beginning at 6 a. m. and ending at 3 a. m. the following morning. Recent new accounts include B. F. Curry and Marvel Chevrolet Co., New York, 13 weeks of three quarter-hours weekly; Utilities Engineering Institute of New York, on April 14 started 24 quarter-hours weekly; National Schools Television course, on April 7 started 52 weeks of six quarter-hours weekly; Air Conditioning Training Corp., on April 4 started 24 quarter-hours weekly, and Emergency Labs (Poslam soap), on April 9 started thrice weekly participation on *Polly the Shopper* program.

Correction

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

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

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

Breakfast Club Stages New York Agency Stunt

REPEATING its Chicago stunt of promoting the Blue Network *Breakfast Club* at a breakfast [BROADCASTING, April 1], NBC on April 5 entertained some 200 New York advertising agency executives and station representatives at breakfast in the Louis XIV Restaurant in Rockefeller Center. Fancy skaters on the adjoining rink entertained, after which a section of a typical *Breakfast Club* broadcast was played by recording and Don McNeill, m.c. on the program, interviewed a lifesize cutout figure of himself, whose answers were recorded.

Sidney N. Strotz, NBC vice-president in Chicago, where the program originates, explained the new plan whereby it is available for local sponsorship on individual stations, with announcements done locally. If desired, announcements can be recorded by Don McNeill, he stated. Program, which has been on NBC for seven years as a sustaining feature, now has 11 sponsors in 13 cities, according to a chart displayed at the breakfast.

AGENCY *Appointments*

GUDE BROS., Kieffer Co., New York, to Huber Hoge & Sons, New York, to Royal butter. Six news periods weekly have been running for the past two months on WINS, New York, and more radio may be added next fall.

WALTER H. JOHNSON CANDY Co., Chicago, to Franklin Bruck Adv. Corp., N. Y.

FISCHER'S SURFA-SAVER Inc., Cincinnati, to Strauchen & McKim Adv., Cincinnati. Five-weekly announcement campaign started on WKRC, Cincinnati.

MONTEREY BREWING Co. (Salinas, Cal. (beer and ale); Clark Folding Boat Co., San Francisco (folding kayaks, rowboats and dinghys) and Moreland & Carlton, San Francisco (chemical engineers), to Gerth-Knollin Adv. Agency, San Francisco.

SLATER SHOE Co., Montreal, to J. E. Huot, Montreal. Disc program to start in mid-April in Maritime and Western Provinces.

COLUMBIA BREWING Corp., St. Louis (Alpen Brau beer), to Olian Adv. Co., St. Louis.

CBS Wins Art Award

CBS received one of the medal awards in the classification of "complete ads in booklet and direct mail" of the 19th annual competition of advertising art, sponsored by the Art Directors Club of New York, for the verse brochure "Seems Radio is Here to Stay", written by Norman Corwin and illustrated by Rudolph Charles von Ripper and William Golden. The booklet is a reprint of the *Columbia Wodkshop* production, first broadcast on CBS April 24, 1939.

Youths Choose Programs

YOUTHBUILDERS, New York, through its Forum Clubs is distributing a monthly "Youth Forum Radio List" to children in metropolitan public schools "to help children formulate their own methods of discrimination in the use of radio as an effective source of information and entertainment." The list of programs, which includes time and stations, is based on children's own preferences, and each month's copy contains a coupon on which the children may submit further preferences or suggestions.

Agencies

BARTON A. STEBBINS. Los Angeles agency, has opened a New York office at 247 Park Ave. to service its Eastern accounts. William S. Arnold and Robert L. Nourse Jr. head the executive staff of the new office. Mr. Stebbins will divide his time between Los Angeles and New York.

ANNE DIRECTOR, for seven years radio time buyer for the Pacific Coast Offices of J. Walter Thompson Co., has joined Austin & Spector Co., New York, in a similar capacity.

WARD WHEELOCK Co., on April 22 will move its New York offices from 420 Lexington Ave. to larger quarters at 444 Madison Ave. Diana Bourbon is manager of New York radio accounts.

JOHN B. BISSELL, formerly an executive of Blackett-Sample-Hummert, Chicago, and previously president of Bissell & Land, Pittsburgh, has been appointed vice-president of Lawrence Fertig & Co., New York.

RAYMOND R. MORGAN Co., Hollywood, having acquired the property at the corner of Vine St. and Leland Way, that city, contemplates erecting a two-story building which the firm will occupy.

DON HENSHAW, radio executive for the last 3½ years of A. McKim Ltd., Toronto agency with branches throughout Canada, severed his connection as of April 1, and is writing scripts for major shows of the Canadian Broadcasting Corp. His place has been temporarily taken by Mrs. Jean Grant at the Toronto headquarters of the agency.

HUMPHREY M. BOURNE, who recently joined Raymond R. Morgan Co., Hollywood, has been made head of the commercial and copy departments. Before coming to the West Coast he was for four years in the radio division of Ward Wheelock Co., Philadelphia.

LOUIS E. DEAN, radio director of Campbell-Ewald Co. of New York, on April 8 joined Arthur Kudner, New York, as an executive in the radio department, which is headed by Charles Gannon. Kenneth Young, assistant radio director of Campbell-Ewald, will take over Mr. Dean's position.

JOHN ROCHE of the New York office of N. W. Ayer & Son, will leave for Hollywood about April 15 to assist in the production of the Ford Motor Co.'s summer program, which will feature James Melton, Francia White and Leith Stevens' Orchestra.

AARON & BROWN is the new trade name of the former Barnes & Aaron Adv. Agency, Philadelphia, Eleanor Brown having taken over the partnership vacated by Warren Barnes, who is retiring from the advertising field to devote his time to his Yellow Cab Co. interests.

GEORGE STANTON, formerly of J. Walter Thompson Co., Chicago, and more recently of Blackett-Sample-Hummert, Chicago, has joined McCann-Erickson, same city, as assistant to Ed Benedict, director of media.

CHARLES HOTCHKISS, for three years a member of the NBC-Chicago local and spot sales department, has been appointed radio director of the Sherman K. Ellis & Co., Chicago office.

ROSS SHATTUCK and Margaret Ettinger, operating under the name of Shattuck & Ettinger Adv. Co., Beverly Hills, Cal., for five years, have withdrawn from the advertising field and dissolved the firm, setting up separate organizations. Miss Ettinger will continue to handle public relations accounts, while Shattuck is confining his activities to art direction, industrial designing and merchandising. With separate offices, they continue to be headquartered at 202 S. Hamilton Drive, Beverly Hills.

Latham to B & B

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


Mr. Latham

REMY L. HUDSON, who a year ago joined Mitchell-Faust Adv. Co., Chicago, has been elected vice-president of the agency. Mr. Hudson entered the agency field with Campbell-Mithun Inc., Minneapolis, in 1934, after starting in 1929 in the advertising department of The Dayton Co., Minneapolis department store, and was associated with the McCord Co. as account executive before joining Mitchell-Faust.

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

MITCHELL E. FRIEND, president of the Friend-Weiner Adv. Co., New York, has formed the Mitchell E. Friend Co. at 15 Park Row, New York. Telephone is Rector 2-5516. Associated with Mr. Friend are most of the former Friend-Weiner staff. Ernest H. Weiner, treasurer of Friend-Weiner, has joined Morgan A. Reichner & Co., New York, as account executive.

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

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

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

RUTH JOHNSON, in charge of radio talent and casting, has been made production manager of Raymond R. Morgan Co., Hollywood. Amy Helen Brown, who recently joined the agency, is her successor.

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

ZOHNER E. ROLLER, formerly with Edward L. Bernays, New York, has been appointed director of public relations of the J. W. Pepper Co., New York advertising agency.

LEO BURNETT Co., advertising agency with main offices in Chicago, has leased space for a New York office in the Time & Life Bldg., in Rockefeller Center. Telephone number will be Circle 6-8059.

MARSH K. POWERS, formerly president of the Powers House Adv. Agency, Cleveland, has joined Roy S. Durstine, New York, as a creative executive. Recent Durstine accounts include *McCall's* Magazine, National Mineral Wool Assn., and ABT's Seafood Products, all of New York.

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

Agency Meets Media

PACIFIC National Adv. Agency, Seattle, entertained 12 executives and members of the staff of KOMO-KJR, Seattle, at a luncheon March 29, the first of a series planned by PNAA to meet with media representives and explain the functions and facilities of the agency. With William H. Horsley, president of the agency, presiding, talks were given by Harold O. Stone, Frank V. Twist and Harry Pearson on various phases of the agency's radio activities.

William A. Krasselt

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

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

Rebroadcast of International Stations Is Recommended to FCC by Committee

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

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

Little Opposition

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

Hearings on the WNYC application were held Oct. 23, 1939, at which time Mayor LaGuardia of New York and Profs. William Y. Elliott and Harry Rowe Mimno, of Harvard, testified there was no concerted opposition to the proposal.

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

Suggestions as to how Rule 4.10 (d) should be amended to make the authorization possible, were as follows:

By Commissioner Craven:

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

(1) That such rebroadcasting will not detract from the primary function of an international broadcast station, the programs of which are being rebroadcast; and

(2) That the technical quality of the rebroadcasting will be reasonably free from distortion and noise, as well as reasonably free from the effects of fading. The Commission will afford to applicants a reasonable opportunity to secure facts concerning the proposed technical performance.

By Commissioner Payne:

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

Length of Commercials Is Discussed by Weed

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

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

Reps

J. L. ALEXANDER, formerly with the Toronto office of Joseph Hershey McGillvra, has announced the opening of his own representation firm at 100 Adelaide St. West, Toronto, as of April 1, and has been appointed exclusive representative of CJIC, Sault Ste. Marie, Ont.

JOHN S. HEWING, of the marketing research and merchandising department of Young & Rubicam, Toronto, Montreal and New York, on April 15 joins the Toronto office of Joseph Hershey McGillvra as station sales representative. He succeeds J. L. Alexander.

JOHN BLAIR & Co., national representative firm, has been appointed as representative of KGGM, Albuquerque, N. M., and KVSF, Santa Fe, N. M.

FREE & PETERS Inc., national representative firm, has been appointed representative of KIRO, Seattle.

LILLIAN E. SELB, for five years in the radio department of Blackett-Sample-Hummert and recently with Joseph McGillvra, radio representative, on April 15 joined the New York offices of The Foreman Co., station representatives.

WTOL, Toledo, O., has appointed Radio Advertising Corp. as its representative in New York, Chicago, Cleveland and the West Coast.

WIBX, Utica, has opened a New York sales office at 160 E. 46th St. Telephone: Plaza 8-0066. M. L. Swars, formerly engaged in program creation and exploitation, is manager.

A. M. MARTINEZ, formerly manager of Conquest Alliance Co., foreign transcription and production company of New York and Chicago, has been placed in charge of the radio division of Melchor Guzman Co., New York representatives of international advertising media. Mr. Martinez recently returned from a month's visit to Mexico where he studied radio and market conditions for American products.

WOV Donates Old Building

WOV, New York, has donated its former transmitter building at Secaucus, N. J., to the congregation of Ansche Sholem of that town to be used as a synagogue for local Jewish residents. The building was vacated last year when WOV moved its transmitting equipment to Kearny, N. J.

Adams Form Rep Firm

JACK T. ADAMS, former executive of the Transcontinental Broadcasting System, and previously radio director of Erwin, Wasey & Co., has formed Adams & Adams at 11 E. 44th St., New York, to represent radio stations and talent. Telephone is Murray Hill 2-6148. The company is handling Arthur Godfrey, Stella Unger, Johannes Steel and Gabriel Heatter, but no list of stations has been announced. Mr. Adams' son, Trevor Adams, will also be an executive.

License Transfer Case Is Appealed

FCC Seeks U. S. Supreme Court Review of CBS-KSFO Case

IN AN EFFORT to settle the question of the right of parties to appeal from FCC decisions refusing consent to a voluntary transfer of a station license, the FCC April 2 petitioned the U. S. Supreme Court for a writ of certiorari to review the KSFO-CBS transfer case, now pending in the U. S. Court of Appeals for the District of Columbia.

In its petition, signed by Francis Biddle, Solicitor General, and William J. Dempsey, FCC general counsel, the Government brings out that the lower court on Nov. 29 denied the FCC's motion to dismiss an appeal taken by CBS and KSFO from the Commission decision denying transfer of the San Francisco outlet under lease to the network. The Commission originally had denied the transfer in October, 1938. When the appeals were taken both by CBS and KSFO, the FCC filed motions with the lower court to dismiss the appeals on the ground that under Section 402(b) of the Communications Act, the court was without jurisdiction to entertain an appeal on the Commission's denial of a request for consent to the assignment of a station license. The lower court subsequently denied the Commission's motion to dismiss in both cases.

Transferee a New Applicant?

The Commission said that the law authorizes appeal to the lower court from any decision refusing an application for a construction permit or for a license or for renewal or modification of an existing license and does not mention transfers. The Commission said it regarded the issue as important not only because it holds that a transferee requesting consent to a transfer is to be considered an applicant to the Commission for a license, but also because it involves his right to a hearing before the Commission, the nature of his substantive rights and the scope of review of an adverse determination of the Commission.

Moreover, the Commission said that in the lower court's decision, Chief Justice Groner and Associate Justice Miller had denied the Commission's dismissal also, with Justice Stephens dissenting. Three other members of the court—Associate Justices Edgerton, Vinson and Rutledge—have not directly passed upon the question raised. "In this situation it is impossible to know with any degree of certainty," the Commission said, "whether an appeal to the court below will lie from an action of the Commission in such cases, since a determination of that question will depend upon the views of the two Associate Justices who were assigned to sit with the Chief Justice in the case."

In a second petition, dealing with KSFO, the Commission pointed out that the case is a companion of the CBS case and that the issues are the same, since the lower court disposed of the two cases in one opinion. It added, however, that there was one additional question involving KSFO—whether, assuming that the act authorizes an appeal to the court from a decision of the Communications Commission refusing consent to a transfer, such an appeal can be prosecuted by the proposed transferor of the license. The latter is in the position of agreeing not to contest the application and undertakes to surrender its license if the Commission grants the application, the Commission pointed out. Under this analysis, it stated, the transferor cannot possibly be aggrieved or adversely affected within the meaning of the law by an order of the Commission denying the application any more than would any other person having a contract with the assignee conditioned upon favorable Commission action.

WALTER NEFF, president of Neff-Rogow, New York, on April 11 gave a brief talk and directed a question and answer clinic on radio for the New York Business Institute, a division of the YMCA.

MUSIC Educators National Conference, held in Los Angeles March 30-April 5, brought many radio executives to the West Coast as participants and several friendships were renewed. Talking over old times at the Hollywood Brown Derby restaurant (l to r) were Jack Benny, star of the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O); Jennings Pierce, NBC western division educational and agricultural director; Mrs. Al Nelson, wife of the manager of KPO-KGO, San Francisco; Don E. Gilman, NBC western division vice-president, Hollywood and host to the group; Judith Waller, NBC central division public service and educational director, Chicago; Mr. Nelson and Harry Sosnik, musical director of Decca Records, New York. Radio was an important part in the Conference with both NBC and CBS broadcasting more than a score of educational features during the seven days of the proceedings.

WLAC Plea Denied

PETITION of WLAC, Nashville, to classify WMEX, Boston, recently assigned to operation on the 1470 kc. channel as a Class II station, while the Nashville outlet retained a Class I-B status, was denied April 4 by the FCC. WLAC, after several years of litigation, has been authorized to shift to 1470 kc. with 5,000 watts fulltime.

BERMUDA, with a population of about 31,000, has approximately 5,000 radios in use, according to incomplete figures of police headquarters at Hamilton, which is licensing sets at the rate of seven shillings six pence.

Equipment

RCA Mfg. Co., Camden, N. J., has announced the new RCA Type 312 radio noise meter for measuring radio noise and interference. Designed for simplicity and portability, the meter is fundamentally a superheterodyne receiver with a small vertical antenna, containing an output metering system equipped with an integrating network quasi maximum indications on a direct reading meter. The instrument, employing a self-contained calibrating source, is claimed to be adapted both for field and laboratory service, its principal uses including measuring noise levels of transmission lines, electrical apparatus, and field strength of radio signals in comparison with noise levels.

STANDARD ELECTRICAL PRODUCTS Co., 317 Sibley St., St. Paul, has announced a new line of Staco relays designed especially for radio frequency and high voltage application.

WCAE, Pittsburgh, granted 5 kw. night, has ordered from Victor J. Andrew, Chicago, complete directional phasing, coupling, phase monitoring, coaxial cable, metering and gas equipment.

DOOLITTLE & FALKNOR Inc., Chicago, will supply transmitter equipment for the newly-authorized WSSJ, San Juan, Puerto Rico, 250 watts on 1500 kc., and a Lehigh vertical radiator has been ordered, according to Miguell Soltero, treasurer of Portorican American Broadcasting Co., holding the CP [BROADCASTING, March 15].

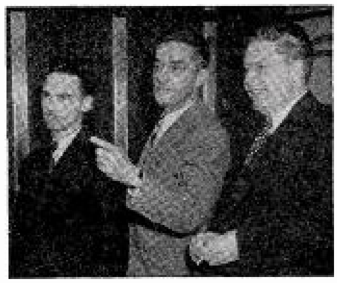
RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: 250-D transmitter to KROD, El Paso, Tex.; 100-EM modulator unit to WMFJ, Daytona Beach, Fla.

R. S. ROBINSON has been named manager of the Graybar Electric Co. branch office in Tampa, Fla., and L. M. Smith, sales manager of the Graybar office in Orlando. The new address of the Graybar branch in Worcester, Mass., is 165 Commercial St.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., on April 30 will issue two new catalogues for the trade. One is on microphones and the other on recording machines and accessories. Both are in loose leaf form and contain many new items since the 1939 catalogues. A third leaflet, No. 165, on recording and playback turntables, is also being issued.

O'Hara's Spanish

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, sponsored by Falstaff Brewing Corp., during a training camp visit with the St. Louis Cardinals accompanied the team to Havana, Cuba, for pre-season exhibition games, originating his nightly sports review on KWK from there. During the four-day series with the Cuban All-Stars, O'Hara put his fluent command of Spanish to good use in assisting local Havana stations in their play-by-play accounts of the series. He picked up Spanish during seven years at sea as a wireless operator on ships plying South American waters, before entering radio as an announcer and engineer in Chicago in 1926.



NEW additions in the master control room of CBS Hollywood headquarters are explained by Lester Bowman, the network's western division chief engineer (center, pointing), to G. Stanley McAllister, CBS New York superintendent of construction and maintenance (left) as George McCaughna, in charge of maintenance and construction at Columbia Square looks on. McAllister came to Hollywood in late March to inspect the two new audience studios which were added to the Columbia Square building.

Search for Model Son

IN COOPERATION with United Artists as promotion for the picture "My Son, My Son", WMCA, New York, is conducting a search for New York's model son between the ages of 13 and 18, the winner to receive $100. Announcements on the contest and guest speakers describing the necessary qualifications are presented by WMCA on various daily broadcasts. Judges are Lowell Thomas and Allen Dinehart. Following the local contest, it is planned to hold a national search for a model son, the winner to receive a four-year scholarship to college.

Roosevelt Urges Flexible Television

Fly and Sarnoff Match Wits at Senate Hearing

(*Continued from page 18D*)

did not admit the FCC had any authority over advertising, he would welcome an inquiry into the RCA promotion by the proper body, which he said was the Trade Commission. He added he felt the Commission's first order was proper but that the second order was "all wrong"—in contrast to the diametrically opposite position taken by Chairman Fly. Somewhat facetiously the RCA president said that he felt all this discussion was "healthy", that it tended to advertise television and that he thought he had advertised DuMont "very well". Chairman Wheeler observed Mr. Sarnoff hadn't done so badly in RCA's behalf.

Combination Receivers Suggested by Fly

Chairman Fly said that if RCA would put on the market a receiver capable of picking up DuMont and Philco transmissions, it would go a long way toward relieving the situation. He also assured the committee that other stations would be on the air "pretty soon".

Asked about the minority report by Comdr. Craven, Chairman Fly said there was no question raised in the Commission discussions as to the FCC's jurisdiction by the dissenting commissioner. He added the dissent was inserted in the *Congressional Record* by Senator Lundeen. Senator Wheeler criticized the practice of publishing minority reports in that manner, declaring it led to "back-biting" on independent agencies.

The hearing then was opened up as a sort of free-for-all. William A. Roberts, counsel for DuMont, in the rear of the crowded committee room, was asked to make a statement. Supporting the FCC hearing order, he said the whole issue before the Commission was whether the RMA standards should be adopted. He added he thought it was "fairly conclusive" that RCA did control RMA through its engineers on various committees. He argued that if RCA continues its merchandising campaign, standards would be frozen to the RMA synchronizing pulse and that flexibility would be impossible.

Mr. Roberts declared he felt RCA's promotional campaign was in "deliberate defiance of the Commission's order". RCA, he charged, proposed to sell to "suckers" 25,000 to 40,000 sets which would not accommodate improvements unless they paid the additional $40 per unit for the alterations. He referred to an RCA letter, sent out Feb. 29, which advised dealers that RCA would immediately push television at the 441-line RMA standards.

Mr. Sarnoff asked that the record show that DuMont is controlled by Paramount and that the impression should not prevail that there is a "big RCA and a little DuMont". Mr. Roberts retorted that Paramount does not control his company but has advanced money on notes.

Chairman Fly himself took up the questioning of Mr. Sarnoff on the freezing of standards through its manufacture of 441-line receivers. Mr. Sarnoff disagreed with what he described as Mr. Fly's contention that the RCA was substituting itself for the FCC by attempting to fix standards.

