

BROADCASTING

Vol. 18 • No. 9

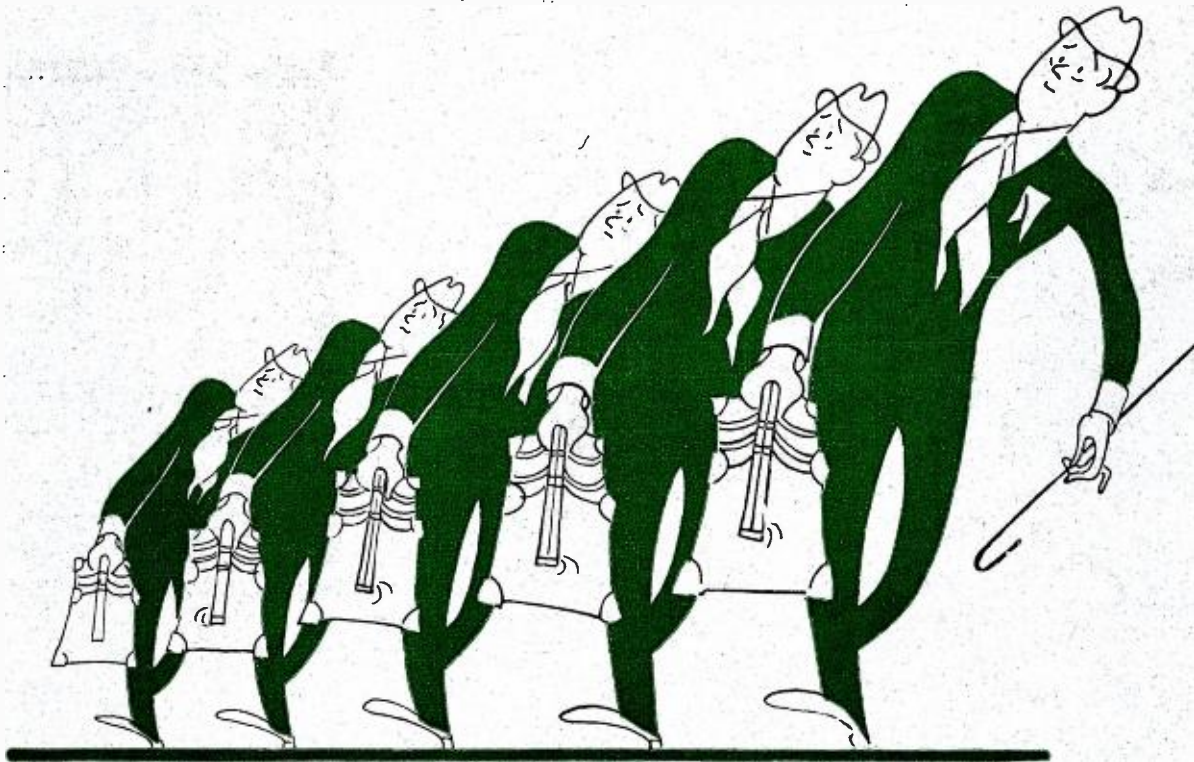
MAY 1, 1940
WASHINGTON, D. C.

Foreign
\$4.00 the Year

Broadcast
Advertising

\$3.00 the Year
15c the Copy

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



the men who came to stay

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

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

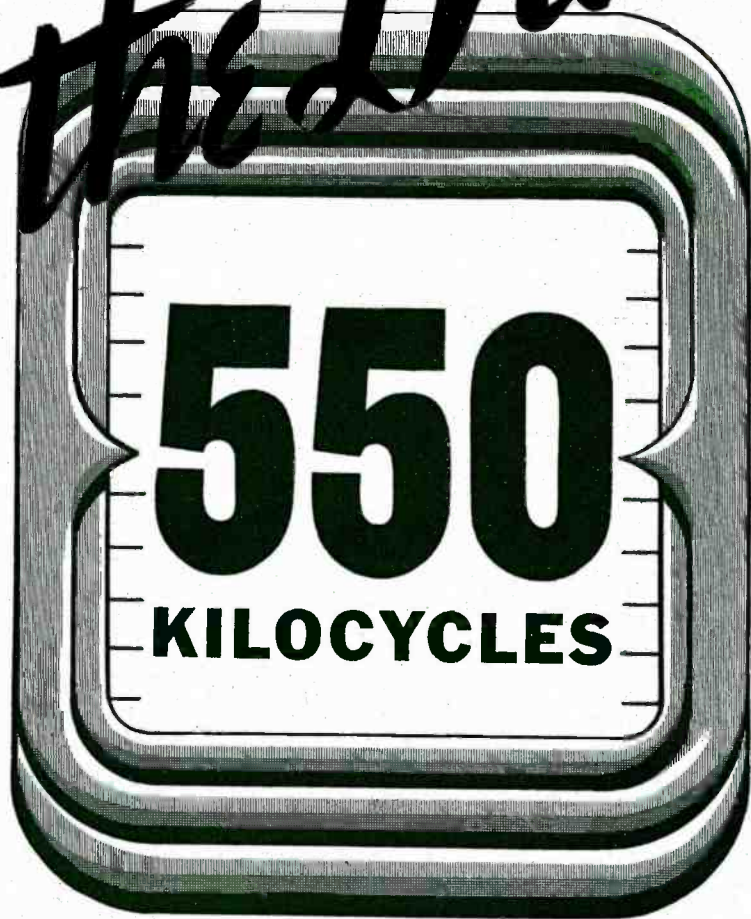
Our address is 1440 Broadway, in New York

Top of the Dial

now assigned to

KOY
PHOENIX

BURRIDGE D. BUTLER, *Chairman*
FRED PALMER, - - *Manager*
Represented by JOHN BLAIR & COMPANY
New York, Chicago, Detroit, Los Angeles, San Francisco



If it's on KOY, it's OK!

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



NEW ENGLAND'S Audience Count Goes UP *-- in Summer!*

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

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

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

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

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

Step summer radio promotions **UP** in this spend-able, proven responsive market, with the 18 stations of The Yankee Network.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

JULY IS



BIGGER THAN TEXAS

—BIGGER THAN CALIFORNIA, OHIO, ILLINOIS!

How many sales does it take to make a *market*?

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

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

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

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

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

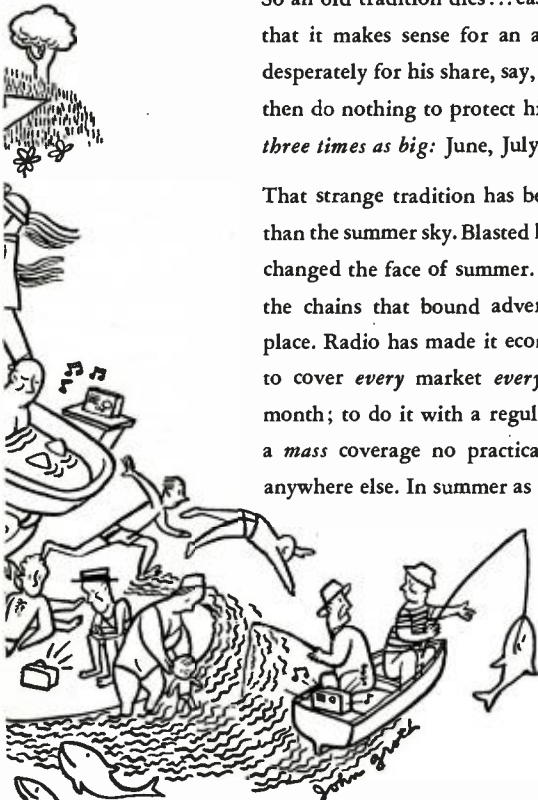
Clearly, radio listening is no exception to the habits that make this nation a market. People eat and dress, work and have babies, shop and spend throughout the year. For the vast *bulk* of families, summer makes little change in the daily routine. It perhaps puts an extra stress on *relaxation*. And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

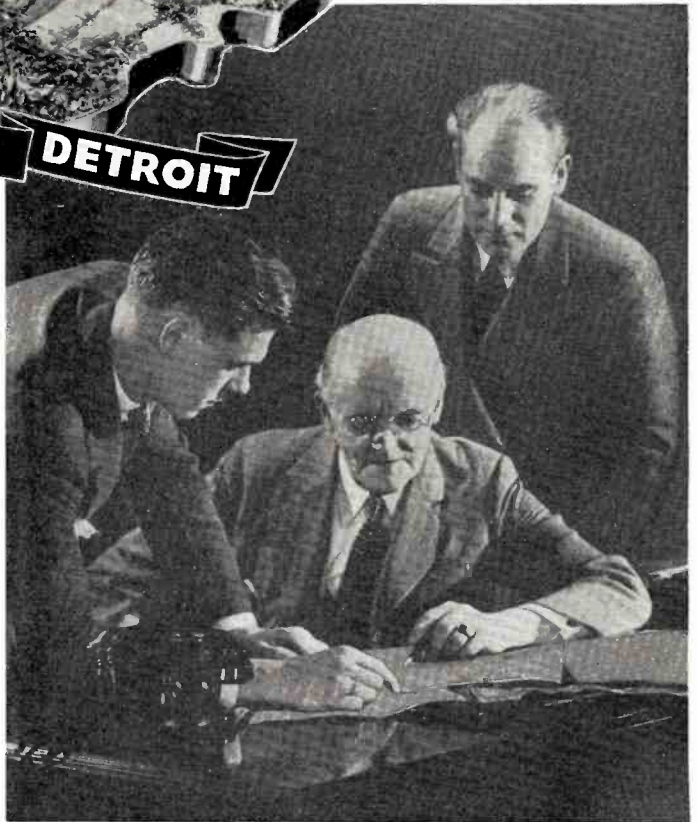
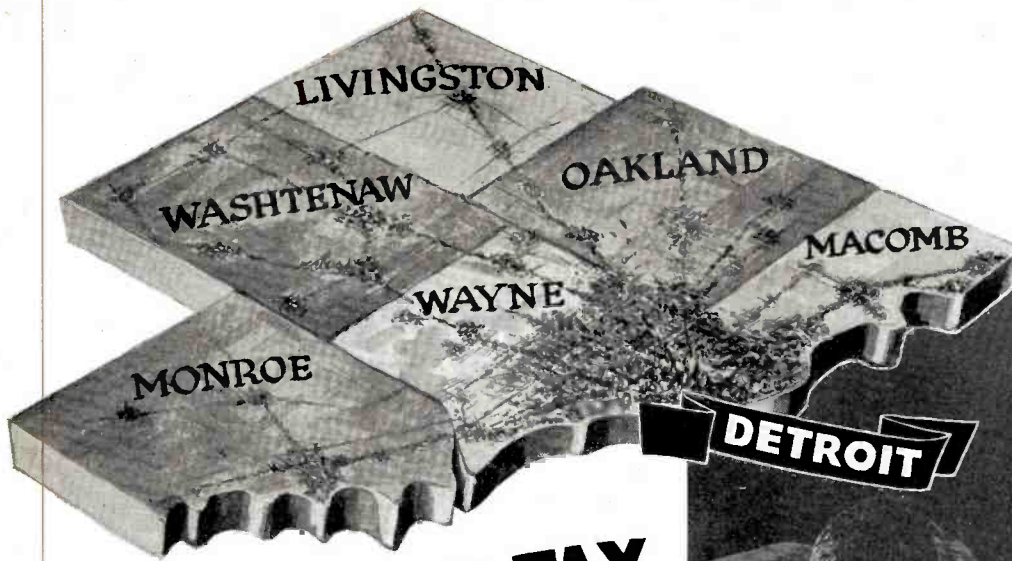
Small wonder, then, that CBS *summer advertising* in 1939 leaped to a new high, 53% above 1938! Because the Columbia Network covers the *vital summer market* more completely and economically than was possible even a few short years ago.*

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

COLUMBIA BROADCASTING SYSTEM

*The data in this CBS advertisement are taken from the most authoritative available sources. If you would like to make a specific analysis of summer advertising in relation to your markets we'll be happy to assist you, with considerably amplified facts and figures. Write to 485 Madison Ave., New York City.





1940 INCOME TAX RETURNS UP 81% IN MICHIGAN!

...and the Detroit Market, Alone, Accounts for 65% of Michigan's Total Returns!

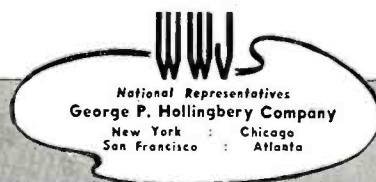
You Can Cover This Market Adequately with WWJ

Michigan's income tax collections this year showed an 81% increase—the NUMBER ONE INCREASE of any state in the U. S. That fact is of particular significance to advertisers in the Detroit market. For the Detroit trading area, shown above—six Michigan counties within 50 miles of downtown Detroit

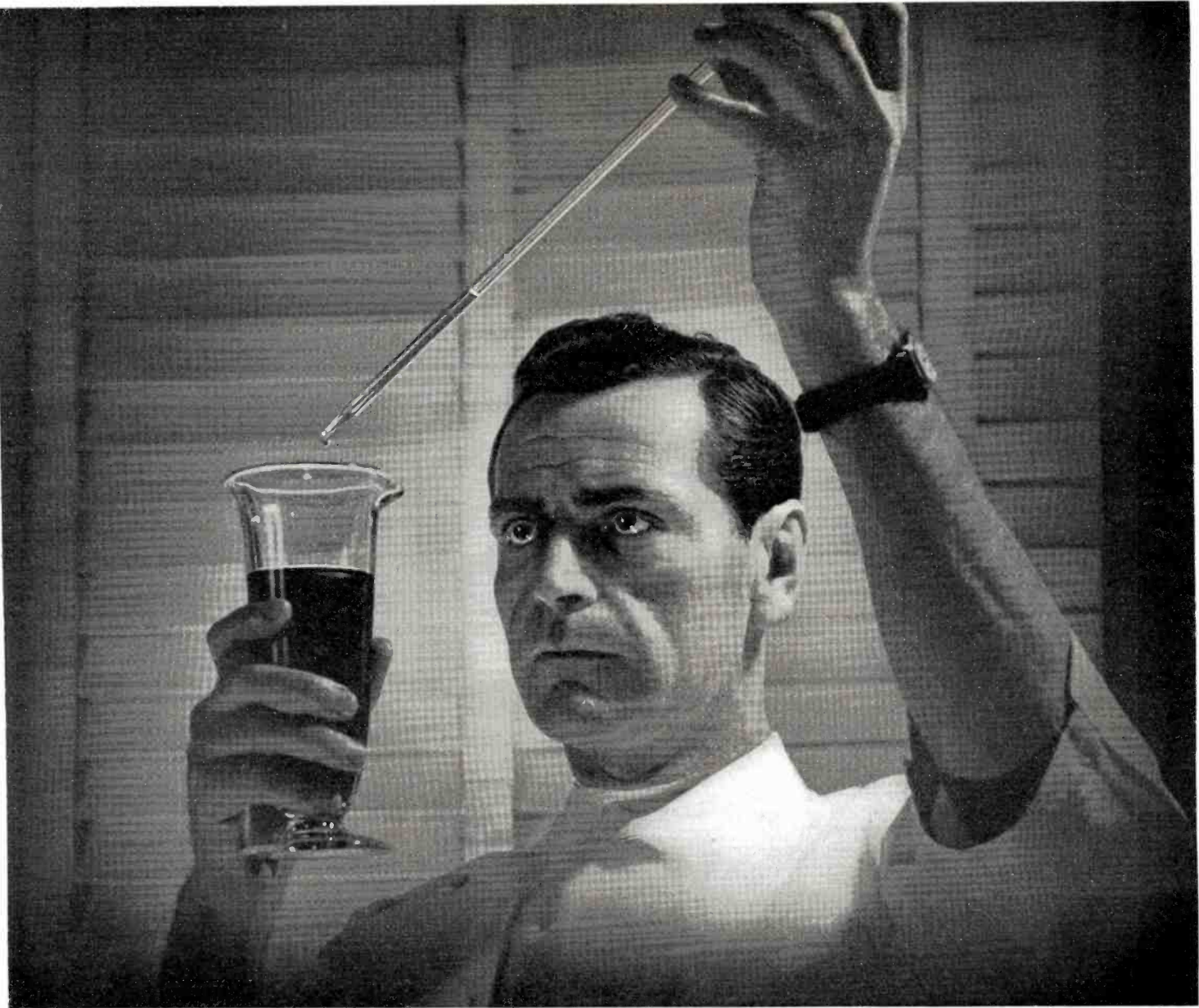
—accounts for 65% of the total income tax returns of Michigan. And the Detroit Trading Area can be covered adequately with ONE radio station—WWJ.

Let WWJ deliver your sales messages to the most able-to-buy homes in the greatest industrial market in the world —the Detroit market!

*America's Pioneer
Broadcasting Station*



*Member NBC
Basic Red Network*



NEARLY RIGHT IS NOT ENOUGH...

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



UNITED PRESS



Spotlight
PERFORMANCE



YOUR
PRODUCTS

Member South Central
Quality Network
WMC KARK
KWKH-KTBS
WSMB

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

Represented by
THE BRANHAM
COMPANY

50,000 watts

A Shreveport Times Station
KWKH CBS
Shreveport, La.

PHEIDIPPIDES STARTED IT IN 490 B.C.

<B.C. HAD NO NBC>

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



Between the days of Pheidippides and the Revolutionary War little improvement was made in swift communications. The Town Crier, here announcing to a cheering crowd the surrender of Cornwallis,

probably made known the news many hours after the surrender took place... In 1815 the famous Battle of New Orleans was fought two weeks after peace had been signed at Ghent, Belgium.



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



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



**NATIONAL
BROADCASTING COMPANY**

The World's Greatest Broadcasting System

A RADIO CORPORATION OF AMERICA SERVICE

'THEY CALL ME THE

Billionaire in Overalls!



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

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

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

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

WJR

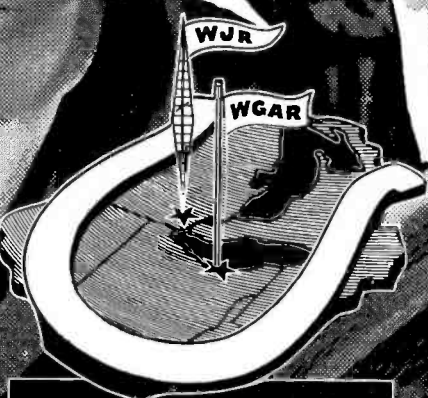
THE GOODWILL STATION

Detroit

WGAR

THE FRIENDLY STATION

Cleveland



**THE GREAT STATIONS
OF THE GREAT LAKES**

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc.,
National Sales Representatives

BROADCASTING

and
Broadcast Advertising

Vol. 18. No. 9

WASHINGTON, D. C., MAY 1, 1940

\$3.00 A YEAR—15c A COPY

Survey Shows Listeners Like Commercials

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

THE POTENCY of radio advertising was strikingly revealed in the results of what is said to be the largest radio listener survey ever conducted. Undertaken by the Hoosier Radio Workshop of Indiana University, the survey covers nearly 85,000 personal interviews.

Supplementing a preliminary report released last November [BROADCASTING, Nov. 15], the final returns disclosed that 64.4% of the 84,099 persons interviewed by

house-to-house canvass in 16 Indiana counties said they make a special effort to listen to radio commercials. Of that total, 52.9% reported they regularly buy products as a result of hearing them advertised over radio programs heard in their homes.



Mr. Allen

An Average State

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

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

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

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

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

Of the 64% who heed advertis-

ing, 19% said they buy some products to obtain box tops, cartons etc. in order to enter contests.

Use Their Sets More

Of the homes canvassed, 94.1% had radio sets, averaging 4.4 years of service. Listening habits have broadened, 52.5% reporting that they use their sets more now than in 1936. The average Hoosier

householder listens to his radio programs 4.2 hours a day; children under 12 listen an average of 1.7 hours a day, and children from 12 to 16 average 2.1 hours a day.

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

By far the most popular listen-

Management of Four Stations Will Revert to Westinghouse

NBC Program-Sales Operation to Cease on July 1; Gregory, Holman, Callahan Promotions Seen

SHIFTING of Westinghouse stations KDKA, Pittsburgh, KYW, Philadelphia, WBZ, Boston, and WBZA, Springfield, from NBC program and sales management

back to Westinghouse will be effected July 1 in such fashion as to be hardly discernible to the public, advertisers and the industry, under plans devised by the two companies for cessation of contracts in force since 1931.

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

Radio Headquarters

Present plan of Westinghouse is to take over intact the personnel of all the stations now on NBC payrolls, effective with the switch, according to Walter C. Evans, vice-president of Westinghouse Radio

Stations and general manager of the organization's radio manufacturing division in Baltimore. New general headquarters for the four stations, together with WOWO and WGL, Fort Wayne, which have been programmed directly by Westinghouse, will be established in the East—either in New York, Baltimore, Philadelphia or Pittsburgh. Additional personnel, it is reported, gradually will be retained to work directly under Mr. Evans.

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

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

Reports that immediate changes in affiliations of Westinghouse stations from the Blue to the Red or to CBS were discounted both by

(Continued on page 31)

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

6 to 8 a.m.	43.5%
8 to 10 a.m.	38.9%
10 to 12 m.	44.8%
12 to 2 p.m.	35.4%
2 to 4 p.m.	39.7%
4 to 6 p.m.	42.2%
6 to 8 p.m.	76.1%
8 to 12 p.m.	58.0%

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

Newscasts show a regular following of 67.6%. Popular music provides a steady diet for 61.6%. Variety shows attract 59%. Serials provide perpetual emotion for 47.5%. Percentages for other program types regularly heard, in order of their descendency, are: Sports, 42.5; drama (other than serials), 42.1; religious, 40.3; quiz, 40.1; household, 33; classical music, 24.9; political, 21.3; interview, 21.3; scientific, 14.4.

Cities Like News

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

Variety programs, including the rustic brand, head the field in the rural county, getting an 80.5% vote of confidence, while falling to 69.8% in the metropolitan area. Popular music appears to be the common denominator, polling an equal vote—80%—in both areas.

Sunday is the day most preferred for listening, getting the nod with 24.9%. Other choices are Saturday, 18.5; Thursday, 15.1; Wednesday, 11; Tuesday, 7.7; Friday and Monday, 7.0. All days were favored equally by 5.5%.

Broadened AP Radio Policy Adopted to Meet Competitors

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

UNDER MANDATE from its membership to "liberalize" its radio policies, the Associated Press board of directors, 10 of whose 18 members have radio affiliations, decided at meetings which culminated April 25 that their organization must not "rush hellbent" into radio but should "go ahead and give members with stations what they want." That the majority wants radio outlets for AP news, both sponsored and sustaining, was made clear at the full AP membership meeting three days earlier.

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

3-to-1 in Favor

Although plans must yet be determined, it is generally believed that AP before the end of this year will definitely be in radio on a competitive plane with United Press, International News Service and Transradio Press. Whether its service will be made available to radio stations without newspaper ownership or affiliations, has not yet been determined, but in its survey of the situation the board found that 160 out of 300 AP members with radio affiliations are already broadcasting AP news either on a sponsored or sustaining basis.

Following a report of the board to the AP membership meeting in New York April 22, which revealed that a questionnaire poll of the press association's 1,300 member newspapers had resulted in a 3-to-1 vote in favor of "broadening" present AP policies, the board went into several conferences on the subject. No word came out of the sessions directly, but BROADCASTING learned that the sentiment was overwhelmingly in favor of recognizing radio as an established news and advertising medium.

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

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

Even now AP news may be used by national sponsors under rules

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

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

Competition and Contracts

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

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

The board's report to the membership, read by Kent Cooper, secretary of the board and general manager of the AP, dealt with the radio question as follows:

"Early this year the board directed that the members be polled to obtain an expression of views

AP's BOARD HAS 10 RADIO AFFILIATIONS

TEN OF the 18 members of the AP board of directors for the coming year have radio affiliations, a fact that is consistent with the changing sentiment of the Associated Press toward radio, which was even more strongly indicated by the members' 3-to-1 response in favor of a liberalization of the association's policies concerning the use of AP news on the air. It was only last year that the membership voted to make AP news available for radio sponsorship under any circumstances, the proposal to do so having been indignantly voted down by previous annual meetings.

The new AP board is made up as follows: Robert McLean, *Philadelphia Bulletin*, president; E. Lansing Ray, *St. Louis Globe-Democrat*, first vice-president; Stuart H. Perry, *Adrian (Mich.) Telegram*, second vice-president; Kent Cooper, AP general manager, secretary; Paul Bellamy, *Cleveland Plain Dealer* (WHK, WCLE, WHKC, WKBN); George Longan, *Kansas City Star* (WDAF); E. H. Butler, *Buffalo Evening News* (WBEN, WEBR); Harry Grant, *Milwaukee Journal* (WTMJ); Clark Howell, *Atlanta Constitution*; E. K. Gaylord, *Oklahoma City Oklahoman* (WKY, KLZ, KVOR); Houston Harte, *San Angelo (Tex.) Standard* (KGKL, KRBC, KBST, KPLT, KRIS); Josh L. Horne, *Rocky Mount (N.C.) Telegram*; L. K. Nicholson, *New Orleans Times-Picayune*; Robert R. McCormick, *Chicago Tribune* (WGN); W. H. Cowles, *Spokane Spokesman - Review*; J. R. Knowland, *Oakland Tribune* (KLX); Frank B. Noyes, *Washington Star* (WMAL); Paul Patterson, *Baltimore Sun*; John Cowles, *Des Moines Register* (WMT, KRNT, KSO, WNAX).

as the result of the increased use of news in broadcasting. The following are the results: 939 members replied; 302 members failed to reply. Of those replying, 674 unconditionally favored liberalization, 231 unconditionally opposed liberalization; 34 conditioned their replies or left it to the judgment of the board.

"The board feels that this is a

clear expression of the wishes of the membership to make every effort to develop the advances of this field. The board calls attention to the fact, however that the field has been intensively developed already by the news agencies and only experience can determine the addition to revenues which may result."