Edwin M. Martin, secretary and patent counsel of Farnsworth Radio & Television Corp., in a brief appearance, emphasized that the RMA standards do not belong to RCA but to the entire industry and that there is neither an RCA nor Farnsworth system of television. Both companies, along with others, contributed and Mr. Farnsworth himself took part in the drawing up of the RMA standards. He said he wanted to make the record clear that Farnsworth was never controlled by RCA and that it is distinctly a competitor. He declared that the patent discussion was off-side, in his opinion, and that industry standards would not be affected by patents one way or the other.

Declaring that Farnsworth maintains the second largest staff of television engineers in the field, he said that Mr. Farnsworth himself expressed the opinion that the DuMont proposals "have nothing worthwhile to offer".

Craven Message Sent In Lieu of Appearance

At a brief session April 11, Chairman Wheeler recessed the hearings subject to his call, after explaining that Commissioner Craven would not appear as scheduled because of the television hearings before the FCC. While Commissioner Craven, in a letter to the committee, offered to testify later, Chairman Wheeler indicated the committee would meet in a few days in executive session to vote on the Lundeen resolution, and probably would hear no more testimony.

To clear the record in the light of Chairman Fly's statement the preceding day regarding his dissent, Commissioner Craven explained Senator Lundeen had requested reasons for his "no" vote and that he felt it was his duty to comply. He emphasized he did not voluntarily write to any Senator concerning matters under dispute at the FCC. He stated also he wished to clarify the statement by Chairman Fly that he had not filed a dissenting opinion with the FCC on the television action.

Declaring it is not usual for Commission members to write dissenting opinions, Commissioner Craven said the FCC minutes show he voted "no". He added he had given his reasons orally at the time, and suggested that action be postponed until sufficient time had elapsed "for second thoughts". He said he urged the chairman personally not to take the action, and if that were not possible, to modify it. He said he reiterated this suggestion as late as the morning on which the order was published.

After reading the Craven letter, Chairman Wheeler said he thought there was no conflict in the light of Mr. Fly's previous testimony. Senator Hill agreed, and then placed in the record minutes of recent meetings of the RMA dealing with television standards. Similar material had been included in the FCC hearing record by Bond Geddes, RMA executive vice-president.

Running Account of FCC Hearings on Television . . .

By LEWIE V. GILPIN

WITH the usually prompt Commission running behind time, the scheduled 10 o'clock hearing April 8 did not start until 10:20 a. m. Chairman Fly and Commissioners Craven, Brown, Walker, Payne and Thompson attended. Chairman Fly began by reading a statement disclaiming any intent of going beyond the FCC statutory powers, and confining the issues to Part II of the 1940 television hearing.

Reviewing briefly the activities of the Television Committee and the FCC en banc, along with testimony developed at the earlier hearing, Chairman Fly stated that "engineering evidence had clearly established the lock and key relationship of receiver and transmitter precluding major changes in transmitters because of the great loss which might be caused to the owners of receivers".

"It should be made clear that no subject matter is to be considered at this hearing which was not considered and dealt with in the Commission's previous hearings and reports," he continued. "The present order covers only a part of the same subject matter. It should be borne in mind also that this is not a trial; and no effort will be made here to determine the legal propriety of the promotional activities of the industry. It should also be emphasized that the Commission has no intention of adopting any rules as to the design or as to the marketing of receiving sets.

DuMont Outlines Extent of Experiments

"The subjects to which this inquiry is directed concern the present status of television, its research and development, and the problem of the exercise of the Commission's statutory duty to issue experimental licenses and to fix the standards for television transmission."

With witnesses appearing in the same order as at the January hearing, the first to testify was Allen B. DuMont, president of Allen B. DuMont Laboratories. Present experimental television activities of his organization, he said, include operation of W2XBT; construction of a mobile transmitter, W10XKT, which is expected to be ready for operation soon, and experiments in the developmnet of commercial television apparatus, particularly emphasizing a 625-line 15-frame receiver.

Has Sold 500-600 Sets Since 1938

Under questioning by his counsel, William A. Roberts, Mr. DuMont estimated that from 500 to 600 DuMont television receivers had been sold since June, 1938, when the company started manufacture for public sale. The most recent DuMont development in its commercial line is a set with a 20-inch tube, he stated, adding that another—the multi-standard set, capable of receiving various emissions ranging from 400 to 800 lines—would be ready when 625-line transmission is given a try. The latter receiver was not the "ultimate" in multi-standard reception, since operation of a manual switch is necessary to switch from one standard to another, he pointed out.

Emphasizing the precaution taken by his company in guarding receiver buyers against obsolescence, Mr. DuMont read into the record a letter dated March 27, 1940, to all DuMont dealers stating that the company, in its "no obsolescence" guarantee, agrees to make any changes in the DuMont receiver necessitated by the adoption of new or different standards, free of charge, until Jan. 1, 1942, and at cost thereafter.

Pointing out that fully flexible receiving apparatus is now available, the DuMont position still remains in favor of flexible standards, he declared. The question is not "the weight or speed of the train", but rather the "gauge of the track", he pointed out.

With non-obsolescent receivers available, the time is ripe for a public test of the relative merits of large pictures with high detail and small pictures with less detail, Mr. DuMont remarked, pointing to the desirability of letting the public compare the various standards before picking one as the best. Along this line he produced a letter he had written March 29 to David Sarnoff, RCA president, urging an intra-industry "ironing out" of "the needless controversy over the technical standards". Pointing out in the letter that the only DuMont exceptions to the RMA standards are the sections limiting the flexibility of frame and line frequency and type of synchronizing pulse, he suggested that "in fairness to the public" receivers put on the market should be capable of responding to these amended standards as well as to the RMA standards. In pursuance of Mr. Sarnoff's reply, Mr. DuMont continued, he had arranged a meeting at a future date with Otto S. Schairer, RCA vice-president in charge of patents, to discuss the situation further.

Describes Reception On 20-Inch Tubes

If the RMA 44-line standards were accepted as they stand at present, the DuMont experiments with 625-line transmission likely would cease, since there would be "no percentage" in developing a system that would not be used, Mr. DuMont continued. Describing reception on the DuMont 20-inch tube, he said the 441-line standard would not be satisfactory, since there would be only about 20 lines to the inch, as against about 35 lines to the inch on a 14-inch tube. If the size of the image is to be increased, the number of lines also must be increased to maintain the same quality and definition.

Although the DuMont organization is ready to install and operate transmitters to demonstrate the

625-line system to the public, it would take from six to eight months to put into operation the stations, for which applications have been pending with the FCC about a year, he stated. Meanwhile, he continued, the "commercial or practical effect" of allowing commercial operation right now would be to sell the 441-line system so solidly there would not be much sense in starting 625-line transmission. The public can not make its choice until 441-line and 625-line signals are available simultaneously, he added.

Introducing a series of photostatic copies of New York newspaper advertisements promoting RCA television apparatus to show the impact of RCA's commercial program on DuMont experiments, Mr. DuMont said his 625-line experiments probably would have been discontinued had it not been for the FCC's order calling the present hearing. In presenting the exhibits, it was brought out that DuMont had no comparable merchandising campaign under way at the time, and allusions were made to the "high pressure" treatment of price reductions in the advertisements of dealers.

Sees Remote Possibility Of FM Television

Limited commercial television operation by Sept. 1, as planned, would work out satisfactorily providing standards are not frozen at 441-lines and 30 frames per second, he commented. Commercial operation would enable the continuation of developmental experiments and provide some income for continuing operation, he observed. As for frequency modulation's application to television, he stated that although there is a "remote possibility in the future" for FM's use in video transmission, there is no good reason for holding back commercial operation waiting for it. Removal of Television Channel I, whether for FM or any other service, would "hinder television considerably", he said, particularly since most of the present video work has been conducted on Channel I.

Cross-examined by FCC General Counsel William J. Dempsey, Mr. DuMont said it would probably be "a question of years" to build up the usefulness of other television channels to that of Channel I as it stands now. Asked about the cost of converting outstanding video receivers to receive other standards of signals, he estimated it would cost from $10 to $20, plus the cost of a new tube or tubes ranging from $10 to $50 or $60. However, he pointed out, it would cost only $1 or $2 in additional material and labor to effect multistandard operation in a set while it was in the process of manufacture.

Agreeing with an observation by Chairman Fly, he said "saturating the market" with 441-line receivers would limit the effectiveness of limited commercial operation under the DuMont-amended standards. As between limited and full commercial operation, he said, the former would be suitable for an interim "to prove out" various standards, but beyond that point full commercial operation would be desirable.

To RCA Counsel Frank W. Wozencraft he stated that if DuMont got additional transmitter facilities, it would provide "sufficient incentive" to carry on its experimental and developmental work irrespective of competitive merchandising activities. Mr. DuMont qualified this observation by repeating that it would take from six to eight months to put a new television station into operation.

Fly Quizzes RCA on FCC's Jurisdiction

In the midst of the DuMont cross-examination, Chairman Fly interrupted to inquire of RCA as to its attitude on the FCC's jurisdiction in reopening the hearing. He asked specifically whether RCA felt the FCC had acted improperly or without jurisdiction. When Mr. Wozencraft declined to "affirm or deny" the jurisdictional query, Chairman Fly addressed it to Col. Manton Davis, RCA vice-president and general counsel, who was seated in the audience.

"Most certainly we do not challenge the jurisdiction of the Commission to fix standards for television transmission or to make any investigation or collect any facts that might be helpful in that connection." Mr. Davis replied.

Some surprise was occasioned when Mr. Wozencraft produced newspaper advertisements of DuMont, designed to merchandise sale of its receiving sets. The first was a full page published in the *New York Times* April 28, 1939. Another was published following the adoption by the FCC of its new television rules.

Mr. DuMont stated under examination that although these advertisements did not bring up the obsolescence factor, the company's policy consistently has been to give a guarantee insuring receiver buyers against obsolescence because of changes in standards. He said that while he advocated giving a trial to some other standards than those advanced by RCA, he was not in favor of unlimited flexibility in standards.

Despite Chairman Fly's opening observation that the FCC had no intention of trying to regulate sale of television receivers, the questioning veered to that point. Commissioner Thompson, referring to testimony at the original hearing, asked if estimated set sales, ranging from 25,000 to 40,000 during the first year, would not result in "high pressure" promotion of the 441-line system. He alluded to the danger of turning over to manufacturers what he called the FCC's duty to establish standards, which might be the practical effect if such plans were carried out.

Mr. DuMont's appearance took up the entire first day, though he had requested only three-quarters of an hour on direct examination.

Don Lee Activity Reviewed by Lubcke

Don Lee Broadcasting System case was presented April 9 by Harry R. Lubcke, Don Lee television director, and Lewis Allen Weiss, vice-president and general manager of the network, with George O. Sutton as counsel. In addition to operation of W6XAO, Don Lee television station in Los Angeles, and W6XDU, television relay transmitter, Mr. Lubcke stated that the organization engages in other extensive visual broadcast activities.

He explained that Don Lee, although pursuing an extensive research into technical development, did not do it with the idea of marketing transmitting or receiving apparatus. The fundamental thought behind the video research was development of "the ultimate program service", he declared. Stating that he himself held about 10 patents on television developments, Mr. Lubcke explained that although they are in general use by manufacturers of television equipment, they are not licensed and prosecution for their unlicensed use has been waived. He commented also that Don Lee has constructed a good share of its own equipment, for which it paid no license fees, since construction was for experimental use. One large outright purchase on the market was the RCA portable equipment put into use several months ago, he added.

The general disadvantage of shifting from the 441-line 30-frame standard, on which W6XAO operates at present, to the 625-line 15-frame standard is that the image of the latter is not as satisfactory in all of its aspects, he declared. Although the 625-line standard presents the opportunity of giving greater delineation, he continued, it also gives rise to the problem of flicker and following fast motion.

Pointing out that Don Lee previously had experimented with 80-line 15-frame and 300-line 24-frame transmission before finally arriving at 441-30, he admitted that his 441-line preference was based on "our own engineering conclusions" and not on any public looker test.

Commissioner Thompson questioned the reliability of Mr. Lubcke's "educated guess" leading to his preference of 441-line transmission when he had not studied 625-line transmission or reception since May, 1939. In this connection he also pointed out that the Los Angeles viewing audience had not had a look at 625-line transmission.

Frequency Traits Are Shown in Tests

Parrying this FCC thrust, Mr. Lubcke held the relative propensities of 625-line and 441-line transmission, from a technical standpoint, can be worked out "with a pencil and paper and logic". Qualifying this observation as an acceptable opinion, Chairman Fly observed, "You're doing a lot of conjecturing, particularly to a Commission that's seen demonstrations."

In response to a flat question from the FCC chairman, Mr. Lubcke stated he would be satisfied to "lock the standards down to 441 lines and 30 frames right now, without further research". With the standard at least reasonably definite, he observed, future improvements in image quality would come from cathode ray developments, since the present cathode ray tube is a far cry from the tube of the future.

Outlining the results of a Don Lee study of ultra-high frequency propagation characteristics behind hills lying in the transmission plane, he stated that a signal on 45 mc. was received on the far side of the hill with 80% of its hilltop strength, while a signal on 66.7 mc. was received at only 12% of its hilltop strength. These findings were determined as independent of power, he added. This study indicated that while higher frequencies could be used in plains country, the lower ones would give better coverage in hilly country like that of the Los Angeles area.

Cross-examined by FCC General Counsel Dempsey, he stated that only Channel I could be used in the Los Angeles area and give satisfactory service, pointing out that the Channel II carrier is about 13% higher, with a corresponding drop in coverage and behind-hill signal strength. He estimated it would cost about $2,000 to shift W6XAO from Channel I to Channel II.

Although 441-30 does not represent the ultimate standard of quality to which Don Lee aspires, Mr. Lubcke explained further, he does believe it is the best format for the 6 mc. channel. Don Lee would like to use the format proved best by trial, but in the absence of trial, he said he thought 441-30 was the most satisfactory.

When he declared in conclusion immediately after this that he was not advising the FCC to fix 441-lines, 30 frames and the RMA synchronizing impulse as standard right now, Chairman Fly observed that he could not reconcile this statement with his previous testimony that he was ready to "lock the standards down".

Theatre Chain Shows Interest, Says Weiss

Following Mr. Lubcke to the stand, Mr. Weiss declared that although television could still be considered as in one of its experimental stages, it is ready for full commercialization. Limited commercialization amounts to "a device that has no function", he commented. With Don Lee research not curtailed "in any way" by the latest FCC order, he stated to Commissioner Walker that approximately the total profit of Don Lee Broadcasting System in 1939 was spent on television that year.

Among one of the most encouraging signs noted by Don Lee, he said, was the interest shown in W6XAO broadcasts by a West Coast theatre chain. He stated that officials of the theatre group were well impressed by present service and quality to approach Gaumont-British in regard to the purchase

Behind the Times

THE "oyez" procedure at FCC hearings, which embraces best courtroom procedure, stumped one observer at the television hearings April 9. When the FCC filed in all spectators stood at attention except this lone individual—a broad shouldered greying man who appeared engrossed in his papers. Chairman Fly, before rapping the gavel to signal seating, sought to attract his attention but nothing happened. He finally rapped and the remainder of the audience as one man sat. Chairman Fly was seen to inquire of Col. Thad H. Brown, at his right, who the recalcitrant was. With a smile, Col. Brown advised him he was O. H. Caldwell, editor of *Radio Today* and a member of the original Federal Radio Commission who served from 1927 to 1929 and who presided at hearings involving radio when the present chairman was still in college.

of theatre projectors for furnishing television entertainment to patrons in its various theatres. He estimated that the income from this venture would yield from $18,000 to $20,000 weekly for program production, with set owners getting the same entertainment as the theatre patrons. Along the same line he stated that several advertisers are ready to buy time on W6XAO, fully realizing the limited size of the present audience.

Recounting Don Lee's desire to keep abreast of the latest developments, either through personal examination or by technical reports, Mr. Weiss was questioned on why Don Lee apparently had neglected to look into the latest developments of DuMont and other manufacturers. Mr. Weiss explained that although there had been no personal examination of these developments since Mr. Lubcke's visit to the DuMont laboratories in May, 1939, he had kept informed through various reports that had reached him. He was then asked how he had arrived at the conclusion that the 441-line standard was most satisfactory.

Words Jockeyed by Weiss and Fly

A heated colloquy broke out between Mr. Weiss and Chairman Fly when he replied that, although he was not at liberty to reveal the source of his information, he had reason to believe there was "no unanimity of opinion" among the Commission itself on this question. Chairman Fly, weighing this remark, then demanded the source of the statement. After considerable byplay, with the hearing room tense as the FCC chairman pursued his inquiry, Mr. Weiss answered that he believed he was within his rights appearing under oath as a witness in the hearing to make that observation "from the questioning of the Commission itself". The colloquy concluded when he stated that such was the only basis for his statement.

Special equipment and other developments will necessarily follow when such services as the projected theatre programs arrive, Mr. Weiss declared, adding that development is geared to public demand and that "there is a limit to the pre-judging anyone can see". The reference to theatre projection brought on a discussion of large screen television.

Drawing an analogy to the photo-engraving process, Mr. Weiss stated that an important factor in picture defects was angle of sight, which he said Mr. DuMont had admitted in earlier testimony. He pointed out that as any picture is enlarged, defects are exaggerated in proportion to the blowup, although as viewing distance increases to a point of eye comfort, the visual impression in respect to detail and defects will remain essentially the same as with the original picture.

Chairman Fly then declared that the Commission, during a large-screen demonstration on its television tour, had observed just the opposite effect, with loss of detail because there were not an adequate number of lines to cover the large screen — a condition that grew worse as viewing distance increased.

Responding to another query by Commissioner Thompson, the Don Lee executive said the commissioner had misquoted him in saying there was a "great demand" by advertisers to use television. However, he explained, there are some advertisers in the Los Angeles area who would participate in giving impetus to the progress of television, realizing fully the present limits of the field. He said he thought television would become "an adult advertising medium" when set distribution reached 10,000 in the area, yielding an audience of about 50,000.

NO ROTARY TALKS

Purely Concrete Testimony Demanded by Fly

ROTARY CLUB speeches will not be tolerated at FCC hearings, according to Chairman James Lawrence Fly. The specific prohibition was made April 9 by Chairman Fly during a colloquy with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, when the latter was on the stand at the second 1940 television hearing. When Mr. Weiss declared he was "confident that both the manufacturer of transmitters and the manufacturer of receivers will keep pace with the best things that are evolved, whoever evolves them," Chairman Fly interrupted.

"That is Rotary Club talk," he commented. "That's just a Rotary Club speech about American democracies have always progressed, and we will find the ways and all that sort of stuff. We are dealing with a concrete situation here, of transmission and reception, in a technical field, and I am wondering if you can't move in on that a little more concretely".

Countering, Mr. Weiss, answered: "I can appreciate—and I certainly don't want to be unduly resentful—that the chairman and I would approach this problem from different angles. I am sure that the chairman is prepared to admit that a broadcaster who has been in the business for 10 years may have some knowledge of the subject, and is trying to be practical and reconcile the various things to which he is impacted by engineers, economic trends, and so on. And I am doing my utmost I assure you, sir, sincerely, to give you my honest opinions as I see this problem."

Discusses Proposal To Use Two Standards

From a standpoint of progress in the art, standards should never be frozen at any particular point, whether it be 441 lines or some other standard, he declared. However, the art has advanced to a point where commercial impetus is needed, he added. Asked by Chairman Fly if "saturation" does not freeze standards, with "saturation" applied to the situation where all who can buy receivers buy 441-line sets, Mr. Weiss answered, "No". He added that although the question of standards should not be closed, on the other hand there was no reason for delaying all television operation until all possible developments had arrived.

He said he thought it would be "a very forward-looking stride" to set up a 625-line station in the Los Angeles area so a 441-625 comparison could be made. Questioned again by Chairman Fly, he admitted that the sale of 30,000 441-line sets in the area would make difficult the operation of a 625-line station starting from scratch. He estimated that the area should be able to absorb from 75,000 to 100,000 sets when they become available at production prices.

Cross-examined by Mr. Dempsey, he estimated there would be 10,000 sets in the Los Angeles area within a reasonable time after commercial development starts. Using this estimate, Mr. Dempsey then asked Mr. Weiss if he, as a broadcaster starting from scratch, would enter the field with another system when he knew that of the 10,000 sets 60% would take only one type of transmission, and that type not his. Cut off by Chairman Fly as he started an explanatory answer, Mr. Weiss finally answered merely, "Yes and No". To this Chairman Fly observed, "Then it's just a case of 'Some like pie; some don't'?" Mr. Weiss agreed.

To Commissioner Craven the Don Lee official commented that today's receivers should be able to receive any actual transmission, or should be adaptable to receive it. However, he continued, obsolescence in even two or three years should not alone constitute an excuse for holding back television operation. If several systems were tried, and another than 441-line found most desirable, Don Lee would be willing to convert its transmitter to the best system, he declared.

Stating that operators realize they could not immediately get commercial accounts for television comparable with standard broadcast stations, he estimated that it would take at least two or three years for visual broadcasting to become an "adult medium", once commercial operation was started.

Freezing of Standards Feared by Philco

Agreement with the FCC majority's attitude on "freezing" of standards if 441-line, 30-frame sets are now placed on the market, was voiced by David Smith, engineer and assistant head of the patent department of Philco Radio & Television Corp. Mr. Smith, recounting the activities of his company in television research before and after the Feb. 29 order, declared that "incentive" to research beyond standards of sets on the market would be lost once such standards were fixed. He interpreted the RMA acceptance of standards and the RCA promotion campaign as a definite move toward frozen standards over and above FCC authority.

Prior to March 1, when the RMA committee had reiterated its standards, Mr. Smith said Philco had 40 research engineers on its staff engaged in television work, one-third working on RMA standards and two-thirds on other standards, particularly Philco's own "vertical polarization" method of 605 lines, 24 frames. Philco had been ready for a year, he said, to go into the production of television receivers but did not because it regarded the time as "not yet ripe" and the market "not yet ready".

All of Philco's research is now devoted to perfection within the RMA standards, for after the Feb. 29 order it reduced its force to 26 or 27. Philco's position now is that, with standards frozen, it cannot reasonably be expected to pursue research outside those standards. Mr. Smith agreed with the view that with even a limited number of sets in the hands of the public, standards would inevitably tend to freeze.

Although his company did not complain to the Commission, Mr. Smith said it was disappointed when the Commission did not heed its warning at the January television hearings against an immediate commercialization of television. He interpreted the Sept. 1 "limited commercial" effective date as a "go-ahead signal" and he said he expected the industry would go ahead "in a moderate way" to sell receivers.

Mr. Smith asserted he felt standards need still more improvement, and suggested six months would suffice for their final fixing by the FCC. To Chairman Fly's questions, he repeated that six months would be enough to bring about improvements that are "now on the horizon". While he said it would "never be absolutely safe" to fix standards, he felt the burden was on the Commission to do so. He insisted the Philco 605-line 24-frame system was superior to the 441-line, 30-frame system, going into its technical aspects and remarking that he would be satisfied to see standards fixed on the Philco level.

Six Months Sought For Philco Research

Philco has held a television station license since 1932 and has operated on Channel 2 since 1936, he said. It has been offering a program service a minimum of five hours per week for public reception in Philadelphia, in addition to its tests. It has program and studio facilities, he added.

Asked by Chairman Fly if Philco would resume the research program it curtailed after March 1 if the FCC "in some proper way avoided freezing standards", Mr. Smith answered in the affirmative. "Some time or other," he asserted, "television standards must be set down, and we think six months would be a reasonable time."

RCA counsel Wozencraft, asked whether the "six-month delay" was the amount of time required by Philco itself. Mr. Smith said, "No, that is the amount of time required by us to complete our research and we hope the rest of the industry will go along with us." Asked if he would be willing to see standards frozen at 605-lines, 24-frames, Mr. Smith declared he would—but only "after everybody had been heard". Under cross-examination, he repeated that "standards must be frozen" but he qualified his previous assertions by saying he was not advising they be frozen at the Philco standards.

"If the Commission has the right to set standards," he said, "it also has the right to prevent other people from setting standards under their nose," referring to the RCA promotion campaign for the sale of 441-line, 30-frame receivers. He declined to estimate the "saturation point" for receivers in the New York or Philadelphia area, which RCA has maintained would be about 25,000 this year and which RCA contends could not possibly freeze standards in the event the Commission should later fix new standards.

Mr. Roberts, counsel for DuMont, developed on cross-examination that Philco knew on Feb. 29 that "RCA and the industry were going to proceed generally under RMA standards," and a letter from Elmer W. Engstrom, RCA director of television research and a prime mover in the RMA standards committee, was introduced in the record to show that industry plans were formulated, instantly the FCC order became known on that day, to proceed on RMA standards. This letter provoked intense interest on the part of Chairman Fly and Commissioner Thompson, the former asking to have it read in full and the latter inquiring into the source of the speedy information to the RMA committee meeting in New York the very morning the Commission promulgated its order and acting immediately. Recipient of the letter was F. J. Bingley, of Philco, who was not present at the hearing.

Pioneering Research Cited by Sanabria

With Commissioner Walker as acting chairman in the absence of Chairman Fly, the April 10 session opened with the appearance of U. A. Sanabria, television pioneer now associated with Dr. Lee DeForest in American Television Laboratories. Mr. Sanabria said he had invented and developed the interlaced or offset television scanning technique now in general use, and described his visual broadcasting activities during the last 15 years. During the 1926-1933 period his multiple spiral scanner system with multivibrator electrical retouching was used by 18 of the 24 television transmitters then operating experimentally, and the system became the effective standard of the time, he said. He estimated about $2,000,000 had been spent in his television activities during this period.

Highlight of Mr. Sanabria's testimony was his proposal that the FCC cooperate with the industry in bringing about the meeting of a joint committee to provide three fundamental agreements by Oct. 1, 1940: A pooling of transmitter patent rights with a provision for a moderate license fee and royalty to any operator granted a channel by the FCC, so monopoly by direct or indirect control of transmitting apparatus would be impossible, similar to the pooling arrangement in the automobile industry; agreement on a flexible method of scanning, eliminating the key and lock feature in synchronizing, and using instead a method in which transmitter and receiver may vary in scanning pattern simultaneously without serious physical alteration of the receiver; and patent license agreements showing that a reasonable number of manufacturers can build receivers without the hazard of patent prosecution from the owners of various transmission methods.

At present he is developing a new system of scanning, Mr. Sanabria stated. The new "intermittent system", which he advanced as an example of possible future developments that might suffer if the standards question is not treated with caution, amounts to a combination of vertical and horizontal interlacings of picture spots, like a series of offset checker boards, completing all of the spots on the picture in four coarse scans, rather than two horizontal scans, he explained.

Tells of Difficulties In Scanning Process

Speaking of early difficulties with RMA about standards back in the days of the mechanical scanning process, he declared that as late as 1931 RMA in an open meeting had said, "We see no value whatsoever in interlaced scanning." He said also that at one of these early meetings, with several sets of standards offered, the RMA had given a blessing of sorts to all those offered but his own.

Cross-examined by Mr. Dempsey, he stated that American Television Laboratories maintains a first-class laboratory, and that its employes work at production of various products during the day and do a large measure of their research on their own time afternoons and evenings. The production activities are necessary to give the organization operating funds. he stated. Although his latest developments are not yet ready for public demonstration in comparison with other methods, he said, they have reached a stage in the laboratory where they showed definite possibilities.

Although the new technique might yield the same quality picture on a narrower band, he declared it would not be advisable to cut down the band width in any circumstance, since public preference might force development of a 1,000-line picture, assuming that "it is not to be argued" that more lines yield an improved picture. Regarding television as a new industry that might well come to employ a million persons, it would be too bad to diminish its facilities and limit its full possibilities, he added.

Cross-examined by RCA Counsel Wozencraft, Mr. Sanabria remarked that although patents ordinarily can be used experimentally without license, "the number of backers interested in purely philosophical research has decreased enormously", and that it was difficult to get financial backing without some ultimate prospect of financial return.

Responding to questioning by DuMont Counsel Roberts, he declared that, as shown in his experience in theatre and broadcast television, the important thing to the audience is the show, observing that the audience will forgive shortcomings in fidelity if entertained.

Although not referring directly to DuMont, Mr. Wozencraft then asked Mr. Sanabria if he knew of anyone in a better position to produce good programs than Paramount Pictures. Mr. Sanabria responded, "They are in a healthy position." Later, questioned further by FCC Attorney Bauer on his patent pool suggestion, he stated that although an arrangement similar to that of the automobile industry would be desirable, it might even be extended so far as to alter patent laws to take care of the situation, particularly to require less litigation.

Wilder Tells of 'Picture Generator'

Appearing without counsel, M. P. Wilder, chief television engineer of American Television Corp., New York, discussed the television situation from a technical standpoint and outlined the activities of his company. He said the firm for three years had carried on substantial research in receiver and transmitter equipment and had developed a "picture generator" for studying the various proposed standards. With expenditures of about $150,000 in this period, he said a 9-inch short tube receiver had been developed which had sufficient flexibility to receive any "published" signal, including those of the RMA, DuMont and Philco standards.

Mr. Wilder declared that these Videor sets should eliminate the fear of obsolescence in the 6-mc. channels. Stating that no sets have yet been sold, he remarked, "I see no sense in spending money promoting the sale of these receivers until the public is assured there will be no more delay in television service because of bickering between engineers, various companies and others."

In setting standards, the number of frames should be set high enough to allow continuing research on increased brilliance and reduced flicker, he declared. With 30 frames the minimum, he said, to lower the number even to 24 would be a step backward. He stated also that research and development will continue with commercialization and that there was no excuse to hold back the whole art waiting for developments on the "ultra ultra-high frequencies". He recommended that the Feb. 29 rule be reinstated.

On cross-examination by Mr. Dempsey, he explained that his firm's laboratory tests employ a coaxial cable connection with its "picture generator" and available outside transmissions, but that no regular broadcast transmitter is operated. He explained also that the company was particularly interested in developing wire television for stores, hotels and other businesses. With negotiations for manufacturing licenses under way with both RCA and Farnsworth, he stated that although RCA has not said it would give a license it has "given every indication that when we make a noise like money, they'll issue a license".

The company, having cleared through the SEC a proposed stock issue amounting to nearly $400,000, had planned to put the stock on market the day after the last FCC order, he stated, so financial activities have been limited. As a "poor but honest" company American Television Corp. expects only a small percentage of sales, he declared. "If we could get 5% of the amount sold by RCA, we'd be satisfied," he commented.

Aside from tubes and certain unavailable apparatus, all receiver parts would be bought by the company for assembly and testing, probably on a cost plus basis. he said, adding that he believed there would be no patent infringement resulting from the projected tube manufacture.

Questioned by Mr. Wozencraft, he stated that 30 frames per second would be the minimum standard to achieve a low flicker level in rooms like the illuminated hearing room. In recently comparing a foot race telecast and a newsreel of the race, he stated the blur due to motion was less in the video picture, although detail was greater in the movie. Operation with fewer frames would place standards on a semi-darkened or darkened room basis, he commented.

Position of CBS Is Stated Briefly

CBS's scheduled appearance consisted of a brief statement by Paul A. Porter, CBS Washington counsel. He stated that the network, interpreting the April 4 order as covering only the technical phases of manufacture and sales and not program development, was still limiting its television activities to program development and that although these experiments were continuing, there was nothing new in this line to report since the CBS appearance at the January hearing.

Campbell Sees Hardship in Delay

William B. Campbell, president of National Television Mfg. Corp., testified briefly, with his counsel, Thomas P. Littlepage Jr., handling direct examination. He stated that although a receiver has been developed, it is not in production or on sale because of restricted television service. The company intends to proceed with construction as soon as visual broadcast service is extended, he declared. However, he pointed out, if commercial operation is delayed beyond Sept. 1, it would work a great hardship on small manufacturing companies, probably driving most of them out of business and leaving the field to bigger operators. He added that capital is hard to procure, and that what is collected by small companies usually comes directly from investors rather than diverted profits from other lines.

Obsolescence Danger Stressed by Zenith

J. E. Brown, engineer in charge of television operations of Zenith Radio Corp., declared that while limited commercialization and general sale of sets would promote television development, it remained a question of whether the manufacturer wanted to assume the responsibility of protecting buyers against obsolescence. As for Zenith, he continued, it was not willing at this time to undertake the obligation of offering the public a set with the art at its present state.

After a short delay in proceedings because of the absence of various parties scheduled to appear, during which RCA Counsel Wozencraft pointed out that the absences may have been occasioned by the Commission's departure from its announced order of appearances, the session resumed briefly before recess with an appearance by Mr. Geddes, RMA executive vice-president. Questioned briefly on the file of RMA correspondence and minutes requested by Chairman Fly, Mr. Geddes was instructed to reappear April 11 and supply additional information on an RMA meeting purportedly held between adjournment of the January hearing and Feb. 21. When Mr. Geddes pointed out that reports of all RMA meetings do not come directly to his office, Commissioner Thompson asked if it was not "unusual" when minutes of such meetings are not kept. Mr. Geddes said he would attempt to produce the desired information as the session concluded.

Minutes of Meeting Subpoenaed by Fly

With Chairman Fly directing the questioning, Mr. Geddes resumed the stand briefly to start the April 11 session. In regard to the interim meetings of RMA groups, Mr. Geddes said he had no information about any executive committee meeting on Feb. 18, which he pointed out was a Sunday. He added that various committee meetings had been held between Jan. 22 and Feb. 21, but the only ones having to do with television matters were a Jan. 24 meeting of the subcommittees on television receivers and cathode ray tubes, another meeting the same day by the subcommittee on television transmitters, and a Jan. 25 meeting of the subcommit-

(Continued on page 84)

in the CONTROL ROOM

EDWARD BRADDOCK, with RCA Mfg. Co., Camden, for the last 11 years and recently in the sales department, has been appointed manager of amateur radio sales for the company, according to an announcement by L. W. Teegarden, manager of the radio tube and equipment division. Mr. Braddock operates amateur radio station W3BAY, at his home in Haddonfield, N. J.

ERWIN W. TOWLE of the engineering department of WOR, Newark, will have two paintings, "Childs" and "Manhattan Skyline", in the annual spring exhibit of amateur art work of the Society of Independent Artists in New York.

ELMO CRONK, formerly control operator of WTAR, Norfolk, Va., has joined WPID, new station at Petersburg, Va., as chief operator. John Council replaces him at WTAR.

GEORGE ENK, on the engineering staff of WTOL, Toledo, O., since the station opened, is on leave of absence to act as designing engineer for the Houghton Elevator Co., Toledo. Simon Maruszau, a graduate of Port Arthur College, Texas, has joined the WTOL engineering staff.

JAMES THORNBURY, studio engineer of NBC-Chicago, on April 8 left for a three-week trip to Guatemala.

BOB DETTMAN, chief engineer of KDAL, Duluth, is the father of a son born recently.

CHARLES HARTMAN has joined the engineering staff of WCAM, Camden, N. J., as relief operator.

JOHN B. HAUSLER has joined the engineering staff of KWNO, Winona, Minn.

THOMAS R. DUNLOP, for the last four years of the WJJD engineering staff and before that with CBS, has been appointed studio supervisor of WJJD, Chicago. Hilton Remley, former supervisor, has been transferred to the station's transmitter at Desplaines, Ill.

JAMES LONGNECKER, formerly of KFDM, Beaumont, Tex., has joined the KICA, Clovis, N. M., engineering staff.

GILBERT ARENSTEIN, WLW-WSAI, Cincinnati, engineer, married Miss Esther Glassman April 14.

JOSEPH CONN, NBC television engineer, on April 1 married Lenore Kingston, Chicago radio actress. Both amateur radio operators, the couple have been communicating by shortwave between New York and Chicago since July, 1939.

JAMES V. SIMS, formerly of WISE, Asheville, N. C., WJLS, Beckley, W. Va., and KICA, Clovis N. M., has been named chief engineer and chief announcer of KYUM, Yuma, Ariz.

C. WESLEY TURNER, television engineer, formerly in charge of RCA television demonstrations at the Golden Gate International Exposition, San Francisco, has joined the NBC Hollywood staff in a similar capacity. Demonstrations are now included in tours of the NBC Hollywood studios.

JOHN HAWKEN, formerly chief studio operator at CHML, Hamilton, Ont., has gone to CFOS, Owen Sound, Ont., as chief engineer.

A. EARL CULLUM Jr., consulting engineer, has moved its offices in Dallas to Highland Park Village.

BECAUSE of the war, the so-called Montreux Plan under which most of Europe's broadcasting stations would be reallocated as to wavelengths and power has been postponed. Scheduled to go into effect March 4, the Plan will be "reviewed" when the International Broadcasting Union meets again in September.

CBC Chief Gets Army Post

BRIG.-GEN. VICTOR W. ODLUM, C.B., C.M.G., D.S.O., of Vancouver, vice-chairman of the board of governors of the Canadian Broadcasting Corp., on April 4 was appointed to command the Second Division of the Canadian Active Service Force by Defense Minister Norman Rogers. Gen. Odlum has seen service in the South African War, 1899-1900, and in the First World War. A former publisher of the old *Vancouver Star*, and a financier, he has been a CBC board member since the CBC's inception in 1936. No announcement has been made of a successor to his post on the CBC board.

Robinson Honored

EDWARD G. ROBINSON, star of the Lever Brothers Co. *Big Town* series on CBS, has received a special award from the National Safety Council in recognition of his radio activities on behalf of accident prevention. The award was made during the April 11th broadcast of the program, presented from Los Angeles under the auspices of the Council.

SOME 1,500 retail grocers were entertained April 14 by KMOX, St. Louis, and General Mills. Members of the local major league baseball teams were introduced, along with France Laux, KMOX play-by-play announcer.

N. J. Anti-ASCAP Bill

AIMED directly at ASCAP activities, a bill to abolish license agreements between ASCAP and all State broadcasting stations and public entertainment places has been introduced in the New Jersey State Assembly by Assemblyman J. Herbert Stanley. Samuel M. Hollander, counsel for ASCAP in New Jersey, remarked following introduction of the bill that similar restraints attempted in other States all have been ruled unconstitutional upon appeal.

LATE *Personal* NOTES

E. C. MILLS, chairman of ASCAP's administrative committee; John G. Paine, general manager of the Society, and Louis D. Frohlich and Herman Finkelstein of the ASCAP counsel, Schwartz & Frohlich, are in Florida for the trial of the ASCAP suit to test the constitutionality of that state's anti-ASCAP law. Hearings were scheduled to start April 15 before a Federal court in Gainesville.

DAVID C. PRINCE, chief engineer of the switchgear department of General Electric Co., has been named manager of the commercial engineering department. Mr. Prince is the holder of 73 patents and is one of the eight GE engineers recently selected as "Modern Pioneers of Industry" by the National Assn. of Manufacturers.

GARDNER COWLES Jr., Class of 1925, is one of eight candidates who have been nominated for three posts on the Harvard fund council. Mr. Cowles is editor of the *Des Moines Register & Tribune* and president of the Iowa Broadcasting Co., operating KSO, KRNT, WMT and WNAX.

JOHN A. HOLMAN, manager of WBZ-WBZA, Boston and Springfield, was elected a director of the Rotary Club of Boston April 10.

RALPH HART, radio director of Harry Feigenbaum Agency, Philadelphia, was married to Sylvia Perskie in Atlantic City, April 14.

AARON HANGER, salesman of WOV, New York, on April 21 will marry Frances Braudy of New York. They will honeymoon in Virginia.

VICTOR F. GIEBISH, formerly with CBS as representative of Radio Sales, has been named to the radio department of Cramer-Krasselt Co., Milwaukee.

GAIL NORTHE, women's director of Texas State Network, sailed April 8 from New Orleans with her husband, Charles M. Muskavitch.

DICK GIFFORD, formerly of KWNO, Winona, Minn., has joined the commercial and promotion staff of KGVO, Missoula, Mont.

CARL WEININGER, KOA, Denver, staff musical arranger, has resigned and moved to Hollywood.

RAY LINTON, head of Ray Linton & Co., radio program firm, has opened his New York office at 9 Rockefeller Plaza. Telephone is Circle 6-3661.

FORD BILLINGS, sales manager of WOWO-WGL, Fort Wayne, returned to his desk April 11 after attending the funeral of his father, Rev. W. A. Billings, who died March 30 at Penney Farms, Fla.

JERRY DOGGETT, program director of KFRO, Longview, was married April 6 to Miss Jodie Attaway.

NO TRICKS were missed by KFEL, Denver, in covering the finals of the National A.A.U. Basketball Tournament for the Mutual Network. The battery of radio men insured full coverage for local and national listeners. At the KFEL mikes and controls (l to r) were J. Lyman Bingham, A.A.U. official; Bill Welsh, announcer handling play-by-play; Frank Bishop, station manager handling color descriptions; Gene Carpenter, engineer.

BRUCE FOUCHE, formerly director of radio publicity for N. W. Ayer & Son, New York, and previously news editor of CBS, has joined PM, new New York daily newspaper, to handle promotion and publicity in cooperation with the Tom Fizdale publicity service.

HARRY BECKER, former announcer of KITE, Kansas City, has joined KDRO, Sedalia, Mo., as program director. Herb Kerns has returned to KDRO as sports announcer, after having been in Kansas City for several months. Brad Crandall Jr., of Kansas City, has joined KDRO as chief continuity writer.

GRACE LEGG, secretary to Walter B. Haase, program manager of WDRC, Hartford, has announced her engagement to Walter Holman of Manchester, Conn., with the wedding to take place next month.

Hand Is Quicker

BILL HODAPP, NBC-Chicago continuity writer, was wandering about the Field Museum on the trail for some local color for his *How Do You Know* program, produced in conjunction with the Chicago Institute and strolled into the studio where sculping is done. Hodapp was admiring the various works about the room, and, inadvertently, ran his hand along the back of a realistic-looking alligator, approximately five feet in length. Feeling his touch, the living model snapped its jaws and slowly opened its eyes. Hodapp again proved that the hand is quicker than the eye and consequently still has his.

WOLF Making Debut

WOLF, Syracuse, N. Y., 100 watts on 1500 kc., will be on the air on or about April 15, arsording to T. Sherman Marshall, general manager. All equipment was furnished by RCA. According to Gellatly Inc., New York representative, the station's debut on the air has been delayed by snows and flood conditions. Louis W. Kaiser, formerly with WBEN, Buffalo, and previously chief announcer and studio director of WSYR, Syracuse, will be program director. Lawrence A. Reilly, formerly with WSPR, Springfield, and WBRY, Waterbury, is chief engineer.

Zenith Video Fete

CHICAGO's only television transmitter, W9XZV, owned and operated by Zenith Radio Corp., celebrated its first anniversary on the air March 29. The station has transmitted experimental visual programs on a five-days-weekly schedule during the year. Although a number of television receivers manufactured by Zenith have been loaned to experimenters and technicians in the Chicago area for observation and suggestions, E. F. McDonald Jr., president of the company, has announced that Zenith will not manufacture receivers for sale to the public during the present stage of television.

TO INSURE authenticity in the radio adaptations from the Bible for the *Light of the World* series, which started March 18 on NBC, the sponsor, General Mills, has named Rev. John LaFarge, editor of *America*, and Rabbi Robert Gordis of the Jewish Theological Seminary as program consultants with Dr. James H. Moffatt of Union Theological Seminary.

ESSO VIDEO NEWS SHOWN TO AD CLUB

ESSO MARKETERS, group of Standard Oil Companies cooperating in promoting Esso gasolines and motor oils by four-a-day newscasts and weekly experimental *Esso Television Reporter* series telecast on W2XBS, New York, presented their television program April 10 as the final feature of a "Television Dinner" at the Advertising Club of New York.