While the use of AP news on sponsored programs is already permissible, under the terms of a resolution adopted by the AP executive committee on May 24, 1939 [see BROADCASTING Yearbook, page 204], this use is limited by so many restrictions that only about 25 member papers have paid the additional assessment levied for this use, amounting to "25% of the first wire and general charge elements of the city's assessment in the field in which the member broadcasts, plus any extra wire expense or other supplemental costs." Approximately 115 papers are using AP news on the air on a sustaining basis, for which they are assessed "5% of the first wire and general charge elements of the member's weekly assessment."

Sponsor Restrictions

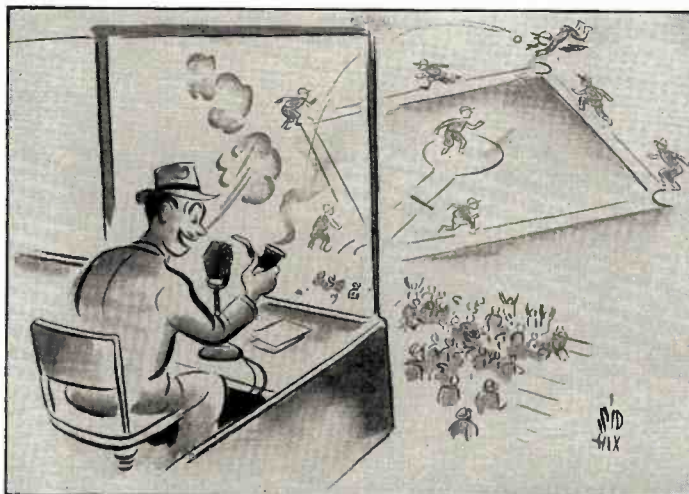
When the news is broadcast on a sustaining basis, the use of a credit line to the AP is now obligatory, but when the news is sponsored no mention of AP is allowed but the news is credited to the member paper. This naturally detracts from the desirability of AP news by advertisers, especially since no such restriction accompanies the purchase of UP, INS or Transradio news. Further, the broadcasting of AP news is at present limited to origin in the member's city of publication and within the hours of the paper's publication—restrictions that make it impossible for AP news to be sponsored nationally via a network.

In entering the radio news field, AP will find itself competing with rivals who have a more than five-year head start in a field which requires a technique that differs in many important respects from that of supplying news to papers. These other services are well established, too. According to the tabulation in the BROADCASTING 1940 Yearbook, UP has more than 350 station clients, Transradio has well over 200, and INS about 175.

WOR Granted Judgment In Contract Cancellation

WOR, Newark, on April 25 was awarded judgment for \$5,940 in U. S. Federal Court for the New York district from William Irving Hamilton, New York agency, and Ramsdell Inc., New York cosmetic firm. WOR had sued for \$25,874, claiming that contracts for the *Johnson Family* program, signed in July of last year to run to December, had been dropped in October. WOR had refused to cancel and had run the programs through December at a cost of \$1,980 weekly, subsequently filing suit for non-payment.

The court ruling gives WOR payment through October and says WOR is entitled to payment for the remaining broadcasts unless defendants can prove that WOR could have sold the time to someone else.



Drawn for BROADCASTING by Sid Hix
 "... And for Real Cigarette Pleasure Always Pick a Cool, Long-Smoking Hump."

Dempsey-Koplovitz Resign Posts at FCC

Famed Legal Pair To Start Own Law Firm

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

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

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

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

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

No Inkling of Successors

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

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

Will Continue as Teammates



MR. DEMPSEY



MR. KOPLOVITZ

tions, contrary to the Dempsey-Koplovitz contentions.

The attorneys will establish offices in Washington to engage in a general law practice. It is expected, however, they will specialize in Government departmental practice, including the FCC, Federal Power Commission and Securities & Exchange Commission, by virtue of close legal association with these operations during the last seven years. Mr. Dempsey, a native of Brooklyn but a legal resident of New Mexico, formerly practiced law in New York. Mr. Koplovitz is a native of St. Louis.

Despite internal conflicts within the FCC, reflected in something more than official differences among commissioners, the Dempsey-Koplovitz pair kept clear of the trouble. The entire membership appeared to have confidence in their judgment, even those individual members who did not see eye-to-eye with them on their theories regarding regulation. This was notably so in the Sanders case, where several members clung to the view that the statute authorized something more than mere technical regulation of radio, whereas the court, in affirming the "free competition" claim of the attorneys, at the same time held that the Commission is given no supervisory control over programs, business management or policy of licensees.

Worked as a Team

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

When Mr. Dempsey was appointed acting general counsel of the FCC on Oct. 15, 1938, after serving

the preceding year as legal assistant to FCC Chairman Frank R. McNinch, he inherited more than a score of appeals pending in the U. S. Court of Appeals for the District of Columbia. Young Koplovitz joined the FCC Dec. 8, rejecting an offer of the general counselship of the Power Commission where he was acting general counsel, to re-associate with his teammate.

Won 36 Cases, Lost None

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

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

Mr. Dempsey took over the FCC general counselship at the behest of Chairman McNinch when the Commission was under sharp attack in Congress and in the public prints. Hampson Gary, a former commissioner, had been ousted by Mr. McNinch from the general

counselship, the Examining Division had been abolished, and G. Franklin Wisner, chief of the press room, likewise had been released. Only 32 at the time, Mr. Dempsey a few months before had been assigned to assume charge of the then scheduled FCC network-monopoly investigation.

When Mr. Koplovitz joined the FCC Dec. 8 to accept a \$7,500 post after rejecting the \$9,000 general counselship of the Power Commission, he took over administration, litigation, international relations, rules and regulations. Both argued cases in the courts. Mr. Dempsey also served as chairman of the important FCC Rules Committee, made up of department heads, and of the Administrative Board, formed several months ago to handle all actions not actually requiring a formal FCC vote.

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

Son of Congressman

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

While attending Georgetown Law School at night he taught mathematics and physics at the university during the day. He received his law degree in 1931, but had been admitted to the bar the preceding year. Upon graduation he joined the legal staff of BMT Corp., New York subway operators, handling utilities litigation and trial work. Mr. and Mrs. Dempsey reside in Washington with their four children, two daughters and two sons, ranging from 1 to 8 in age.

Mr. Koplovitz is a cum laude

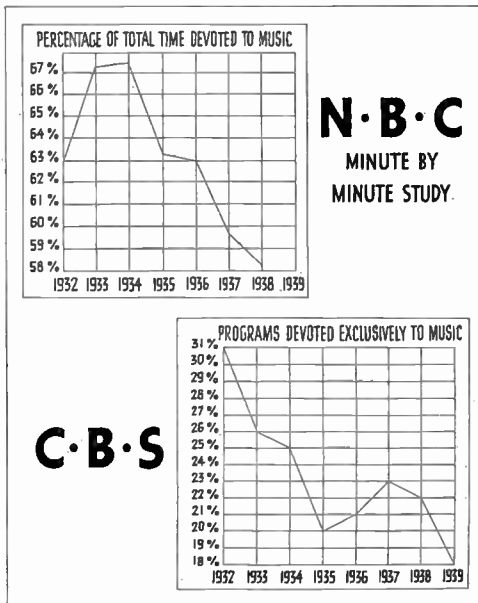
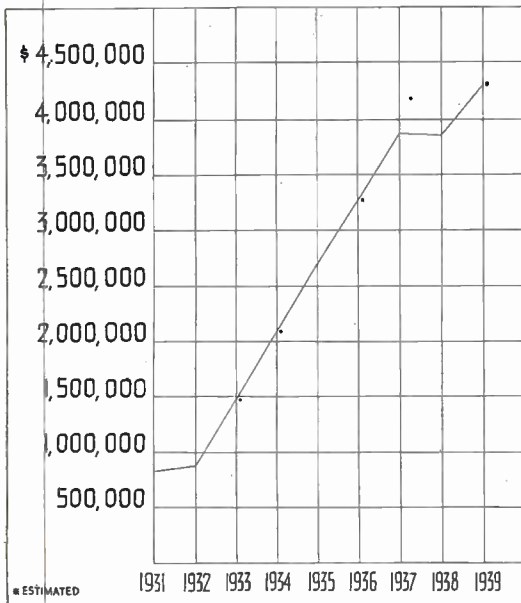
(Continued on page 78)

How The Broadcasting Industry Pays

MORE AND MORE
Increase in Cost of ASCAP Music

for

LESS AND LESS
Decrease in Use of Music



Cole Music Catalog Acquired by BMI

First Major Action in Drive for Music Reservoir

By BRUCE ROBERTSON

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

Best Known for Ballads

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

"The acquisition of the Cole catalog for BMI licensees is not only

of importance to the broadcasting industry, but to all other commercial users of music," Merritt E. Tompkins, general manager of BMI, stated.

Cost of Catalog

Contract calls for a total payment to Cole by BMI of \$270,000 for the ten-year period, payable at the rate of \$20,000 annually for the first three years and \$30,000 per year for the remaining seven years. After 1950 the contract renews at a mutually satisfactory rate, which will be set by referees of the American Arbitration Assn. if the two parties are unable to reach an agreement.

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

The Cole catalog includes the publications of M. M. Cole Co., Belmont Publishing Co., Calumet Music Co., Happy Chappies Ltd., Moderne Publications, Modern Edition, Hearst Music Publishing Co. Ltd. (Canada), Vincent, Howard & Freeman Ltd., Vincent & Howard Ltd. and Morse M. Freeman. While a number of other catalogs are being explored and their value de-

termined, no other deals are in their final stage, it was stated. For that reason BMI executives declined to name names or discuss details of these negotiations.

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

To Handle Station Contacts

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

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

George Dickson Skinner has been appointed to the public relations department in charge of magazine

(Continued on page 79)

ASCAP Claiming Approval of Plan

Alleges Stations Are Pleased With New Pact Formula

ASCAP's new plan for licensing radio stations is meeting "almost universal approval by radio stations", John G. Paine, general manager of ASCAP, told BROADCASTING April 24. Each day, he said, brings in additional requests for licenses from broadcasters, with the total approximating 390. Nearly 500 broadcasters have discussed the plan with ASCAP officials since its announcement slightly more than a month ago [BROADCASTING, April 1], he stated, adding that everyone seemed to like it except the networks.

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

Contracts Ready Soon

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

Queried on reports that ASCAP was building a "war chest" by withholding a portion of its funds when it made its quarterly distribution recently, Mr. Paine denied the truth of such rumors, which he described as "pure imagination". Stating that the ASCAP payments to members for the first quarter of 1940 were approximately the same as for the first quarter of 1939, slightly more than \$1,000,000, he said the rumors about a "war chest" probably originated when someone figured that since radio billings were higher than those of a year ago, ASCAP's income must also have been higher and therefore some of it was being held back. Such reasoning, Mr. Paine explained, overlooks the fact that ASCAP's expenses have also been considerably higher than normal during this period, citing the costs of suits against the anti-ASCAP laws of Nebraska, Tennessee and Florida as examples of the unusual expenditures.

Preceding the semi-annual meeting of ASCAP members on April 25, at which time the president, treasurer and general manager made their reports for approval of the membership, a board meeting was held April 24 at which the entire list of officers was reelected. The three directors whose terms expired were also reelected and one new director, Johnny Mercer, was elected to fill the vacancy caused by the death of Joe Young, restoring the balance on the board of writers and publishers.

MAJOR MARKETING Co., New York, is currently testing daily spot announcements on WSYR, Syracuse, for Lube-plus oil, and will add more stations if the test proves successful. Dillingham, Livermore & Durham, New York, is in charge.

FCC Meets May 7 for Record Work-Load

Law Staff, 507-Line Video, FM, Treaty Reallocation, Net-Monopoly Listed

By SOL TAISHOFF

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

1. Prompt selection of successors to William J. Dempsey and William C. Koplovitz, who have resigned to enter private practice [see story on page 13].

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

3. Alignment of plans for the standard broadcast band reallocation, provided under the Havana Treaty, which will see assignments of some 90% of the 825-odd stations shifted 10 to 40 kc. away from their present positions in the spectrum.

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

Problems Interrelated

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

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

Almost before the echo of the closing gavel of the television hearings had died out, Chairman James Lawrence Fly was on his way to his native Texas to take a needed rest. He left April 14 and planned to return the first week in May. Only Commissioners Brown and Craven have remained in their offices.

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

James G. Ulmer purported "hidden ownership" operations.

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

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

Whether the decision will be to retain the status quo insofar as television channel allocations are concerned is the knottiest of the FM-television problems. Television now has seven channels, each 6,000 kc. wide, below 108 mc. FM wants television channel No. 1 ranging from 44-50 mc., which, together with the range from 42 to 44 mc. would give it a sweep of 8 mc., or 40 channels of 200 kc. each, to accommodate Armstrong wide-swing FM, and develop the new "static-free" broadcast service over an estimated 10-year transitory period.

The FCC engineers have some 15 possible solutions, on paper, for the FM-television allocations problem. It is a safe guess that not a single one would satisfy either faction entirely, and that in the final analysis some compromise will be developed. The key apparently is the willingness of the Government services, administered by Interdepartment Radio Advisory Committee, to contribute space it is not fully utilizing in the adjacent ultra-high bands. For example, the Government band 40 to 41 mc. might be allotted.

Monopoly Report

Assuming the FCC first clears the way by solving the FM-television allocations conflict, it will find it necessary immediately to plunge into the other pressing problems—the Havana Treaty reallocation and the network-monopoly report. What it does about FM, however, will have a bearing on whatever legislative recommendations it will make in connection with network-monopoly.

All of the dire things the majority of the Network-Monopoly Committee have favored to strait-jacket the industry might become outmoded and unnecessary if FM is given full commercial operation

and if it means the more or less indiscriminate licensing of new stations almost everywhere. There would be injected free competition with a vengeance. Presumably, there would be opportunities for the development of new competitive networks using FM, along with a host of other changes which would knock present broadcast economics into a cocked hat and perhaps deflate the whole monopoly subject.

Commissioners Thompson and Walker have advocated a veritable revolution in the status quo of network-affiliate relationships, while Acting Chairman Brown has fostered a middle-of-the-road course.

There were developments on the network-monopoly study just before the several commissioners scattered April 15. The three committee members met for some four hours, reviewing the voluminous "preliminary report" prepared by the staff and reviewed by the Law Department. It was shot back to the latter department, however, for revision.

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

Treaty Shift

The standard broadcast reallocation, on paper, is slated for Aug. 1, to which date all broadcast licenses have been extended. But it is next to impossible to meet that deadline, because of the diplomatic as well as procedural preliminaries which must be hurdled prior to the setting of the changeover date. The guess now is that Canada, Mexico, Cuba and the United States will finally agree on a Continental "radio-moving day" to occur about Dec. 1, which would give all countries and parties involved, plus the public, a chance to gear themselves. The matter of putting into writing the "gentlemen's agreement" reached with Mexico, whereby six channels will be given that country on a guaranteed basis outside the terms contemplated in the treaty itself, remains to be accomplished at a meeting likely in Mexico City.

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

Whether the resignations of Messrs. Dempsey and Koplovitz will slow down the FCC in digging into this welter of work, depends mainly upon the speed with which the new appointments are made and whether the men retained are experienced in radio. Chairman Fly, it is understood, plans to make the appointments his first order of business. More than likely, however, the selections will be from Government attorneys, outside the FCC.



LOST IN ADMIRATION of the beautiful mannequins used to illustrate the latest promotion book for NBC-Blue are Ken R. Dyke, NBC director of national sales promotion (right), and E. P. H. James, NBC advertising manager. The 16-page book is titled "Something old, something new, something borrowed, something blue," the four parts of the rhyme enacted by the models with the copy telling the story of old Blue accounts, new Blue facilities etc. Advertisers and agencies in key cities are receiving the book in hand-addressed white envelopes, to which are attached miniature, engraved wedding invitations for the marriage of the NBC-Blue Network Radio to More Product Sales, and a piece of real wedding cake tied with baby blue ribbon.

Joint Newspaper And Radio Rates Meet Opposition

Publishers See Advantages in Radio's Frequency Rates

A MORE friendly feeling towards radio than at any previous meeting was shown by the publishers of newspapers of less than 50,000 circulation during their meeting on April 23, opening day of the ANPA convention.

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

Joint Rates Opposed

Discussing joint advertising rates for newspapers and stations under the same ownership, Lee P. Loomis, *Mason City (Ia.) Globe-Gazette* (KGLG), vigorously denounced such a plan under any conditions. While the station has seven or eight daily news broadcasts, all sponsored, he said, the paper has steadily increased its advertising lineage since its acquisition of KGLG, a phenomenon he attributed to the increased competition of radio. Neither has the paper lost any circulation, he declared, although adding that he felt people were inclined to read newspapers less carefully after listening to news broadcasts.

Agreeing emphatically that a joint rate would be bad for both the station and paper, O. S. Warden, *Great Falls (Mont.) Tribune* (KFBB), said that affiliation with a broadcasting station had caused a complete reorganization of his paper, with a different news treatment, style and presentation. Discussion of the joint rate question, to which general opposition was expressed, also disclosed a feeling that the FCC would frown on joint rates. A number of other questions dealing with various aspects of newspaper-radio cooperation and competition were on the agenda but were not discussed by the meeting.

Follows Example of Radio

Publishers were advised to follow the example of radio in establishing national advertising rates by C. F. Waite, of Southern California Associated Dailies. Stating that if advertisers and agencies want a flat rate on national business the publishers should give it to them, he continued:

"But why not make it as high as your retail open rate and then also offer quantity and frequency discounts that will compare favorably with those given on retail display? That is the way agencies buy radio time and other media. Did you ever hear of an agency sending to a broadcasting station an air mail order for an hour of time the next day only? Of course not. To get a favorable rate and hour the agency has to take time for 13, 26 or 52 weeks. Why do we not sell newspaper advertising the same way?"

"Well, out in the Southwest a



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

Superpower Issue Is Revived; House Votes Logan-Walter Bill

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

By LEWIE V. GILPIN

IN A FLURRY of revived interest in the superpower issue, subcommittee consideration of the resolution (HRes-234) introduced by Rep. Larrabee (D-Ind.) in June, 1939, tentatively has been set for mid-May by Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee. The Larrabee resolution recommends that the FCC look further into the possibilities of superpower operation, with an eye to authorizing experimental operation of "one or more stations to operate on power of more than 50 kw." [BROADCASTING, July 15, 1939].

Adjournment Obstacle

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

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

With Congress considered likely to adjourn at a fairly early date because of the political conventions, possibility of action on the resolution is problematical, particularly if committee hearings are not held until fairly late in May. Subcommittee members include Reps. Pearson (D-Tenn.), chairman, Ryan (D-Minn.), Renerowicz (D-Mich.), Wolverson (R-N.J.) and Youngdahl (R-Minn.).

Procedure Bill Passed

The only affirmative action on legislation affecting the broadcasting picture was taken by the House April 18 when it passed the Logan-Walter bill (HR-6324) by a surprising margin, 297-79. The bill provides a revised and standardized procedure for the work of Federal administrative agencies, including the FCC. The measure has been passed on to the Senate for consideration, and as BROADCASTING went to press indications were that it would be pried loose for argument on the Senate floor despite objections of Administration supporters and indications of a veto.

The Johnson bill (S-517) to outlaw alcoholic beverage broadcasting via radio remains stymied by the threat of Sen. Clark (D-Mo.) to attach the controversial anti-

lynching bill as an amendment if it is brought before the Senate. Still on the Senate calendar, the measure was passed over April 22, as it has been numerous times before. Sen. Johnson (D-Col.), author of the bill, told BROADCASTING he still means to press for action on the measure, although he will not move until the anti-lynch bill threat is eliminated.

Despite a favorable report by the Senate Judiciary Committee on March 25, freeing the Wagner-Van Nuys anti-lynching measure for Senate consideration, it is thought unlikely that the controversial legislation will be brought up independently at this session, as it is certain to stir up a filibuster by Southern Senators [BROADCASTING, April 1].

Ditter Bill Quiet

With the House Interstate & Foreign Commerce Committee apparently tied up with other matters, there seems little likelihood of any action on the Ditter bill (HR-8509), which would amend the Communications Act of 1934, or on its Senate counterpart, introduced by Sen. Bailey (D-N.C.). Another proposal (S-3512), introduced by Sen. Pepper (D-Fla.), appears to be bottled up in the Senate Commerce Committee with little chance of action this session. The Pepper bill provides for public hearings on applications for radio station licenses and requires local publication of notice of the applications [BROADCASTING, March 15].

Action also was in process on amending the Fair Labor Standards Act as BROADCASTING went to press. Three separate sets of amendments, offered individually by Chairman Norton (D-N.J.), of the House Labor Committee; Rep. Ramspeck (D-Ga.) and Rep. Barden (D-N.C.), provided a general liberalization of wage-hour regulations.

Of principal concern to radio operators were sections exempting "white collar workers". This class of workers, under the Norton and Ramspeck amendments, included persons employed at a guaranteed monthly salary of \$200 or more.

Under the Barden amendment, the salary guarantee for the class was set at \$150 per month, although it required the additional qualification that the exemption applies only if the employe "is not required by his employer to work any specified number of hours in any work-day, work-week, or other period and has been notified by his employer in writing to that effect". Under this provision, announcers and engineers working on regular schedule, even receiving the specified \$150 monthly salary, probably would not be exempt, although the exemption might hold for salesmen or other station employes who more or less set their own working hours. The Barden proposal also sets a six-month statute of limitations on employe suits and Wage-Hour Division proceedings.

Senate Action Seen

Despite efforts of staunch Administration supporters to pigeon-hole the measure, as BROADCASTING went to press it appeared likely that the

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Publishers Drop Antagonism to Radio

ANPA Members Show Eagerness to Get Into Field

By BRUCE ROBERTSON

GROWTH of a feeling of friendliness between press and radio, and development of an attitude on the part of newspaper publishers that the cooperative features of press-radio relations are more important than their competitive ones, were clearly demonstrated by reports made at the 54th annual meeting of the American Newspaper Publishers Assn. at the Waldorf-Astoria, New York, April 23-25.

This was reflected also in the way the reports were received by the publishers. Whereas in previous years radio's role at ANPA sessions was chiefly that of whipping boy, this year the publishers seemed much more interested in learning ways they might make radio affiliations.

Will Seek Stations

The report of the radio committee, read by J. S. Gray, *Monroe* (Mich.) *Evening News*, chairman, evoked widespread interest, especially the discussion of frequency modulation, which he stated "offers particularly favorable factors for the establishment of stations in smaller communities." Also quoted was a remark by an FCC assistant chief engineer that "200 to 400 more stations can be accommodated in the conventional broadcast band" after the impending reallocation of frequencies under the Havana Treaty. Reaction to this part of the report was said to indicate that the FCC may soon be flooded with applications for broadcasting facilities from newspaper publishers.

Mentioning the addition of 50 stations during 1939, bringing the U. S. total as of Jan. 1, 1940 to 814, the report quotes the BROADCASTING 1940 *Yearbook* as listing 269 stations with newspaper ownership in whole or part, a gain of 31 for the year, and constituting a third of all stations licensed. Newspaper relations other than proprietary have also increased greatly, the report states, while the widespread use on the air of news supplied by services created for the newspapers has also tightened newspaper-radio connections.

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

A similar feeling of the growing kinship of press and radio was expressed by Paul Bellamy, *Cleveland Plain Dealer* [WHK-WCLE-WHKC-WKBN], chairman of the committee on cooperation of press, bar and radio, who said, "I am ready to accept them, the gentlemen of radio, as partners." Discussing progress during the last year, he continued, "The only real prob-

lem in the hard assignment you have given this committee is the difference of opinion between the bar on the one side and the press and radio on the other . . . We can agree on pretty much everything except the use of cameras and microphones in court."

Sessions of the ANPA Bureau of Advertising, held the afternoon of April 24, were mainly occupied by reports on various phases of the continuing study of newspaper reading recently launched by the Bureau in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies. In opening the session, ANPA President John S. McCarrens, *Cleveland Plain Dealer*, praised the Bureau for starting this activity which, he said, is now giving to newspapers the type of promotional material that radio and magazines have had for years.

William Reydel, vice-president, Newell-Emmett Co., warned the publishers their real merchandising job "is to resell your medium to the small retailers in your market. They used to believe in it," he continued, "and many of them still do, but you've let radio steal the show. Ten years ago, when retailers were asked what advertising sold goods in their stores, their almost invariable reply was newspapers. Today, gentlemen, when you ask the same question, the answer is something else again, neither pleasing nor complimentary to you."

Radio-Press Men Prominent

Mr. McCarrens was reelected president of the ANPA; Walter M. Dear, *Jersey City Jersey Journal*, was reelected vice-president; Wm. G. Chandler, Scripps-Howard Newspapers [WNOX-WCPO-WMC-WMPS], was reelected treasurer, and Norman Chandler, *Los*

Angeles Times, was elected secretary, replacing John S. Parks, *Ft. Smith* (Ark.) *Times Record*, retired. Ted Dealey, *Dallas News* [WFAA], was elected a director to succeed Norman Chandler, and J. L. Stackhouse, *Easton* (Pa.) *Express*, was named a director to succeed Edward H. Butler, *Buffalo News* [WBEN-WEBR]. Among those reelected to the board were W. E. Macfarlane, *Chicago Tribune* [WGN], and S. R. Winch, *Portland* (Ore.) *Journal* [KOIN-KALE].

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

Guy C. Hamilton, vice-president and general manager of the McClatchy Newspapers and president of the McClatchy Broadcasting System, described his company's experiences with facsimile broadcasting in an address April 23 at the Intertype Corp. dinner at the Waldorf-Astoria [see complete story on page 28].

RCA Shows Facsimile

RCA, in an exhibit adjoining the convention hall, displayed its new facsimile system, which has a self-synchronizing device not requiring a common power supply for transmitter and receivers, a speed of 1.2 inches per minute for copy 8½ inches wide, visible printing, automatic start-stop, and frequency-modulated facsimile tone. The new RCA receiver, which will be displayed at the New York World's Fair to get public reaction before being put into production, combines the facsimile receiver with a three-band radio set in a single console cabinet. Instrument will probably be priced between \$140 and \$175 retail, it was said, depending on the quantity made.



EVERYONE at WSJS, Winston-Salem, N. C., was on his toes April 15-16 when two NBC visitors dropped in—William S. Hedges, NBC vice-president in charge of station relations, and I. E. Showerman, NBC sales manager. The pair visited in Winston-Salem as guests of Gordon Gray, president of Piedmont Publishing Co., operating the station. This group conferred on matters pertaining to the WSJS switch from CBS to NBC on June 26—(l to r) Norris O'Neil, WSJS manager; Harold Essex, commercial manager, and Messrs. Hedges and Showerman.

Foreign Pickups Of Nets Subside

Return to Normal Schedules But Add Pickup Points

WHILE the networks are maintaining their 24-hour daily watch of the European scene, monitoring foreign stations, conversing with their correspondents abroad and keeping a steadfast eye on the tickers of the news service, during latter April they more or less reverted to their normal wartime schedules. The flurry of special broadcasts from Europe and extra periods of news and commentary has subsided to a large degree. Both NBC and CBS have reduced their regular daily pickups from European capitals to one each morning and another during the evening.

Stockholm has been added as a regular pickup point on each evening's schedule of NBC-Blue, with Warren Irvin giving a five-minute resume of the day's events as seen from the Swedish capital. The following ten minutes are devoted to war comments by John Gunther or Captain Frederick G. Reinecke, U.S.N., retired naval expert, who rejoined NBC's staff of news commentators April 23.

Staffs Enlarged

H. V. Kaltenborn's evening commentaries on the Red will continue during his European visit, as he will maintain his regular schedule as far as is possible, broadcasting from the *Washington* at sea and from Rome, Paris, London and possibly other "hot" spots. His sailing date was postponed for a week, until May 4, and unless the European situation changes so as to upset his plans, he will return to America June 4 on the Pan American *Clipper*.

MBS, first network to bring to American listeners reports from Stockholm, broadcast by Donald Day, *Chicago Tribune* correspondent there, has added another of that newspaper's foreign reporters to its war staff abroad, Piet Van T. Veer of Amsterdam. To cover the Dutch front for CBS listeners, this network has sent Mary Marvin Breckinridge to Amsterdam. Miss Breckinridge was in England doing picture assignments for *Life* and other magazines at the outbreak of the war, when Edward Murrow, CBS chief of European staff, invited her to tell American radio listeners her observations. One broadcast followed another and soon she was a full-time radio reporter for CBS.

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

Ford Signs Linton Wells

LINTON WELLS, foreign war correspondent and CBS analyst in New York, has been signed by the Ford Motor Co. to appear on the *Ford Summer Hour* as the "Rouge Reporter," augmenting the music by Leith Stevens' Orchestra, Jessica Dragonette and Conrad Tibbault. The program starts May 19 on CBS. Columbia Artists arranged the contract with Wells and N. W. Ayer & Son, Philadelphia, is the agency.

ASCAP Is Called Music Monopoly

Florida Court Hears Claims Of Price-Fixing Tactics

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

Principal witnesses for the State were W. Walter Tison, general manager of WFLA, Tampa; Spencer Mitchell, general manager of WDAE, Tampa; Tom Belviso, director of the NBC musical department; Jerry Maulsby, production manager of CBS; James W. Baldwin, former managing director of NAB, and William Richardson, attorney-accountant. Appearing for ASCAP were E. Claude Mills, chairman of its Administrative Committee, and John G. Paine, general manager.

Discrimination Charged

Highlighting the State's testimony were comments of Messrs. Tison and Mitchell regarding payments to ASCAP, particularly in the light of the purported discrimination resulting from the so-called newspaper type of contract, as against the standard form. Mr. Mitchell, pointing out that he operated under a newspaper contract, said that ASCAP's audit of his station revealed that he saved just short of \$6,000 in the last three years, as compared to payments by WFLA, non-newspaper station. Mr. Tison said that he would have saved about 40% of his ASCAP payment if he had been afforded a newspaper contract.

Mr. Mills, among other things, said on cross-examination that the five numbers which must be regularly published in order to create eligibility for ASCAP composer membership could be published by non-ASCAP publishers. State counsel, however, refuted this with a letter read to the court wherein Mr. Mills is said to have stated that the numbers must be published by publisher members of ASCAP.

Mr. Mills also had testified on direct examination that of the 25,000 musical copyrights entered in the Copyright Office each year, ASCAP controlled not more than 2,500 to 3,000. The State, however, introduced six exhibits covering separate years showing a minimum of 50% or from 11,000 to 14,000 numbers each year.

Testifying as an expert witness, Mr. Belviso said that a substantial majority of all of the usable copyrighted music in the United States available for public performance for profit is controlled by ASCAP. He asserted there is not enough popular music outside the ASCAP repertoire to meet the needs of stations. On behalf of NBC, Mr. Belviso said he made arrangements almost daily for "per piece" performance of music with copyright owners, whereas ASCAP witnesses previously had testified that such procedure was so cumbersome as to be impossible.

The court, upon conclusion of testimony, granted 30 days to both sides to file briefs. Final ruling is not expected until summer. Coun-



WHEN Marian and Jim Jordan celebrated their fifth year as Fibber McGee & Molly on April 16, with an informal party at NBC Hollywood studios, they were presented with hundreds of wooden articles on their wooden anniversary. Here they are during the festivities with (l to r): John M. Swallow, NBC western division program manager; Don Quinn, writer of the *Fibber McGee & Molly* show; Marian Jordan (Molly), Alex Robb, NBC Artists Service manager; Jim Jordan (Fibber); Cecil Underwood, producer of Needham, Louis & Brorby, on the show; and Lew Frost, assistant to Don E. Gilman, NBC western division vice-president, who is pictured presenting Molly with an especially made cigarette box as a gift from the network. S. C. Johnson & Son, Racine, Wis., sponsor.

Drugs and Toilet Industry Takes Lead Among First Quarter Sponsors on NBC

THE DRUGS and toilet industry with a total expenditure of \$4,186,616 for the first quarter of 1940—a 13.4% increase over the 1939 figure of \$3,691,116—led all other advertisers on NBC's networks for the first three months of this year. In second place was last year's leader in the first quarter, the food industry, which expended \$3,543,777, a 17.4% decrease over the 1939 outlay of \$4,291,744.

The tobacco industry hit an all-time high for the period with \$1,759,748, an increase of 92.9% over the 1939 total of \$912,256, thus displacing laundry soaps and cleaners. The latter marked up a 30.6% increase with \$1,735,744 over \$1,329,319.

Leaders by Industries

Leading advertisers in the first four industry classifications on NBC were:

DRUGS AND TOILET GOODS: Anacin Co., Bayer Co., Bisodol Co., A. S. Boyle Co., Bristol-Myers Co., Colgate-Palmolive-Peet Co., Cummert Products Co., F. W. Fitch Co., Andrew Jergens Co., Kolyons Co., Lewis-Howe Co., Manhattan Soap Co., Miles Laboratories, Pepsodent Co., Chas. H. Phillips Chemical Co., Procter & Gamble Co., Wm. R. Warner Co., R. L. Watkins Co., and J. B. Williams Co.

FOOD: Albers Bros. Milling Co., Carnation Co., Food & Beverage Broadcasters Assn., General Foods Corp., General Mills Inc., Gordon Baking Co., Chas. Gulden Inc., Hecker Products Corp., Kraft Cheese Co., C. F. Mueller Co., Pillsbury Flour Mills Co., Procter & Gamble Co., Ralston-

sel for ASCAP included Louis D. Frohlich and Herman Finkelstein of New York and Manley Caldwell and Frank Wideman. Counsel for Florida were Thomas J. Ellis, Assistant Attorney General, Lucian H. Boggs of Jacksonville, and Andrew W. Bennett, NAB special copyright counsel and Washington attorney for National Independent Broadcasters.

Purina Co., Richardson & Robbins, Sealtest Inc., Sperry Flour Co., Standard Brands Inc., Tillamook County Creamery Assn., Ward Baking Co., Welch Grape Juice Co., and Wesson Oil & Snowdrift Sales.

TOBACCO: American Tobacco Co., Brown & Williamson Tobacco Corp., H. Fendrich Inc., Larus & Bro. Co., Liggett & Myers Tobacco Co., P. Lorillard Co., Philip Morris & Co. Ltd., and R. J. Reynolds Tobacco Co.

LAUNDRY SOAPS AND CLEANERS: B. T. Babbitt Inc., Colgate-Palmolive-Peet Co., S. C. Johnson & Son Inc., Pacific Coast Borax Co., and Procter & Gamble Co.

Carey Discs in Midwest

CAREY SALT Co., Hutchinson, Kan., is using the NBC Radio-Recording Division series *Carson Robinson & His Buckaroos* twice weekly on WHO, Des Moines, and KOMA, Oklahoma City, and on May 6 will start the half-hour series thrice weekly on WDAF, Kansas City. The series, previously restricted to sponsors non-competitive with the program's network sponsor, Musterole Co., for broadcast on days other than the NBC schedule, is now unrestricted following the seasonal termination of the Musterole program. Agency is Ferry-Hanly Co., Kansas City.

Gulf's Spring Campaign

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

H. V. KALTENBORN, NBC news analyst, will substitute on the Andrew Jergens Co. *Jergens Journal* program on NBC-Blue Aug. 4 to 25 while Walter Winchell is on vacation.

AFRA Request Disc Negotiations

Would Meet With Committee To Work Out Code Plan

FIRST STEP toward the negotiation of a standard contract covering the employment of actors, singers and announcers on transcribed programs is soon to be taken by the American Federation of Radio Artists. Mrs. Emily Holt, executive secretary of the talent union, plans to request the transcription companies to appoint a committee to deal with the AFRA transcription code committee.

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

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

Sustaining Rates

Present contracts expire in August and negotiations for new ones are expected to begin in June. While complete details of AFRA's new demands are not known, it is certain that the union will attempt to remove the free rehearsal clause from the sustaining contract. Actors on 15-minute sustaining programs are paid \$17 in contrast to \$15 for quarter-hour commercial shows, but the actors on sustainers must put in two hours rehearsing without additional pay, while those on commercial programs are paid for rehearsals at the rate of \$6 an hour.

AFRA is also sure to seek to revise the clause requiring talent working for minimum sustaining salaries to pay commissions to network artists bureaus, and to have the minimum sets as net to the artists, after payment of such commissions. A dispute over this point between AFRA and NBC was submitted to the American Arbitration Assn. for settlement, with the decision that, as the contract now reads, commissions must be paid even on minimum wages.

Goodrich Baseball List

B. F. GOODRICH Co., Akron, will make its play-by-play baseball broadcasts, in cooperation with General Mills, an important part of its summer advertising campaign for automotive products. Printed schedules of games are distributed through Goodrich stores. Radio resumes of games are sponsored in several cities, including Detroit and Cincinnati. The complete list of stations handling play-by-play follows: KJR, Seattle; WSLI, Jackson, Miss.; WAGA, Atlanta; KABC, San Antonio; WAVE, Louisville; KGO, San Francisco; WNOX, Knoxville; KROW, Oakland; KGA, Spokane; KOME-KTUL, Tulsa; KUTA, Salt Lake City; WDSU, New Orleans; KEX, Portland; KMO, Tacoma; WAPO, Chattanooga; WJW, Akron; WMOB, Mobile, Ala.

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

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

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

5000 watts Daytime . . . 1000 watts Nighttime

WXYZ

KEY STATION
MICHIGAN RADIO NETWORK

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

National Sales Representative: PAUL H. RAYMER CO.

Richmond Papers Merger Hinges on Station Transfers

WRNL, WRTD Involved in Big Newspaper Transaction

A UNIQUE situation, wherein FCC authority for transfers of radio station ownership must be obtained before one of the biggest newspaper mergers of recent years can be effected, arises in connection with the projected consolidation of the operations of the *Richmond (Va.) News-Leader* and the *Richmond Times-Dispatch*.

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

The *News-Leader* is published by John Stewart Bryan, also chief owner of the 500-watt daytime WRNL, which operates on 880 kc. and holds a construction permit for 1,000 watts fulltime on the same frequency. This grant has been appealed to the courts by WMBG, Richmond, and the case is now pending in the Court of Appeals of the District of Columbia.

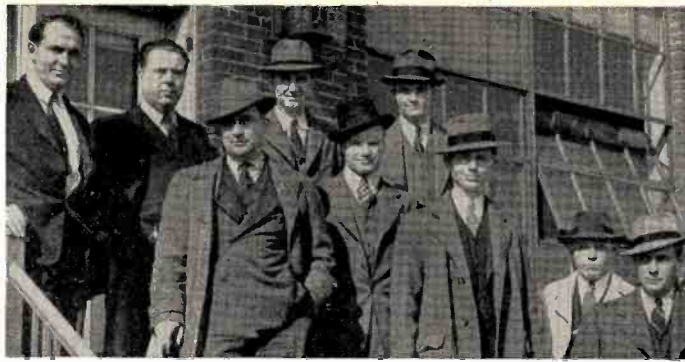
WRNL, although separately incorporated, is owned by the same interests that own the *News-Leader*. Mr. Bryan owns 60% of its stock; Tennant Bryan, his son, who is business manager of the paper, owns 20%, and Douglas Freeman, editor of the paper, owns 20%.

No Corporate Connection

The *Richmond Times-Dispatch*, wholly owning the corporation which is licensee of WRTD, 100 watts on 1500 kc., has as its principal and controlling stockholders S. L. Slover, Frederick Lewis and P. S. Huber. All are residents of Norfolk, and also are engaged in the publication of the morning *Norfolk Virginian-Pilot* and the afternoon *Norfolk Ledger-Dispatch*, and in the operation of WTAR of that city. Mr. Lewis is also the chief stockholder of the corporation publishing the *Petersburg Progress-Index*, and the holder of a construction permit for the new WPID, Petersburg, soon to operate with 250-watts power on a frequency of 1210 kc. None of the various enterprises in Richmond, Norfolk and Petersburg has any corporate connection, however.

Since both WRTD and WRNL are part of the newspaper merger and would be controlled by the new corporation, the FCC must pass on the transfers of ownership of both before the newspaper merger can take place. The valuations placed on the stock of both the newspapers and radio stations have not been disclosed. Applications for transfer of the stations will shortly be filed with the FCC and it is hoped to have the merger in operation by mid-summer.

The new Richmond Newspapers Inc. would be headed by Mr. Bryan who, in addition to being publisher of the *News-Leader*, is president of William & Mary College and an outstanding leader for many years in civic and cultural affairs



BIGGEST radio advertiser, Procter & Gamble Co., Cincinnati, recently sent a group of its advertising executives out among the tubes and circuits to learn the technical side of radio with a visit to the transmitting plant of WLW and Crosley's new shortwave station, WLWO, at Mason, O. During the tour James Rockwell, technical supervisor of the Crosley stations, discussed frequency modulation, and Fritz Leydorf, of the WLW technical staff, described the operations of the WLW and WLWO transmitters. The group of guides and guests includes (l to r) Messrs. Leydorf and Rockwell; Robert Drake, of P&G; Richard Garner, WLW sales service manager; Eldon Park, assistant to the general sales manager of the station; and Robert Kemper, Robert Ross, Harry Bruton and James West, all of the Procter & Gamble Co. advertising executive staff.

Storer Interests Buy WAGA, Atlanta; Purchase Price Is Placed at \$150,000

SALE of WAGA, Atlanta outlet of NBC-Blue, to Fort Industry Co., headed by George B. Storer, Detroit industrialist and broadcaster, was consummated April 23, subject to FCC approval. The purchase price was \$150,000.

Licensed to the Liberty Broadcasting Corp., 60% owned by Norman K. Winston of New York, associate of Arde Bulova, watch manufacturer and broadcast station owner, and 40% owned by the *Atlanta Journal*, the station has been

of Richmond. His associates in the publishing and radio business are his son and Mr. Freeman, who is president of the board of trustees of the University of Virginia.

Representation on the board of directors of the proposed new corporation to direct the publication of the two papers will be shared by the controlling interests of both of the present newspaper corporations, but control, it is understood, will rest with the Bryan interests, who will be the majority stockholders. The purpose of the merger, it is said, is to effect economies in the operation of the Richmond papers, and to concentrate direction of the enterprise in Richmond hands, while permitting the Norfolk ownership to concentrate attention on the Norfolk newspaper-radio interests. Manager of WTAR is Campbell Arnoux, who, as vice-president of WRTD, has executive charge of that station.

Since both Richmond stations are in a position to secure improved facilities, and since the Richmond market is narrowing, there is some speculation concerning their possible consolidation or the removal of one of them after the merger details are cleared up. The merger would leave one organization operating two Richmond newspapers and two radio stations—with the 50,000-watt clear channel WRVA (CBS-affiliated) and the 5,000-watts day, 1,000 watt night WMBG (NBC-Red) station as competitors, both also being locally owned.

on the block since early this year following acquisition of WSB and the *Atlanta Journal* by interests headed by former Gov. James M. Cox of Ohio. A pending application for transfer of the station to James M. Cox Jr., son of the former Governor and executive of the Cox newspapers and radio stations, recently designated for hearing by the FCC, is being withdrawn.



Mr. Storer

The arrangement is for transfer of 60% of the WAGA stock from Mr. Winston to the Fort Industry Co. for approximately \$100,000 in view of a preferred stock differential, with the remaining 40% to be transferred by the *Atlanta Journal* Co. for \$50,000.

The transaction was consummated in New York April 23 at a conference attended by the younger Mr. Cox and John Brice, official of the *Journal* properties, with Mr. Storer, J. Harold Ryan, vice-president of Fort Industry and general manager of WSPD, and Harold A. Lafount, representing the Winston interests. Attorneys were Horace L. Lohnes, for Storer, and Ben S. Fisher, for the *Journal*.

The Fort Industry stations are WSPD, Toledo; WWVA, Wheeling; WMMN, Fairmont; WLOK, Lima, and WALR, Zanesville.

Neotiations for the sale of WAGA have been going on virtually since acquisition of the *Journal* Co. properties by the Cox interests last December. Originally, plans were to transfer the station outlet to the *Atlanta Constitution*, but these collapsed along with subsequent negotiations for sale to a group of Atlanta bankers.

Mr. Storer himself plans to devote considerable time to the supervisory management of WAGA. Although he maintains his home in Detroit, it is understood he may establish residence in Atlanta.

Spartanburg Sale To End Litigation

New Station Acquires WSPA; Brown to Be Manager

THE END of protracted litigation between WSPA, Spartanburg, S. C., and the Spartanburg Advertising Co., successful applicant for a new local station in that city, was forecast following an agreement reached between the principals April 22 under which WSPA will be sold for \$30,300 cash to the latter company. If the FCC approves the transfer, Virgil Evans, owner of WSPA, will sell the station to the new company, which will not only continue to operate WSPA but will also operate the projected WORD for which it received a construction permit from the Commission last October.

WORD is slated for 100-watt night and 250-watt day operation on 1370 kc. It is headed by A. B. Taylor, president of Taylor-Colquitt Co., timber-treating concern, as president and holder of 137 of the 400 shares of \$100 par value stock outstanding. Its other officers and their stockholdings are Walter J. Brown, Washington newspaper correspondent, vice-president and general manager, 100 shares; C. O. Hearon, former local newspaper publisher, secretary, 25 shares; D. S. Burnside, treasurer. In addition, Donald Russell, local attorney, holds 138 shares of stock.

Pending Litigation

The plan of operation contemplates operating both stations from the present studios of WSPA, the building housing them to be acquired under a one-year lease or until new studios are constructed. A new transmitter will be installed for the separate operation of WORD. WSPA operates with 1,000 watts daytime only on 920 kc., and the new setup will give Spartanburg night service for the first time.

Mr. Evans, who is a member of the State Legislature, has indicated that he intends to devote his time entirely to the publication of his weekly newspaper, the recently established *Spartanburg News*. He has frequently sought unsuccessfully to secure fulltime for WSPA.

When application was first made for the new local in 1938, Mr. Evans opposed it. When the grant was made, he appealed to the Court of Appeals of the District of Columbia, where it is still pending but where its outcome is in doubt in view of the Supreme Court's recent decision in the Sanders "economic injury" case. When WORD applied for a change in construction permit, asking for 1,000 watts fulltime on 1380 kc., with directional antenna, Mr. Evans sought a stay order in the courts, which is also pending. All the litigation is expected to be dropped if the FCC approves the WSPA transfer.

Mr. Brown, who will manage the stations' operations, is at present Washington correspondent for a group of Southern newspapers, including the *Raleigh (N.C.) News & Observer*, *Greenville (S.C.) News* and *Piedmont*, *Winston-Salem (N.C.) Journal* and *Citizen*, *Asheville Citizen* and *Times* and others. He intends to remain in Washington until after the political conventions and then take up his duties in Spartanburg. A native Georgian, he was born across the river from South Carolina in Elbert County.

do we pull sales?

**LOOK at our
MARCH MAIL:**

IT CAME FROM:

ALL of Kentucky's 120 Counties

ALL of Indiana's 92 Counties

ALL of Ohio's 88 Counties

ALL of Tennessee's 95 Counties

ALL of West Virginia's 55 Counties

83 Out of 102 Illinois Counties

that's pulling power!

W H A S

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

Owned and operated by

**The Courier-Journal
THE LOUISVILLE TIMES**

New Interference Problems Involved In Mexican Shifts

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

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

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

Secret Agreement?

The FCC Engineering Department is still working on the several lists which must be submitted to the signatory nations prior to the setting of an effective date. Because the Commission itself has held no meetings since mid-April, it is unlikely that action can be taken for at least a fortnight, even on the preliminary lists. [BROADCASTING, April 1].

Meanwhile, reports again became current that some sort of secret agreement had been reached with Mexico, whereby at least three of the notorious border stations (XERA, Villa Acuna, operated by Dr. John R. Brinkley; XEAW, Reynosa, operated by Carr Collins of Dallas, and XELO, Tiajuana, also purportedly operated by former American broadcasters) would be excepted from the treaty provisions and continue operating. This, however, could not be confirmed in official quarters.

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

Arousing interest in the whole border station situation was a copy-righted article in the April 20 *Saturday Evening Post* by J. C. Furnas, top-flight journalist and author. Devoted largely to Brinkley, the article is titled "Country Doctor Goes to Town". After having spent several weeks exploring the border station situation Mr. Furnas concludes it is difficult to believe that the mere shutting down of XERA, under the treaty terms, could keep Brinkley permanently off the air.

"Large scale broadcasting," Mr. Furnas observes, "is as necessary

Mexican High-Power Assignments

Temporary Shifts of Stations of 5,000 Watts and Up

Frequency in Kilocycles	Station	Power in Watts	Dominant U.S. or Canadian Occupant
670	XELO, Tiajuana	10,000	WMAQ, Chicago
690	XET, Monterey	5,000	CFRB, Toronto
730	XEQ, Mexico City	50,000	CKAK, Montreal
810	XENT, Neuvo Laredo	50,000	WCCO, Minneapolis
860	XEMO, Tiajuana	5,000	WABC, New York
890	XEW, Mexico City	100,000	(regional channel)
960	XERA, Villa Acuna	180,000	CBM, Montreal
980	XEAC, Tiajuana	5,000	KDKA, Pittsburgh
1020	XEAW, Reynosa	100,000	KYW, Philadelphia
1030	XEB, Mexico City	20,000	CFCN, Calgary and CKLW, Windsor-Detroit
1090	XERB, Tiajuana	50,000	KMOX, St. Louis

NOTE: Powers given are those specified by the Mexican Communications Ministry. However, there is a difference in method of calculating power of the antenna in Mexico. In technical circles it is believed that the powers are somewhat below those in this country under FCC engineering standards. Practically all of the border stations, however, use directive antennas toward the United States.

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

FIRST and most extreme practical application of the "survival of the fittest" theory of licensing broadcasting stations, as expounded by the FCC and upheld by the U. S. Supreme Court in the Sanders-Dubuque case [BROADCASTING, April 1] is seen in the FCC's grants of two new local stations in Salisbury, Md., a community of about 12,000 population on Maryland's Eastern Shore.

The two stations would replace WSAL, a 250-watt daytime outlet on 1200 kc., which was ordered off the air as of March 31 after the Commission had conducted an inquiry into its financial background and decided that false statements had been made regarding the financial responsibility of the licensee. It is presumed that one or the

other of the two new grantees will seek to purchase the now silent plant of WSAL.

Except for the case of two new station grants in Saginaw, Mich. last Oct. 26 [BROADCASTING, Nov. 1], made long before the Supreme Court decision, this was the first time in the memory of those close to radio that the FCC or its predecessor Radio Commission had ever authorized two new stations in one city at one sitting. The grants were made April 13, and in neither case was a hearing held.

Both Full Time

To the Delmarva Broadcast Co., the Commission granted 250 watts fulltime on 1200 kc. This is the same frequency that was abandoned by WSAL, and in addition the new station got unlimited time whereas WSAL had daytime only. To the Peninsula Broadcasting Co., the Commission granted 250 watts fulltime on 1500 kc.

Whether both applicants will accept the Commission's unusual grants and proceed with construction and operation plans, is as yet undetermined. In view of the small size of the community, it is questionable whether it could support two stations. The grants, however, bring into sharp focus the Commission's theory that it can grant any and all applications, regardless of competitive factors, provided the facility is available and provided the applicants are legally, technically and financially responsible.