A dozen RCA video receivers were set up in the Club so members and their families could witness the television program, which was preceded by talks on television as an advertising medium by E. P. H. James, advertising manager of NBC, and J. A. Donan, advertising manager of Esso Marketers. A film, "News in the Air", was screened, showing how United Press collects news and sends it to the radio stations and how news editors and announcers handle it for Esso.

The television series, which started out by showing news photos of the day's personalities and events while the announcer described them, has improved greatly from week to week. A series of still photos proved too static for the television audience, so the sponsor and its agency, Marschalk & Pratt, New York, have cut down on the number of pictures, substituting charts, maps and diagrams on which the announcer can trace the sequence of his story, and also using models and other materials for illustrative purposes. Commercials have been actual demonstrations of the value of Esso's special solvent.

AFRA Signs WEVD

DECISION of WEVD, New York, to accept terms of American Federation of Radio Artists and sign a contract covering staff announcers was announced April 12. The action followed a meeting of the board of governors of Debs Memorial Fund operating the station, after negotiations with AFRA had dragged along nearly a year. AFRA had threatened a strike effective April 13.

PROCTER & GAMBLE Co., Cincinnati (Chipso), is reported to be starting the serial *Painted Dreams* April 29 on five NBC-Blue stations, Monday through Friday, 10-10:15 a.m. Agency is Pedlar & Ryan, New York.

Nets Prepare to Drop ASCAP

(Continued from page 16)

age the widest possible use of BMI music via transcriptions, the organization, unlike other publishers who make substantial charges for the privilege of using their copyrighted works via transcription, will charge only the statutory fee of 2c per composition per pressing. BMI also has complete plans for expansion of its activities by taking on additional space and personnel at its headquarters at 580 Fifth Ave., New York.

In announcing the BMI policy of making its music available to transcription companies, Mr. Tompkins stated: "The copyright law is clear. The maximum fee which can be charged for the right mechanically to reproduce the work is 2 cents per composition for each record manufactured, regardless of the form or purpose of the record.

"Music publishers initially succeeded in imposing higher rates which have been imposed upon electrical transcriptions, by a threat to restrict the performance of compositions after the time of recordation and before the time of broadcast. The precedent created by these charges has been followed by many persons who have not been aware if its implication.

"BMI is in a position to break away from what I think is an improper precedent. We shall, therefore, charge the statutory fee for the use of our compositions for electrical transcriptions. This will help not only the transcription industry, but also the broadcasters themselves, since transcription costs in the last analysis are paid by the broadcasters.

"In thus aiding the transcription industry and broadcasting industry, we are also aiding BMI composers and authors as the use of BMI compositions will be enormously stimulated by our adherence to the legal charges."

Asks Sponsors to Aid

While expecting that its music will be actively exploited by the broadcasters on sustaining programs BMI is also endeavoring to enlist the cooperation of advertisers and their agencies to include its numbers on commercial programs. An educational campaign is now being planned to point out to the sponsors of radio programs that, as they are the source of income of the American system of broadcasting, it is as bad for them as for the broadcasters to have music in a monopolistic position, controlled by a single source which is thus in a position to enforce any demands it may see fit to make.

To set up an adequate supply of music which will free the broadcasting industry from such complete dependence upon ASCAP, BMI executives are carrying on negotiations with a number of publishers to place their catalogs under BMI control. Pending the successful completion of these negotiations, BMI officials decline to discuss details or to mention names, but it is believed that such progress has been made that the acquisition of several important catalogs by BMI will be announced within the near future.

Reports that BMI was planning to take over the licensing rights of the catalogs of Associated Music Publishers, which Mr. Tompkins headed until he resigned to join BMI, and of the Society of European Stage Authors & Composers were, however, denied by Mr. Tompkins. Many BMI members, he stated, are already receiving the AMP catalog through long-term contracts for its library service, and many stations are already licensed by SESAC to perform its numbers, so that there would be little point in BMI taking over these catalogs. No negotiations have been started with either AMP or SESAC, he said, nor are such negotiations under consideration by BMI.

Six popular tunes were released by BMI early in April: "Here in the Velvet Night," by Ernest Gold and Dan McCray; "Sagebrush Serendae" by Milton Cassel and Charlotte Cassel; "We Coud Make Beautiful Music Together" by Henry Manners and Robert Sour; "Let's Draw Straws" by Eugene Conrad and Robert Braine; "In the Silence of the Dawn" by Leon Da Costa and Samuel O. Johnson; "What Good's the Moon?" by Lee Wainer and Robert Sour.

Numbers were selected from some 20 pieces auditioned at a dinner attended by representatives of networks, stations and recording firms, each of whom commented on each number heard. These questionnaires were then studied by BMI music executives and the six tunes issued. A similar audition for another batch of BMI music is planned for the near future, it was reported, and others will be held as frequently as necessary.

In announcing the inclusion of these BMI numbers among its May 1 releases, Lang-Worth said that all the selections would be recorded as dance numbers with vocal refrains and that in addition those capable of salon treatment would also be recorded as that type of number.

Lever Network Plans

LEVER BROS. Co., Cambridge, Mass., early this summer will start a program for Lifebuoy soap in the first available period on either NBC or CBS, according to Wm. Esty & Co., New York, the agency handling the account.

Studio Notes

KSAL, Salina, Kan., in latter March moved from local status on 1500 kc. to its recently authorized regional assignment of 500 watts night and 1,000 day on 1120 kc. Formal changeover was marked by appropriate ceremonies arranged by R. J. Laubengayer, owner. KSAL is now a member of the Kansas Network, which is affiliated with MBS.

DOROTHY DEERE, conductor of the "Rob Reel" column in the *Chicago Herald-American*, has started a new series of Hollywood movie programs on WJJD, Chicago. Arrangements have been made with Hollywood studio press departments to flash latest material by wire each morning for Miss Deere's exclusive use.

WMMN, Fairmont, W. Va., has established its own artists bureau service under direction of N. L. Royster. The new bureau will have charge of all bookings of various WMMN units, with station talent reclassified into three large units available for broadcasts or entertainments.

WTAR, Norfolk, Va., late in March carried a salute to the *Esso Reporter* news program, marking the fourth year of the feature on the station and reenacting the signing of a new 52-week contract. Among participants were F. H. Skehan, of Standard Oil Co., Harry Marschalk, president of Marschalk & Pratt, N. Y., and Webb Artz UP radio manager.

BOTH the New Jersey House and Senate passed a concurrent resolution April 1 "acknowledging the meritorious services" of the *You & Your Government* program, heard weekly on WNEW, New York, for the past six years during the winter.

WHEN the weekly *Richland County Home Demonstration* program recently celebrated its fourth birthday on WIS, Columbia, S. C., General Manager G. Richard Shafto got a special birthday cake, baked by Mrs. Fred Rush, blue ribbon cake baker at the 1939 South Carolina State Fair. The presentation was made by Winnie Belle Holden (right), county agent who conducts the farm women's program, and Mrs. Bessie Harper (center), district agent.

WEBC, Duluth, was forced to use its auxiliary transmitter for 2½ days when a severe storm struck April 3, causing extensive damage to communications lines. Telephone and power lines to WEBC's transmitter on the outskirts of Superior, Wis., were down during this period, but using the auxiliary transmitter in downtown Superior and the station's new FM transmitter, WEBC restored its NBC service, after stringing an emergency power line, by rebroadcasting the signal of KSTP, St. Paul. The FM broadcast was picked up downtown and fed into the auxiliary transmitter until regular wire service was restored. WEBC's Arrowhead stations on the Minnesota Iron Range were isolated longer, but maintained their CBS programs by rebroadcasting WCCO.

KLPM, Minot, N. D., recently awarded gold basketballs to 10 players picked for their showing in games broadcast by the station during the 1939-40 season. Selections were made by Floyd J. Wynne, KLPM sports announcer, in collaboration with R. J. Schmidt and Leslie E. Maupin, of the special events department. During the season KLPM carried 67 games, including various tournaments.

CBS has reorganized its trade news department under the supervision of Victor M. Ratner, CBS director of sales promotion, to emphasize special articles and services rather than general news releases. Herbert Bayard Swope Jr. continues as trade news editor, assisted by Robert S. Gerdy.

WIBC, Indianapolis, has started a weekly quarter-hour promoting a drivers' safety contest conducted under auspices of the local Lion's Club. The contest is open to commercial drivers of local firms.

CFRB, Toronto, has started a series of five-weekly 10-minute programs incorporating a safety club under sponsorship of Walter M. Lowney Co., Montreal chocolate manufacturer. The five programs each week include two programs devoted to safety plays by 'teen-age actors, a sports celebrity interview, and two dramatizations of safety episodes in which young people were heroes. Membership cards are offered through grocers and confectioners selling Lowney products. The program is directed and account handled by Harry Foster, Toronto.

KWYO, Sheridan, Wyo., on Easter Sunday carried a special remote broadcast of the sunrise services from Mammoth Springs in Yellowstone National Park. Starting at 6:47 a. m., the 45-minute program featured a 100-voice chorus and organ music, along with descriptions of the scene. The special events crew traveled about 300 miles to cover the event.

WWAE, Hammond, Ind., presented a blow-by-blow rebroadcast of the recent Louis-Paycheck fight in Polish, sponsored for the benefit of Polish-speaking listeners by the local Davis Fur Co.

AFTER a successful 19-week run as a local show on WCMI, Ashland, Ky., Wheeler Products Co. has extended its *Naborhood Nollege* quiz show to WLAP, Lexington. The half-hour program has been retitled *Kentucky Kollege of Naborhood Nollege*.

SERIES OF 14 broadcasts dealing with women's place in the advertising field started April 6 on WCAU, Philadelphia, under auspices of the Philadelphia Club of Advertising Women. Divided into a spring and fall series, six broadcasts will be carried from April 6 to May 11, with the remaining eight in the fall series, for which no starting date has been announced. Under the title *Advertising Careers for Women*, each broadcast will deal with a specific story on the part women play in the different fields of advertising.

CBS and its international shortwave stations, WCBX and WCAB, will broadcast a series of *Salutes to the Americas* to the 1940 New York World's Fair. Twelve broadcasts, all originating from Latin American countries, will be heard via shortwave Sunday afternoons at 2 p. m. and will feature national and folk music of the various countries supplemented with speeches by government officials. Opening salute was from Brazil April 7.

THE NBC Athletic Association Chess Club of San Francisco has started a weekly news bulletin. "Black and White", written by Frank Nelson and Gene Clark. The group plans a correspondence chess match with the Chicago NBC studios.

Shut His Eyes

ALTHOUGH it happened in the Fable Room of a Modesto (Cal.) hotel, Wayne Berthold, engineer of KTRB, that city, swears his most embarrassing moment was no fable. Assigned to cover a fashion show during a convention of women students from California colleges, he set up equipment in a small room adjoining the auditorium. Called out and detained until broadcast time, Berthold rushed back to find the room had been transformed into a dressing room by models, who were in various stages of undress. As he barged in, the models shrieked and women students stared, but Berthold gave all attention, he says, to the equipment, remembering that "the show must go on".

SABOTAGE is hinted in the cutting April 6 of a two-inch lead-encased conduit from the CJRC, Winnipeg, studios to the transmitter outside the city limits. Service from CJRC was stopped for an hour. Police are investigating, and it is thought to have been someone acquainted with the electrical plan. The conduit was cut by a heavy instrument. A clue was seen in a telephone caller who that same evening repeatedly impersonated the Canadian Pacific telegraph office to give inaccurate scores on the Edmonton-Winnipeg hockey finals played that night in Edmonton.

MBS on April 22 will start a series of half-hour weekly dramatic programs, titled *Mystery Hall*, with David Cheskin's orchestra and originating from Mutual's Buffalo affiliate, WGR.

TOTAL of 106,620 persons attended commercial and sustaining broadcasts at the WOR-MBS Playhouse in New York during 1939, according to a report by the WOR guest relations department. The peak month was November with 1,458 individual ticket requests, which does not include attendance at other WOR shows outside WOR studios. The greatest number of current requests are for the *Laff 'n' Swing Club* programs.

THROUGH special arrangement with the British United Press, CKAC, Montreal, will have its own European representative. He is James Crandall, veteran newspaper correspondent. CKAC, affiliated with the *Montreal La Presse*, North America's largest French language newspaper, specializes in news coverage.

TO LEARN what school children actually get out of its educational broadcasts, WLS, Chicago, recently sent recording equipment to a typical classroom while the children were participating in *Let's Sing*, the Monday program on the *WLS School Time* series. At the same time an off-the-air recording of the broadcast itself was made in the studio.

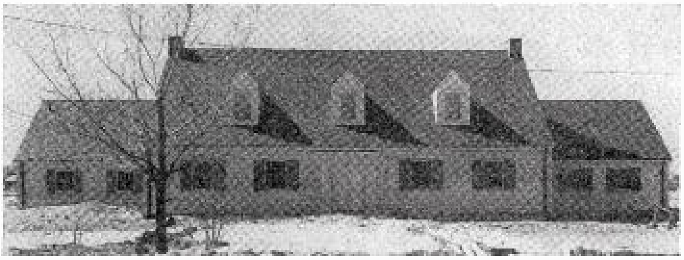
AN original idea in auditioning announcers was used recently by Manning Ostroff, production manager of KFWB, Hollywood. When the station announced an audition, 32 announcers applied for the post and Ostroff had them state their qualifications on an acetate recording. Ostroff wants records of voices, not letters for files, he said.

KGNO, Dodge City, Kan., has inaugurated a full-hour Saturday evening frolic, *Wagon Wheels*, composed of comedy skits, Western and old-time music and a quiz section. Each week ten wagon wheels (silver dollars) are added to a pot which goes to members of the studio audience best informed on local history. Tickets to the studio party are distributed by four local commercial organizations.

HAWAIIAN Broadcasting System, Honolulu, is to spend $150,000 in the construction of a new RCA transmitter, 330-foot vertical radiator and new studios for KGMB. The studios will be completely air conditioned and modern. Construction of the transmitter plant and tower started April 8. When completed KGMB will have the finest broadcasting plant in the Hawaiian Islands, it is claimed by the station management.

FOR the second consecutive 52-week period, Meyers Interiors Furnishers has renewed over WGL, Fort Wayne, Ind. A quarter-hour weekly is used for talks on home decorating and transcribed music. Spot announcements only will be used throughout the summer, reverting to the original program in the fall.

KEN L. ROBINSON, continuity editor of NBC-Chicago, has inaugurated a script coaching school for employes. Purely clinical in nature, Robinson will meet with members of the guide staff and others interested in radio writing each Thursday evening at which time he will comment on scripts submitted by embryo writers. Lynn Brandt, staff announcer, continues to conduct the announcers' school each Saturday morning.



NOT A suburban residence but a transmitter house is this edifice built by WBZ, Boston, at nearby Hull for its new 50,000-watt transmitter, across the harbor from Boston, with the transmitter beamed on the city.

OLIVE KACKLEY, director of the Community Opportunities Service of WCKY, Cincinnati, has been appointed second "goodwill ambassador" for the station by L. B. Wilson, president and general manager. In announcing the appointment, Mr. Wilson stated that the work of the original "WCKY goodwill ambassador", Milton Bacon, has been received so enthusiastically that he is now booked almost solidly two months in advance for talks in neighboring communities. Miss Kackley will continue to direct the community opportunity work in conjunction with her speaking appearances. As a public service feature WCKY offers gratis speaking appearances by Miss Kackley and Mr. Bacon to schools and other community groups.

WNAX, Yankton, S. D., has started originating its *Junior Kwiz* show from the stage of the Orpheum Theater in Sioux City, Ia., where it maintains branch studios. Cooperating in production of the weekly quiz feature, conducted by Susan Taylor and offering small cash prizes to contestants for answering academic questions, the theatre has designed special backdrops and other props, along with special costumes, to give a schoolhouse atmosphere.

CONDUCTED by Phil Edwards of the Philadelphia Zoo, the *Jungle Journal* broadcast weekly from the zoo grounds over WPEN features talks on animal life and interviews persons prominent in game hunting. Visitors to the zoo are quizzed on their reactions, with special WPEN tickets given away at the mike.

THE Spring Party of the WPEN Women's Service Club, Philadelphia, will be held April 25 in the WPEN auditorium. Prizes will be provided by station sponsors. Director of the Club and its daily program is Mabel Love.

SOME 100,000 movie fans overran Lawrence, Kan., during the world premiere April 4 of the Republic film "Dark Command", covered by WREN. Verl Bratton, WREN manager, directed radio publicity for the premiere, attended by stars of the historic film. The station built a platform at the railway station to welcome visiting stars, with Millard Ireland, special events man, handling the mike.

RUDI NEUBAUER, cashier, has been elected president of the NBC-Chicago Athletic Association for the coming year. Other new officers include Bob Brown, first vice-president; Marshall Rife, second vice-president; Loretta Cooney, secretary; and Lincoln Douglass, treasurer. Neubauer succeeds M. R. Schoenfeld.

CBS has added two sustaining programs to its schedule of Sunday afternoon broadcasts for the 5-6 period. The first half-hour, titled *Choose Up Sides*, features famous athletes and commentators in quiz on all popular American sports, while the second half-hour is *Flow Gently, Sweet Rhythm* with Maxine Sullivan and John Kirby's Orchestra in selections of jazz "chamber music". Shifted to Sundays 8-8:30 p.m. is the *Concert in Rhythm* program of music by Raymond Scott's Orchestra, formerly heard on CBS Tuesday evenings.

DESCRIBED as the oldest continuous commercial program in the Southeast is *Good Ship Treasure Chest*, now entering its 11th year on WIS, Columbia, S. C., under guidance of "Skipper" Leo Downs.

KSTP, St. Paul, believes that it set a record for sponsored sports broadcasts with the recent airing of the State High School League's basketball tournament. With Bob Murphy at the mike, station handled nearly 60 broadcast hours under sponsorship of Minnesota Ford Dealers. KSTP fed nine games to a network of seven stations.

COLORED populace is given program representation on WMAZ, Macon, Ga., with a half-hour broadcast *Of News & Interest to Colored People*. Cooperation was arranged by E. K. Cargill, WMAZ, manager, and Wilton E. Cobb, secretary-treasurer, in a meeting with leading colored citizens.

WHN, New York, on April 10 started a 13-week sustaining series of half-hour plays based on stories which have appeared in *Story* magazine. Titled *Tonight's Best Story*, the program is heard Tuesdays, 9-9:30 p.m., produced by Peter Witt, editor of *Story*.

PLAYS which have had a definite part in the development of radio writing and producing technique are presented on the weekly experimental series of programs *Landmarks of Radio Drama* on NBC-Red, under the direction of Joseph S. Bell.

DURING April, radio stations, throughout the country are presenting special broadcasts in the interests of the 13th annual campaign of the National Tuberculosis Assn.

WTAR, Norfolk, Va., claimed a scoop for its coverage of the local crash of a Navy scouting plane. Blair Eubanks, WTAR announcer, was one of the first on the scene, and made the call for the ambulance and crash wagon, with WTAR giving first news of the accident to the public.

HIGHLIGHTS in the history of Iowa counties are dramatized by the Iowa Agricultural Conservation committee for the weekly WHO, Des Moines, *County Pioneers* program. Closing minutes of each broadcast are devoted to current farm news.

Radio AND Education

IRWIN A. JOHNSON, director of development programs of WBNS, Columbus, O., in an article, "The Fourth 'R'" in *Educational Method* magazine for February, advances advice to educators on how to take advantage of radio's expanding educational sphere.

NATIONAL Catholic Education Assn., at its 37th annual convention in Kansas City on March 29, endorsed the classroom use of the CBS *American School of the Air* broadcasts through a resolution praising "this modern method of teaching". A demonstration of classroom use of the program was made before the convention by Kenneth L. Graham, educational director of KMBC, Kansas City.

KLO, Ogden, Utah, has started a new series of weekly programs broadcast direct from the Weber College auditorium and produced entirely by students of the school.

STUDENTS of Ohio State U in Dr. Norval N. Luxon's radio newswriting course in the school of journalism process news for two daily quarter-hour broadcasts, remoted from the Journalism Building, on WOSU, university station in Columbus. Processing is done in the *Ohio State Lantern* newsroom, served by a UP teletype. The journalism school and WOSU divide cost of the UP service. Broadcasts are handled by John N. Traxler and Wib Pettegrew.

INSTRUCTION for Boy Scouts in all branches of radio has been started by KSFO, San Francisco. The course is scheduled for six weeks with an award for the best performance in all phases on an actual broadcast at the conclusion of the series.

KVOO, Tulsa, has started a quarter-hour feature, *The KVOO Farm Profit Bureau*, aired each weekday noon, consisting of farm news and market reports from the extension department of Oklahoma A. & M. College. Another new program is the weekly half-hour *Tulsa Junior C. of C. Safety Quiz*, under the supervision of the Tulsa police department. Teams representing Tulsa business concerns are chosen to answer questions on traffic and public safety. High scoring team at the end of the series will receive a plaque. Eddie Coontz is m.c.

FACILITIES for training in radio have been installed in the new $275,000 journalism building of the U of Minnesota, which will be dedicated May 2-4. Modern soundproof studios and control room separated by glass partitions from the classrooms make possible class observations. It is planned to have the daily newscast, currently emanating from the Minneapolis studios of WLB, originate in the new studios.

A SERIES of 15 radio scripts on city government is available free to school and civic groups upon application to the U. S. Office of Education.