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

Peninsula's stockholders are 29 persons, mostly residents of Baltimore and the Eastern Shore. President and holder of 350 shares, the largest single holding (11.1%) is John W. Downing, of Salisbury, a Maryland State Bank Commissioner. Other officers and their stockholdings are William F. Allen, Salisbury, vice-president, a banker and

Coast Druggists Turning to Spot

Owl Chain Is Latest to Start Radio, and Plans to Expand

DIFFIDENCE with which California drug chains have regarded radio is rapidly vanishing, and within the past several months four major firms have gone in for heavy schedules.

Until five months ago drug chains in California had confined their radio efforts to scattered spot announcements, but when Thrifty Drug Co., Los Angeles, operating 55 stores in the Southern California area, thru Milton Weinberg Adv. Co., that city, on Jan. 15 started sponsoring a weekly quarter-hour transcribed program, *This Is Magic*, on 4 Don Lee network stations (KHJ KVOE KFXM KDB) and KNX, Hollywood, respectively, other drug chains awakened to the value of advertising via radio.

Sontag Drug Co., Los Angeles, with 35 stores in the Los Angeles metropolitan area, and many in other parts of California, countered with a five-weekly quarter-hour program, *Local Page*, consisting of local news exclusively, on KFI, that city, starting the series March 18 for 52 weeks, with placement through Robert Smith Adv. Agency. The firm in addition uses spot announcements for special sales.

Owl Joins the Others

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

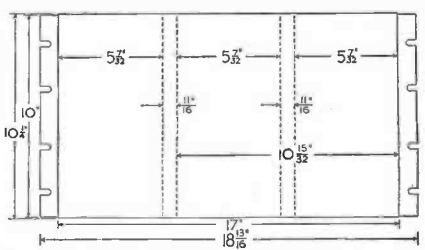
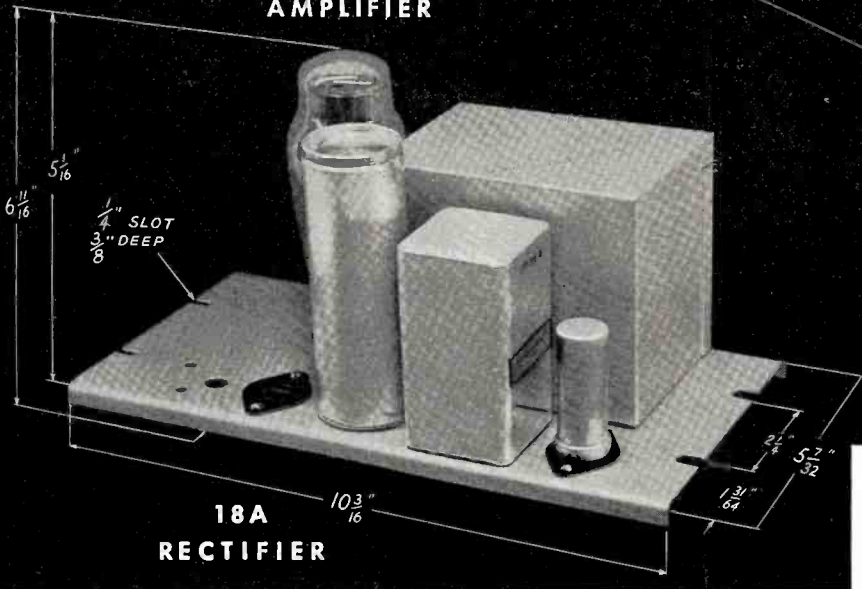
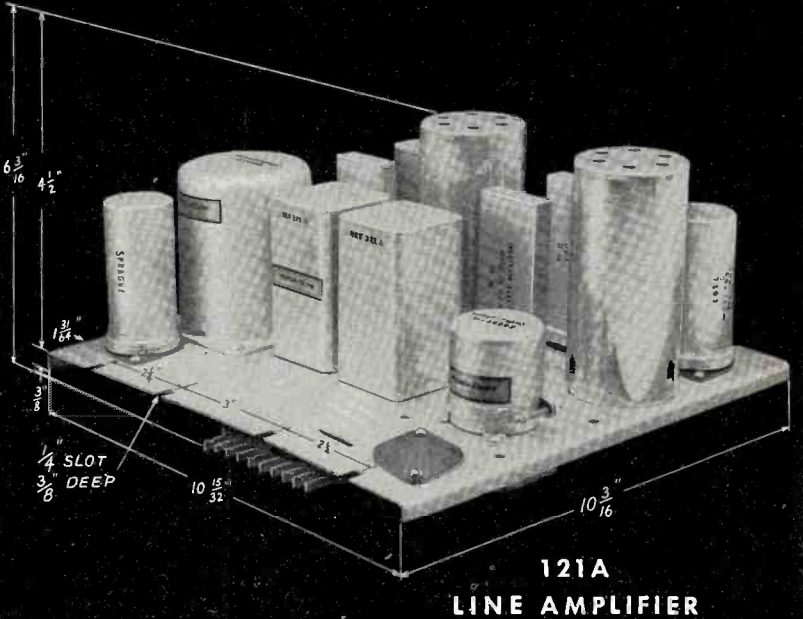
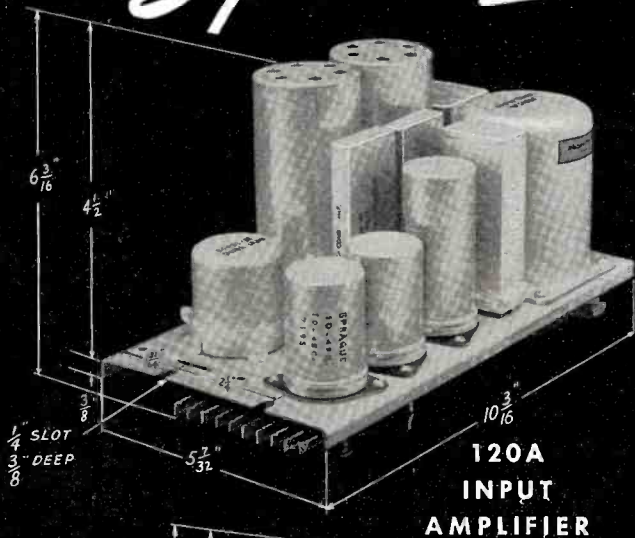
Benatar's Drug Co., San Francisco, operating two stores in that city, is sponsoring a daily quarter-hour of news on KYA. Thrifty Drug Co. in addition to its quarter-hour program is using an average of six-weekly live and transcribed announcements on 8 Southern California stations, KHJ KFI KNX KECA KFVD KMTR KGFJ KIEV.

Salute to CFNF

OFFICIALLY opening the modern new studios of CFNF, Montreal, pioneer station of the Canadian Marconi Co., and at the same time celebrating the station's 21st anniversary, NBC-Blue and the Canadian Broadcasting Corp. were to join May 1 in special programs saluting the new plant. Lenox R. Lohr, NBC president, was to be one of the speakers, along with Rene Morin, chairman of the CBS board of governors, and A. H. Ginn, president of Canadian Marconi.

nurseryman, 250 shares; Albert W. Ward, Baltimore, secretary, an attorney and secretary of the State Tax Commission, 100 shares; John T. Holt, Salisbury, treasurer, local manager of Holt Oil Co., 150 shares, and Lena R. Dashiell, Salisbury, assistant secretary-treasurer.

Plan your Speech Input System around these basic units



Quality **OK** for Frequency Modulation

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

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

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

MOUNTING FACILITIES:

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

Western Electric



DISTRIBUTORS: In U.S.A.: Graybar Electric Co., New York.
In Canada and Newfoundland: Northern Electric Co., Ltd.



You don't need a

"Wise advertisers are

***to do a national
advertising job on the Blue!"***
**says ROY WITMER,
NBC vice president**

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

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

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

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

There are 45 advertisers who are taking advantage of the low-cost selling advantages of the Blue. They'll tell you it's 1940's best advertising buy. Its low national cost, the result

spreading the word . . .

million

of the famous Blue Network Discount Plan, enables the size of your network to expand with your business. Its coverage is concentrated in the markets where 72% of the country's effective buying power is located.

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



After an "Adam Hat Sports Parade" broadcast at Madison Square Garden several weeks ago, NBC salesman Ren Kraft (left) and Adam Hat ad manager, Leon S. Goldberg, went to a nearby eatery. Milk-toasted Mr. Goldberg: "To the Blue Network. The best and most inexpensive large-scale salesman I have ever known." And that's why 70% of the Blue's advertisers came back for more in '39 . . . why 17 new ones signed up.



These cheery smiles belong to J. M. Mathes, head of Canada Dry's Ad Agency; Milton Cross, NBC Announcer; Major Lenox Lohr, NBC President, and Roy W. Moore, Canada Dry President. Mr. Moore, whose Canada Dry "Information Please" needs no introduction and whose increased sales need no publicity, considers the Blue Network "the sweetest buy we ever made."



Here's NBC's Ken Dyke being buoyed up by the comments of Andrew Jergens Company's v.p. Bob Beucus (left) who said, "The Blue's the buy for me. It's done a swell job for Jergens and gives us 'Money Market' coverage at a low cost nothing else can match." And that's agency v.p. handsome Bob Orr in center, of Lennen & Mitchell, who handle Jergens' Walter Winchell program.

NBC BLUE NETWORK
Sales thru the air with the greatest of ease

WABC Gets Isle For Transmitter

Site in Long Island Sound For New \$425,000 Plant

LITTLE Pea Island, a small jut of rocks located in Long Island Sound about a mile off two mainland promontories known as Glen Island and Hunters Island, will become the site of a new \$425,000 transmitting plant for the 50,000-watt WABC, New York, key station of CBS, if the FCC approves applications filed, following disclosure that the network had taken an option on the land.

If approved, the site will be one of the most unusual in radio and the construction of the station, which presumably would replace the present plant at Wayne, N. J., would require unique engineering installations. The island is scarcely more than a small area of rocks at high tide, and land fills would be required to provide the space necessary for buildings if not tower base. The salt-water location, it is believed, would be ideal for radiation purposes, and the tower would be considerably closer to metropolitan New York than the present transmitter at Wayne.

Would Ferry Staff

The projected new WABC would be almost directly across from Port Washington, Long Island, and not far from New Rochelle, N. Y. The new WABC, NBC-Red key, is being constructed at Port Washington.

CBS kept its plan to relocate WABC secret for several months, and it was not divulged until it became known that a one-year option to purchase Pea Island had been secured from the Huguonot Yacht Club, which had never used it because of its limited area and rocky character. Not only will housing facilities for the engineering staff have to be built over the rocks, but the staff will have to be ferried by motorboat to and from work.

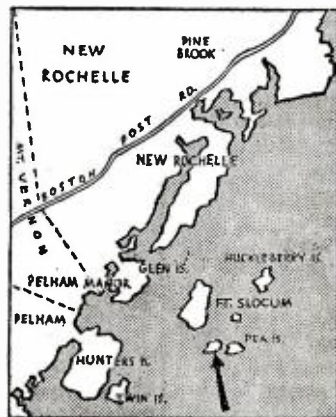
Western Electric equipment has already been ordered, and it is planned to erect a 366-foot vertical radiator. The budget for the installation includes \$110,000 for the transmitter, \$230,000 for the antenna and ground system, \$50,000 for buildings and \$35,000 for land.

Suggestions that the site may be used for television and FM as well as WABC's clear channel (860 kc.) operation are discounted by CBS. Television, it is pointed out, requires extreme height for maximum coverage, and this is being secured through a mast atop the 900-foot Chrysler Bldg. FM also provides best service from high elevations, and it is considered likely that CBS will also use the Chrysler tower for FM broadcasting.

Book Firm's Spots

DOUBLEDAY-DORAN Co., New York book publishers, during the week of April 15 started a test campaign of daily five-minute programs promoting special books in varied fields on WAAT, Jersey City; WDEV, Waterbury, Vt.; WSWA, Harrisonburg, Va.; KMA, Shenandoah, Ia.; KITE, Kansas City, and WKRC, Cincinnati. If the test is successful, more stations will be added, according to H. C. Morris & Co., New York, the agency.

WABC Goes to Sea



Courtesy New York Sun

AFL Group Starts Legislative Drive Against Radio, Reviving License Tax

REVIVAL of past efforts to saddle the broadcasting industry with a Federal franchise or license tax, as a means of spiking competition with printed advertising media, is seen in the legislative drive launched April 15 by the International Allied Printing Trades Association. The group, representing five AFL unions, in a circular letter dispatched to a substantial number of newspaper and magazine publishers, did not mention its plan, but it placed such emphasis on radio's earnings through a Government franchise as to leave no doubt regarding its legislative intent.

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

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

ASCAP's Position

It was generally felt in labor quarters that if reaction from magazine and newspaper publishers is not preponderantly favorable, the movement will not go forward. Several times in the past other affiliates of the association principally the International Typographical Union, representing compositors, have put on anti-radio campaigns but with no success. In some quarters it was thought that ASCAP, because of its copyright royalty

Block Drug Test

BLOCK DRUG Co., Jersey City, on April 15 started a test campaign for Gold Medal capsules using thrice-weekly transcribed announcements on WING, Dayton; WHO, Des Moines; WJAR, Providence; WKY, Oklahoma City, and KRMD, Shreveport, La. The company also uses transcribed announcements six times weekly on WEBR, Buffalo. More stations will be added if the test proves successful, according to the agency in charge, Redfield-Johnstone, New York.

AFA Plans Meeting

ADVERTISING FEDERATION OF AMERICA will hold its 36th annual convention and advertising exposition June 23-27 inclusive at the Hotel Sherman, Chicago, according to an announcement by Norman S. Rose, AFA president and advertising manager of the *Christian Science Monitor*.

fight with the broadcasting industry, might seek to lend a hand in any legislative movement.

Mr. Flynn, one of the best known labor figures in Congressional circles, is also well known in radio. He is credited with having been instrumental in launching several legislative drives in Congress against radio. Recent introduction of several resolutions proposing radio investigations, notably that of Rep. Lawrence J. Connery (D-Mass.), who has long fostered a sweeping radio inquiry, were linked with the new movement. The fact that this is a presidential campaign year and that Congress is expected to adjourn next month, however, augurs against any legislative action at this session.

Mr. Flynn, it is presumed, would fit into the picture actively when a legislative formula, if any, is devised. Some three years ago, following the bidding of printing trades groups, Mr. Flynn is understood to have planned presentation of legislation to amend the Communications Act to that end, but it did not materialize. The current "feeler" movement is seen as a revival of the original project.

The association, it is claimed, has in writing from a number of publishers, expressions on radio competition. It is presumed the new movement was timed to coincide with the annual convention of the American Newspaper Publishers Assn., and affiliated groups in New York during the week of April 22.

The board of governors of the printing trades group, at a meeting in Toronto Feb. 17 authorized the association to explore reaction in the printing trades industry to a concerted campaign. The April 15 letter was the first formal manifestation of the movement. The association claims membership of 150,000 artisans in 900 cities in the United States and Canada. Affiliated unions, in addition to Mr. Haggerty's bookbinders, are International Printing Pressmen & Assistants Union, headed by former Senator George L. Berry, of Tennessee; International Typographical Union, headed by Claude M. Baker; International Stereotypers & Electrotypers Union, of which Leo J. Buck-

ley is president, and International Photo-Engravers Union, headed by Edward J. Volz.

The text of Mr. Haggerty's letter follows:

"The officers and members of the Printing Trades Unions have noted, during the past few years, the ever increasing diversion of advertising from magazines and newspapers to other forms of media.

"The board of governors, at their last meeting, appointed a committee to investigate this matter and, if possible, to prepare some constructive plan to protect the job opportunities of printing tradesmen, which means also to protect and to promote the continuance of magazines, newspapers and other printed publications dependent upon advertising.

"For the year 1939, the gross sales of radio time amounted to \$171,113,813, while the gross volume of national magazine advertising was \$151,484,530. The radio advertisers not only paid this sum of \$171,113,813 to the radio stations, but, in addition thereto, they paid many additional millions of dollars for music, entertainers, royalties, etc. While newspaper advertising in 1939 increased 1.5% over 1938, magazine advertising increased 9.1% over 1938, national farm publications advertising increased 2.6% over 1938, radio station and radio chain advertising increased 15.9% over 1938.

Value of Licenses

"Magazines and newspaper plants represent large and substantial investments and provide employment for many thousands of organized workers while radio stations, in most cases, represent but a small investment for physical equipment and provide employment for a relatively small number of persons.

"While radio broadcasting licenses are issued by our Government, without cost to the holders thereof, through the reports of the FCC, we note that the present value of these licenses represent vast amounts of money.

"The following citations, only a few of the many available, are illustrative: Station A—the new owners paid \$1,826,125 for 70.6% of the stock of a station the replacement cost of the fixed assets of which were \$286,507.90. Station B—the new owners paid \$300,000 for a station the replacement value of the fixed assets of which were \$77,106.38, and Station C—the new owners paid \$450,000 for a station the replacement value of the fixed assets of which were \$163,327.03. Yet, the Securities & Exchange Commission has recently stated that the value of a radio station is dependent on the license issued by the governmental agency.

"We believe this is a highly important subject to every person sincerely interested in the welfare of the printing and publication industry and appreciating your interest in promoting and enlarging the printed publication field we would greatly appreciate knowing what plans, if any, have been considered or what plans may be considered to correct this situation which has already proven most harmful to the best interests of printing trades workers and their employers.

"Trusting that you will favor us with a prompt response and with such suggestions as you deem advisable."

WMT

(With Coverage Where it Counts)

Now BASIC COLUMBIA



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

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

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

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

S. D. QUARTON, *Manager*

600 KC

**5000 WATTS DAY
1000 WATTS NIGHT**

A COWLES MONEY BELT STATION

Represented by THE KATZ AGENCY

WMT
CEDAR RAPIDS - WATERLOO, IOWA
WMT

McClatchy Stations Now Await Further Progress in Facsimile

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

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

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

Improvements Needed

Mr. Hamilton said he thought facsimile would go just as far as American mechanical genius will take it. "Speed it up, give a larger page size, make it more automatic, make it easier to read, make it a means of flashing spot news in printed form and the chances are the American public will accept it."

Following is an extract of the address:

Tonight I want to write "30" for this particular story of mine, but in so doing I think I can contribute some facts that all of you will be interested in.

For the benefit of such of you here tonight who have not been compelled to listen to me before, or who have forgotten about it, I wish to explain that facsimile is nothing more or less than a newspaper sent over the air and reproduced in the home by means of a receiving or recording set and that such a newspaper can have all the features of a regular newspaper, such as news dispatches, pictures, cartoons, etc.

We started our facsimile experiment Feb. 1, 1939, by placing 110 facsimile receivers in the field, 55 in Sacramento and 55 in Fresno. I might say, broadcasting from these two points covers all of the great Interior Valley of California. We started broadcasting a nightly facsimile newspaper, seven nights a week and we continued those broadcasts every night, except one, for 11 months. We took facsimile off the air the night war was declared in Europe in order to free our radio transmitter for the broadcasts of news bulletins from London and Paris. On Dec. 31, 1939, we stopped our facsimile and began to take stock of what we had learned. The final answers in most cases added up to about the same things we had concluded earlier in the summer, and after we had checked over our experiences we decided that we knew just about everything there is to know about facsimile in its present stage and that further continuation of the broadcasts would be of little value.

Facsimile's next step had to be made by the manufacturers of facsimile equipment and until that step

was taken there was little more we could add to the picture. I am glad to say that within the last three weeks the manufacturers have announced new and improved facsimile equipment which embodies many of the suggestions which we have made as a result of our experiment.

Now for a few of the facts that we gleaned from our 11 months of facsimile broadcasting. During that period of time we placed receivers in 580 homes whose occupants represented almost every income group, every type and degree of intelligence and education. Moving our sets from one home to another every four weeks gave us an opportunity to cover a wide field. We asked each person in whose home a set was placed to send us a report covering the answers to a number of questions we had prepared. It was from these reports, representing 65% of the homes having receivers, that we got all of our information.

About 23% were enthusiastic over facsimile and wanted to buy sets at once. A little over one-third of the persons reporting were interested in it as a permanent addition to their daily lives. Just a little under one-third were mildly interested. Only 11% were completely indifferent to it.

All this tied up to one of our earlier conclusions, that a number of improvements would have to be made mechanically in facsimile before it would get universal acceptance. On the other hand, only 8.5% of the persons checked, reported poor copy, while the other 91.5% reported good copy, thus proving to our satisfaction that, basically, the mechanical system we were using was sound.

Liked the Pictures

It was also pleasing to discover we had comparatively few complaints from readers regarding mechanical troubles. Only 1.5% felt that the form in which facsimile reached them was unhandy. The same percentage complained about the carbon smudging. Either the rest of them did not mind these two things, which we at first thought might be considered disadvantages by the public, or else made allowances for the experimental form and did not comment on them.

With reference to the material which we broadcast our survey developed some interesting and in a way surprising facts. When we started facsimile broadcasting we felt that news was our chief commodity. Yet surprisingly enough, pictures were the most popular of all material broadcast with general news in bulletin form in second place. World and war news ranked third. Only 5% of those reporting ranked late news as the outstanding contribution of facsimile. And again we think we know the reason for those answers. Pictures were bound to attract a great deal of interest because a well reproduced facsimile picture is really a work of art. Compared to the average newspaper picture a good facsimile reproduction has many of the qualities of an etching.

Particularly pleasing to us, too, was the discovery that our concise bulletin form of printing news—a form that omitted the conventional newspaper headlines and left only a one-line caption to lead the reader from one story to the next—was very popular. Only 2% of our readers complained about stories being too brief while 16% specifically mentioned the concise form of the news as the part they liked best.

In surveying the economic side of the facsimile public, the results were pretty much as might be expected. The so-called professional classes including doctors, lawyers, engineers and teachers were the most enthusiastic about



New York World-Telegram
Spring—1940 Model

Food Is News

NBC listeners want information about food more than any other subject when they write letters to *Medicine in the News* program, according to an analysis of mail received by the American Medical Assn., under whose auspices the program is presented weekly on NBC-Blue. Next most popular questions are on the care of the skin, drugs, eyes and sex, with little or no interest shown in such diseases as typhoid and diphtheria.

Least interested were office workers, clerks and owners of small businesses. The laboring classes, although not highly enthusiastic, expressed themselves as being definitely interested. Strangely enough the greatest number of reports listing indifference to facsimile were received from the executive class of managers of large businesses.

Where Next?

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

My personal reactions to our facsimile experiment are definite. We got our money's worth out of it. We spent roughly \$75,000 on facsimile over a period of a year-and-a-half and got many times that amount in return. Our money came back to us first in goodwill from the people in the territory served by our newspapers and radio stations. It was goodwill of the kind that really cannot be measured in dollars and cents and yet is one of the most precious things an organization such as ours can have. Our money came back to us in nationwide publicity which made it easier for our salesmen to reach key men in agencies and industries from whom we expect advertising. Every one of our radio salesmen were supplied weekly with copies of facsimile broadcasts in which pictures of stars on various programs were used and the salesman delivered each one of these facsimile copies to a key man in an agency or the sponsoring company using the personal contact to make McClatchy Broadcasting Co. better known.

We got our money back in the experience our men gained in the use of this new medium. When advancements are made in facsimile that will make facsimile possible for the masses, we will not be starting from scratch. Our period of experimentation is past and we can step into the new field backed by the experience gained knowing a lot of the answers.

NEW PAPER PLANS SPONSOR MENTION

WHEN the New York newspaper, *PM*, makes its first appearance in June, it will depart from established newspaper tradition in mentioning the names of sponsors and products of radio programs, according to John Thomas McManus, *PM* radio editor and former radio editor of *Time* magazine. With broadcasting to be treated as a prominent feature of the new paper, Mr. McManus explained that as many as four pages daily would be devoted to radio and television time tables, cross listings, program news, personalities, politics and technical developments.

Commenting on *PM*'s plans to use the names of sponsors, products and advertised services in its radio department, he declared: "It would be absurd, we believe, to call Uncle Don the best bubble-gum salesman in the world and then refrain from disclosing what brand he sells; or to talk about Sunday night music without mentioning Ford. We expect the men and manufacturers who foot the bill for radio (and determine many of its policies) to be a constant source of news."

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

WMFR Sale Deal Up

THE 250-watt WMFR, High Point, N. C., operating on 1200 kc., will be sold for \$45,000 to a company headed by J. E. Lambeth, wealthy furniture manufacturer of Thomasville, N. C., if an application for transfer of ownership is approved by the FCC. Wayne M. Nelson, station manager and chief owner, and E. Z. Jones, commercial manager, propose to sell their stock to Mr. Lambeth, his wife and their son J. E. Lambeth Jr. The latter, it is understood, proposes to operate the station. Mr. Lambeth would acquire 75 shares, Mrs. Lambeth 24 and their son one. Pending also before the FCC is an application for 250 watts on 1120 kc. for a new station in the same community, filed by the *High Point Enterprise*.

RICH HAYES
and his
HAMMOND ORGAN
—featured on the "Swing Clinic" over ST. LOUIS KWK



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

belongs on Your programs

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

You can make the Hammond Novachord pay its way... minute for minute, program for program... in your music for radio!

Because the Novachord is the newest, most amazing of musical instruments, it will give you the power of an audience appeal never before possible!

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

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

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

HAMMOND ORGAN STUDIOS

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



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

See... Hear... Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

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

Kiddies Prefer 7-8 p.m., Choose Mystery Series

A SURVEY conducted Feb. 1 in five Schenectady public schools disclosed that among 1,434 children from 7 to 12 who replied to questionnaires, 1,359 reported having radios in their homes. Asked their favorite radio programs, 778 replied *I Love a Mystery*; other leading choices in order were *Gang Busters*, *Maxwell House*, *Jack Benny*, *Big Town*, *One Man's Family*, *The O'Neills*, *Bergen & McCarthy* and *The Shadow*. Leading favorite serials in order were *Jack Armstrong*, *Tom Mix*, *Lone Ranger*, *Little Orphan Annie* and *Blondie*. Hours of listening were 4-5 p.m. for 110 children; 5-6 p.m., 742; 6-7 p.m., 345; 7-8 p.m., 1,062; 8-9 p.m., 485; 9-10 p.m., 65.

Griffin Spots

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

Sterling Home Spots

STERLING PRODUCTS Co. and American Home Products Co., New York, both through Blackett-Sample-Hummert, New York, have started a campaign as of April 29 for their drug products, including Dr. Lyons Tooth Powder, Phillips' Milk of Magnesia, Glostora and Mulsified Coconut Oil. Radio schedule includes live one-minute spot announcements five times weekly on 15 stations. For Dr. Lyons Tooth Powder, Sterling Products has also started Elliott Roosevelt on 12 Texas State Network stations giving his *America Looks Ahead* program thrice weekly.

Nelson Eddy Wins Star-of-Stars Award; Benny Top Comedian; McNeill Honored

NELSON EDDY, baritone formerly featured on the *Chase & Sanborn Hour*, was named "Star of Stars" in the seventh annual *Movie & Radio Guide* poll, according to results announced April 22. Although Eddy has not been on the air regularly since last autumn, he received a plurality of the votes of the 830,000 listeners balloting on their program favorites in the 1940 poll. Runner-up to the singer was Don Ameche, also formerly heard as m.c. of the *Chase & Sanborn* program and now heading his own variety program on Friday nights. Ameche also captured first place in the best actor division of the poll.

Jack Benny, three times winner of the "Star of Stars" title, topped Bob Hope as best comedian. Hope, who held third place in the 1939 comedian race, pushed ahead of Charlie McCarthy-Edgar Bergen, in third position in the current poll. Kate Smith again was named best female singer of popular songs, while Bing Crosby won parallel rating in the male division. Best actress honors went to Barbara Luddy, star of the *First Nighter* series.

McNeill Honored

Voters also named the *Breakfast Club* show as their favorite program, while Don McNeill, m.c. of that show, won first place in the master of ceremonies division. *Information Please* placed first in two other divisions—best educational program and best quiz program. Complete results of the poll follows:

Star of Stars—Nelson Eddy, 23.2; Don Ameche, 17.5; Bing Crosby, 12.0; Jack Benny, 10.2; Edgar Bergen, 6.7; Alec Templeton, 6.5; Jessica Dragonette, 6.0; Lanny Ross, 5.5; Alice Frost, 3.6; Don McNeill, 3.3.

Man Singer of Popular Songs—Bing Crosby, 33.7; Jack Baker, 17.8; Lanny Ross, 14.9; Kenny Baker, 13.8; Don Ameche, 5.1; Frank Munn, 3.6; Johnny

Johnston, 2.9; Tony Martin, 2.8; Rudy Vallee, 2.6; Don Reid, 2.4.

Musical Program—Ford Sunday Evening Hour, 24.7; Your Hit Parade, 13.0; Kay Kyser's College of Musical Knowledge, 12.4; Voice of Firestone, 11.0; American Album of Familiar Music, 9.3; Metropolitan Opera, 8.5; Hour of Charm, 6.3; Kraft Music Hall, 5.6; Fred Waring's Pleasure Time, 4.3; Cities Service Program, 4.3.

Woman Singer of Classical Songs—Margaret Spinks, 21.0; Jessica Dragonette, 15.2; Jeanette MacDonald, 13.9; Jean Dickenson, 12.0; Grace Moore, 9.1; Lily Pons, 8.7; Lucille Manners, 8.0; Gladys Swarthout, 5.0; Marian Anderson, 4.1; Mary Eastman, 2.7.

Woman Singer of Popular Songs—Kate Smith, 18.5; Nancy Martin, 15.9; Frances Langford, 14.4; Bonnie Baker, 11.6; Ginny Simms, 9.8; Judy Garland, 9.7; Connie Boswell, 9.1; Evelyn Lynne, 5.4; Bea Wain, 3.0; Dorothy Lamour, 2.3.

Radio Actor—Don Ameche, 39.8; Orson Welles, 13.1; Charles Boyer, 12.9; Les Tremayne, 9.5; Edward G. Robinson, 5.9; Hugh Studebaker, 5.5; Ezra Stone, 5.1; Martin Gabel, 3.1; Jim Ameche, 2.4; Michael Rappaport, 2.3.

Announcers—Don Wilson, 27.5; Ken Carpenter, 19.8; Milton J. Cross, 17.1; Ralph Edwards, 9.4; Bob Brown, 8.7; Harry von Zell, 5.8; Harlow Wilcox, 3.6; Ford Bond, 2.8; Fred Uttal, 2.5; James Wallington, 2.1.

Man Commentator—Lowell Thomas, 37.8; Walter Winchell, 14.1; H. V. Kaltenborn, 13.0; Edwin C. Hill, 7.3; Paul Sullivan, 6.9; Jimmie Fidler, 5.8; Elmer Davis, 4.4; Raymond Gram Swing, 3.7; Boake Carter, 3.6; Fulton Lewis jr., 2.4.

Comedian—Jack Benny, 30.1; Bob Hope, 23.0; Edgar Bergen, 18.3; Fibber McGee, 12.2; Fred Allen, 7.5; Eddie Cantor, 2.9; Ransome Sherman, 2.7; Bob Burns, 2.1; Fannie Brice, 1.5; Al Pearce, 1.4.

Woman Commentator—Dorothy Thompson, 48.2; Kate Smith, 27.2; Hedda Hopper, 12.7; Mary Margaret McBride, 4.1; Eleanor Roosevelt, 2.7; Louella Parsons, 2.2; Adelaide Hawley, 1.1; Dorothy Parker, .6; Claire Wallace, .5; Alma Kitchell, .5.

Dramatic Program—Lux Radio Theatre, 36.0; One Man's Family, 21.0; First Nighter, 8.3; Campbell's Playhouse, 8.2; *Those We Love*, 6.7; *Big Town*, 5.2; Aldrich Family, 4.8; Hollywood Playhouse, 3.3; *Adventures of Ellery Queen*, 3.1; *Silver Theater*, 3.0.

Radio Actress—Barbara Luddy, 16.2; Helen Hayes, 15.7; Joan Blaine, 12.3; Alice Frost, 11.6; Nan Grey, 11.3; Gale Page, 10.7; Betty Winkler, 6.9; Bette Davis, 6.1; Madeleine Carroll, 5.1; Anne Seymour, 3.6.

Audience Participation—Kay Kyser's College of Musical Knowledge, 43.8; Dr. I. Q., 16.0; We, the People, 7.7; What's My

Name?, 7.0; Vox Pop, 6.4; Information, Please, 6.0; Battle of the Sexes, 4.8; Hobby Lobby, 3.0; Ask-It-Basket, 2.9; Professor Quiz, 1.8.

Quiz Program—Information Please, 32.9; Dr. I. Q., 19.9; Kay Kyser's College of Musical Knowledge, 12.7; Battle of the Sexes, 8.3; Professor Quiz, 7.9; What's My Name?, 7.5; Ask-It-Basket, 3.2; So You Think You Know Music, 2.6; Vox Pop, 2.4; True or False, 2.2.

Variety Program—Breakfast Club, 22.6; Kraft Music Hall, 21.8; Chase & Sanborn, 12.9; Bob Hope Show, 9.2; Good News of 1940, 8.1; Kate Smith Hour, 6.7; Jello, 5.1; Texaco Star Theater, 4.5; Club Matinee, 4.4; Town Hall Tonight, 4.3.

Children's Program—The Lone Ranger, 25.1; Coast to Coast on a Bus, 16.4; Let's Pretend, 15.1; The Singing Lady, 14.1; Kaltenbergs' Kindergarten, 7.6; Little Orphan Annie, 6.4; March of Ganes, 5.1; Tom Mix, 4.2; Jack Armstrong, 2.8; Horn & Hardart Children's Hour, 2.7.

Favorite Program—Breakfast Club, 32.7; One Man's Family, 15.3; Jell-O, 9.2; Kraft Music Hall, 8.2; Chase & Sanborn, 6.6; Metropolitan Opera, 6.0; Information, Please, 5.7; Ford Evening Hour, 5.6; Kay Kyser, 5.2; Lux Radio Theatre, 5.2.

Master of Ceremonies—Don McNeill, 31.9; Don Ameche, 29.8; Bing Crosby, 14.2; Rudy Vallee, 7.0; Clifton Fadiman, 4.2; Ransome Sherman, 2.9; Milton J. Cross, 2.8; Bob Hope, 2.5; Garry Moore, 2.3; Lanny Ross, 2.2.

Dance Orchestra—Wayne King, 24.7; Guy Lombardo, 21.3; Kay Kyser, 16.1; Horace Heidt, 10.4; Orrin Tucker, 6.5; Glenn Miller, 6.0; Fred Waring, 4.8; Sammy Kaye, 4.1; Eddy Duchin, 3.2; Bob Crosby, 2.5.

Man Singer of Classical Songs—Nelson Eddy, 42.8; Richard Crooks, 13.2; Lanny Ross, 9.4; Donald Dickson, 9.1; Jack Baker, 7.2; Frank Ross, 5.3; Lawrence Tibbett, 5.2; Kenny Baker, 3.7; John Charles Thomas, 3.0; Felix Knight, 1.4.

Educational Programs—Information, Please, 23.6; Cavalcade of America, 13.3; American School of the Air, 12.1; National Farm & Home Hour, 9.2; Music Appreciation Hour, 8.7; University of Chicago Round Table, 8.5; World Is Yours, 7.8; Dr. I. Q., 7.6; America's Town Meeting of the Air, 6.0; Americans at Work, 3.2.

Serial Dramatic Program—One Man's Family, 36.0; *Those We Love*, 12.1; *I Love a Mystery*, 9.8; *My Sister*, 8.4; Bachelor's Children, 7.9; Aldrich Family, 7.5; Valiant Lady, 6.1; Guiding Light, 5.5; Vic & Sade, 4.1; Girl Alone, 3.2.

Sports Commentator—Bill Stern, 44.3; Ted Husing, 23.3; Bob Elson, 8.8; Bob Trout, 5.0; Graham McNamee, 4.9; Clem McCarthy, 4.5; Red Barber, 3.0; Sam Balter, 2.3; Tom Manning, 1.9; Stan Lomax, 1.4.

Rinso Tests New Format

WHILE no renewal of contract has been signed by Lever Bros. (Rinso) and Edward G. Robinson, featured player, for return of the CBS *Big Town* series in fall, it is reported in Hollywood that if a deal is made, the weekly broadcast will have a change of format. Robinson is closing his current radio season with six dramas based on New York stage successes. The group will serve as a barometer of this type of show. If a contract is signed, Robinson plans to appear in versions of perennial Broadway shows, and will revert to the Steve Wilson character as portrayed in *Big Town* only once each month. Lawton Campbell, New York radio director of Ruthrauff & Ryan was in Hollywood several weeks ago to discuss a new radio deal with Robinson, but they came to no agreement, it was said [BROADCASTING, April 1]. Current contract terminates in June.

Camera Firm Testing

UNIVERSAL CAMERA Corp., New York, is testing radio with three quarter-hour news programs weekly on KECA and KFI, Los Angeles. The campaign started April 16 on KECA and April 29 on KFI, and will be expanded to other stations if the test proves successful. Austin & Spector, New York, is agency.



BASEBALL announcers of Atlantic Refining Co., Philadelphia, got a first-hand view of Atlantic's recent Florida road test in which a fleet of autos were driven 1,000 miles in 24 hours as part of a gasoline fact-hunt. Atlantic is using 48 stations to broadcast 2,300 games.

At the Hotel George Washington, West Palm Beach, classes were held under direction of Joseph R. Rollins, Atlantic advertising manager, and Dr. Thomas G. Delbridge, Atlantic research and development head. Among other speakers were Wallace Orr, Vice-President C. H. Cottingham, James Peterson, Les Qualey and Richard Powell, of N. W. Ayer & Son, the agency.

Standing (l to r) are Tom McMahon, WNBC, Birmingham; Newell Warner, WCBM, Baltimore; Windy

Herrin, WTOG, Savannah; Jack Rathbun, WJAX, Jacksonville; Lee Davis, WCBM, Baltimore; Jack Starr, WBAX, Wilkes-Barre; Ed Kennedy, WSPR, Springfield; Mr. Rollins; Tom Hussey, WAAB, Boston; Dr. Delbridge; Mr. Orr; Jack Craddock, KDKA-WWSW, Pittsburgh; Jack Barry, WSAV, Rochester; Paul Norris, WSOB, Charlotte; Byrum Saam, WIP, Philadelphia. In front row are Earl Harper, WNEW, New York; Gren Rand, WABY-WOKO, Albany; Ralph Hubbell, WGR-WKBW, Buffalo; Jack Lloyd, WTHF, Hartford; Bill Hightowers, Miami; Hugh Carlyle, WRD, Richmond; Thurston Bennett, WRDW, Augusta; Lee Vines, WIP, Philadelphia; Claude Haring, WGBI, Scranton; Sherb Herrick, WABY-WOKO.



EVERY DAY IS MAY DAY!

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

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

WOW

**RADIO STATION
OMAHA, NEBRASKA**

5000 Watts on 590 KC Covers the Omaha Market

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

Caldwell Scores FCC for Hurting Radio Set Sales

Tells of Adverse Effects of Outburst on Television

AN IMMEDIATE "slowing up" of radio receiver sales following the FCC's recent outburst over television, is reported by the manufacturers' and dealers' trade journal



Mr. Caldwell

Radio & Television Today, edited by O. H. Caldwell, member of the original Federal Radio Commission, who takes sharp issue with the Commission and its chairman in a leading editorial in his April edition.

In the same issue it is estimated that past expenditures for television research amounted to \$25,000,000; that current 1940 outlays will run \$4,000,000, and that future possibilities include a \$1,000,000,000 annual sales volume, 3,500,000 television sets sold annually, \$200,000,000 in new plant investment and 500,000 new employment.

"Every man in the radio business will be stunned at the full implications of the new Government policy by which the FCC chairman presumes to dictate *how* and *when* radio merchandise shall be sold—and even addresses the public with advice *not* to buy radio products which lack his approval!" says the Caldwell editorial.

"Of course, as everyone knows, there is today a patent struggle involved at Washington. At this time, the radio industry's engineers cannot agree on uniform recommendations for future operations. With the radio industry thus divided, Government officials have seized the opportunity for an outrageous assumption of authority to meddle into merchandising—an attack that concerns the future of every manufacturer, every distributor, every dealer and every serviceman.

Use Air to Block Sales

"If such a policy is persisted in, we may see the FCC demanding further air-time from its helpless broadcast licensees, to publicly interfere with the merchandising of radio receiving sets, combination-phonographs, and other associated products.

"Servicemen may hear a Washington voice coming over sets they have just fixed, advising Mrs. Jones against purchasing the very tubes they have just installed.

"Dealers making receiver demonstrations may suddenly hear bureaucrats counselling their customers to buy no push-button sets or no FM sets, because 'still newer things are ahead' in the bright future of radio. Or, the capricious and political-minded Commission, today officially approving FM, may 30 days later be cautioning the public against the new system because it will obsolete 45 million existing receivers!

"Already such FCC interference with the radio trade's normal flow of merchandise has begun.

"On April 2, the new FCC chairman (with experience in radio limited to only a few months), did the

Paramount-Dumont Financing May Get New FCC Scrutiny

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

ALTHOUGH early action is forecast by the FCC in untangling the confused television situation, with authorization of full commercial operation apparently in the offing, there are indications that a re-examination of the interest of the motion picture industry in visual radio's advent may be precipitated.

While motion picture interests have looked askance upon television for more than a decade, and although the financial association of Paramount with Allen B. Dumont Laboratories had been questioned during the recent widely publicized proceedings which involved the White House, Congress and the FCC [BROADCASTING, April 15], new developments may focus

whole radio business a disservice when, amazingly, he demanded and got a 125-station hookup to talk nationally on television in a way that will hurt radio-console sales the country over, for months to come.

"As we go to press, reports from all parts of the country show an immediate slowing up of radio receiver sales following the Fly television outburst, which should have been confined to the metropolitan television area. Jobbers, dealers and the public all over the nation were given premature notice for the first time that 'television is now ready to go forward,' as the chairman put it.

Bureaucrats Boring In

"Yet, conversely, in the television areas where such promotion would have been pertinent, the Commissioner ordered television advertising and selling *stopped*. This was done on pain of license modification, the 'Papa-spank' threat that hangs over every broadcaster and transmitter licensee!

"The FCC was created to serve as traffic cop of the wavelengths only. There it is needed and is unquestionably boss! But when its autocratic arm reaches over into the homes and stores and service-benches of America and attempts to order or advise what shall be purchased and what shall not, it is time the whole radio industry and trade united to shut bureaucracy out of our end of radio!

"Every dealer and every distributor should clearly understand that the issue now involved is no longer television alone, but the sale of radio sets and supplies—your business! The trade must realize that Government through this approach, is creeping in on the \$400,000,000 radio business itself, from which 200,000 families derive their support.

"So the whole radio industry, whatever its temporary internal differences of opinion, must keep alert to the greater danger that besets each individual business through government meddling. It is time for all radio interests to unite in demanding that in the merchandising of radio the Government keep Hands Off!"

attention on purported conflicts in Paramount's participation in the DuMont Co. DuMont was authorized April 13 by the FCC to build a third television station in New York, on Channel No. 4 between 78 and 84 mc. Previous testimony had been to the effect that Paramount simply had advanced funds to DuMont and in no wise controlled the company's operations.

Fears of Film Industry

In some quarters, it was felt that an examination of the whole picture indicated that the film industry, fearing box-office competition, wanted to see television development curbed as a home entertainment medium with its general use restricted to large-screen motion picture exhibition. In that fashion, these observers reason, the motion picture industry could retain control of visual radio by preventing its mass development as a corollary of sound radio.

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

Whether these data will bring about a new examination of the DuMont-Paramount relationship must await reconvening of the FCC, which has been in recess virtually since the closing of the television rehearing April 12. The Commission is not expected to meet until about May 7, most of its members being away either on vacations or official business.

Meanwhile, DuMont-Paramount officials announced they expected to have the new 1,000-watt station on the air in New York on or before Sept. 1 as the only station in the area operating in conjunction with the motion picture industry and one of the three outlets in the metropolitan area. The statement was issued by Paul Raibourne, treasurer of DuMont and an executive of Paramount. The announcement, which caused something of a stir, said that the projected DuMont station will transmit pictures of from 200 to 800 lines definition, depending on the type of program. It emphasized the backing of the motion picture company.

There was a disposition on the part of engineers to question again the 15-frame proposal of DuMont as against the 30-frame standard proposed by RMA and endorsed by

Driscoll, Danzig Share Duties of Johnstone, Now Democratic Radio Chief

DAVE DRISCOLL, for the last four years special events announcer of WOR, Newark, and Jerry Danzig, WOR commercial program manager, have been appointed by Alfred J. McCosker, president of WOR, to share the duties of G. W. Johnstone, since 1934 WOR's director of special features and press relations, who recently resigned to direct radio for the Democratic Na-



Mr. Danzig



Mr. Driscoll

tional Committee [BROADCASTING, April 15]. Both appointments are effective May 1. Mitchell Benson, assistant program director, becomes WOR commercial manager in place of Mr. Danzig while John Hayes, formerly in charge of WOR production, succeeds Mr. Benson.

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

Danzig's title will be director of WOR publicity. A graduate of Dartmouth College, he worked as a reporter on the *New York Evening Journal* before joining WOR's special features division in 1935. He has assisted Dave Driscoll on many special features broadcasts as well as regular programs on WOR. The two "D-men", as they were called, conducted WOR's *Let's Visit* program together, interviewing all types of persons in the metropolitan area. Last year, Danzig participated in the *Welcome Neighbor* program on MBS, especially broadcast for visitors to the 1939 New York World's Fair. He has acted as commercial program manager of the station since 1938.

RCA. It was held that it is impossible to get good quality on outside pickups with 15 frames and that, as a consequence, if such a standard were adopted, television would be far inferior to movies, now using 24 frames. The motion picture industry formerly used 16 frames but found that it could not catch motion, particularly for outside events, and as a result increased the speed to 24 frames.

A new plea that the FCC again reopen the television hearings, this time to examine into DuMont activities, was sent the FCC April 22

(Continued on page 32)

WHERE IN THE UNITED STATES IS THE LARGEST PERCENTAGE OF RADIO HOMES ?

THAT'S EASY... THE PACIFIC COAST. 95% OF THE FAMILIES HAVE SETS - AND IF YOU WANT TO REACH ALL OF THEM, BUY DON LEE !



Yes, sir. He's right. He's absolutely correct. The Pacific Coast does have the largest percentage of radio homes in the United States. This is typical of these westerners. They have the largest percentage of automobiles; they stand second in per capita retail sales. It's a market you shouldn't miss . . . and you can't miss if you use Don Lee, the only network that can deliver your advertising message to every single nook and corner of this fabulous coast. No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know Don Lee brings action where it counts . . . at the cash register.

**DON LEE**
1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual . . . Represented by Blair
MUTUAL DON LEE BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

Wichita Transfer Effected by KFBI

Elaborate Ceremonies Mark Shift of Kansas Station

WITH new studios and transmitter, KFBI, formerly located in Abilene, Kan., opened April 21 at its new location in Wichita. Owned and operated by the Farmers & Bankers Life Insurance Co. of Wichita, the station operates on 1050 kc. with 5,000 watts fulltime. It is an MBS outlet and a key station of the recently formed Kansas State Network, KFBI is headed by Herb Hollister, vice-president and general manager, who continues as president and half-owner of KANS, also located in Wichita.

The elaborate dedicatory program included an opening speech by H. K. Lindsley, president of the insurance company and the station, and brief addresses by City Manager Alfred MacDonald and Manager Hollister, along with several network salutes and congratulatory messages from Senators Arthur Capper and Clyde Reed, Rep. Jack Houston, NAB President Neville Miller and Gov. Payne Ratner. KFBI's MBS affiliation brings the third network outlet to Wichita, with KANS on NBC and KFH on CBS.

Latest Equipment

The new studios and transmitter are RCA equipped throughout. Studios and offices are located on the fourth and fifth floors in the Farmers & Bankers Bldg., headquarters of the parent company. The RCA transmitter, convertible to 50,000 watts, is housed in a streamlined building on U. S. Highway 81 just north of the city, adjoining the 254-foot antenna tower. The transmitter house, designed by the local Overend & Boucher architectural firm, has a modernistic facade of glass brick and incorporates living quarters for the transmitter staff with the technical equipment.

Staff of the station, in addition to Mr. Hollister, includes Kay Pyle, formerly manager of KFBI when it was located at Abilene, now assistant manager and technical director; Coleman Ashe, program director; Frank Chiddix, musical director; Mary Eberhardt, traffic manager; John Eberhardt, accountant; Les Jarvies, chief announcer; Montez Tjaden, director of women's programs; Harry Peck, announcer and sales representative; G. H. Johnstone, chief transmitter engineer; John Stone, LeRoy Jolley, and Warren Sieverin, engineers; Clarence Rupp, publicity director; Lorita Standiford, secretary to Mr. Hollister; Verne Nydegger, musical arranger; Evan Fry, continuity editor; Leroy Stokely, sales representative; Herschel Holland, announcer; Marie Rupp, hostess.

Observing the KFBI dedication, both the *Wichita Beacon* and the *Wichita Eagle* appeared with special supplements covering the dedicatory program, special activities, history and personnel of the station.

MORE than 250 of the sermonettes delivered by Richard L. Evans on the Sunday *Salt Lake City Tabernacle Choir* program, originated for CBS by KSL, Salt Lake City, have been collected and published in book form under the title, *Unto the Hills*, by Harper & Bros., New York.



RESTING in peace after the dedication of KFBI's new studios in Wichita April 21 are these four weary members of the production staff, suitably buried in flowers from the station's well-wishers. Lolling on the catafalque are (1 to r) Frank Chiddix, musical director; Coleman Ashe, program chief; Les Jarvies, chief announcer; Verne Nydegger, arranger.

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

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

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

The report is not in the nature of proposed findings, following established FCC custom but simply the individual recommendation of the Commissioner. Proposed findings presumably will come later, after which oral arguments can be held prior to the final FCC ruling.

Deception Claimed

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

Describing the manner in which licenses were procured for the Austin, Palestine and Lufkin stations, the report said that Ulmer first prevailed upon three local businessmen of excellent reputation to or-

ganize a co-partnership. Then he directed all of the important details and finally had his own lawyer, James H. Hanley, former Radio Commissioner, file the papers. After the construction permit had been secured, the partners entered into a contract authorizing Ulmer or one of his co-workers to finance, construct and operate the station. "Thus," said the report, "in the early history of the station, did the partners assign their license rights without the knowledge or consent of the Commission."

Received No Income

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

"It is clear that the partners were simply puppets manipulated by Ulmer who was the puppeteer. It was Ulmer, or one of his associates, who financed, constructed and operated the station. It was he who controlled the programs and the station policy. It was he who hired or fired employes and enjoyed the profits.

"Perpetrated Fraud"

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

Regarding the Tyler station, the preliminary report said it differed somewhat from the partnership cases and involved a corporation. In this instance, Ulmer was said to have gained voting control of the company by means of stock pur-

NEW POST AT NAB ASSUMED BY ARNEY

C. E. ARNEY Jr., newly-appointed assistant to President Neville Miller of the NAB, on April 17 formally took over his new position at Washington headquarters of the trade association. His functions will



Mr. Arney

be largely those previously performed by Edwin M. Spence, who has resigned to return to private broadcasting business. Mr. Spence is an applicant for a new local station in Washington. Mr. Arney was appointed assistant to the president April 1. Before arriving at NAB headquarters he conferred with broadcasters in various cities. In San Francisco April 3, he discussed with Howard Lane, of the McClatchy stations, an NAB district director, plans for the annual convention to be held in that city Aug. 4-7 at the St. Francis Hotel. Under Mr. Lane's chairmanship, an extensive entertainment program is being prepared, including special tours and programs at the Golden Gate International Exposition.