WGAL Dedication

CIVIC leaders, gathered for the dedication of the new studios of WGAL, Lancaster, Pa., on April 5, paid tribute to the services contributed in the past by the station. The dedicatory address was delivered by Mayor D. E. Cary, who was introduced by Col. J. Hale Steinman, president of the Mason-Dixon Radio Group, which includes WGAL. The exercises, which were broadcast from 8 to 9 p.m., were in charge of Clair R. McCollough, general manager of the Mason-Dixon Radio Group, and Walter O. Miller, WGAL manager.

School Scripts of CBS To Be Used for Plays

COOPERATING with CBS, Junior Programs Inc. during the 1940-41 school year will include in its repertoire dramatizations drawn from the CBS *American School of the Air*. The organization will present the plays before an estimated 1,000,000 school children during the year in the course of a tour reaching every section of the country. Casts of professional actors will stage the plays.

Among the productions to be taken on tour are selections from the *Tales From Far & Near* literature series, the *New Horizons* geography and science programs and others from a new CBS series on American workers. All the plays will have a Latin-American theme, in line with the recently announced CBS plan of extending its air school to all Western Hemisphere countries. Three years ago CBS cooperated with Junior Programs in a weekly dramatic series, *Legends of the Western World*. Junior Programs is a non-commercial enterprise established and directed by Mrs. Dorothy L. McFadden for producing cultural entertainment for young people.

NEVILLE MILLER, president of the NAB, will introduce Phillips Carlin, NBC eastern program director, as guest speaker on the April 15 program of New York University's *Diplomas and Jobs* series on WNYC, New York's municipal station. Mr. Carlin will discuss "What Kind of Opportunity does Radio Offer the young Job Seeker?" and will be quizzed by a recent NYU graduate who is looking for employment in broadcast and by Richard Pack, also an NYU graduate, now in charge of continuity for WNYC.

DR. ALFRED N. GOLDSMITH, consulting engineer, has announced the moving of his offices to Suite 1204, 580 Fifth Ave., New York City; telephone, Pennsylvania 6-0300.

WHIO's Proof

PROOF of performance of spot announcements is supplied agencies by WHIO, Dayton, in the form of transcriptions as read by the announcer on the air without his knowledge. To date WHIO has sent a score of "ad-proofs" to agencies, receiving many favorable comments. The method was developed under direction of Dave Brown, asistant manager in charge of sales.

John H. Hawley

JOHN H. HAWLEY Sr., 66, account executive of Young & Rubicam and founder of the former Hawley Adv. Co., died at his New York home April 11 after a brief illness. Mr. Hawley, a native of Detroit, has been associated with advertising and publication work in New York City since 1918. He is survived by his wife, three sons and a daughter.

PROFESSIONAL DIRECTORY

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Employees—Let us help you get a position through out National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesman—with not over two years experience on small station. Must be willing to work up. Four salesmen already on staff have best accounts. Midwestern city. Over 100,000 population. Network. 15% commission. $25 per week guarantee. Box A768, BROADCASTING.

Situations Wanted

Station Owner—Why lose money? Experienced manager can produce profits. Available now. Box A778, BROADCASTING.

Pop Brownlee's nine piece Rube Band sings, plays, entertains. Creates goodwill. P. S. Edwards, Box 3803, Miami, Florida.

$30 Weekly brings first class Broadcast Engineer. High Frequency experience. Service three years. Age 21. Box A769, BROADCASTING.

General Announcer — Continuity. Experienced, knows music. Excellent newscaster. Really "sells" commercials. Box A779, BROADCASTING.

Young, now working—desires employment with local, small regional, new station, as manager program director. Box A783, BROADCASTING.

"Live Wire"—28, married. Assistant Manager-Program Director regional. Desires better connection. 7 years experience. Box A767, BROADCASTING.

Continuity Writer—experienced all forms script writing, also announcing. Prefers Mid-west. Writes smooth, lively copy. Box A773, BROADCASTING.

Ye Gods—Engineering college graduate does not want employment but needs it. Technical, non-technical radio work with high pay, short hours desired. Amen. Box A772, BROADCASTING.

Experienced Announcer — sports, special events. Now employed. Wants position on Mid-west staff. Medium salary expected. Single. Can audition or will send recording. Box A775, BROADCASTING.

Announcer-Newscaster—Fine five year background covering all types of commercial and general announcing, program and special events direction. Sponsored as newscaster by several national accounts. Transcription available. Box A770, BROADCASTING.

Situations Wanted (Continued)

Announcer - Continuity Writer — Southern voice, can present any program, experienced in programming, special events and news. College education. Southwest preferred. Box A784, BROADCASTING.

Program Director, Announcer and Copy writer. Specialty newscasting. Ten years experience. Available immediately. Would also consider purchasing stock in live station. Box A771, BROADCASTING.

Sales Promotion Man—with advertising, merchandising, and publicity background on one of the southwest's finest regional stations. Desires a change. Prefer to stay in southwest. Available immediately. Write Box A781, BROADCASTING.

Production Man—fourteen years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A777, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Manager—Young with outstanding background of experience in all phases of broadcasting including extensive sales. An opportunity to present my story and evidence will convince you. Affiliated with major network station in key city. Box A774, BROADCASTING.

Agency Radio Director—with proved record station management, sales, promotion, program creation and production desires to locate with new or established station as *sales manager*. Young (aged 30), has specialized in producing sound ideas that sell for local and regional advertisers. Sober, industrious, ambitious, personable; now employed by nationally known firm specializing in production of radio campaigns for local and regional advertisers. Available on two weeks' notice. Go anywhere there is a job to be done. Box A766, BROADCASTING.

For Sale

Radio Station—for sale if action is taken immediately. Box A776, BROADCASTING.

Immediately—profitable radio school. Extension, residence training. Box A782, BROADCASTING.

For Sale—Immediate delivery, DeForest 109-c 250 watt transmitter. Also Western Electric 106-b 1,000 watt transmitter (modernized); two 165 ft. Lehigh masts. Box A780, BROADCASTING.

B-S-H Replaces Disc Series With Local Programs

AFRA Stand Causes Changes In Regional Schedules

STERLING PRODUCTS, New York, and American Home Products Corp., Jersey City, have both started using a daily half-hour, Monday through Friday, on a 15-station hookup of the California Radio System, beginning April 8, for their various proprietaries, and Sterling Products has added an additional half-hour five days weekly to its former time on the Texas State Network.

Programs used on CRS include a half-hour hillbilly show, *The Maddox Family*, which has been on KFBK, Sacramento, for some time; and two singers, Julian Aiken and Carol Leighton, each occupying a quarter-hour daily. The singers are also heard on TSN and their programs are carried by wire.

Halted by AFRA

Blackett-Sample-Hummert, New York, agency for these sponsors, had planned to use transcribed versions of the network programs *Easy Aces*, *Backstage Wife*, *Young Widder Brown* and another of the daytime serial dramas sponsored by American Home Products and Sterling Products, but switched to the above local programs when the American Federation of Radio Artists pointed out that the code of fair practice signed by the agency last year called for a rebroadcast fee of 50% of the network talent cost for all programs transcribed off the line for rebroadcast use. Same fee also applies to network rebroadcasts with live talent and, under the terms of the code, is waived only for such network stations as are unable, because of an unusual local condition, to carry the network program during its network broadcast. These stations are permitted to record the program for later broadcast without payment of the rebroadcast fee.

In answer to protests from regional groups that this part of the AFRA code is in restraint of trade as it prevents these regional networks from securing nationally popular programs, AFRA states that in the case of commercial programs its members' contracts are with the advertising agencies and it has nothing to do with facilities, but it is AFRA's duty to see that the employer lives up to the terms of his contract.

Charges that AFRA has winked at this clause in the case of the national networks and permitted regional rebroadcasts via transcriptions to be put on without payment of the rebroadcast fee, to suit the sponsors' convenience, were indignantly denied at AFRA headquarters. It is reported, however, that executives of the regional groups are considering discussing the situation, which they feel places them in an unfair competitive position, with the U. S. Attorney General's office for possible action under the anti-trust and restraint of trade statutes.

Two-hour block of serial dramas which American Home Products and Sterling Products have sponsored on WMCA, New York, from 8-10 p.m., as an experiment in repeating these programs, broadcast by network stations in New York during the daytime hours for listeners unable to hear them in the morning or afternoon, will be shifted April 15 to an afternoon period on WMCA, 1:15-3:15 p.m. At the same time five of the script shows will be dropped and a musical program, *Sweetest Love Songs*, an hour-and-a-quarter of recorded music, substituted. Serials to be used, each a quarter-hour, are *Easy Aces*, *Our Gal Sunday* and *Romance of Helen Trent*.

While shift of the two-hour block from the more expensive evening hours to time during the day is generally believed to indicate a failure of the experiment, executives at Blackett-Sample-Hummert have declined to comment on the reasons for the change or to discuss the regional network programming.

WHEN Chicago & Northwestern Railroad renewed its six-weekly one-hour *Musical Clock* on WMAQ, Chicago, March 25, it marked beginning of its fourth consecutive year as sponsor of the program. At the formal contract signing were (l to r) H. G. Bullock, vice-president of Caples Co., Chicago, the agency; Oliver Morton, sales manager of WMAQ; Sidney N. Strotz, NBC vice-president; W. L. Williams, railway executive officer.

Scooped Them All

LEARNING of an unannounced visit to Denver by Mrs. Franklin D. Roosevelt, KFEL scored a scoop April 11 by having Manager Frank Bishop, News Director Bill Welsh and Chief Engineer Pade Veatch at the depot with remote setup. She agreed to be interviewed, even graciously waiting a few minutes for a commercial to end. The KFEL scoop was recognized by the newspapers, which complimented the station on its enterprise.

Three-Winter Contract

MARYLAND Pharmaceutical Co., Baltimore, has contracted with WMCA, New York, for announcement campaigns for Rem and Rel to run during the next three winter seasons. From Sept. 1 to March 31 for the next three years WMCA will broadcast 35 transcribed announcements weekly for the cough remedies, placed through Joseph Katz Co., Baltimore.

PRIZES FOR KIDDIES

Popsicle Giveaway Includes Money and Candy

JOE LOWE Corp., New York, has started a special merchandise giveaway offer on the half-hour transcribed *Buck Rogers* programs for Popsicles, currently on 100 stations throughout the country Saturdays between 12 noon and 1 p.m. Before the serial starts, local announcers telephone four local numbers and ask if there are any children between the ages of 5 and 17 years.

If so, the child receives a check for $2.50 and a coupon for five Popsicles. If there is more than one child, the one nearest a pre-determined age receives the money, the others receiving the coupons. If there are no children, the family receives the coupons, and the money is held over for the next week's program, which also occurs if the phone is unanswered or is busy. The "contest" idea, titled "Popsicle Pete's Money Box", started April 6 on 18 Southern stations carrying the *Buck Rogers* program, and will start May 4 on the remaining 82 stations. Biow Co., New York, is agency.

New Sponsor for 'Voice'

IT is understood that *The Voice of Experience* with Dr. Sayle Taylor, heard on MBS last fall for Lydia E. Pinkham Medicine Co., will probably start again on Mutual about May 1 sponsored by the Stanback Co., Salisbury, N. C. (proprietary). Return of the program has been tentatively arranged, according to Erwin, Wasey & Co., New York, the agency in charge.

'Enhanced' Music Exhibited by Bell

Stereophonic Reproduction of Voice, Instruments Given

FIRST public demonstration of "stereophonic reproduction of enhanced music" was given by the Bell Telephone Laboratories before invited audiences at Carnegie Hall, New York, April 9-10.

Seated in a darkened auditorium and looking at a bare stage, save for a backdrop of draperies on which colored lights made pleasing patterns, the audience heard orchestral and vocal music and a dramatic presentation, recorded and reproduced by a new technique developed by Bell under the direction of Dr. Henry Fletcher.

Process, described in BROADCASTING, April 1, is basically the recording of sound picked up by three microphones, placed at the center and sides of the stage, and the reproduction of the original sound through three speakers, also located at the center and on either side of the platform. The process adds a spatial element to the sound, giving it a naturalness usually lacking in recordings. Through a re-recording process, controlled by the artist or conductor of the original performance, the music was "enhanced", with volume increased or lowered and tonal color changed to suit his taste. Program presented included selections by the Philadelphia Symphony Orchestra under Leopold Stokowski, Paul Robeson in a scene from "Emperor Jones", and the chorus and organist of the Tabernacle Choir of Salt Lake City. F. B. Jewett, president of the Bell Laboratories, and Dr. Fletcher made brief introductory remarks.

The stereophonic technique, by which it is possible to record and reproduce sound to cover the entire range which the human ear can hear, according to the Bell Labs scientists, will probably be applied chiefly in connection with sound movies, as a step in making them even more lifelike than at present. Radio is not seen as an immediate field of application, although it was stated that with FM transmission and reception and by use of a double or triple receiver, stereophonic recordings might be used on the air.

WOV Donates Old Building

WOV, New York, has donated its former transmitter building at Secaucus, N. J., to the congregation of Ansche Sholem of that town to be used as a synagogue for local Jewish residents. The building was vacated last year when WOV moved its transmitting equipment to Kearney, N. J.

GHOST-TO-GHOST hookup from a haunted house was carried recently by KANS, Wichita, Kan., as part of scientific attempt to track down the origin of mysterious tappings heard regularly in the Wichita home of Bill Lucas. Although the broadcast did not lay the ghost, it was a big hit with listeners and drew national attention. Psychology professors from Wichita U and other scientists are still trying to uncover the source of the spectral tapping, not satisfied with the explanation of a local detective that it comes from a noisy innerspring mattress, according to Herb Hollister, president of KANS. Shown participating in the broadcast are Eddie Evans (left), KANS announcer, and Ghost Host Lucas.

RADIO FESTIVAL FOR SCHOOLS

National Event Under NAB Auspices Includes Essay Contest With Prize Awards

AS A SALUTE directed particularly to American school children, a National Radio Festival is being planned for June 3-8 by the NAB for its member stations to promote radio interest and appreciation of the American system of broadcasting among the youth of the country. As a feature of the Festival, urged as an industry-wide promotion, the NAB is offering a $100 prize for the best student essay on "The American System of Broadcasting—Why It Is Best for Americans".

Originated by Arthur Stringer, of the NAB Washington headquarters staff, the Radio Festival follows up the idea of the nationwide Open House Week observed last year. The 1940 promotion will serve several broad purposes, according to Mr. Stringer, among them: Honoring the youth of individual service areas and the nation; providing an opportunity to play host to adult listeners as well as girls and boys; maintaining the healthy interest in broadcasting and broadcasting technique by explaining "how it works"; increasing prestige and cementing listener relationships; increasing summertime interest and listening; winning friends for the American system of broadcasting, and preparing listeners for the frequency reallocations that will come under terms of the Havana Treaty.

Local Aspects

In addition to the usual open houses, the NAB plan includes special broadcasts during the week featuring student talent, including bands and orchestras, glee clubs and choruses, dramatic and novelty acts. Although the June 3-8 dates have been suggested, the NAB has left the setting of exact dates to each locality, recommending that the various stations in multi-station cities cooperate in the programs and promotion. It also suggests that local officials, the mayors or the governor issue official proclamations calling attention to the event.

In addition to the $100 national essay prize offered by the NAB, the plan provides for local contests, with local merchants furnishing prizes. Competition would be open to students from the sixth grade through high school, at the discretion of station operators. Other local promotion would include a civic opening of the Radio Festival, at which a student representative would appear, daily broadcasts featuring student talent, daily awards to local essay contest winners, special events features, studio visits and summaries of each day's happenings and the next day's schedule.

Other suggested promotions, whose use would depend on individual local factors, include a pet show sponsored by stations, an auto-radio parade through a tie-up with auto dealers, police squad car shortwave demonstrations, servicemen's exhibits, in addition to receiver displays, give-aways such as NAB's *Radio's Riches* publication, and newspaper, window and signboard advertising.

Among suggested special programs, in addition to complete coverage of the civic inauguration of the event and special juvenile features, are at least one broadcast explaining the operation of a radio station, another featuring a local editor's discussion of "Freedom of the Press and Radio", and programs saluting particular sections of a large city or neighboring communities.

A July 1 deadline has been set for entries in the NAB's national essay contest. In the synopsis of Radio Festival activities sent to member stations the NAB suggests that necessary background material for the essays can be supplied through the *ABC of Radio* published by the association. Local prizes would include awards to the winning girl and boy in each grade. The national prize is to be awarded with special ceremonies after school begins next fall.

Wander Serial to Award Roles to Amateur Talent

AMATEUR talent contest will start the middle of April to run for two months, the winners to receive two-weeks contracts, with all expenses paid, to appear on the Wander Co.'s *Carters of Elm Street* serial program heard on 85 MBS stations. Local contests will be held in the 85 cities and towns with recordings of the local winning voices sent to regional centers, which in turn will be sent to Chicago. Two winners will be chosen in the "Carrie Carter Talent Search", as the contest is titled. It is open to all girls and women of 15 and over, one winner to be in the 15-25 group, and the other in the group over 25.

Winners will receive a salary of $112 a week plus expenses, and will have special parts written into the show to fit their special acting ability and personality. Virginia Payne, who plays the starring role of Carrie Carter, will be chairman of the board of judges. She suggested the contest originally. Agency handling the Wander Co. account is Blackett-Sample-Hummert, Chicago.

KSD-WHIO Get Series

AMP Recording Studios, New York, on April 1 and 2 placed the thrice-weekly quarter-hour transcribed serial *Beyond Reasonable Doubt* on KSD, St. Louis, for the Roosevelt Savings and Loan Assn., and on WHIO, Dayton, for Continental Baking Co., through Benton & Bowles. The series is slated to begin on stations in Australia and New Zealand in May, coinciding with the winter season there. With the March 29 broadcast, Vick Chemical Co. ended 78 episodes in the series on 11 Pacific Coast stations, completing its seasonsal advertising for Vapo-Rub in that section until next fall through Morse International, New York.

New UP Subscribers

NEW subscribers to United Press news include WBHP, Huntsville, Ala.; WMSD, Muscle Shoals City, Ala.; KWFC, Hot Springs, Ark.; KOA, Denver; WHBU, Anderson, Ind.; KWNO, Winona, Minn.; WTRY, Troy, N. Y.; WSPD, Toledo; KWAT, Watertown, S. D.; WLEU, Erie; WFVA, Fredericksburg, Va.; KICA, Clovis, N. M.; CKNB, Campbellton, N. B.

IN PROPOSED findings issued April 5, the FCC has tentatively denied the application of WLAP, Lexington, Ky., local outlet on 1420 kc., to shift to 1270 kc. and operate with 1,000 watts fulltime.

Disc Restrictions Eased in Canada

Stations May Match Use of Recordings With Talent

By JAMES MONTAGNES

GIVING Canadian broadcast stations more leeway to use transcriptions in evening hours from 7:30 to 11 o'clock, local time, and at the same time developing the use of local live talent during those hours, the Canadian Broadcasting Corp. has issued an amendment to its regulations effective April 15. Broadcasters, on application to the CBC, may now use transcriptions up to 1 or 1½ hours each evening if their primary area is respectively more or less than 20,000 radio homes.

In outlining the new regulations to station managers in a letter, H. N. Stovin, CBC supervisor of station relations, stated that the new regulation was "promulgated by a two-fold hope, (1) that it would meet the desire of radio stations for greater flexibility in their program arrangements, (2) that it would serve as a stimulus in the matter of the employment and development of live talent by Canadian radio stations."

Must Reciprocate

A hint of the new regulations was given Canadian broadcasters at their annual convention in Montreal Jan. 22-24, coinciding with the meeting of the CBC board of governors at Ottawa which passed the new regulations, announced to stations April 1.

Under the new rule, any Canadian broadcasting station can obtain a half-hour of transcription time during evening hours if its employment of live talent in the opinion of the CBC warrants such permission. The CBC states that a station "will be required to certify in writing that (it) will be prepared to spend 1½ times (its) card rate per week in the employment of live talent or its development. Live talent is interpreted to mean any program broadcasts designed for the education, instruction or entertainment of listeners and not mechanically reproduced, for which remuneration is made. In terms of this definition, live talent programs include presentations of vocal and instrumental music, talks and drama." Each station is given a stated sum based on its card rate which it must spend from April 1, 1940 to April 1, 1941, to qualify for use of transcriptions under this clause.

A further half-hour of transcriptions is avaiable to all stations in whose primary area there are less than 20,000 radio homes. Stations of 250 watts power or less not served by any CBC network in areas of 20,000 radio homes or less, can obtain a further half-hour for sponsored programs and a third half-hour for unsponsored programs.

At the same time an amendment was made to regulations regarding spot announcements. Under the amendments time signals or weather reports can be sponsored provided no advertising other than the name of the sponsor is mentioned, and stations can make coverage test spot announcements with price mention up to 25 cents allowed.

WLS CELEBRATES 16th ANNIVERSARY

Nine-Day Fete is Arranged to Observe Station's Natal Day

SIXTEENTH anniversary on the air is being observed by WLS, Chicago, with a nine-day celebration started April 12. Three feature programs which started within a week of the station's debut are included in the ceremonies. The programs are *WLS National Barn Dance, Dinner Bell Time* and *Homemaker's Hour*.

World events since the WLS debut were highlighted in the opening program of the ceremony, under the title Cavalcade of WLS. Art Page, veteran WLS employe, acted as narrator, with Jack Holden announcing and Al Boyd producing.

Each morning a quarter-hour of music popular in 1924, and news events of that day, was presented. A session called *Round Table of the Air*, featuring four employes who have been with WLS all its years, was heard during the early days of the activities. The participants were Grace Cassidy, traffic manager; Tom Rowe, chief engineer; Harold Safford, program director, and Art Page, farm program director.

Station breaks throughout the entire nine days called attention to the anniversary. On *Dinner Bell Time*, commissioners of agriculture a stated sum, based on its card of four midwestern States were invited to deliver messages.