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), has appropriated more than \$1,000,000 to advertise Valencia oranges this summer and some \$300,000 additional to promote lemon sales during the last half of the citrus year, according to Russell Z. Eller, advertising manager. Radio will continue to be used along with newspapers, consumer and trade magazines, 24-sheet posters and other mediums. The thrice-weekly quarter-hour program, *Hedda Hopper's Hollywood*, sponsored by the Exchange on 29 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EDST), will continue through the summer and fall. In addition, through Lord & Thomas, Los Angeles, an extensive spot announcement campaign is planned to start in June. It will be concentrated in areas where the network program is not heard. List of stations is now being made up.

RADIO talent appearing on the *Lux Radio Theatre* program, sponsored by Lever Bros. Co. on CBS, seems to attract more listeners than exclusive movie talent, according to a check made over several months by C. E. Hooper, New York.

chases "without the knowledge or consent of the Commission". It was held the license rights were illegally assigned and illegally exercised by the assignee, who was Ulmer.

Hearings were begun April 23 in Dallas on the KAND revocation order and on April 29 in Houston on that involving KGFI. Participating in addition to the presiding Commissioner were George B. Porter, assistant general counsel, who was prosecutor in the original cases, Hugh Hutchison, of the FCC legal staff, and DeQuincy V. Sutton, FCC head accountant.

TEN YEARS EXPERIENCE ON WKY SUMMED UP IN EXACTLY 25 WORDS!

I LIKE WKY BECAUSE:

I HAVE USED WKY FOR OVER TEN YEARS TO PROMOTE

SALE OF MALT-O-MEAL WITH SPLENDID RESULTS!

AND CONSIDER WKY A LEADING STATION IN THE SOUTHWEST.

C. C. LINDLEY

CAMPBELL CEREAL CO.



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

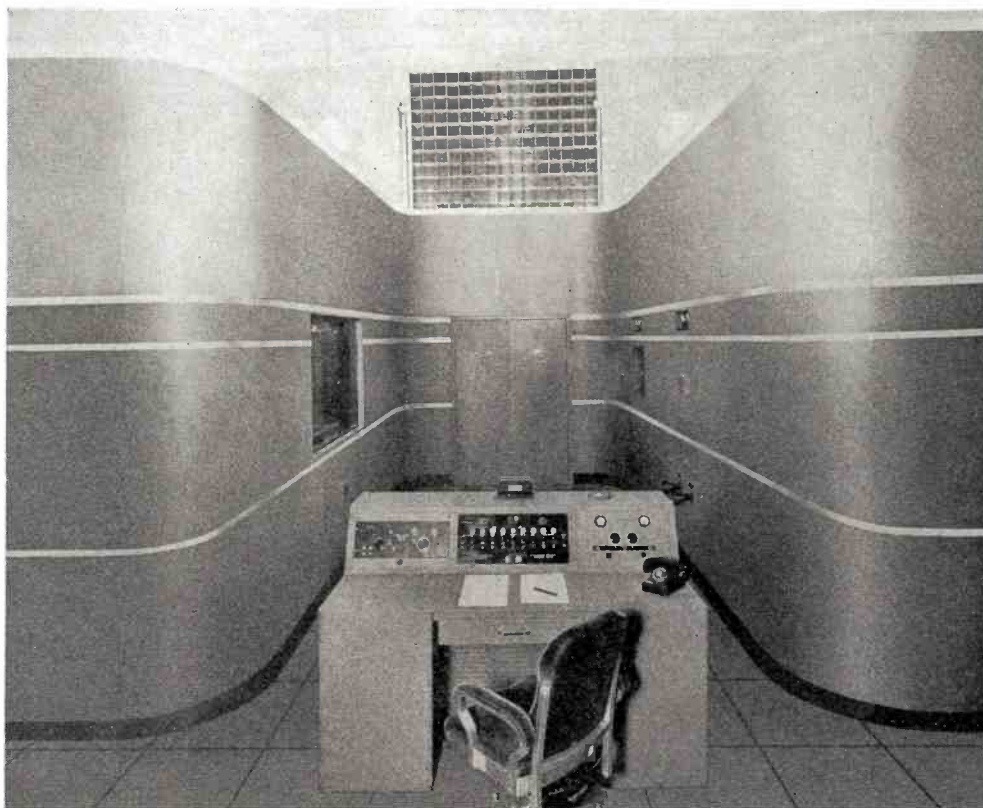
WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

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

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

"IT'S AS MODERN AS FM"



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

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

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

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

We invite your inquiries



RADIO ENGINEERING LABORATORIES, INC.

35-54 36th STREET

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Summary of The Case for FM Broadcasting...

ACTION "as soon as possible" on allocations of frequency assignments for frequency modulation, destined to become the companion of present-day standard broadcasting, so that sales to the normal replacement market can proceed with assurance, was asked by FM Broadcasters Inc. in a brief filed April 22 with the FCC.

Summing up the case for FM, Philip G. Loucks, chief counsel, asked full commercial privileges for the medium. Permitted to develop on a regular commercial basis, he predicted, FM would have an evolutionary rather than a revolutionary effect upon broadcasting in the present band. FM will supplement service now being rendered and will not exclude service now given in the present broadcast band so there will be no immediate obsolescence of receiving sets. The transition period may require ten years, he predicted.

The Case for FM

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

Eminent engineers and inventors who testified in the proceeding were in agreement that frequency modulation broadcasting using frequencies above 25,000 kc. has reached such a stage of development that it is now acceptable for rendering regular as distinguished from experimental service to the public and that frequency modulation in this portion of the spectrum is vastly superior to amplitude modulation as a broadcasting transmission method. Broadcasters and radio equipment manufacturers concurred in this view. The testimony also revealed that reliable frequency modulation transmitters and receivers are now available to broadcasters and to the public from competing manufacturers. Five manufacturers are now producing and selling receiving sets, while five others are preparing to put sets on the market.

Superiority of wide band (200 kc.) over narrow-band frequency modulation has been demonstrated in practical operation. Experts were in accord that the width of the band is directly related to the service and allocation advantages inherent in the frequency modulation method and there was general agreement that any reduction in the band width from 200 kc. degrades service to the listener and diminishes allocation efficiencies. For example, reduction in band width from 200 kc. decreases the ability of the receiver to discriminate against all varieties of noise with the result that naturalness of program reproduction is sacrificed.

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

Ready to Serve

Wide-band frequency modulation will permit the development of facsimile broadcasting either as a service multiplexed with aural broadcasting or independently of sound broadcasting. In this connection, it should be pointed out that the broadcasters are in substantial agreement that a minimum separation of 200 kc. is essential not only to permit the accommodation of facsimile transmission but also because of the fact that narrow band transmission may be carried on within such channels.

Frequency modulation stations are

capable of rendering a regular broadcast service to the public and should be given the same opportunity to develop as was given stations in the present standard broadcast band. Witnesses were in accord that frequency modulation is ready for commercial use and that the experimental stage has been passed. The granting of regular licenses would stimulate the development of special programs, encourage more communities to install frequency modulation transmitters, and enable the smaller operators to participate in development of the art. On the other hand, if frequency modulation is not permitted to go forward with full commercial privileges, applicants will be practically limited to large corporations possessing sufficient funds to indulge in experimentation.

Permitted to develop on a regular commercial basis, frequency modulation will have an evolutionary rather than a revolutionary effect upon broadcasting in the present band. Frequency modulation service will supplement that now being rendered in the present 550 to 1600 kc. band and the total sum of broadcast service to the public will be a combination of the two. Frequency modulation will not exclude service now being rendered in the present broadcast band and there will be no immediate obsolescence of receiving sets. During the transition period, which may require ten years, it is anticipated that frequency modulation sets will come into general use through the process of normal replacement.

The problem of providing a fair, efficient, and equitable distribution of radio service to States and communities in accordance with the allocation policy declared by the Congress has always been a difficult one. Engineering limitations resulting from the rela-

tively narrow portion of the spectrum presently assigned to broadcasting has been one of the principal difficulties, although the fact that cities are of different sizes and shapes and are located at unequal distances from one another contribute to the problem.

In its last annual report to the Congress, the Commission pointed out that "there was a need for improvement of physical service both from the standpoint of signal intensity to practically all areas as well as from the standpoint of availability of transmission facilities in various communities." The report points out that there are 18,598 cities or towns in the United States of which number 15,616 have a population less than 10,000 each, 606 have a population between 10,000 and 25,000 each, and 376 have a population in excess of 25,000 each. There are 597 towns each having a population in excess of 10,000 which do not have radio stations. However, while 331 of these towns are located within or adjacent to one of the 96 metropolitan districts and the others perhaps derive some degree of service from stations located in distant cities, it must also be borne in mind that 379 cities have but one station. While the report discusses the problem in considerable detail, the above figures are sufficient to show that the frequencies provided in the present standard broadcast band are inadequate.

Radiating Index

The development of frequency modulation broadcasting in the ultra-high frequencies, in addition to providing a superior public service, will permit of a gradual solution to the allocation problem. In contrast with the neces-

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

FOLLOWING intensive tests with hand-made sample equipment, the Chicago police department is planning to install 200 FM receivers in its squad cars and construct a transmitter using the Armstrong frequency modulation system. The projected Chicago installation is believed to be the first to be undertaken under the FCC's recent authorization of the experimental use of FM in police radio.

The tests, supervised by Fred H. Schnell, radio engineer of the Chicago police force, were made March 15 and 16 with Police Commissioner James P. Allman's approval after FM's adaptability to police use was demonstrated by General Electric in a Schenectady test last December. The experiment showed static elimination surpassing all expectations, according to Mr. Schnell and Frank A. Gunther, chief engineer of Radio Engineering Laboratories, Long Island City, N. Y., manufacturers of the test equipment.

Results of Tests

Two squad car tests were made on succeeding days. For the March 15 test a squad car carrying an FM transmitter broadcast from various parts of the city to the police receiving station on the roof of the 46-story Field Bldg. Reception was reported as excellent, even at "dead spots" from which reception is impossible with the AM system now in use. FM superiority was demonstrated the next day when two squad cars were used, one carrying FM and the other AM apparatus.

Cruising side by side through the north and northwest parts of the city, two "skillful ear observers" gave FM a 100% readability rating at 37 out of 39 points located at distances up to 17½ miles from the receiving station. A 90% rating with "fair" and "good" reception was given at the two spots where interference spoiled FM's perfect score. The first of these occurred eight miles from the station, with engineers blaming interference on diathermy, and the second 17½ miles out. In these cases the AM rating was "no intelligibility" and 5%.

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

* * *

Advantages of FM for police radio work were also demonstrated recently to New York police in a series of experiments in which Maj. Edwin H. Armstrong, the inventor, cooperated. A car equipped with a 12-watt mobile FM transmitter, manufactured by REL, was driven through lower Manhattan and at all times was able to put a 100% audible signal through to a receiver at Alpine, N. J., it was reported. Even when the car traveled under elevated lines or in heavy traffic, its signals were perfectly received, it is said.

RCA Asks FCC To Retain Present Television Bands

Urges Provisions for FM Elsewhere, in Filing Brief

A PLEA that FM and television be permitted to develop simultaneously, but that space in the spectrum should be provided for the new aural medium without changing the frequencies at present allocated for television, was made by RCA in a brief, filed April 22 with the FCC, summing up RCA contentions during the FM hearings March 18-28.

Describing FM as "an evolution and not a revolution", whereas television is a "revolution and offers to the public sight in addition to sound", RCA Attorneys Manton Davis and Frank W. Wozencraft asked the FCC not to disturb television channel No. 1 in the 44-50 mc. band. FM Broadcasters Inc. has petitioned the FCC to set aside that band for 200 kc. wide-swing FM broadcasting (Armstrong system) whereas RCA has advocated narrow-band transmission.

Ten-Year Transition

RCA argued in favor of allocation of the 42-44 mc. band, providing 2,000 kc. for FM. It pointed out that 25 channels of 80 kc. width or 50 channels of 40 kc. width could be supplied, after holding that better service could be provided with the lower swings than with the 200 kc. band sought by FM proponents.

"Certainly, for the present, these two megacycles would provide all the channels which are needed for FM, for the reception of which the public must buy new equipment," the brief stated. "According to the president of FM Broadcasters Inc., Mr. John Shepard 3d, the transition from standard band broadcasting will take ten years. This is the statement of an enthusiastic proponent of FM. While all of us have high hopes for the future of FM, no one can now predict with assurance the extent or rapidity of its growth."

In discussing FM channel widths, RCA argued that either AM or FM in the ultra-high frequencies results in nearly complete elimination of natural static in the receiver. It said high-fidelity can be obtained by proper design with amplitude modulation or any other type of modulation. With a 40-kc. channel, under average conditions, it was said a 1,000-watt station could render a total service range of 84 miles, with as many as 25 stations possible on a 1 mc. channel. With a 40-kc. band, the total service would be 80 miles with 12 stations to the megacycle. With a 140-kc. band width, the total service would be 76 miles with only seven stations to the channel, while with a 200-kc. band width the range would be 73 miles with only five stations per channel.

It was argued that the only advantages of the wider-swing transmission would be a relatively small improvement in the quality of service over a small portion of the total area, but obtained at the expense of a greater reduction in the number of possible channels per megacycle and a still further reduction in the total service area.

Referring to testimony of its witnesses, the brief said that 11

(Continued on page 71)

Payemnt of Salary Restitution Ordered in Wage-Hour Ruling

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

IN THE FIRST proceeding against a radio operator by the Wage-Hour Division of the Labor Department, Mosbys Inc., operating KGVO, Missoula, Mont., on April 22 was permanently enjoined from violation of any of the provisions of the Fair Labor Standards Act in a decree signed by Judge Baldwin in the U. S. District Court at Butte, Mont. The company offered no objection to entry of the decree, which directs payment of restitution to 18 employes of the station, including announcers, engineers and salesmen.

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

No Exemption

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

Although the question has arisen in several cases, Division officials have interpreted that chief announcers or chief engineers are not to be exempt from the maximum hour regulations, which create the principal problem for station operators, since generally these employes do not operate in a bona fide executive capacity. For instance, a chief engineer to be exempt must satisfy either executive or professional requirements which virtually preclude his general type of employment. He could not be classed professionally as could a doctor or lawyer. And in most cases he does not have complete or recommendatory authority in hiring and firing other employes, and during a good share of his time he does the same type of work, i. e., operating studio or transmitter controls, as other employes working under him.

Under the law as it stands now, the fact that an employe is inexperienced is immaterial so far as enforcement of the Act is concerned. Even voluntary workers would come under the regulations, since the Act provides that "employ" includes "to suffer or permit to work". The same condition applies to student announcers, except that these may apply for a "learner's certificate", which makes provision for a definitely limited learning period during which the worker is exempt.

Although the Wage-Hour Divi-

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

Since the Act specifically exempts as employers, through definition, the United States, States and political subdivisions of States, a municipally-operated station, wholly owned and controlled by the municipality, would be exempt from compliance with the regulations, whether operated as a profit or non-profit enterprise.

Extra Compensation

In the case where an announcer receives, in addition to his regular salary from a station, special compensation from a sponsor for announcing his programs, the station paying the salary is the "employer" required to keep the records and has the primary duty of compliance with the Act, according to another interpretation. Carrying this situation into the overtime aspect, the interpretation stated that the extra pay received indirectly from the sponsor was to be considered as compensation to be included in the regular compensation of the announcer for purposes of determining the regular rate of pay.

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

Under provisions of the Act, the 44-hour maximum workweek and 25-cent minimum hourly wage that first went into effect on Oct. 24, 1938, was superseded by the present 42-hour 30-cent standard on Oct. 24, 1939. On Oct. 24, 1940, the standard will be set at 40 hours and 30 cents.

National Restaurant Week

TO OBSERVE National Restaurant Week, May 6-12, the New York State Restaurant Assn. will use spot announcements on various network programs such as Standard Brands. Sealtest Milk and other food manufacturers' programs on NBC, CBS and MBS for the two weeks prior to the celebration of the special week.

CALL-LETTER TALE Station Designations Used as Basis of Word-Play

BEDTIME story built around U. S. radio station call letters, concocted by one Barry Wood, on April 15 appeared in John Chapman's "Mainly About Manhattan" column in the *New York Daily News*. So, kiddies, once upon a time:

"KATE WHO came from KIEV was a WISE KID, so she packed her KIT and went WEST to win KALE and KOIN because she was KEEN on living WELL. The prairie WIND blew like a WHIP and tangled her hair like a KOIL of WIRE. But KATE went to WORK and after a quick WASH gave her tresses a WATR WAVE with her KOMA. The little WREN looked like a WOW. KATE didn't KNOW it, but WHOM do you suspect of waiting in the WOOD for her? A WOLF! WHAT? WILL no one WARD off the peril? "Hello, KIDO," said the WOLF with a WAGA his tail. But KATE was WISE and went WHAM on the WOLF's KOKO and with a WRAW he lapsed into a KOMA."

YOUNG O'NEIL BUYS CONTROL OF WJW

WILLIAM M. O'NEIL, son of William O'Neil, president of the General Tire & Rubber Co., will become controlling stockholder and operator of WJW, Akron, if the FCC authorizes transfers of stock under an application filed April 23. Young O'Neil proposes to buy 237½ shares of the 447 shares outstanding for \$175 per share, or \$41,562.50. The station is a 250-watt outlet on 1210 kc. Two of its largest stockholders recently sold their interests—S. L. Townsend, now with WMAN, Mansfield, O., and John F. Weimer, now with WKST, New Castle, Pa.

Young O'Neil would purchase 142½ shares from Edward S. Sheek, Akron lawyer; 72½ from Mrs. Ruth Rubin, of Cleveland, and 22½ from William F. Jones, Akron motor dealer. The remaining shareholders are M. F. Rubin, husband of Mrs. Rubin, who owns 133½ shares and also is a minority stockholder in WHK-WCLE, Cleveland, and WHKC, Columbus; J. E. Henry, Kansas City construction man, 75 shares, and R. M. Wendelkin, Akron attorney and president of WJW Inc., 1 share.

O'Neil's uncle, T. F. O'Neil, of Miami, Fla., who is a director of General Tire and heads the General Tire Co. of Miami, is president of General Broadcasting Inc. which recently applied to the FCC for a new station in Miami to operate with 500 watts night and 1,000 day on either 1330 or 1360 kc. when the Havana Treaty becomes operative [BROADCASTING, March 1]. He would hold 60% of the stock. The senior William O'Neil would hold 39%.

GOV. LEHMAN on April 22 approved the bill introduced by Assemblyman Aaron Goldstein, 14th district, Brooklyn, making it a misdemeanor to broadcast over a radio station untrue or misleading advertisements and requiring the advertiser to file with the station his true name and business address.



TWO RADIO OLDTIMERS at work and at play were caught by the camera recently. They are Leo Fitzpatrick, who is vice-president of WJR, Detroit; WGAR, Cleveland, and KMPC, Beverly Hills, and Neel Tomy, publicity director of WJR. Now about to enter their 19th year in radio, the two recall earphone days when Fitzpatrick was "Merrie Old Chief" of the Kansas City Nighthawks of WDAF and Tomy was director of the Red Apple Club. Above, Tomy (left) and Fitzpatrick talk radio in Detroit; below they probably talk radio some more during a vacation in Key West, Fla., though for the moment their attention is directed to a curbstone sign marking Fitzpatrick St.

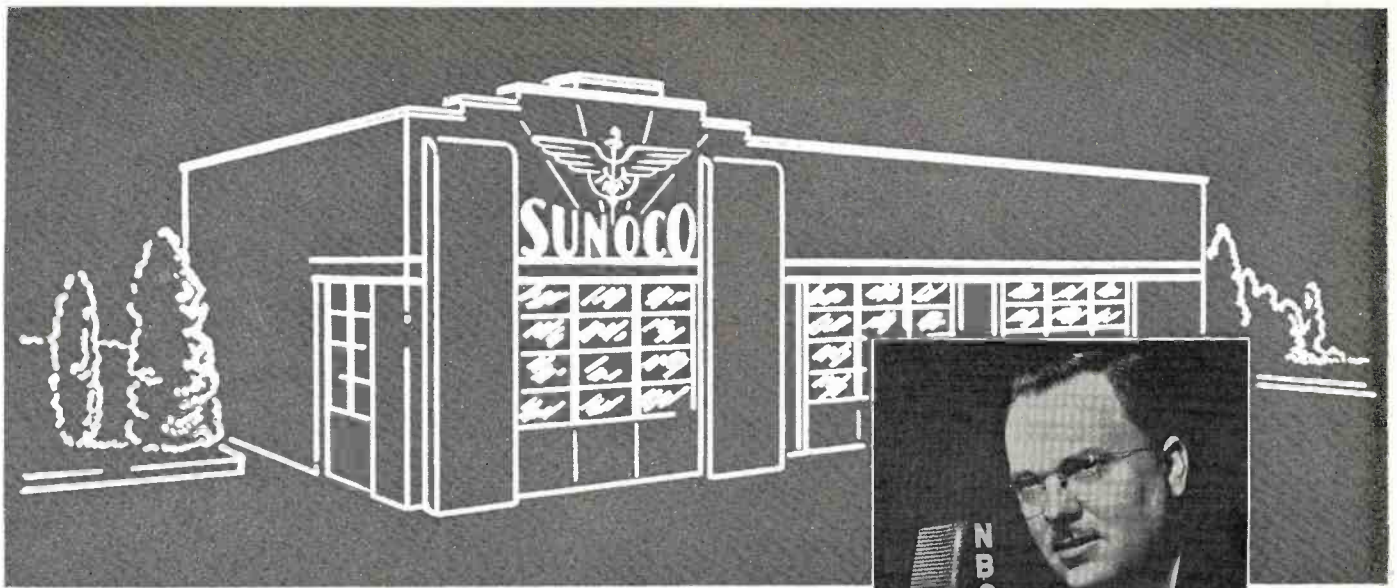
CBS First Quarter Net Increases to \$1,552,031

NET PROFIT from CBS operations for the first 13 weeks of 1940 was \$1,552,031, or 90 cents a share, as compared with \$1,163,947, or 68 cents a share, for the first quarter of 1939, it was announced April 17 at the annual CBS stockholders' meeting. Gross income for the period was \$12,777,065 this year as against \$10,276,198 last year [see April 15 BROADCASTING for complete 1939 financial report of CBS].

Meeting, which was sparsely attended, approved a five-year extension of the contract for William S. Paley to continue as president and general manager of CBS until Dec. 31, 1945, and reelected the network's board of 14 directors. In response to a question about television plans it was stated that pending FCC action CBS was continuing to experiment with program technique for this new medium.

Pipe Firm Testing

WILLIAM DEMUTH & Co., New York, on April 19 started a test campaign for Hesson Guard Milano pipes using a weekly sports program on two MBS stations, WOR, Newark, and WGN, Chicago. The program, featuring Red Barber and Al Helfer, well known sportscasters, is heard on WOR Fridays, 9:15-9:30 p. m., and on WGN 10:30-10:45 p. m. the same evening. More MBS stations will be added if the test proves successful, according to Grey Adv. Agency, New York.



Here's More Proof that... the only radio station which "delivers" the Great Northeast is WGY, Schenectady

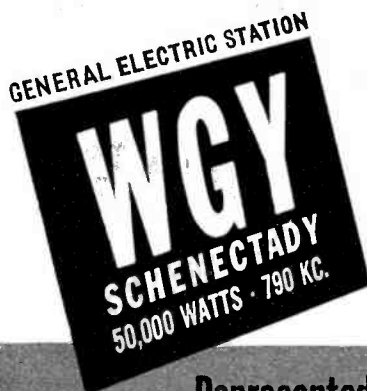
The Sun Oil Company has been sponsoring Col. Jim Healey's newscasts over WGY, Schenectady, for well more than five years now, three times weekly, from 7:30-7:45 P.M.

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

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

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

There you have one more proof that the only radio station which "delivers" the Great Northeast is 50,000-watt WGY—more proof that WGY offers you a unique opportunity to promote the sale of your product throughout this area.



Represented Nationally by



SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON

CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

KFB



Pioneer Voice of Kansas



Upper
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home
Center
ter, VI
Gener

5000 Watts • Dial 1050 • Affiliated with **MUTUAL BROADCASTING SYSTEM**
 REPRESENTED BY HOWARD H. WILSON COMPANY

An Old Established Station With a



ansas

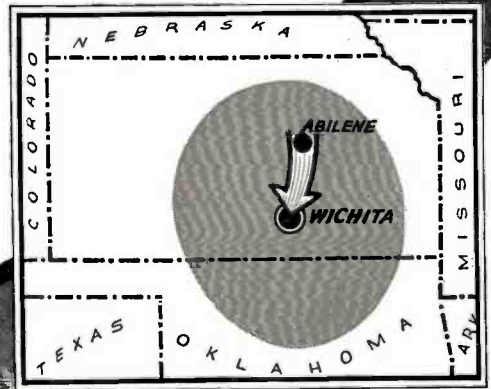
moves to **WICHITA**

BRINGING TO YOU THESE VERY DEFINITE SALES ADVANTAGES

1. KFBI, the Pioneer Voice of Kansas, is now located in the best metropolitan market in Kansas, WICHITA!
2. KFBI is now located in the heart of the rich, responsive KANSAS and OKLAHOMA farm market!
3. KFBI, with 5000 watts power on 1050 Kc brings to this area for the first time programs of the coast to coast MUTUAL BROADCASTING SYSTEM!
4. KFBI mechanical equipment is completely new. Just installed is the latest and best 5,000 watt RCA transmitter spotted by engineers after exhaustive tests in the most favorable location for maximum radiation efficiency.
5. KFBI has an experienced, enthusiastic, SALES-PRODUCING talent and announcing staff. They know how to produce programs Kansas and Oklahoma people like to hear.
6. KFBI is directed by an aggressive, experienced group of broadcasters who give this pioneer station a NEW SELLING VITALITY.