The National Barn Dance had as m.c. Bradley Kincaid, now of WHAM but who started in radio when WLS took the air. It is claimed Kincaid was the first to offer mountain ballads and American folk songs on the air. Another guest was Tony Wons who also started on WLS. As a special feature on the *Barn Dance*, the entire cast presented an original play which brought back memories of the difficulty which beset radio in the early days when bad announcing, acting, and faulty reception were bywords.

New Literary Quiz

AS a summer substitute for *Silver Theatre* on CBS, the International Silver Co., on May 12 will start a literary quiz program, titled *Fun in Print*, with Sigmund Spaeth, noted tune detective, as m.c. Listeners submit questions on any subject popularly in print and for each question used receive a year's subscription to the Literary Guild. Guests selected from the literary world and the studio audience answer the questions, the person receiving the highest score to receive a cash prize. Program is heard Sundays, 6-6:30 p. m. Young & Rubicam, New York, is the agency.

Macleve's Perfumes Test

MACLEVE'S Personalized Perfumes, New York, on April 15 starts a four weeks' test campaign of daily one-minute announcements by Andre Baruch, transcribed by Edwin Strong, on WSVA, Harrisonburg, Va.; WCNW, Brooklyn; WMBC, Detroit, and WORL, Boston. Women listeners requesting "personality charts" may send them in with $1 and receive a trial size bottle of perfume blended to their particular personalities. More stations in different sections of the country will be added at the end of the test, according to Norman Weill, New York, agency in charge.

WPEN Picketing Continues

THE Philadelphia Musicians' union, Local 77, AFM, in its effort to force a settlement of music differences with WPEN over the employment of a studio orchestra, has indicated it will extend its boycott to the station's sponsors. All the commercial advertisers on the station will be placed on the union's unfair list, under the plan, with members forbidden to patronize the establishments and products. Musicians have been picketing the station more than four months and A. Rex Riccardi, secretary of the Union, said that efforts will be made to enlist the support of the Central Labor Union in striking at the sation's sponsors.

A PROMOTION broadcast stunt, which involved an actual radio roadtest of a new car, got a Syracuse dealer's air show over WSYR away to a flying start. On the same day the Studebaker show opened on WSYR, the station took a dealer and announcer out for a run on the road with shortwave equipment, testing the car on hills, rough road and in traffic, with Jan Costley describing the test in a 15-minute late-afternoon program. Engineer Charles Just is in the back seat and (l to r) F. J. O'Connor, dealer, in front with Announcer Costley, Marion O'Connor, driver.

Running Account of FCC Hearings on Television . . . .

Continued from page 74-D

tee on standards. He also stated he had in his records a notice dated Feb. 16 calling attention to a coming Feb. 28 meeting of the subcommittee on standards at the DuMont Laboratories for a demonstration of the DuMont methods.

Asked by Chairman Fly when RCA President Sarnoff made a speech to the association, Mr. Geddes stated that the only appearance of Mr. Sarnoff, to his knowledge, was during the discussion at a directors meeting held Feb. 8 in New York. Asked to submit minutes or a stenographic record of this meeting, Mr. Geddes explained he did not feel free to do so without specific permission from the organization.

Chairman Fly immediately instructed that the requested material be subpoenaed. Mr. Geddes also explained that the only television action taken at the meeting in question was approval of the appearances of Dr. W. R. G. Baker, GE radio and television manager, and himself at the television hearing. He stated that "many other things" than television were discussed at the meeting.

Going further into the matter, Chairman Fly then requested that all parties submit all correspondence with other parties, as well as their respective representatives, regarding television activities between the dates of the closing of the January hearing and the opening of the present proceeding. Advised this would be quite a large order, the chairman declared the FCC would take responsibility for the "volume".

When Mr. Geddes expressed a desire for permission before complying, the FCC chairman issued instructions for another subpoena for this material. He requested that this material, from all parties, be furnished by April 12 so far as possible. Chairman Fly left the hearing room immdeiately after questioning Mr. Geddes.

Farnsworth Counsel Favors RMA Standards

Following Mr. Geddes to the stand, Edwin M. Martin, secretary and patent counsel of Farnsworth Television & Radio Corp., outlined the research activities of his organization. He said Farnsworth's extensive program research and development in the television field extends to larger and better tubes, motion picture projection, transmission on higher frequencies and single side-band transmission.

The company's present research staff includes 42 technicians and engineers, and grew up around the original experimental staff started by Philo T. Farnsworth 13 years ago. This group, which is purely a research organization looking for "something new" in the field, does not include a larger group of production engineers and others who deal directly with manufacturing problems. The whole engineering staff of the company numbers more than 100, he estimated.

Establishing standards at this time will foster and encourage further research, Mr. Martin declared, adding that after giving careful consideration and study of other proposals the Farnsworth organization "favors adoption of the RMA standards". He stated also that commercialization, whether limited or full, should be permitted, hailing it as "an essential step in the development of television, and a step that should not be further delayed".

Bingley Tells of Committee Meetings

Cross-examined by FCC General Counsel Dempsey, he explained that RCA holds a non-exclusive, non-transferable Farnsworth license, while Farnsworth holds the standard RCA license for manufacture. Although Farnsworth television receivers have been developed to a point where they are ready for manufacture, and several sets are operating in test demonstrations over the country, none has yet been put on the market, he stated. Production is planned for the near future, he added. Mr. Martin also pointed out that from September, 1939, when the Farnsworth regular sound broadcast receivers were put on the market, until the end of the year about $2,000,000 worth had been sold. The Farnsworth organization also has sold other equipment, including dissector tubes and electron multiplier tubes, he asserted.

Describes Availability Of Farnsworth License

Cross-examined by DuMont Counsel Roberts, he stated that "any responsible party" is able to procure a Farnsworth license, and under as favorable terms as given RCA. In a colloquy with Mr. Roberts, he stated he did not testify that the RMA standards were the only practical standards, but rather that there are in fact several workable standards, although "we think the RMA standards are the best overall".

Mr. Martin agreed to comply with the request of FCC Attorney Bauer for a complete list of manufacturers licensed under Farnsworth patents to build transmitters and receivers.

To Mr. Wozencraft's query on the effect of RCA's merchandising campaign on Farnsworth research activity, Mr. Martin stated that it only served to "stimulate our already great enthusiasm for television".

Drawn again into a controversy over his previous testimony by DuMont Counsel Roberts, he stated flatly that the Farnsworth company favored immediate adoption of the RMA standards. Working from this statement, Mr. Roberts then asked if, with the RMA synchronizing pulse regarded as inflexible and the DuMont pulse as flexible, he advocated standardization of the inflexible pulse. Mr. Martin plead "ignorance" and did not answer on grounds that he was not qualified to answer such a technical question.

Acting Chairman Walker got no response to his "third and last call" for the scheduled appearance of Polytechnic Development Co., and heard a brief statement endorsing immediate commercialization by Robert Robbins, president of Cath-Ray, before recessing the morning session.

With Chairman Fly again handling the bulk of the questioning, F. J. Bingley, Philco television research engineer, recounted episodes at the Feb. 21 and 29 meetings of the RMA subcommittee on standards, of which he was then chairman. He related that at the Feb. 21 meeting he expressed the opinion the FCC should be notified the subcommittee was consulting on standards, but that it was the consensus such notification was not necessary and hence was not done.

At the Feb. 29 meeting, he said, he and Wm. H. Grimditch, Philco vice-president in charge of engineering, arrived at 10:05 a.m. to find a "considerable number" of members present. They were greeted by the following statement voiced by Dr. C. B. Jolliffe, of RCA, he declared: "Well, have you heard the news? The FCC is permitting limited commercial operation after Sept. 1. RCA got what it wanted, and Philco got what it wanted."

Referring to the RMA file submitted by Mr. Geddes, Chairman Fly then asked about a statement, indicated to have come from Mr. Sarnoff at the Feb. 21 meeting, to the effect that "nothing would deter RCA from immediate commercialization of television". Mr. Bingley stated that to the best of his knowledge the statement probably was discussed but not questioned. In his testimony he bore out the minutes of the Feb. 29 meeting which indicated that following a discussion of standards he had resigned as chairman. He explained it was then apparent that the subcommittee's consideration of various standards would be limited in effect, and that for this reason, with Philco's proposals apparently futile, he felt he could not longer serve as chairman. The minutes indicated a new chairman took over at 11:52 a.m., following the Bingley resignation. Commenting on the effect of this RMA attitude, he said since it appeared the "flood gates were about to open", Philco made preparations to suspend its research beyond the 441-line standard and attempt to get into production.

RCA Video Activity Sketched by Morton

Starting RCA's presentation, A. H. Morton, NBC vice-president in charge of television, outlined the activities of the network in television development from a program standpoint. He stated that 83 persons are on the NBC television research staff, including 49 engineers and technicians, 27 program producers and directors, three costume and setting designers and two working on outside pickups. With a "substantial acceleration" in program research started after March 1, he outlined various program developments undertaken and projected, running from Lowell Thomas and Esso newscasts to televising an eclipse of the sun.

Among recent technical improvements, he listed a lens coating of potassium fluoride yielding as high as 30% additional light, the new RCA lightweight portable television equipment, and the new orthoconic camera. Audience reaction to the improvements is marked, he declared. With 30 to 35% of the lookers reporting program ratings regularly, he said the rating up to March 1 had averaged 1.98 weekly (3 as top rating), while since that date the weekly average has jumped to 2.19.

In line with accelerated developmental activity, it was also planned to add about 10 engineers to the television staff and to contract new writers and designers, he commented, but these plans necessarily were suspended after the March 23 order "until we can see our way clear". He stated that "eight or nine" national advertisers have expressed a desire to participate in television programs. Asked when he thought commercial operation should be started, he answered "today or tomorrow".

Cross-examined by Mr. Roberts, he stated advertising students have indicated that a well-produced commercial television program, combining as it does three fundamentals of advertising appeal—sight, sound and motion—would have a sales effect four to ten times higher than established media.

Research Progress Discussed by Engstrom

Elmer W. Engstrom, RCA director of television research, launched into a detailed review of RCA's research activities, which he said among other things included tube screen materials, better halftone gradation, greater contrast and large screen projection. He stated there has been no change in this extensive research system since March 1.

Mr. Engstrom estimated that from 50 to 65 engineers and technicians were working fulltime on the television research of RCA Mfg. Co. and RCA Communications, with additional part-time researchers bringing the total to over 100, not including assistants.

One of the high points of Mr. Engstrom's appearance developed around his testimony on the progress of television relays. He explained that present tests have reached a stage where a relay system between New York and Philadelphia, with two channels each way, is considered practical. Although RCA stands ready to undertake construction and operation of the relay as a common carrier facility, he said no license application would be made until the commercial issue is decided, since until it is decided, there would be nothing to support the service.

This observation drew immediate fire from Chairman Fly and Commissioner Thompson, who questioned the propriety of RCA's withholding construction until some sort of financial return seems assured. Carrying out his point, with Counsel Wozencraft by this time in the thick of the discussion, Chairman Fly observed "If you got it (a license for relay transmission) tomorrow, then you ain't got a program and you ain't got a relay," taking the position RCA should properly build the system and then seek the business. Continuing in this line, the chairman stated, "So you're just going to sit tight and retard that end of it" until commercial operation is granted. Mr. Wozencraft reiterated that RCA will apply for a CP "as soon as we can see on the horizon any prospect of its support".

Inauguration Telecast Plans Discussed

Asked about the prospects for the projected NBC television coverage of the 1941 inauguration in Washington, Mr. Wozencraft declared that it was now "too late" to carry out the pickup. Chairman Fly queried, "When did it become too late? About March 23?" The RCA counsel replied that there was "no intent to imply that the Commission is holding up the building of the relay," adding that RCA is just waiting "like a stocking manufacturer" for a market for its projected service.

Questioned by Commissioner Thompson, Mr. Wozencraft stated that, as he remembered, the application for a relay CP was prepared after the January hearing and was about ready for filing with the FCC in late March. He added that it likely would have been in by this time had it not been for the present hearing. The decision against filing the application was made between March 20 and 25, he conjectured.

Pursuing the matter further, Commissioner Thompson questioned RCA's attitude in looking for financial return before constructing the relay facilities. Mr. Wozencraft responded that he was not talking about advertising contracts, but about getting authority to charge for relaying broadcasts from city to city. The commissioner countered with a query as to whether Mr. Sarnoff's statements regarding the inauguration telecast could be "more for publicity" than facts. Mr. Wozencraft observed the whole matter boiled down to a question of whether there was any sense in building a common carrier facility without the authority to charge for its use.

Citing RCA's January testimony, Mr. Wozencraft quoted, "If limited commercial operation goes through, steps will be taken to construct relay facilities between New York and one or two other cities. If limited commercial does not come, there would be no support for such a system." He said he felt that if commercialization of television broadcasting is permitted, the FCC also may authorize payment for use of a common carrier, such as the relay, to transmit the visual programs.

Would Compete With Coaxial Cable

Chairman Fly asked how such a relay could be classed as a common carrier. Mr. Wozencraft replied by pointing out that it would operate in competition with the coaxial cable now connecting New York and Philadelphia and that it would be available to all users on a first-come-first-served basis. Chairman Fly asked if the situation wasn't really that one channel is planned for use by NBC and the other added simply to make it a common carrier. The RCA counsel denied this.

Commissioner Thompson observed that he had been "prompted compellingly" in approving the Feb. 29 order by RCA's apparent plan to develop inter-city service via wire as indicated in its January testimony. Meanwhile, and "without announcing to the FCC", RCA had changed its mind in favor of relay broadcasting, he remarked, adding that his attitude might have been changed had he been advised before the Feb. 29 decision.

The FCC member and RCA counsel had another exchange shortly afterward, centering on a definition of "limited and full commercialization". Commissioner Thompson maintained flatly that limited commercialization extended only to participation by an advertiser in the costs of program production, while full commercialization included this item along with a charge for the actual broadcasting. Mr. Wozencraft agreed that this definition applied to standard broadcasting, but that other factors entered into the term's application in the television field.

Chairman Fly questioned Mr. Engstrom closely on the context of a letter dated Feb. 29, 1940, written by him to Mr. Bingley "to make RCA's position on television and television standards clear". Pointing out that although the letter states specifically in one place that standards should be kept flexible "to the fullest possible extent", Chairman Fly asked Mr. Engstrom if he was not in effect working against other proposed standards than RMA's when, in another part of the letter, he declared that "the proponents of changes in these approved standards must of necessity bear the burden of proof that such changes would effect a substantial improvement in the service to the public and that a change . . . is warranted". Pointing out that he had "studied and restudied" the letter before sending it, and that it had been read by other RCA officials, Mr. Engstrom declared that he did not intend to convey that impression.

Can Build Receivers Under Other Standards

The April 12 session was marked by frequent interruptions by Chairman Fly as he attempted to solidify policy pronouncements of RCA through Col. Davis, Mr. Wozencraft and Mr. Schairer. Opening the session, he asked point blank if RCA executives, including President Sarnoff, knew of the representations made at both 1940 television hearings that RCA does not favor fixing definite standards now. After Mr. Wozencraft had stated that it was his "impression" that Mr. Sarnoff and others did know, Mr. Schairer stated definitely that RCA, including Mr. Sarnoff, does not favor fixing standards.

Col. Davis then read into the record a statement on behalf of RCA declaring that although its engineering staff subscribed to the majority opinion that the RMA proposals "represent the best set of standards with which to start commercial television operation in the United States", RCA is prepared to build receivers capable of receiving television programs broadcast under other standards than RMA's.

RMA Standards Held Best by Test

"The RCA is using these standards (RMA) because it believes they incorporate the best features that have been developed in the major television laboratories of the United States, England, German and the rest of the world," he commented. "After years of experimentation and practical operation, we believe that television products built under these standards are superior in performance. In our opinion they will give the public a larger measure of satisfaction than if built under any other standards that may be proposed in the present state of the art, within the 6-mc. channel which the FCC has allocated for television operation.

"During the course of the present hearings the suggestion has been made that television receivers be manufactured that would be able to receive from television transmitters operated under other standards as well as under those of RMA. The RCA does not believe that adoption of such a suggestion would prove to be of advantage either from an engineering, economic or public service standpoint.

"Nevertheless, if the FCC licenses transmitters to broadcast television programs to the public on standards in addition to those now in use, and will specify what such standards are to be, RCA is prepared now to build television receivers so that they will also receive television programs from such transmitters. RCA hopes this offer will help the Commission to overcome the present deadlock which is retarding the progress of a new and promising industry and thus create employment for idle men and idle money, on a wide, competitive basis."

Fly Repeats All Sets Must Get All Signals

Commenting on Col. Davis' statement, Chairman Fly stated, "We all realize it is important that all receivers be able to receive all signals transmitted. Of course, the primary function of the FCC is to see that adequate transmission standards are adopted, and it becomes essential that the television standards be so developed and established to reach all receivers." He added that it seemed "pretty clear" that the FCC will not allow any "hodge-podge situation" to develop in respect to standards.

Upon resumption of Mr. Engstrom's examination, questioning centered around the possible complications of use of the proposed "common carrier relay" by transmitters employing different standards. DuMont Counsel Roberts held that a situation of "confusion" would result among receivers, since receiver operators would necessarily need to develop a measure of tuning expertness in knowing when and how to adapt their receivers to the varying standards of individual programs. Mr. Engstrom maintained that "confusion" could be eliminated without much trouble.

Carrying the matter further, Mr. Roberts declared that RCA, by installing a flexible pulse generator, such as that of DuMont's, on its transmitter, would be able to do everything it can with its present "inflexible" synchronizing pulse and also accommodate other systems. He added that installing the "little black box" and making other "very slight" alterations in the transmitter would take only a few days.

The RMA meetings popped up again when Mr. Wozencraft declared he was challenging the representations made by Mr. Grimditch, of Philco, to the RMA television committee and requested that he be called to testify. He explained that he was taking this action after examining the stenographic report of the meeting, which he alleged showed "no basis" for the Grimditch statements.

Picking up the matter in turn, Chairman Fly then "wondered" if RCA was being "fair and frank" with the Commission in testifying on one hand in favor of flexible standards and on the other hand holding in its RMA participation that the burden of proof lies entirely with the proposer of new standards. Col. Davis maintained that the statement in Mr. Engstrom's letter meant, specifically, that when one member of a group such as RMA recommends that the whole group change its views, he must bear the burden of proof.

Chairman Fly answered that the FCC disapproves such an agreement because "that is not a proper function of RMA and does not reflect a proper attitude in the industry", in view of the FCC's duty to consider new developments as they arise. He added that the FCC asks the industry not to make the setting of standards impossible.

With his examination resuming, Mr. Engstrom said he considered color television "a long way in the future" and that it has no place in 6-mc. channels. Listing various suggested standards of operation, he stated in effect that in general varying changes and combinations could be accommodated in set construction at added costs ranging from $3 to $40, exclusive of new cathode ray tubes that might be needed, depending on the system.

Field Tests Needed In Fixing Standards

Following the noon recess April 12, Mr. Wozencraft suspended further direct examination of Mr. Engstrom to allow cross-examination. Questioned by Mr. Dempsey, he explained that although he does not favor fixing standards now, "it is only because of the deadlock". He said he doesn't know how soon standards should be fixed, since any fixing of standards necessarily must follow field tests "which we have found quite a lengthy process".

Mr. Engstrom agreed there should be a popular choice before the FCC sets standards, although he commented that, as an engineer, he had hoped the standards problem could be settled on an engineering basis. Given a choice, as an engineer, between the 441-30 standard and the 507-line 30-frame standard, he would prefer the latter, adding by way of explanation that this did not mean he was not satisfied with the 441-line standard.

DuMont Counsel Roberts precipitated considerable discussion when he pointed to RCA's repeated allusion to its $10,000,000 expenditure in video development and observed that he understood several million had been returned "from large sales to foreign countries". His observation carried out an earlier inquiry into the presence of foreign government representatives in RCA factories. He held that these large foreign orders, if based on a standard at or near 441 lines, might account for RCA's favoring the 441-line standard, since it would lend itself to standard production.

Chairman Fly declared that returns, if any, from research artivities of RCA should be revealed in order to yield RCA's research expenditures as either net or gross at the $10,000,000 level. At this point RCA Counsel Wozencraft half rose in his chair in protest as he charged that there was "a DuMont smear campaign against RCA." Col. Davis shortly afterward explained that RCA had entered into an agreement whereby a group of Russian engineers were allowed to visit the RCA factory for instruction. However, he pointed out, this applied particularly to radio and not to television. He added that RCA's attitude in the matter was that it could not sell its products to Russia and get its money out of that country very easily.

Supreme Court Appeal Sought on Right Of FCC to Curtail Station's Coverage

ANOTHER test of FCC powers, involving the right of the FCC to curtail existing coverage of an established station without the formality of a hearing, may find its way to the Supreme Court, it became evident April 11 with the filing of an appeal by WCPO, Cincinnati local, from an FCC decision placing WCOL, Columbus, on the same 1200 kc. channel.

The FCC decision of April 2 denying WCPO's petition for hearing on its grant to WCOL apparently was written with the intent of forcing litigation to test the electrical interference issue. Since the "free competition" question was settled, after a fashion, by the Supreme Court in the so-called Dubuque Case [BROADCASTING, April 1], and the question of transfers is raised in the CBS-KSFO, San Francisco, case, on which the FCC seeks a Supreme Court review, the electrical interference issue is one of the few remaining jurisdictional questions not tested by the highest tribunal.

Viewed as Arbitrary

WCPO, owned by Scripps-Howard Radio Inc., filed a notice of appeal with the U. S. Court of Appeals for the District of Columbia with the plea that it set aside the FCC grant to WCOL and order that a hearing be held. The FCC was charged with arbitrary and capricious action, in violation of the Constitution, the Communications Act and even the FCC's own regulations. The appeal was taken by Paul M. Segal, counsel for Scripps-Howard Radio.