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

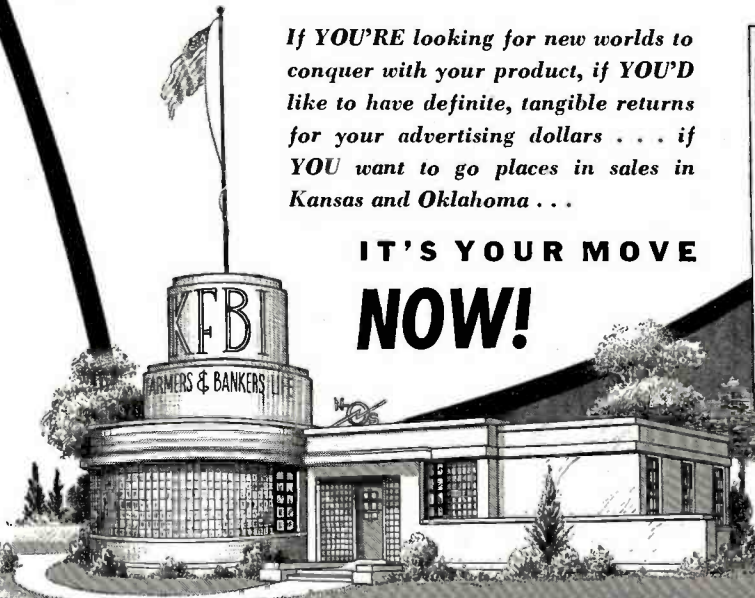
**IT'S YOUR MOVE
NOW!**



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

Left — Studios on fifth floor
Right — Aerial transmitter and tower
Light — Client room.

Left — Farmers Bankers Life Building in own Wichita, KFBI.
Right — Herb Hollis, President and Manager.



new "SELLING VITALITY"

Recording Victory Is Hailed by NIB

Shows Cooperation Benefits, Declares Lloyd Thomas

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

Cancellation by RCA of its monthly license plan, which meant an average monthly payment of about \$167 per station, along with announcements by Decca and Columbia Recording Corp. that their records could be performed until further notice without fear of action [BROADCASTING April 15], grew out of a combination of circumstances, it was indicated. Totally aside from the opposition of the broadcast industry, prospects of prolonged litigation in the Whiteman case, plus the opposition of recording artists to a ban on radio performances, contributed to the decision.

Moreover, after Decca and Columbia announced that stations could perform their records without fear of legal reprisals, RCA found it expedient to drop its licensing plans and to refund all money paid by stations. CRC had not restricted performances of its records but the Decca and RCA actions were reversals of policy.

Hailed as Victory

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

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

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

Stations were asked to advance their ideas about the annual meeting, the dates they would prefer and their ability to attend. NIB is soliciting membership among some 400 independent stations.



PLANS for women's participation in the New York World's Fair 1940, opening May 11, were discussed with women radio commentators recently at a luncheon in the Empire State Club, in New York. The luncheon was given in honor of Mrs. Oswald B. Lord (second from right), chairman of the national advisory council

on women's participation in the Fair, and Miss Mary Lewis, (second from left), the Fair's fashion director. Shown chatting at the luncheon are (1 to r) Adelaide Hawley, CBS; Miss Lewis; E. Frederica Millett, of the Fair's department of radio and television; Mrs. Lord, and June Hynd, who served as NBC representatives.

Record Hearing Set

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

The Broadcast Day

AMENDMENT of broadcast rules whereby the broadcast day will begin at local sunrise rather than 6 a. m. local standard time, was authorized April 13 by the FCC. The change in rules will permit stations to begin regular operations earlier during the summer months but will mean a later start in the winter, when the days are shorter. Stations using a differential in day and night power, under the revision, can start with their day power at sunrise rather than 6 a. m., it was explained. However, in the winter, the same rules will prevail and it will mean a later start with their higher day powers because of the sunrise variation. In the past, it was said, some interference has been experienced as a result of use of daytime powers before sunrise. The rules, changed to become effective immediately, are Sections 3.6, 3.8, 3.9, 3.10, 3.23(c), 3.79, and 3.84.

Amos 'n' Andy Renewed

CAMPBELL SOUP Co., Camden, N. J., has renewed its contract with Amos 'n' Andy on CBS for a 3½-year period as of Jan. 1, 1941, expiration date of the present contract. Program is heard on 59 CBS stations, Monday through Friday, 7-7:15 p.m. with a rebroadcast at 11 p.m. Ward Wheelock Co., Philadelphia, is agency. The comedy team is starting its 13th year of continuous network broadcasting, and, according to a CBS estimate, reaches a weekly audience of approximately 50,000,000 listeners. When Amos 'n' Andy was created on March 19, 1928, it was the first quarter-hour serial to be broadcast on a network Mondays through Fridays.

SAVED SYMPHONY Rosenbaum Mediates Dispute In Washington

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

Mr. Rosenbaum was chairman of the IRNA committee that negotiated the musicians' agreement in 1937 which averted a threatened nation-wide radio strike. As a tribute to his ability as a negotiator, IRNA elected him chairman at the Chicago organization meeting last September. Joseph L. Miller, labor relations director of NAB, arranged for Mr. Rosenbaum's intervention in the symphony dispute. Incidentally, it was BROADCASTING's biography of Mr. Rosenbaum in the May 15, 1938 issue that sold the Symphony Association on Mr. Rosenbaum as a mediator.

New Vitamin Series

SANTA ANA VITAMIN Co., Santa Ana, Cal. (powdered vitamin), new to radio, in a 52-week campaign started April 15 is using twice-weekly participation in *Norma Young's Happy Homes* and *Mirandy* on KHJ, Los Angeles. Firm is also using weekly participation in Eddie Albright's program on that station, six weekly in *Rise & Shine* on KOY, Phoenix. Other stations will be added as markets are established. Glasser Adv. Agency, Los Angeles, has the account.

Eno Discs on 10

J. C. ENO U. S. Ltd., New York, on April 22 started a series of one-minute announcements transcribed by NBC Radio-Recording Division in the interests of Eno Fruit Salts on KHJ KFRC KTSM WFIL WCAE WJJD WXYZ WGAR KPRC WDSU. The company is continuing the daily five-minute transcribed announcements started April 15 on WOR, Newark. Ather-ton & Currier, New York, is agency.

License Expenses Ruled Deductible

Held Necessary to Business In Revenue Bureau Opinion

EXPENSES incurred by broadcasters in connection with applications to the FCC are deductible expenses for Federal income tax purposes for the year in which paid or accrued, according to a ruling announced in mid-April by the Bureau of Internal Revenue. The ruling followed a request made late in March by Russell P. Place, as NAB counsel. Answering Mr. Place's letter, J. Mooney, deputy commissioner of the Internal Revenue Bureau, stated:

"The facts, as stated by you, are as follows: 'Such expenses include legal fees, engineering fees, travel and clerical expenses, etc. Such applications may be for a construction permit for a new station, for an increase in operating power of an existing station or for an increase in hours of operation of an existing station—in any case, having to do only with the terms of a license from the Commission looking to broadcasting operations on an assigned frequency for a limited period of time. Licenses are at present issued for one year, but may be issued for a maximum of three years, are revocable for cause, and grant no property rights in the frequency assigned.'

"Section 23 (a) of the Internal Revenue Code (53 Stat., Part 1) provides for the deduction from gross income in computing net income for Federal income tax purposes of all ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business. In order to secure a license to engage in the business of radio broadcasting an individual is required by law (Title 45, Chapter 5, section 308, U. S. Code) to make application to the Federal Communications Commission for a permit. Inasmuch as you state that the licenses are only issued for one year, it is the opinion of this office that ordinary and necessary expenses incurred in connection with securing the licenses constitute deductible expenditures for Federal income tax purposes for the year in which paid or accrued."

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

**Do You Really Want
To Go To Town
in BOSTON?**



Here's Real Proof!



TYPICAL WCOP LONG-TERM ACCOUNTS

COMMUNITY OPTICIANS	3 Years	(Five 15-minute periods weekly)
NATURE FOOD CENTRES	3 Years	(Six 15-minute periods weekly)
KANE FURNITURE COMPANY	5 Years	(Twenty-four 15-minute periods weekly)
<small>(Exclusive with WCOP)</small>		
DUBBLEWARE WORK CLOTHES	3 Years	(Six 15-minute periods weekly)
P. PASTENE COMPANY	4 Years	(Six 15-minute periods weekly)
STATLER PRODUCTS	5 Years	(Seven spot announcements weekly)

A Long List of Others on Request

MEMO: ATTENTION MR. TIME BUYER

BY ALL MEANS BUY BOSTON'S BEST. WIRE, WRITE OR
PHONE FOR SPECIAL PACKAGE RATES.

G. N. Stattery MGR.

WCOP

is the ONE station that is Boston's Own —
Built to Cover the Metropolitan Area,
America's Fourth Largest Market.

Boston, Mass.

1120 KC

500 Watts

Nationally Represented by HEADLEY-REED Co., New York · Chicago · Detroit · Atlanta

BROADCASTING • Broadcast Advertising

May 1, 1940 • Page 43



WHEN WSAI, Cincinnati, was named first prize winner of the station promotion contest conducted by Canada Dry Ginger Ale for its NBC-Blue *Information Please* program, Dewey Long, manager of the station (center), came to New York to receive the silver plaque and \$50 from Roy W. Moore, president of Canada Dry, in that company's offices [BROADCASTING, April 15]. At left is J. M. Mathes, president of J. M. Mathes Inc., New York, agency handling the account. Announcement of the award also was made on the April 16th broadcast of *Information Please*, and full list of runners-up and honorable mentions was published in the April 15 BROADCASTING.

Local Monopoly, Financing, Absentee Ownership Issues Are Raised by Fly

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

Chairman Fly's dissent, in which he reported that Commissioner Case concurred and with some of the reasoning of which Commissioner Walker also concurred though he voted with the majority, was significant for the arguments propound-

ed in which Mr. Fly favored the competing Patrick Henry application largely on grounds of local monopoly, financial responsibility and the absentee interest represented by Mr. Weiland, who is owner of WFTC, Kinston, N. C., and part owner of WGBR, Goldsboro, N. C. Mr. Weiland's partner, Mr. Barnes, is publisher of the *Martinsville Bulletin*.

Inconsistent, Says Fly

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

Mr. Fly pointed out that the views expressed in the Port Huron case "were not intended to be ap-

plied generally toward all newspaper applicants but only when the grant would tend toward creating a local monopoly in the channels for public expression of news and information and when at the same time a competing application was presented." In his opinion, he said, "this policy is sound and I find no justification for a failure to apply it here."

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

An Absentee Partner

Mr. Weiland, it is further pointed out, lives in Kinston, 160 miles away, and Mr. Barnes has lived in Martinsville only three years. On the other hand, S. S. Walker and J. R. Walker, two of the three partners in the Patrick Henry group, were said to be closely associated with local government and local organizations and have lived in Martinsville for more than 30 years. Moreover, Chairman Fly's dissent pointed out, Weiland is only 27 years old, and his radio experience, which apparently weighed with the majority, is offset by the fact that the Walkers in "their considerable business ventures have been successful" and proposed "to engage a staff of qualified persons to operate the station".

S. S. Walker is director and stockholder in various Martinsville corporations and member of many civic organizations, according to the original findings. J. R. Walker is vice-mayor of the community, president of the city council and secretary-treasurer of the local ice and storage board. A third partner, C. F. Walker, is in the laundry business in Rocky Mount, N. C., 154 miles away, but visits Martinsville eight or ten times yearly. The Walkers are brothers and partners in the proposed radio venture.

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

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

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

"I therefore concur in the grant to Wm. C. Barnes and Jonas Weiland, co-partners, trading as Martinsville Broadcasting Co."



OUR FAMILY

"Talks Over" its Purchases

Tonight, **our family** is "talking over" a new tractor. Yesterday morning, they agreed to switch to a new cereal. Tomorrow, they may decide for or against **your** product. And right there is where WIBW can be of tremendous influence in making that decision **favorable**.

Do this! Come with us in our daily, intimate visits into these 1,321,980 homes throughout Kansas and adjoining states. Sit down with **our family** as a welcome visitor and tell them the story of your product as they "talk over" their purchases. The results will amaze you!

WIBW

IN TOPEKA *"The Voice of Kansas"*
COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

WPAY CASE RAISES MONOPOLY PROBLEM

A NEW test of the issue of purported local monopoly in public opinion was foreseen in the recent action of the FCC denying the application of the Brush-Moore Newspapers Inc., chain of Ohio dailies, for acquisition of control of WPAY, Portsmouth, O., in which it holds a 50% interest. WPAY is the only station in Portsmouth and the *Portsmouth Times* is the only newspaper in the city. Chester A. Thompson, newspaper representative of Cleveland, who owns 50% of the station, sought to transfer his interest to the Brush-Moore Newspapers for approximately \$20,000.

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

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

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

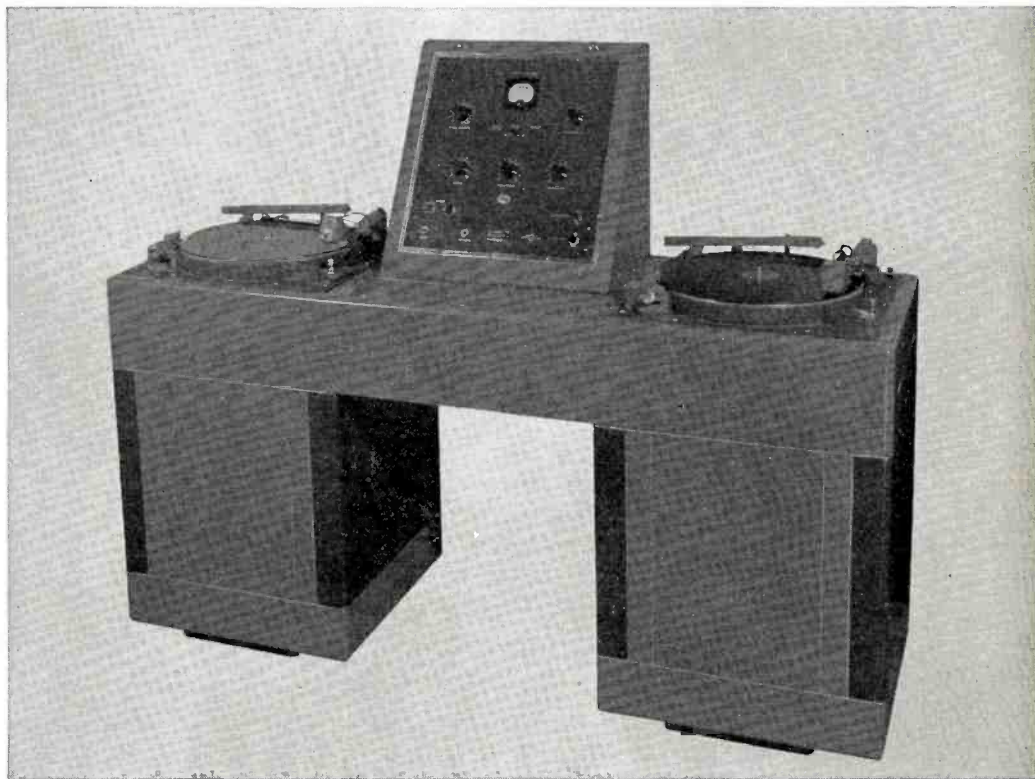
New WATW on Air

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

'Go to Church' Campaign

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

PRESTO offers a new Dual Turntable Transcription Recorder ... complete in a single unit



This new, moderately priced Presto Model F recorder makes the perfect installation for broadcasting stations, colleges, advertising agencies and personal recording studios. It records continuously, without interruption, on records up to the 17 $\frac{1}{4}$ " master size and also re-records from one record to another. The quality of the recordings made on the model F recorder makes them suitable for use by any broadcasting station.

Note these operating conveniences:

- The exclusive Presto rubber-rimmed turntable driven directly by a steel pulley on the motor shaft, a drive system that eliminates idler wheels, belts, gears and other parts subject to rapid wear. Speed shift-lever changes instantly from 78 to 33 $\frac{1}{2}$ R.P.M.
- Tables are equipped with the Presto I-C high

fidelity cutting head which records uniformly a range from 50 to 8,000 cycles and completely modulates the groove at a pitch of 112 lines per inch.

● A vertical damper eliminates vertical modulation in the groove and prevents rapid changes in groove depth due to surface irregularities in the disc.

● A time scale on the cutting arm shows the correct starting point for all sizes of discs and elapsed recording time at both 78 and 33 $\frac{1}{2}$ R.P.M.

● Amplifier gain 125 DB, output 10 watts. Amplifier controls include a two microphone mixer, playback gain control, combination control which increases the high frequency response for 33 $\frac{1}{2}$ R.P.M. recording and attenuates the high frequencies when playing commercial records, low frequency equalizer and a switch for changing instantaneously between cutters for continuous recording or re-recording.

● The complete equipment mounts in a wood table (Length, 67"—Depth, 21"—Height, 49") attractively finished in two tones of gray with silver trim. Height of turntable above floor level, 32".

For descriptive folder and price quotations, write:

PRESTO RECORDING CORPORATION

242 West 55th St., New York, N. Y.

When you think of

NEW ORLEANS

you think of:

PALM TREES *and* PATIOS



and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

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

Opinion Amended In Supreme Court

Showing of Financial Injury Required in New Wording

IN A SELDOM-used procedure, the Supreme Court of the United States April 22 amended its opinion in the so-called Dubuque case by narrowing the scope of appeal to existing stations which can show "financial injury" as the result of expected competition of new stations. The action came as the court denied a petition of WKBB, Dubuque, for rehearing, citing purported error in the highest tribunal's findings.

In amending the language of its original opinion [published in full text in BROADCASTING April 1], the court changed the portion relating to appealable interest by requiring a showing of "financial injury" rather than simply "injury". It also ordered deleted a sentence which appeared to broaden considerably the right of appeal of competing stations.

FCC's Viewpoint

At the FCC, the amendments were construed as strengthening the FCC's original contention regarding appealable interest. The action was interpreted as not permitting existing stations to appeal on any grounds but requiring a showing by the competitor that it would be financially injured, through loss of business, as a result of the licensing of the new station.

The court made this announcement in denying the WKBB petition:

"The opinion in this case is amended by inserting the word 'financially' between the words 'be' and 'injured' in the last line on page 5, and by striking from the opinion the first full sentence beginning 'In' and ending 'remedy' on page 6. The petition for rehearing is denied."

The specific language deleted from the opinion reads:

"In this view, while the injury to such person would not be the subject of redress, that person might be the instrument, upon an appeal, of redressing an injury to the public service which would otherwise remain without remedy."

WKBB sought to have the Supreme Court order a rehearing in connection with its conclusions that it found no reason for abrogating the Commission's order for lack of adequate findings. It held that the highest tribunal, apparently relying on language loosely used in the opinion of the Court of Appeals, had misconstrued the WKBB contention and had overlooked the fact that from the outset its attack upon the Commission's findings with respect to the very issue which the court held the Commission may not disregard—namely, the question of the effect of competition upon the public interest.

It asked the court to limit its opinion to the statement that the Commission's findings were adequate insofar as the question decided by the lower court is concerned, and that the case should be remanded for further proceedings in conformity with the ruling on the public interest aspect. As an alternative, WKBB suggested that the judgment of the Supreme Court revising the lower court's opinion be modified by directing that the case be remanded for further pro-



WHISPERING a heartfelt ta-ta, Tod Williams, news commentator of WTCN, Minneapolis, recently bade adieu to one of the bovine staff of Northland Milk Co., which until recently sponsored his program. The goodbyes followed a sponsorship change to Atwood Coffee Co., after Northland was forced to cancel its renewal of Williams' contract because of an unexpected amalgamation of Minneapolis dairies. Both accounts are serviced by Hutchinson Adv. Co., Minneapolis. Williams' comment to his listeners: "Up to now I've been the cream in your coffee. From now on I'm the coffee."

An 8-H Circus

F. W. FITCH Co., Des Moines, entertained 1200 underprivileged children at its *Fitch Bandwagon* broadcast on NBC-Red, April 21, which that night featured Merle Evans' circus band. Clowns and other circus acts entertained the sponsor's young guests, who comprised the entire studio audience, before and after the broadcast and peanuts, popcorn and pink lemonade were provided to give Studio 8-H in Radio City the authentic circus atmosphere.

NBC San Francisco Plans

PLANS for NBC's new building of its own to house West Coast headquarters in San Francisco moved nearer to completion in latter April, with O. B. Hanson, vice-president and chief engineer, and William A. Clarke, manager of technical services, on hand to go over sites and proposals as developed by Al Nelson, San Francisco division manager. All facts and data have been assembled for final approval by New York headquarters, and construction is expected to start soon.

Options Old NBC Studios

H. M. HORKHEIMER, onetime Hollywood independent film producer, has taken an option for a 20-year-lease on the old NBC studios on Melrose Ave. in that city. His negotiations are with Consolidated Laboratories, which erected the structure more than five years ago for the network. The latter's lease expires on Dec. 31. Deal also involves acquiring broadcasting equipment in the plant from NBC.

BEN GRAUER, noted NBC announcer who celebrates his tenth anniversary as an announcer this year, has been selected as announcer for Mrs. Eleanor Roosevelt's series of programs, which started April 30 on NBC under the sponsorship of Manhattan Soap Co. [BROADCASTING, April 15].

ceedings so that the question of the adequacy of the Commission's findings can be determined.

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

RMA TO CONTINUE JOINT NAB DRIVE

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

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

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



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

Squirt to Go National

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

Arrow in Canada

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

THE RCA *Music You Want* program, heard on KYW, Philadelphia, Sundays through Fridays at 11:15 p. m., on April 12 received the first certificate of award given by the cultural magazine *Arts in Philadelphia* for a radio program "doing much to further the interest of the public in fine music".

WLS, Chicago, estimated recently that 63,000 hamburgers and sandwiches and 2,520 gallons of coffee have been consumed by the entertainers on the *WLS National Barn Dance* since they started to broadcast from the Eighth Street Theatre in Chicago. A free lunch is served by the management between the two stage performances each Saturday evening.

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

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

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

The FCC granted construction permits to KIRO, Seattle, and KMPC, Beverly Hills, Cal., for increased power on 710 kc. KIRO was authorized to boost its power from 1,000 to 10,000 watts and install a directional antenna, receiving what amounts to a Class I-B assignment. KMPC was authorized to increase its power from 1,000 to 5,000 watts as a Class II station and install a directional antenna. Both stations are CBS outlets, though the Los Angeles transmitter is supplementary to KNX, CBS-owned 50,000-watt station.

WBBM
CHICAGO
50,000 WATTS
CBS

Unchallenged first
in this ten-million-
population market.



For more information about WBBM, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Detroit, St. Louis, Charlotte, N. C., San Francisco, Los Angeles

MIDWESTERN KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

FM STATIONS TURN TO WORLD

**AS THE ONE RECORDING SOURCE
FOR THE EXTRA "WIDE RANGE"
THAT FM DEMANDS... WORLD
HAS PIONEERED WIDE RANGE
FOR YEARS.**

You advertising men have the essential facts about FM (Frequency Modulation). You have heard it described as the most accurate method of sending radio programs into your home. You are told that in an FM broadcast—

An orchestra sounds as though it were playing right with you. A high violin note sings in the scale of chromatics. It has an extra sparkle. The deep bass gains tone in your ear. An actor's whisper has a startling realism.

During pauses you are treated to a silence . . . no sign of static . . . complete as though you had flickered out.

Magic? Yes. The magic of "Wide Range," from very low to very high. The frequencies put harmonics into each note, giving it color and individuality.

World is important to FM! World has long held the m

WORLD BROADCAST

STUDIOS AT NEW YORK, CHICAGO, HOLLYWOOD •

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vanced position in high fidelity recording. "Wide Range" has come to be synonymous with World because these transcriptions have covered nearly double the frequency range of conventional recordings. Hence, the tone richness, the life-like quality that you enjoy today in a World broadcast.

That extra "Wide Range"—that reserve of quality which has for years earned the preferment of radio stations and advertisers—is a "must" for FM broadcasting.

While ordinary recordings cannot meet the exacting requirements of FM, World's quality is in demand as fast as FM stations are licensed. It is a scientific fact, of course, that the most nearly perfect thing in recorded sound is a World vertical cut,

Wide Range transcription.

Use this quality for your programs. 531 stations throughout the world have long been equipped with the special sensitive apparatus required for broadcasting World transcriptions.



ASTING SYSTEM

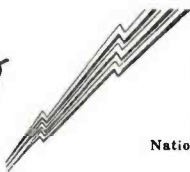
RANCHES AT SAN FRANCISCO AND WASHINGTON

BROADCASTING

and

Broadcast Advertising

MARTIN CODEL, Publisher
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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.

Indiana's Index

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

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

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

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

Totally aside from the willingness of the Hoosier listener to buy radio-advertised goods are several other disclosures which merit notice. Practically every home (94.1%) had a

radio. Their dwellers listen an average of 4.2 hours a day. And about one-fourth of the school children are influenced in their program tastes by their school teachers.

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

Closer Affinity

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

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

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

Not a single objection has reached us since we recently advanced the suggestion [BROADCASTING, April 1] that feats of radio journalism be recognized in the annual Pulitzer Prize Awards, and we have high hopes that this will eventually come about. Half or more of the news-gathering, news-writing and news-purveying manpower of radio comes out of newspaper offices; it is easy for newspapermen to adapt themselves to the new medium, and ra-

dio has opened up a great new field of employment for them as mergers and demises of newspapers otherwise narrowed their opportunities.

Gadflies

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

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

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

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

It is clear to us, from the tenor of the feeler letter sent by the printing trades group to publishers, that the eventual approach will be for discriminatory tax legislation—another effort to saddle radio with a privilege tax burden designed to be practically confiscatory. Otherwise, why should so much emphasis be placed upon station earnings stemming from a "Government license"?