In its April 2 decision the FCC said it granted Oct. 10 the application of WCOL to shift from 1210 to 1200 kc., using 250 watts fulltime, without a hearing. WCPO then petitioned for a hearing or rehearing, which was denied.

In its decision, the Commission stated WCPO contended the grant of increased power and frequency change would result in destructive interference, affect its interests economically and substantially reduce its service area. It was pointed out by WCPO that the closest station now on its frequency is 155 miles away and uses 100 watts, whereas WCOL, with 250 watts, would be only 98 miles away. It contended the required separation to preserve the service area of WCPO is 244 miles for a station using 100 watts and this would be substantially greater with 250 watts.

The FCC held that there is no requirement in the Act for hearing before it may grant an application for a construction permit. If it can determine after an examination of an application and relevant data that a grant would serve public interest, the decision said, it is the Commission's duty to grant. As to the WCPO contention that the WCOL grant constitutes a modification "or revocation in part of its license" because its service area will be curtailed, the FCC said this contention appeared to be based upon a claim that it has a right to serve a particular number of listeners within a specified geographical area.

"The Act," the decision stated, "is devoid of any suggestion of such a right, and the petitioner's license contains no provision expressly or impliedly authorizing petitioner to serve any particular portion of the listening public".

Based on the data submitted to it by both WCPO and WCOL, the Commission held it could decide the case and that no hearing was necessary, despite the WCPO contention that it had no opportunity to test by cross-examination the data on interference conditions supplied by WCOL. Stating that its own study of the data "indicates that it is substantially correct", the Commission said it therefore denied the WCPO motion to strike this engineering study.

The Coverage Situation

Analyzing the coverage situation, the Commission said WCPO now appears to serve approximately 822,400 persons within its ½-millivolt contour. Approximately 20,800 people are in the area within the contour where interference would be caused by WCOL, reducing the population served by WCPO to 801,600. It concluded that the result of the operation of WCOL as proposed on the 1200 kc. channel would be an increase of 146,400 persons within the interference-free primary service areas of WCOL, WLOK, Lima, O., and WHIZ, Zanesville, O., which also would be affected by the shift. This would compare to a loss of 20,800 persons now receiving WCPO primary service. It concluded that upon a comparison "of the benefits and detriments sustained in the respective communities" public interest would be served by the WCOL grant.

In its 50-page appeal to the district court, WCPO included all of the pleadings and FCC announcements regarding the case. It was contended the Commission's action was "illegal, arbitrary and capricious, unfair and beyond the authority" of the FCC. Further, the appeal recited that the Commission deprives WCPO of its property without due process of law. The Commission, it was argued, is without authority to grant applications for operation of stations which will create electrical interference to existing stations.

There was enumerated in the appeal a long list of the FCC's own rules, regulations and procedures which allegedly were violated by granting the WCOL application without hearing.

PRINCIPLES of the newly-formed Los Angeles-Hollywood chapter of Veteran Wireless Operator's Assn. were discussed by these members late in March following installation of Hal Styles as president. At the meeting in the studios of KFI-KECA, Los Angeles, were (l to r) H. Duke Hancock, manager of KGFJ; Hal Styles, commentator and conductor of the weekly *Help Thy Neighbor* on KHJ; Harrison Holliway, KFI-KECA manager, and Dr. Lee deForest, well-known radio pioneer. Messrs. Hancock and Holliway are directors of the new chapter, and Dr. deForest is advisory counsel, as well as honorary president of the national organization. Richard Stoddard, chief engineer of Hughes Aircraft Corp., Burbank, is vice-president of the chapter; Leroy Bremmer, technical director of National Schools, secretary-treasurer, and James Chapple, Los Angeles FCC inspector, chairman of the board.

PRUNE GROWERS
Hear Their Program as Agency Buys Special Time

BECAUSE several thousand California prune growers wanted to hear the radio program they cooperatively paid for and which was released for 13 weeks over 10 stations in key cities of the East, Lord & Thomas, which handled the account, devised a novel plan to make listening possible.

The agency bought time on three California stations in the prune growing areas—KQW, San Jose; KSRO, Santa Rosa, and KHSL, Chico. During noon hours, when the majority of growers were at their radios, two quarter-hour transcriptions of the program were played.

The two transcribed programs, released on separate days, were the same broadcasts presented in the campaign over the Eastern stations for the Prune Proration Zone No. 1. In order to explain to the general listening audience what the broadcast was all about, Lord & Thomas bought a one-minute spot announcement just preceding the transcribed program and another following the broadcast.

Radio Again Aids Flooded Regions

Northern California Stations Repeat Public Service

STATIONS in Northern California were called upon for the second time within a month to serve thousands of flood-stricken families when a three-day deluge overflowed rivers and creeks and inundated 100,000 acres of agricultural land and a dozen or more communities. Although the situation was not quite as serious as the first disaster late in February [BROADCASTING, March 15], the storm and subsequent floods on March 29, 30, 31 and April 1 threatened an even greater catastrophe.

KFBK, Sacramento, situated in the heart of the flood area, played a major role in bringing succor to the thousands in isolated communities and farm homes. Levees which had been broken by the first storm and which were under repair by emergency crews working day and night, gave way in spots, causing havoc.

Governor Appeals

Gov. Olson personally appealed to Howard Lane, general manager of KFBK and the McClatchy stations, to give all assistance necessary to the State Department of Public Works. Under Lane's supervision, the KFBK staff coordinated all divisions of the Public Works department, getting frequent reports from the various sub-departments and broadcasting them at frequent intervals. KFBK remained on the air all night March 30, broadcasting vital instructions to the various emergency crews battling the flood waters and to the thousands of persons in the inundated areas and those in the direct path of the onrushing waters.

When the wier gates of one of the main levees were opened to flood North Sacramento to save other vital regions, KFBK sent out frequent warnings to the residents in that section to evacuate. Bob Handsacker of the KFBK staff went aloft in a chartered *Sacramento Bee* plane, flew over the flooded areas and then broadcast the first eyewitness account of the flood over the station. Other Northern California stations likewise did a meritorious job in bringing vital aid to the stricken. KVCV, Redding, which performed such a valuable task in the first flood, repeated its service, as did KHSL, Chico; KROY, Sacramento; KDON, Monterey, and KHUB, Watsonville.

WKEU, Griffin, Ga., was authorized by the FCC April 4 to go to fulltime. It has been operating with 100 watts daytime on 1500 kc.

NOVEL PEP-TALK via private wire to Colonial Network station managers and New England Wheaties dealers was held in connection with announcement that General Mills, jointly with Atlantic Refining Co., will sponsor Jim Britt's play-by-play broadcasts of the Boston Bees and Red Sox home games via WAAB and 16 Colonial Network stations. Both John Shepard 3d, president of Colonial and Yankee Networks, and Announcer Britt participated in the "Welcome Back to Wheaties" pep-talk, which originated in WAAB studios in Boston. Wheaties dealers were invited to attend the local pep-talks by managers of Colonial affiliates. At the broadcast were (seated l to r) Jim Britt; B. N. Robinson, sports advertising director of Knox Reeves Adv.; Mr. Shepard; (standing) J. P. Russell, sales assistant, New England division of Washburn-Crosby Co.; S. L. Tate, sales manager of the New England division; Tom Hussey, commercial announcer for games; Ken Packard, Boston, sales supervisor.

DAIRYMAN'S DREAM COMES TRUE

Quiz for Parents on Child Raising Brings Women To Plant for Broadcast and Entertainment

By HAROLD S. KAHM

THE dairy man's dream of having thousands of mothers visit his plant is being realized by the Franklin Cooperative Creamery, Minneapolis, as a result of its new type of radio quiz program, *The Parents' Classroom*, on WTCN, Minneapolis. The half-hour weekly feature presents competing teams of parents who are questioned on child-raising.

Competing teams are recruited from local mothers' clubs, parent-teacher and similar groups. Two opposing teams of five, each representing a different organization, compete each week. The winning team receives a cash prize of $15 for its club's treasury, the losing team $10. Each individual contestant receives a week's supply of milk free.

Listeners send in questions, six of which are selected each week; the sender of each question used receives as an award, two quarts of milk daily for a week. In addition to these questions, 12 to 14 additional ones are obtained from books and magazines, making a total of 18 to 20 for each broadcast.

Ann Ginn, of the WTCN staff, acting as m.c. conducts the quiz. Each organization sending a team is invited to have a party at the Franklin Cooperative plant, where they are shown through the plant, then served a free luncheon followed by an afternoon of entertainment consisting usually of bridge or "500", the organization being permitted to choose its own program. In the case of card games, prizes are supplied free by the company.

Ten days later the field men conducting the tours make a personal call on each visitor, offering a free souvenir booklet as an excuse for the visit. Because he had been in fairly close contact and perhaps chatted with the housewife during the tour, he is invariably welcomed as an acquaintance and his job of selling is simplified. More than 2,000 calls have been made to date. In addition to new customers obtained this way, about 30% of the contestants and listeners who receive free milk awards become steady customers.

The 13-week experimental contract, which began Oct. 10, 1939, has been extended on an indefinite basis. The sponsor's plant auditorium, accommodating 500 persons, is booked solid until June with parents' organizations obtained through the program.

CHOICE OF HOBOES

Toscanini, Information Please Cited for Honor

HOBOES of America prefer Arturo Toscanini and the NBC Symphony Orchestra over all other attractions in the entertainment field, according to the current issue of *Hobo News*, official publication of the Hoboes of the United States. Second place in the nationwide hobo poll went to *Information Please*, sponsored by Canada Dry Ginger Ale on NBC.

Commenting on the results of the poll, *Hobo News* said, "Choice of Toscanini is not surprising, considering the marked intellectual and aesthetic tendencies of a majority of the Permanent Itinerants. While riding the rods, nothing could be more soothing than mentally recreating the stirring symphonies of the 110-man ensemble directed by the incomparable maestro. Likewise, to a group as dependent as hoboes on valid information a program such as *Information Please* is bound to have vital significance."

Troops Fee-Exempt

SOLDIERS in barracks do not have to buy the annual $2.50 listener license fee this year in Canada, according to a new regulation issued with the beginning of a new fiscal year April 1. No other changes have been made in connection with the listener license fee, collections of which this past year amounted to over $3,000,000 to finance the publicly-owned Canadian Broadcasting Corp. About 1,223,500 licenses were issued in 1939. While rumors have been current for some time that license regulations would be amended to make one license fit all receivers in any one home, the license notices received by listeners show that a separate $2.50 license is necessary for each receiver in the home and in the automobile.

Nets Cover Movie Premiere

CBS, NBC and MBS on April 11 carried special programs from Albany, Ga., in connection with the world premiere of the new Paramount picture "The Biscuit Eater." Billy Lee, star of the picture, and other celebrities were interviewed by Parks Johnson and Wally Butterworth on the *Vox Pop* program, which originated from Albany that evening on CBS. MBS arranged a special program for the opening, and NBC broadcast music from the charity ball which followed the premiere.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 30 TO APRIL 12, INCLUSIVE

Decisions . . .

MARCH 30

WLPM, Suffolk, Va.—Granted license new station 1420 kc 100-250 w unl.

APRIL 2

KSAL, Salina, Kan. — Granted license change to 1120 kc 500 w 1 kw LS, directional.

WCOL, Columbus—Petition of WCPO, Cincinnati, for rehearing, asking that action granting power increase to WCOL be set aside, was rejected.

APRIL 3

MISCELLANEOUS—WHP, Harrisburg, Pa., granted temp. auth. 500 w N during flood; WKZO, Kalamazoo, granted license change hours, directional antenna N, 590 kc 1 kw unl.; WMBG, Richmond, Va., granted license new equip., increase to 1-5 kw unl., directional N; KFRO, Longview, Tex., denied temp. auth. night baseball games on 250 w.

APRIL 4

KARM, Fresno, Cal.—Granted consent invol. assignment license to Gilbert H. Jertberg, executor of George Harm estate.

WKEU, Griffin, Ga.—Granted CP increase to unl., change antenna.

MISCELLANEOUS — WSAL, Salisbury, Md., dismissed applic. vol. assignment license to Eastern Shore Bcstg. Co. in view of WSAL license revocation; WLAC Nashville, denied petition to classify station as I-B. WMEX as II and that any WMEX applic. in conflict be held in abeyance; WLOG, Logan, W. Va., granted mod. CP new station re antenna, trans., studio site; KALE, Portland, Ore., granted license move trans., increase power, etc.; WDLP, Panama City, Fla., granted license new station.

APRIL 5

W6XKG, W6XRE, Los Angeles—Tentatively denied renewal of high-freq. stations.

WLAP, Lexington, Ky.—Tentatively denied CP new trans., directional antenna, and change to 1270 kc 1 kw unl.

NEW, Neptune Bcstg. Corp., Atlantic City—Tentatively granted new station 1420 kc 100-250 w unl.

NEW, E. E. Krebsbach, Miles City, Mont.—Granted dismissal without prejudice applic. 1310 kc 100-250 w unl.

NEW, Star Printing Co., Miles City, Mont.—Granted indefinite continuance hearing on applic. CP 1310 kc 250 w unl.

NEW, Springfield Radio Service, Springfield, O.—Dismissed with prejudice applic. 780 kc 250 w D.

NEW, Brockway Co., Watertown, N. Y. —Granted motion accept amendment CP to 1270 kc 500 w D.

APRIL 8

MISCELLANEOUS — KTKC, Visalia, Cal., granted license change trans.; WKIP, Poughkeepsie, N. Y., granted mod. CP change trans.; NEW, C. T. Sherer Co., Worcester, Mass., scheduled for oral argument proposed findings re applic. new station, for 4-25-40; KGFI, Brownsville, Tex., granted temp. auth. discontinue operations pending revocation of license etc.

APRIL 9

WSYR-WSYU, Syracuse — Granted license new trans., 570 kc 1 kw unl. directional.

WHBU, Anderson, Ind.—Granted CP new trans., change antenna.

WFTM, Fort Meyers, Fla.—Granted license new station.

APRIL 10

WNYC, New York—Continued hearing to 5-27-40.

APRIL 11

KGFI, Brownsville, Tex.—Payne designated to preside at hearing on order revoking license.

W2XOR, Carteret, N. J.—Granted exp. license 43400 kc 1 kw FM.

W3XMC, Washington—Granted exp. license 42600 kc 100 w FM.

W8XVH, Columbus, O.—Granted exp. license 43000 kc 250 w FM.

WBNX, New York—Granted mod. CP to 1-5 kw, new trans., change directional antenna.

Applications . . .

MARCH 30

WSYR, Syracuse—License new trans.

NEW, Wash. Institute of Technology, College Park, Md.—CP FM 1 kw 42800 kc.

WFIL, Philadelphia—CP FM 1 kw 43000 kc.

WSMB, New Orleans—License increase power.

NEW, Liberty Life Insurance Co., Columbia, S. C.—CP FM 1 kw 43200.

NEW, Tyler Bcstg. Co., Tyler, Tex.—CP 1500 kc 250 w unl., Class IV (KGKB facilities if its license is revoked).

KWTO, Springfield, Mo.—CP change to 1 kw unl., directional N (Class III-B).

KLS, Oakland, Cal.—CP increase to 1 kw, new trans., change antenna.

APRIL 2

WHEB, Portsmouth, N. H.—Mod. CP increase power, move trans., studio, asking auth. change antenna.

APRIL 4

WBAL, Baltimore; WBBM, Chicago; KFAB, Lincoln, Neb.—Extension exp. auth. for synchronous operations.

NEW, Radio Corp. of Annapolis, Md.—CP 1310 kc 100 w unl., Class IV.

W1XPW, Hartford, Conn.—CP increase to 50 kw., new equip., operate on regular commercial basis.

NEW, Yankee Network, Boston—CP high-freq. 43700 kc 5 kw, on regular commercial basis.

WRUL, Boston—Mod. license operate unl. on 6040 kc.

NEW, L. B. Wilson Inc., Crescent Springs, Ky.—CP 42800 kc 1 kw.

NEW, Fairfield Bcstg. Corp., Lancaster, O.—CP 1490 kc 250 w unl. Class IV.

WSKB, McComb, Miss.—License increase power.

WMC, Memphis—Mod. license change name to Memphis Pub. Co.

WAPI, Birmingham — Extension exp. auth. unl. time, directional N.

KVOO, Tulsa—Extension exp. auth. unl. directional N.

NEW, Pan-American Bcstg. System, Hollywood, Fla.—CP 1240 kc 250 w unl., amended to 780 kc.

NEW, Atlantic Bcstg. Corp., Miami—CP 1500 kc 250 w unl., amended to 1420 kc and omit request for WKAT facilities.

WAGF, Dothan, Ala.—CP move trans., new antenna.

WTMV, E. St. Louis—CP new trans., antenna, change to 1540 kc, icrease to 500 w 1 kw, move trans., asks Class II.

KFBB, Great Falls, Mont.—Mod. license increase to 5 kw N & D.

KDB, Santa Barbara, Cal.—Mod. license to 250 w N & D.

KFEL, Denver—CP new trans., increase to 5 kw, amended to directional, asks Class III-A.

KOH, Reno—Mod. CP new trans., directional, change to 630 kc 1 kw, asking new trans.

KIEV, Glendale, Cal.—License increase power, change equip.

APRIL 6

NEW, Champlain Valley Bcstg. Corp., St. Albans, Vt.—CP 1390 kc 1 kw D (asks WQDM facilities); also license for new station.

WORL, Boston—CP new trans.

WHKC, Columbus — CP directional, change to 610 kc 1 kw unl. Class III-B, move trans., asks WCLE facilities.

WCLE, Cleveland—CP directional, new trans., change to 640 kc 1 kw LS Calif., move trans. to Cleveland, asks Class II and facilities WHKC.

WHEN Norton Cotterill, WBS vice-president, was scheduled to speak recently before the Erie (Pa.) Advertising Club, a window in Trasks, Prescott & Richardson department store was decorated with an exhibit showing various steps in the manufacture of a *Ma Perkins* transcription, along with a photo of Mr. Cotterill and samples of Oxydol. The club presented a plaque to Mr. Cotterill after his address, which was titled "It's the Woman Who Pays". Mr. Cotterill spoke April 10 before the College of the City of New York's class in radio advertising. His subject was "Stretching the Radio Dollar". The talk was made in the WBS studios, where students saw a motion picture which depicted the intricacies of modern disc making.

Zworykin-Morton Book

TO THE growing library of literature pertaining to the budding art of television, John Wiley & Sons Inc., New York, adds *Television: The Electronics of Image Transmission* by Vladimir K. Zworykin and G. A. Morton of RCA Mfg. Co. [646 pages, 494 illustrations, $6]. The book is technical in nature, being a survey of the whole field of electronic television with particular emphasis on the RCA-NBC system already in operation.

GE's Relay System

TELEVISION relay developments of General Electric, along with a description of the successful relaying operations of W2XB, GE's Helderberg Mountain transmitter, are described in a pamphlet published recently by GE, a reprint of an address by Dr. W. R. G. Baker, chairman of the management committee of the GE radio and television division.

WAIR, Winston-Salem, N. C.—Mod. license to 1310 kc 250 w unl., contingent WSJS grant 600 kc.

NEW, Glover Weiss Co., Jacksonville, Fla.—CP 1500 or 1120 kc 250 w unl., asks Class IV, amended to 1440 kc.

NEW, Perkins Bros. Co., Sioux City, Ia.—CP 43400 kc 1 kw FM.

NEW, World Pub. Co., Omaha—CP 41000 kc 1 kw FM.

KGDE, Fergus Falls, Minn. — License new trans.

KGHF, Pueblo, Col.—License new antenna, move trans.

NEW, J. C. Kaynor, Ellensburg, Wash. —CP 1310 kc 250 w unl.

KMYR, Denver—Mod. CP new station re antenna, trans.

APRIL 9

WTIC, Hartford—Extension exp. auth. Simul.-KRLD unl. 1040 kc directional N.

WDEL, Wilmington, Del.—CP increase to 1 kw N & D, amended to Class III-A.

NEW, Yankee Network, Alpine, N. J.—CP FM amended to 43300.

NEW, Hildreth & Rogers Co., Andover, Mass.—CP 42800 kc 1 kw FM.

WOKO, New Scotland, N. Y.—CP 43400 kc 250 w unl., FM, amended to 1 kw.

NEW, Baltimore Radio Show, Baltimore —CP 43400 kc 1 kw FM.

NEW, Brockway Co., Watertown, N. Y. —CP for WCAD change to 1270 kc D, new trans., antenna, move trans., studio to Watertown, amended to CP new station 1270 kc 500 w D.

W3XIR, Philadelphia — CP change to 43000 kc FM.

NEW, Wm. F. Maag Jr., Youngstown—CP 42800 kc 1 kw FM.

WJBW, New Orleans—License increase power.

WFOY, St. Augustine, Fla.—Vol. assign. license to Fountain of Youth Bcstg. Co.

WNOX, Knoxville—CP directional N, increase to 5 kw N & D.

WDAE, Tampa, Fla.—CP change to 740 kc 10 kw, new trans., directional N.

NEW, J. W. Birdwell, Knoxville—CP 1210 kc 100-250 w unl.

NEW, Durham Radio Corp., Durham, N. C.—CP 43000 kc 1 kw FM.

NEW, Kokomo Bcstg. Corp., Kokomo, Ind.—CP 1420 kc 250 w unl., asks Class IV.

KHJ, Los Angeles—CP increase to 5 kw N & D, move trans., asks Class III-A.

NEW, Western Radio Corp., The Dalles, Ore.—CP 1200 kc 100-250 w unl., asks Class IV.

APRIL 12

W1XSO, Avon, Conn.—CP increase to 50 kw, change equip., operate on commercial basis.

NEW, Foulkrod Radio Engineering Co., Philadelphia—CP 42.4 mc 1 kw FM.

NEW, United Bcstg. Co., Seven Hills Village, O.—CP 43.4 mc. 1 kw FM.

NEW, WDAS Inc., Philadelphia—CP 42.8 mc 1 kw FM.

KSTP, St. Paul—CP Class II television 44-50 mc 1 kw A3 A5.

W9XYH, Superior, Wis.—License FM.

Network Accounts

All time EST unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (bran flakes), on April 29 starts *Young Dr. Malone* on 70 CBS stations, Mon. thru Fri., 2-2:15 p.m. with repeat, 6:15-6:30 p.m. (EDST). Program continues through May 3 on 63 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: Benton & Bowles, N. Y.

JOE LOWE Corp., New York (Popsicles), on May 4 starts for 21 weeks, *Buck Rogers*, on 31 Don Lee stations, Sat., 12:15-12:45 p.m. (PST). Agency: Biow Co., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 30 starts *Mrs. Franklin Roosevelt* on 31 NBC Red and Blue stations, Tues., and Thurs., 1:15-1:30 p.m. Agency: Franklin Bruck Adv. Agency, N. Y.

STERLING PRODUCTS, New York (Bayer, Syrup of Figs, Elixir of Senna) on April 8 started *Wife vs. Secretary* and *Songs of Carol Leighton* on 15 Texas State Network stations, Mon., thru Fri., 10:30-10:45 and 10:45-11 a.m. respectively. Agency: Blackett-Sample-Hummert, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on May 3 starts *Al Pearce & His Gang* on 80 CBS stations, Fri., 7:30-8 p.m. (EDST). Agency: Wm. Esty & Co., N. Y.

WAHL, Co., Chicago (Eversharp pens and pencils), on April 21 starts *Take It or Leave It* on 27 CBS stations, Sun., 10-10:30 p..m. (repeat, 12:30-1 a.m.). Agency: Biow Co.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings), on April 6 started for 52 weeks *Wings Saturday Nite Party* on 28 Don Lee network stations, Sat., 9:15-12 p.m. (PST). Agency: Russell M. Seeds Co., Chicago.

UNGLES BAKING Co., Des Moines, on March 31 started *Show of the Week*, MBS cooperative show, on KSO, Des Moines, making a total of 15 MBS stations, Sun., 6:30-7 p.m. Placed direct.

CAMPBELL SOUP Co., Camden, on April 29 starts *Fletcher Wiley* on 35 CBS stations, Mon. thru Fri., 2:30-2:45 p. m. (EDST), shifting *Life Begins* to 5:30-5:45 p. m. Agency: Ward Wheelock Co., Philadelphia.

Renewal Accounts

BORDEN Co., San Francisco (milk) on April 1 extended *Last Minute News* from KFRC, San Francisco, 4:30 p.m. (PST) to 7 Don Lee-Mutual stations in Northern California.

WHEN FLY AD LIBS

Industry and FCC Alike Are Bon Mot Victims

IN HIS speech at the New York Advertising Club luncheon April 2 FCC Chairman Fly tossed off a number of humorous cracks aimed at broadcasters, advertisers and the Commission itself. Some of the better Fly remarks.

"The basic distinction between British and American radio is that in England radio is governmentally controlled and the listener pays for it while in America the advertiser pays and the listener sits at home and hits the jackpot."

"The Government has a twofold function in American radio: It arranges to get broadcasters on the air and then makes continuous threats to take them down off the air."

"Radio's chief contribution to national defense has been in educating the country's youth in the use of small arms and machine guns."

AMERICAN OIL Co., Baltimore (Amoco), on May 1 renews for 26 weeks Edwin C. Hill's *Human Side of the News* on 46 CBS stations, Mon. thru Fri., 6:05-6:15 p.m. Agency: Joseph Katz Co., Baltimore.

PHILIP MORRIS & Co., New York (cigarettes), on April 13 extended for 3 weeks *Name Three* on 5 MBS stations, Sat., 8-8:30 p.m. Agency: Biow Co., N. Y.

GENERAL CIGAR Co., New York (White Owls), on Sept. 23 renews *Raymond Gram Swing* on 16 MBS stations, Mon. and Fri., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

BAYUK CIGAR Co., Philadelphia, on June 11 renews *Inside of Sports* and adds WKRC and WIRE, making a total of 18 MBS stations, Tues., Thurs., Sat., 7:45-8 p.m. Agency: Ivey & Ellington, Philadelphia.

ROYAL CANADIAN TOBACCO Co., Toronto, on March 31 renewed for 26 weeks *Ken Soble's Amateur Broadcast* on special hookup of CFRB, Toronto; CKCL, Toronto; CFRC, Kingston, Ont.; CKCO, Ottawa; CKAC, Montreal; CFCF, Montreal; Sundays, 12:30-1 p.m. Agency: Metropolitan Broadcasting Service, Toronto.

AIR CONDITIONING TRAINING Corp., Youngstown, O., on April 28 renews for 26 weeks *Happy Jim Parsons* on 27 NBC-Blue stations, Sun., 11:30-11:45 a.m. (EDST). Agency: National Classified Adv. Agency, Youngstown.

GENERAL MILLS, Minneapolis (Wheaties), on April 29 for 22 weeks renews *Jack Armstrong* on 11 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p.m. Agency: Knox-Reeves, Minneapolis.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on April 28 renews for 26 weeks *Moylan Sisters* on 10 NBC-Blue stations, 11:45-12 noon. Agency, Clements Co., Philadelphia.

LAMBERT PHARMACAL Co., St. Louis (Listerine) on April 28 renews *Grand Central Station* on 52 CBS stations, Fri., 10-10:30 a. m. Agency: Lambert & Feasley, N. Y.

Network Changes

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax), on May 3 shifts *Death Valley Days* from 31 NBC-Red stations, Sat., 9:30-10 p.m. to 21 NBC-Blue stations, Fri., 8:30-9 p.m. (EDST). Agency: McCann-Erickson, N. Y.

CUMMER PRODUCTS Co., Bedford, O. (Energine), on April 24 shifts *What Would You Have Done?* on 42 NBC-Blue stations from Fri., 9:30-10 p.m. to Wed., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

CUSTODIAN TOILETRIES, Chicago (face powder), on April 11 expanded *Gary Gray & His Ship of Songs*, on WBAP, Fort Worth, to include Texas Quality Network—KPRC, Houston, and WOAI, San Antonio, and changed time to Thurs., 8:45-9 p.m. Agency: H. W. Kastor & Sons, Chicago.

TEXAS State Network on April 8 changed *Backstage Wife* to 9:30 a.m.; *Easy Aces* to 9:45 a.m.; *Julian Akins* to 10 a.m.; *Our Gal Sunday* to 10:15 a.m., all five-weekly quarter-hour shows.

ANDREW JERGENS Co., Cincinnati (Woodbury soaps), on April 24 shifts *Hollywood Playhouse* on 61 NBC-Red stations, Wed., 8-8:30 p.m. from Hollywood to New York for two weeks.

ETHYL GASOLINE Corp., New York, on April 8 shifted *Tune Up Time* on 66 CBS stations, Mon., 8-8:30 p.m. (EST) from New York to Hollywood for six weeks or more.

PHILIP MORRIS & Co., New York (cigarettes), on May 5 shifts *Breezing Along* from 36 NBC-Blue stations, Wed., 8-8:30 p.m. to 35 CBS stations, Sun., 8:30-8:55 p.m. Agency: Biow Co., N. Y.

PROCTER & GAMBLE, Cincinnati (Teel) on April 30 shifts *Professor Quiz* from Fri. to Tues., 8:30 to 9 p.m. (recently renewed for 52 weeks). Agency: H. W. Kastor & Sons, Chicago.

INTERNATIONAL SILVER Co., Meriden, Conn., on May 12 replaces *Silver Theatre* with *Fun in Print* on 50 CBS stations, Sun., 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

HARTZ MOUNTAIN PRODUCTS Co., New York, on March 31 added WSIX, Nashville, to *Singing Canaries* making a total of 8 MBS stations, Sun., 3:30-3:45 p.m. Agency: Geo. H. Hartman Co., N. Y.

WESTERN & Southern Life Insurance Co., Cincinnati, has signed Rube Bressler, member of the 1919 Cincinnati Reds baseball team, for a new series of five sports programs weekly on WCKY, Cincinnati, placed through S. C. Baer Inc. He will narrate personal reminiscences, interview players, and give the day's scores.

CBS Adult Education Board Hears Annual Report, Recommends Classic Series

NEW BROADCAST SERIES, based on the great classics, past and contemporary, was recommended for production on CBS by the CBS Adult Education Board at its annual meeting on April 8 in New York. This series, as yet untitled, would replace *Americans at Work*, which started on CBS in 1938, at the recommendation of the board. The CBS program department will work out the details of the series, which will show the development of great ideas that have made history.

At the meeting, Sterling Fisher, CBS director of education, in his annual report stated there had been a 27% increase in 1939 over 1938 in CBS programs of general educational interest to adults, both sustaining and sponsored. The hours in 1939 totaled 1,471 as against 1,157 in 1938, while the number of broadcasts increased from 4,590 in 1938 to 5,596 in 1939.

The increase in broadcasts devoted to news and current events was most marked, according to Mr. Fisher's report. In 1939 there were 2,645 broadcasts as against 2,287 in 1938. Programs devoted to arts and drama amounted to 159 hours in 1938 compared to 218⅛ hours last year.

Lyman Bryson of Teachers College, Columbia U, presided at the session, which was attended by the members of the Board and CBS officials.

Front row (l to r): Dr. Harry Woodburn Chase, chancellor New York U.; Mr. Bryson; Edward Klauber, executive vice-president, CBS; Dr. Ray Lyman Wilbur, president, Stanford U.; William Allen White, publisher of *Emporia Gazette*. Back row: Douglas Coulter, assistant to vice-president in charge of broadcasts; Mr. Fisher; Spencer Miller Jr., Workers Education Bureau director; Joseph H. Willits, Rockefeller Foundation; Henry R. Luce, chairman of board of directors, Time, Inc.; Dr. Stringfellow Barr, president, St. John College; William Benton, vice-president, U. of Chicago; Rep. T. V. Smith (D-Ill.); Leon Levine, assistant director of education, CBS; Dr. George Edgar Vincent, president emeritus, Rockefeller Foundation; Rev. Robert I. Gannon, president, Fordham U.; W. B. Lewis, CBS vice-president in charge of broadcasts.

Civil Service Arranges Examinations for Script Writers, Production Men

OPPORTUNITIES for employment in the Federal Government are open to script writers, script editors, production men and radio music writers, the U. S. Civil Service has announced in listing a new group of civil service examinations for posts ranging from $5,600 to $2,600 a year. Although the title of the examination refers to "Information Specialist", radio is listed as an optional subject. Federal agencies are searching for specialists "who can direct or assist in directing radio broadcasting activities and to plan or prepare interpretative radio scripts." Applicants will be required to have experience in interpreting facts in either of the following fields: Conservation, economics, sociology, agriculture, aeronautics, public health, forestry and education.

A provision known as "selective certification" will permit officials to select from candidates those with special qualifications—such as expert radio music writers and arrangers, production men, or writers with special ability in some unusual field even though the applicants may not be "on top of the list".

Government officials point out that this examination will establish a list of candidates who may be hired by any agency in the Government. The examination was prepared after consultation with officials directing informational services. Copies of the announcement for senior information specialist may be obtained from the U. S. Civil Service Commission, Washington.

Georgia U Considering Radio Awards; Pulitzer Board Studies Similar Plan

A PLAN to create annual public service awards to radio, paralleling the Pulitzer awards in journalism, was proposed April 6 by the board of regents of the University of Georgia and referred to a committee for further report.

Designed to create the George Foster Peabody awards, to be administered by the Henry W. Grady School of Journalism of the University, the plan was evolved with the cooperation and support of the NAB. The object is to provide in radio the same stimulus and incentive to public service that the Pulitzer awards give to journalism and literature [BROADCASTING, March 15].

It had been expected that the board of regents would act finally on the proposal, advanced initially by Lambdin Kay, director of public relations of WSB. The board, however, decided to refer the whole subject to a committee for further study and report. It is understood the board gave the project its implied endorsement.

It was also learned that the board of awards of the Pulitzer foundation likewise is considering extension of the Pulitzer awards to cover the radio field. Joseph Pulitzer, publisher of the *St. Louis Post-Dispatch* and son of the famous journalist and publisher who created the awards bearing his name, is said to favor expansion of the awards to cover radio.

The University of Georgia plan, if approved, would provide for the first awards in 1941. Competition for the honors would be based on work during the 1940 calendar year. The closing date for entries would be Jan. 15, 1941.

A number of conferences preceded the drafting of the tentative plan which was submitted to the Board of Regents. Participating in these conferences were Mr. Kay; Dr. S. V. Sanford, chancellor of the Georgia University system; Marion Smith, chairman of the Board of Regents and prominent Atlanta attorney; Dr. Harmon W. Caldwell, president of the university; Mrs. Marjorie Peabody Waite, daughter of the late Dr. Peabody; John E. Drewery, director of the Henry W. Grady School of Journalism, and Harry Hodgson of Athens, Ga.

New Hawaii Station

AUTHORIZED for construction in 1938, the new KTOH, Lihue, Hawaii, local outlet on 1500 kc., is scheduled to go on the air about May 8, according to a report from Robert Glenn, chief engineer, formerly with KGU and KGMB, Honolulu; KHBC, Hilo, and KRE, Berkeley, Cal. Collins equipment is being installed with a Lehigh tower and RCA microphones and turntables. Manager and commercial director is Deane Stewart, former program and musical director of KGU and KGMB. Program director is Bill Parsons, recently with KSAN, San Francisco. Foreign language departments will be handled by Abe Albayalde, Filipino, and Soichi Hamura, Japanese. The station is owned by the publishers of the *Garden Island* and the *Kauai Filipini News*.

RCA Plans Scholarship For High School Senior

RCA is conducting a nationwide competition to select the high school senior most likely to succeed in a career in radio science, the winner to receive a $4,000 scholarship to one of 100 colleges accredited by the Engineers Council of Professional Development. Entry forms were sent by RCA to 18,000 high schools throughout the country, entries closing March 17. Entrants, who must be certified scholars to be graduated this June, on April 23 will take a special scitnce examination prepared by Columbia U professors and radio scientists.

Ten finalists will then receive a free trip to New York Aug. 5 to inspect all engineering and research facilities of RCA and NBC as well as industrial exhibits at the World's Fair. A second test will be given and on Sept. 1 the winner will be announced, the nine other contestants to receive $100 in cash prizes.

WNYC is Upheld

NEW YORK STATE Court of Appeals on April 10 unanimously upheld the right of WNYC, New York's municipal station, to broadcast from the communion breakfasts held by the Holy Name and St. George Societies of New York. The court sustained the decisions of two lower courts, refusing to grant Joseph Lewis, of New York, an injunction forcing New York city officials to cease using WNYC for such broadcasts.

WILLIAM A. WOLFF, information manager of Western Electric Co., was honored on his 35th service anniversary at a dinner tendered by his associates at the Waldorf-Astoria in New York.

JERRY BRANCH is Technical Advisor and Assistant to Mr. James D. Shouse, Vice-President in charge of Broadcasting of the Crosley Corp. Branch's wide experience and technical background have made his services invaluable in an organization where so many technical projects are continually under way.

...of Mikes and Men

Today's time buyer is as much concerned about the quality of a station's signal as the space buyer is about the quality of a publisher's printing. Because WLW's signal is as near 100% perfect as it is humanly possible to maintain, time buyers will be interested in the technical organization responsible for this achievement.

More than 60 highly trained engineers—each specializing in a certain phase of radio transmission—are on the WLW staff. Working in their own well-equipped research laboratory, they are constantly alert to changes and improvements. As a result, the WLW engineers have contributed many advancements to the technical art of radio broadcasting.

Consider WLW's high technical efficiency when planning to advertise to the Middle West.

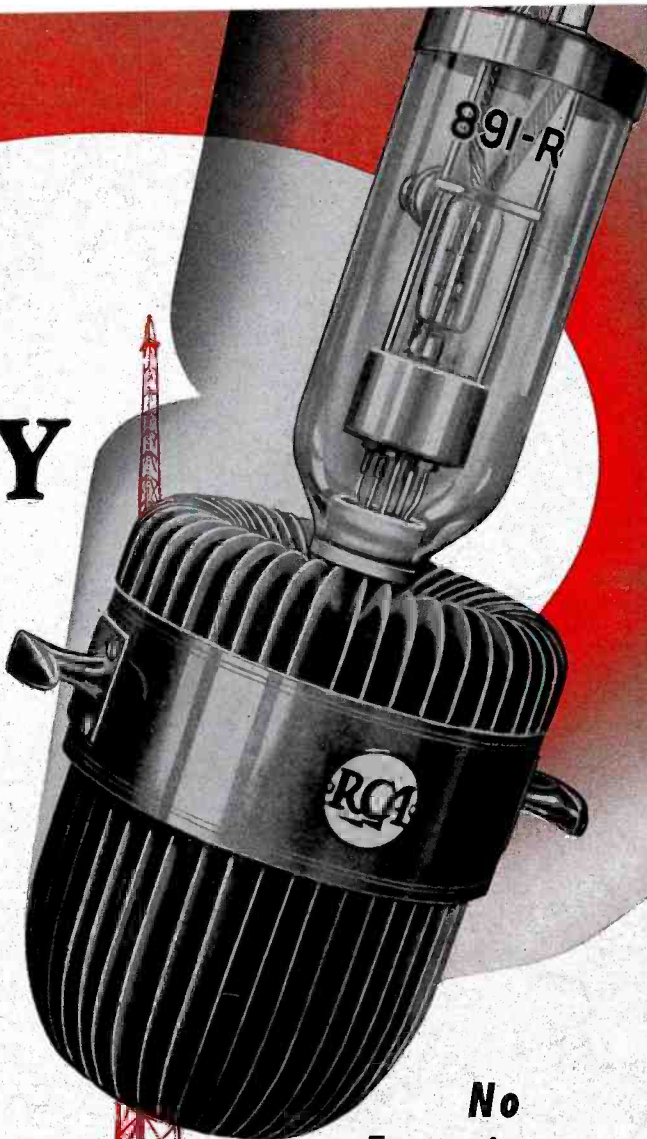
J. R. McDONALD (right), Assistant Technical Supervisor, discusses with Engineer Howard Leppel a construction drawing of development work on Crosley's new 50,000 watt international short wave transmitter, WLWO, created in its entirety by WLW engineers.

WLW

NATIONAL REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORP. — CHICAGO, NEW YORK

PRINTED IN U.S.A.

for SOUND ECONOMY



...RCA AIR-RADIATOR TRANSMITTING TRIODES

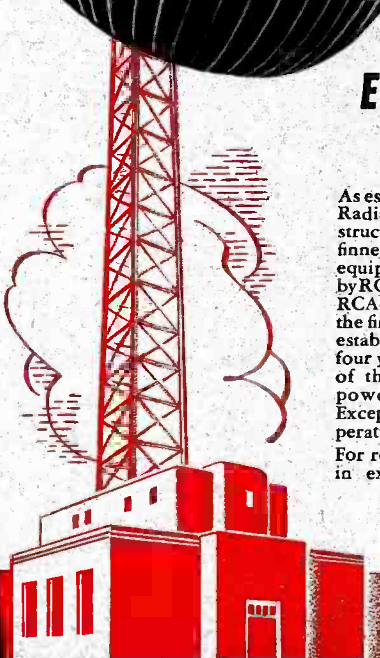
Hundreds of RCA-891-R's and 892-R's in daily service in leading broadcast stations testify to the sound economy of operation made possible by these popular RCA Air-Radiator Transmitting Triodes. Lower first cost—simplified installation—no water-cooling worries—ample output for general broadcast requirements!

Similar in construction to water-cooled units, these tubes are equipped with highly efficient air radiators which provide great cooling areas in a minimum of space. Anode heat is dissipated quickly and efficiently.

Double-unit filaments permit operation from two-phase a.c., thus minimizing hum. Filaments used in these types operate at lower-than-ordinary temperatures and contribute materially to exceptionally long tube life. Ask the station that uses these tubes!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8500 volts; d-c plate current, 1 ampere; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.

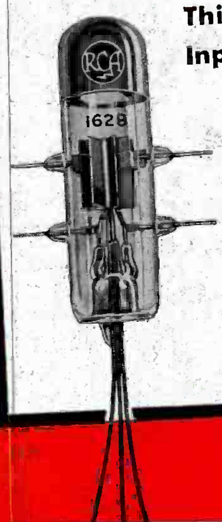


No Experiments Here!

As essential to the operation of Air-Radiator tubes as good tube construction itself, is the design of the finned radiator with which they are equipped. Pioneered and perfected by RCA, each radiator supplied with RCA-891-R's and 892-R's carries the fine reputation which has been established through more than four years of extensive use in many of the country's leading high-power broadcasting stations. Exceptionally low operating temperatures are assured at all times. For real economy, it pays to invest in experience—not experiments!

NEW!

This Triode Takes its Full Rated Input of 50 Watts up to 500 Mc.



Outstanding engineering features make the new RCA-1628 Transmitting Triode unexcelled in its class. A double-helical filament has a center-tap lead that is brought out of the bulb through a separate seal. By connecting the three filament leads in parallel through r-f by-pass condensers, it is *now* practical to minimize the effect of filament lead inductance at ultra-high frequencies. Double grid and plate leads, also brought out through separate seals, simplify neutralization in r-f amplifier service at the ultra highs by eliminating common impedances between tank and neutralizing circuits *within* the tube. Close spacing of grid and plate decreases electron transit time, thereby improving efficiency at high frequencies.

Data bulletin on request

RCA Radio Tubes

FIRST IN METAL—FOREMOST IN CLASS—FINEST IN PERFORMANCE

RCA MANUFACTURING CO., INC., CAMDEN, N. J. A Service of The Radio Corporation of America