Printers, compositors, engravers, stereotypers and pressmen quite naturally want to protect the "job opportunities" of their crafts. That means protection of the publications dependent upon advertising. When the publications thrive, printing craftsmen are in a better position to bargain for wages, hours and other work benefits. It is a natural wish. But the follow-through inferred—of attempting to stop progress by scuttling commercial radio—is as silly as the last stand of the horse-car driver against the electric street car.

We Pay Our Respects To—

Personal NOTES



GUY CLARENCE HAMILTON

IN ANYBODY'S language \$75,000 "ain't hay". Yet, the McClatchy newspapers and radio stations of California spent that in about 11 months on facsimile, to determine whether the newspaper of the future would be printed by radio. And they feel they got more than their money's worth.

That was the story told by Guy Clarence Hamilton, vice-president and general manager of the McClatchy interests, in his third annual appearance before a group of newspaper publishers attending the annual convention of the American Newspaper Publishers Assn. in New York a few days ago. McClatchy was giving up the ghost on facsimile—for the present at least. But the \$75,000 spent for transmitter and receivers and for audience surveys, he said, was multiplied many times in return. Goodwill from the people in the area served by the newspapers and stations was the main return, along with nationwide publicity which made it easier for McClatchy salesmen to sell. Experience gained by the McClatchy staff means that when facsimile does become feasible, the organization won't be starting from scratch.

That summation typifies the enthusiasm and optimism of the 6 foot-225 pound man who heads the smoothly functioning McClatchy newspaper-radio organization. He manages the three *Bees* of Sacramento, Fresno and Modesto, two engraving plants, and five radio stations—KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. The California stations, tied into the California Radio System along with several non-owned outlets, constitute one of the country's largest independently-owned station groups.

It wasn't so long ago that Guy Hamilton was one of the few newspapermen who openly advocated news broadcasting as a means of building up newspaper circulation and prestige. He kept at it long enough to see results reflected in increased circulation of all his papers when many other publishers were viewing with alarm the dire inroads of radio competition.

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

Today radio is recognized as a primary journalistic medium. It was never more evident than at the ANPA convention just closed in New York. When those same ANPA conventioners of just a few years back were leering at radio, Guy Hamilton was preaching the gospel of the new medium, and backing it up with facts—facts that disclosed a 30% increase in circulation which he ascribed largely to radio plugging for new readers.

How Guy Hamilton got into broadcasting is a story worth recounting. He began studying radio as an adjunct of publishing in 1920. Two years later—on Feb. 2, 1922—KVQ was launched as a 5-watt in Sacramento under the aegis of the *Bee*. It was the first station on the Pacific Coast to be operated by a newspaper. Six months later the power was increased to 50 watts, but protests of interference from DX fans subsequently caused abandonment of the station.

While the experiment was short-lived, it had been conducted long enough to convince Guy Hamilton, then business manager of the *Bee*, of the possibilities of radio as a newspaper goodwill builder. In 1925 the McClatchy organization joined forces with another Sacramento firm and acquired KFBK, its present outlet. In 1929 McClatchy assumed complete control of the station.

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

Meanwhile, under the enthusiastic guidance of Guy Hamilton, the radio interest of the firm had been extended to other fields, as KMJ, KERN, KWG and KOH were acquired. All of them became affiliated with NBC.

NILES TRAMMELL, NBC executive vice-president, acted as chairman of the radio division of the 1940 campaign of the Greater New York Fund in April. A permanent organization, titled the Committee of Forty, and made up of younger executives, has been formed, radio members of which include William S. Paley, president of CBS; Lunsford P. Yandell, in charge of sales of NBC's shortwave broadcasting service, and Jerome Danzig of the sales department of WOR, Newark.

NORTON COTTERILL, vice-president in charge of sales of World Broadcasting System, recently addressed the radio class of City College of New York on "Stretching the Radio Dollar". The class visited WBS studios to hear the lecture, made at the invitation of Dr. Seymour Siegel, program director of WNYC, New York municipal station. In conjunction with Mr. Cotterill's address the WBS movie, "On the Air with World", was shown.

PHILIP KERBY, NBC director of institutional promotion and author of "The Victory of Television", on April 24 spoke on "Television Today" at a special television showing at the Beekman Tower Hotel, New York.

STEPHEN SLESINGER, NEA representative, New York, has moved his offices from 250 to 247 Park Ave.

HELEN SIOUSSAT, CBS New York assistant director of radio talks, is on the West Coast on a combined business and pleasure tour. She is headquartered in Hollywood.

PETE DOWLING, formerly of the *Oklahoman & Times* advertising staff, has joined the sales staff of WKY, Oklahoma City, according to Gayle V. Grubb, general manager.

It was in 1932 that Mr. Hamilton, much against the advice of his fellow publishers, began broadcasting headlines and condensed versions of the news. "A good many of our friends," he now recalls, "told us we were silly and digging our own graves. We were not so sure then but that they were right, but we kept on doing it anyway as we had a theory that headline broadcasting was a sort of teaser for the details in the paper.

"Of course during all those years we never lost a chance to plug for our newspapers over the air, to tell the people they could get all the details of this or that news event by reading the paper. Radio never will supplant the printed word. But I am certain it has its own field and that it can be used as an important adjunct in the promotion of newspapers."

Several years ago Guy Hamilton entered the untried field of facsimile, intrigued by the possibilities of sending a complete newspaper into the home over the air. He got FCC permission to use the regular channels of KFBK and KMJ for facsimile broadcasts during hours when regular programs were not on the air, setting up what developed as the first experimental facsimile hookup of two stations. The results of that experimentation are recounted elsewhere in this issue.

Guy Clarence Hamilton was slated for a career as a schoolmaster when he "escaped" into

W. J. McEDWARDS, assistant sales promotion manager of the NBC Central Division, joined the Chicago local sales staff on April 16, succeeding Charles L. Hotchkiss, who resigned recently to become radio director of Sherman K. Ellis & Co., Chicago. George A. Bolas has been promoted to succeed McEdwards, and is succeeded as clerk in the department by Robert G. Venn.

ED CURTIN, formerly director of public relations for the Greater New York Committee for the President's Birthday Ball, and previously news editor of NBC, has joined the radio department of the New York World's Fair.

LARRY NIXON, formerly publicity director of WNEW, New York, and author of several books on travel, will be in charge of the press room in the American Telephone & Telegraph Bldg. this summer at the New York World's Fair.

STERLING FISHER, CBS director of education, on May 3 will address the sophomore class at the U. S. Military Academy at West Point on "Literature Is a Living Medium."

MRS. MARY B. O'FALLON, mother of Eugene O'Fallon, owner of KFEL, Denver, is recovering in Misericordia Hospital, New York, from a fractured hip as a result of being struck by the revolving door of a New York restaurant April 20.

SIDNEY N. STROTZ, NBC vice-president and general manager of the Central Division in Chicago, was host at a luncheon April 18 for Niles Trammell, NBC executive vice-president, with guests including NBC Chicago department heads and members of the sales staff.

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, has been appointed chairman of the radio department of the Pacific Advertising Clubs Assn. convention to be held July 7-10 in Vancouver, B. C.

JOSEPH CONNOLLY, for the last five years publicity and promotion director of WFIL, Philadelphia, recently joined the sales and station promotion staff of WCAU, Philadelphia. His duties at WFIL have been assumed by Fred Dodge.

the newspaper business. He was born March 3, 1879, in Richland Center, Wis., and attended Rice Lake High School and Stevens Point State College. After serving a year as a high school principal, he decided to go West. It was while waiting for the beginning of the fall term of the Chelalis, Wash. high school, which had retained him as a teacher of mathematics, that he secured temporary work on the *Tacoma Ledger*. Yielding to the spell of printer's ink, when it came time to go back to the classroom, he elected to stay with the paper. Though without previous newspaper experience, he became assistant business manager within three years.

In 1907, the 28-year old newspaperman received an offer from the *Sacramento Bee*. He accepted, and has been there ever since. In 1923, while secretary-treasurer and auditor of the McClatchy company, he was named business manager. When Carlos K. McClatchy died in 1933, he became business director of all of the McClatchy properties, including the radio stations. When C. K. McClatchy, editor of the *Bee*, died in 1936, Guy Hamilton became general manager.

Mrs. Hamilton is the former Elizabeth Gould, whom he married in 1903. They have four children—Paul, Clarence and Helen Hamilton, and Mrs. Margaret Kerins. Stamp collecting and amateur movies are his hobbies. He belongs to the Elks and the Sutter Club.

H. K. CARPENTER, general manager of WHK-WCLE, Cleveland, on April 19 was unanimously nominated as district governor at the district conference meeting of the Rotary Club at Canton. O. Mr. Carpenter is past president of the Cleveland Heights Rotary Club. His nomination to governorship of the 158th district, covering the eastern half of Ohio, is subject to the election to be held at the International Rotary Convention to be held June 10 at Havana, Cuba.

KERMIT J. MOSS, formerly of Henry Souvaine's radio production company, New York, and previously of Cecil, Warwick & Legler, New York, has joined the sales staff of WNEW, New York.

NORMAN REED, managing director of WBAB, Atlantic City, has been named chairman of the New Jersey State National Radio Festival Committee, to be observed June 3-8. Among special activities are planned salutes to public school pupils, a "hospitality week" for listeners and essay contests.

HAROLD M. COULTER, director of advertising and sales promotion of WKRC, Cincinnati, in mid-April married Virginia Blinn. James M. Patt, of the WKRC sales staff, and Patricia Mather, of the accounting staff, also recently announced their engagement.

WILLIAM E. FORBES, CBS Hollywood executive, was chairman of the Advertising, Radio & Journalism Section of the annual Occupation Conference held at the University of California at Los Angeles, April 15-18. Mrs. Frances Farmer Wilder, CBS Pacific Coast educational director, was a featured speaker and discussed radio as an occupation.

JOHN V. L. HOGAN, president and chief owner of WQXR, New York, has announced the election of Udo M. Reinach, New York broker, to the board of directors of Interstate Broadcasting Co. Other directors, in addition to Mr. Hogan, are Elliott M. Sanger, vice-president and general manager; Louis M. Messing and Carl T. Naumburg.

DAVID M. TAYLOR, formerly of the sales staff of WBIG, Greensboro, N. C., has joined the sales staff of WSJS, Winston-Salem, N. C. Mrs. Taylor also has joined the WSJS continuity department.

FRANK BOWES, sales manager of WBZ-WBZA, Boston-Springfield, has returned to his office after a week in the hospital with a serious eye infection. During his illness his car was stolen from a Boston parking lot and later found completely wrecked.

DON ROBBINS, formerly San Francisco manager for Walter Biddick Co. station representatives, recently joined KSAN, San Francisco, as account executive.

BURRIDGE D. BUTLER, owner of WLS, Chicago, and KOY, Phoenix, has returned to his Arizona winter home after an archaeological expedition with Prof. Haurey of Arizona U and Buck Lambert, of Wickenburg, Ariz., Indian authority.

MRS. HERBERT WITHERSPOON, director of the Metropolitan Opera Guild, effective May 15, has been appointed executive secretary of the American Guild of Musical Artists, succeeding Leo Fischer, recently resigned.

MORT BLOOM, Pennsylvania U graduate and "Chuck" MacAdams, of Temple U, have joined the sales staff of WHAT, Philadelphia.

T. H. KILGORE has been appointed manager of KARM, Fresno, Cal., succeeding Lou Keplinger, who has resumed residence in Los Angeles.

GENE BARTH has joined the sales department of WIRE, Indianapolis.

RALPH H. WHITMORE Jr., graduate of the CBS training school for junior executives in Hollywood, recently was added to the sales force of KSFO, San Francisco.

Meet the LADIES



LEONA BENDER

FOR almost eight years WOAI, San Antonio, has been the daily hangout of Leona Bender, best known for her *Woman's Page of the Air* and educational activities. She made her mike debut in 1923, later singing with a De Wolf Hopper unit, doing a stage routine with Ginger Rogers, and singing with the original Coon-Sanders orchestra. Oh yes, her career includes several years of newspaper work.

Talent Vacation

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), sponsoring the five-weekly quarter-hour program, *It Happened in Hollywood*, on 38 CBS stations, Monday, through Friday, 3:15-3:30 p. m. (EDST), will give every member of the staff, including Eddie Dunstedter's 10-man orchestra, one week's vacation with full pay. Cast will qualify for the vacation as regular employes of the packing concern. This is believed to be the first time that musicians in a radio orchestra will be paid for a vacation period. The show will continue through the summer with members of the cast taking their vacation just as any member of the firm. Don Creed, CBS Hollywood sound effects technician, is included in the vacation plan by Hormel, though employed by the network.

GEORGE ZELLERS, formerly of *Screenland* magazine, has joined KDKA, Pittsburgh, as assistant to W. B. McGill, KDKA promotion manager.

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

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

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

Sam H. Bennett Named KMBC Sales Director

SAM H. BENNETT, veteran Southwestern station manager who is now managing director of the Lone Star Chain, Texas regional network, on May 15 will become director of sales of KMBC, Kansas City, according to an announcement by Arthur B. Church, president, and Karl Koerper, vice-president. At KMBC he will directly supervise all sales, while Carter Ringlep, formerly manager of sales service, will be regional sales manager, concentrating all his effort on the KMBC regional territory.



Mr. Bennett

A graduate of North Texas Agricultural College and Rice Institute, Mr. Bennett entered radio in 1930 with KFJZ, Fort Worth. Two years later he became manager of KTAT in that city, and in 1935 he was made commercial manager of the old Southwest Broadcasting System. When that regional network was sold to Hearst, he remained with KTAT as manager, that station not being included in the deal. In 1938 he became vice-president of Texas State Network while managing KTAT. Last year Elliott Roosevelt purchased that station, and Mr. Bennett moved over to the newly-formed Lone Star Chain, formed to compete with TSN and comprising KGKO, Fort Worth; KGNC, Amarillo; KRGV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi.

Robertson to KGGM

APPOINTMENT of Dale Robertson as general manager of KGGM, Albuquerque, was announced April 16 by A. R. Hebenstreit, president of the station. Mr. Robertson resigned as manager of WBAX, Wilkes-Barre, Pa., to assume his new duties. He formerly headed WIBX, Utica, and prior to that was general manager of WIBM, Jackson, Mich. Mr. Robertson succeeds the late Mike Hollander.



Mr. Robertson

Wins George Holmes Award

KENNETH T. DOWNS, manager of the Paris bureau of International News Service and its chief war correspondent on the western front, has been named first winner of the George R. Holmes Memorial Trophy Contest. Award, established by INS in honor of the late chief of its Washington bureau, was announced by Joseph V. Connolly, president of INS, at the ANPA luncheon on April 25. Downs, who was heard on NBC from Paris during the early days of the war, was given the award on the basis of his dispatch of Dec. 7, following a night spent with a regiment far ahead of the main bastions of the Maginot Line.

WKBV, Richmond, Ind., remained silent from 10 a. m. to 6 p. m. April 26, by special FCC authority, due to the death of Mrs. William O. Knox, wife of the owner of the station.

BEHIND the MIKE

MRS. LAWRENCE H. PIKE, for the last five years heard on the *Household Chats* program of WGY, Schenectady, N. Y., has resigned to join the staff of Sherman K. Ellis, as a writer of food copy. Patricia Sheldon Smith the original "Betty Lennox" of the program until her retirement from radio five years ago, has returned to WGY to resume the daily program, effective May 1.

BRUCE WENDELL, announcer of WNEW, New York, who has assisted Earl Harper in broadcasting the Newark Bears International League baseball games, has joined the announcing staff of WHN, New York. George Hogan replaces him at WNEW.

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

EDGAR FAIRCHILD, New York musical director and composer, has joined the Hollywood staff of the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest milk), as assistant to Vic Knight. He will supervise and assist in creating original music for the weekly program. Vallee will take his troupe to New York May 30 for two months.

STAN VAINRIB, formerly of KRIC, Beaumont, and KXYZ, Houston, has joined the announcing staff of KABC, San Antonio, succeeding Jerry Fisher, now with KCMC, Texarkana. Frank Holloway, formerly of KICA, Clovis, N. M., also has joined the KABC announcing staff. Lester Scott, KABC announcer, left April 21 for Honolulu for an extended rest due to ill health. Maxine Gerhaug had joined the KABC continuity staff.

WAKEFIELD HOLLEY, formerly of KWKH, Shreveport, has joined the announcing staff of WKY, Oklahoma City. Bob Eastman, recently named news editor, has been appointed publicity director.

WALTER PATTERSON, who formerly produced, directed and announced the *Musical Steelmakers* show for Wheeling Steel Co. on MBS, has joined the announcing staff of WSPD, Toledo, O. Edward C. Ames, WSPD announcer for the last three years, has resigned to become public relations director of Owens Corning Fiberglas Co., Toledo. Jack Solon succeeds him.

GORDON ROTH recently joined the announcing staff at KRE, Berkeley, Calif., succeeding Hal McIntyre, who resigned to join KYA, San Francisco.

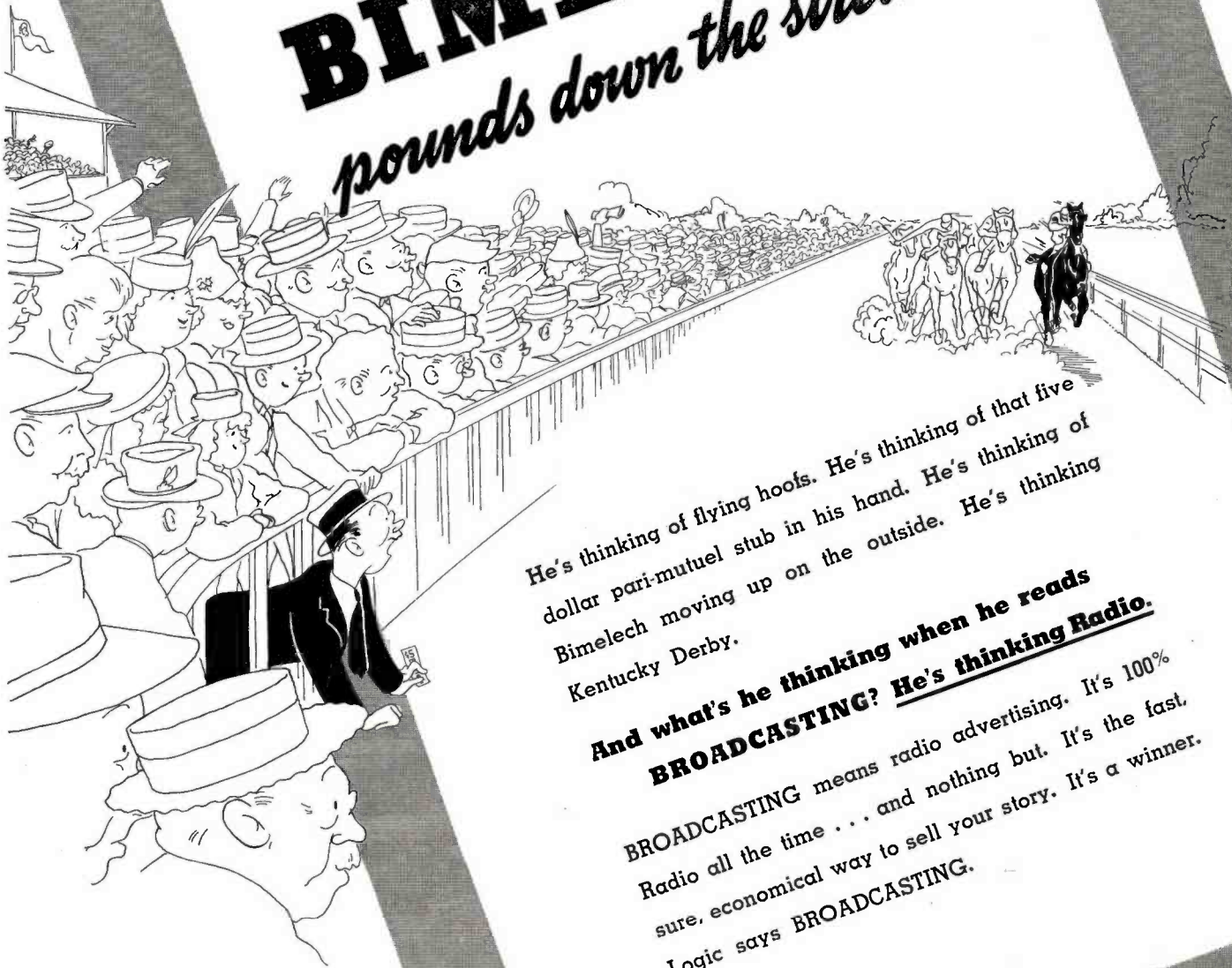
JAY SIMS, formerly announcer of WBBM, Chicago, and of KGMB, Honolulu, and KFRC, San Francisco, has joined WOR, Newark. Marshall Dane previously of WIP, Philadelphia, and WBAL, Baltimore, also has joined the WOR announcing staff.

GEORGE TOLIN, sportscaster, has joined KROW, Oakland, Cal. and is assisting Dean Maddux at baseball games.

BOB BUICE, formerly with KGHI, Little Rock, has joined the announcing staff of KARK, that city. Miss Lee Meyer, Little Rock society girl, has also joined the KARK staff to handle a daily *Town Talk* program and head the continuity department.

JOE EMERSON, of the staff of KFEL, Denver, went to Hollywood in mid-April to get material for his *Movie News and Movie Views* program, which is being handled in his absence by Herb Trackman.

What's he thinking when
BIMELECH*
pounds down the stretch?



He's thinking of flying hooofs. He's thinking of that five dollar pari-mutuel stub in his hand. He's thinking of Bimelech moving up on the outside. He's thinking Kentucky Derby.

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

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

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

**BROADCASTING
BLANKETS
TIMEBUYERS!**

* If scratched, reader please substitute handicappers' first choice.

This is the Month!

KOIL

plays PERSONAL HOST to
GRACIE ALLEN'S
"NATIONAL SURPRISE
PARTY CONVENTION"

OMAHA'S BASIC COLUMBIA STATION
DON SEARLE, GENERAL MGR.
KATZ AGENCY, NATL REPR.

W F M J

Youngstown
Ohio

The only NBC
station between
Cleveland and
Pittsburgh.

THE MOST POWERFUL
DAYLIGHT STATION IN
PUERTO RICO

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

W N E L

San Juan
PUERTO RICO

The Shortest Route
to the rich
AKRON MARKET
is via
Akron's Popular Station,

W J W

AKRON, OHIO
Representatives
Headley-Reed Company

DAVID W. SIEVERS, announcer of WGBR, Goldsboro, N. C., is the author of the play, "Doors That Slam", which was produced and presented in mid-April on MBS by the Carolina Playmakers. Sievers wrote the play while a student at North Carolina U. where he majored in dramatics before graduating in February. WGBR carried the play by special permission.

JACK KELLY, of the sports department of WWL, New Orleans, on June 18 is to marry Katherine Chester, of Atlanta.

VERNE WILSON, formerly of KSFO, San Francisco, recently was added to the announcing staff of KYA, San Francisco.

WADE HAMILTON, formerly of KTUL, Tulsa, Okla., and for the last six months demonstrating and teaching the Hammond organ and novachord in the St. Louis region, has returned to KTUL as organist. In addition to his radio work, he has opened a studio and is offering courses in the instruments through his "Visichord" method. Bob McWilliams, graduate of the Oklahoma U school of journalism, has joined the KTUL news staff.

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

DON HAMBLY, program director of KRE, Berkeley, Cal., is the father of a boy born recently.

JOE GOODELL of the guest relations staff of KPO-KGO, San Francisco, was married recently.

DANE LUSSIER, Hollywood writer of the CBS program, *It Happened in Hollywood*, sponsored by George A. Hormel & Co., had his first play, "Come to My House," presented April 18 at the local Footlight Theatre, as tryout for New York.

MANNY MANHEIMER, Hollywood scenario writer, has joined the script staff of the NBC *Chase & Sanborn Show*, sponsored by Standard Brands, assisting Dick Mack.

REID KILPATRICK, formerly announcer of the old KEHE, Los Angeles, has joined KHJ, that city.

WILLIAM FAGAN, formerly of the Macy group of Westchester newspapers, has joined the news staff of WNEW, New York. Paul Schreiner, studio assistant on the WNEW *Make Believe Ballroom* program, has been appointed manager of the station's softball team.

JAMES WAEL, producer of KGU, Honolulu, who came to California to study television, entered Cottage hospital, Santa Barbara, Cal., in mid-April to undergo a mastoid operation.

RICHARD HOGUE, formerly of KDKA, Pittsburgh, has joined the announcing staff of WHN, New York.

DON WILSON, Hollywood announcer, has been signed by Paramount for a role in the film "Comin' Round the Mountain."

JACK COPELAND, news editor of the Arizona Network, Phoenix, has been contracted by a New York publisher to write a series of articles dealing with the attitude of Mexican citizens toward the United States.

EDWARD HOERNER, graduate of Holy Cross College and Loyola College of Music, has joined the production department of WWL, New Orleans.

ARCH OBOLER, NBC Hollywood playwright, has been assigned to do the MGM screen version of "Escape," story of Nazi Germany.

KNOX MANNING, CBS Hollywood newscaster, provided the narration for a new series of Columbia film shorts on wrestling.

PAT FREDERICKS has joined KWOS, Jefferson City, Mo., as chief of the news and sports departments.

Elliott Roosevelt Heard Over TSN for Dr. Lyons

ABSENT from the air as a regular commentator since the expiration of his MBS contract with Emerson Radio & Phonograph Corp. last winter, Elliott Roosevelt, son of the President and head of the Texas State Network, returned April 24 on 12 TSN stations with a new series of sponsored commentaries. Titled *America Looks Ahead*, the programs are heard Mondays, Wednesdays and Fridays, 7-7:15 p.m., under sponsorship of R. L. Watkins Co., subsidiary of Sterling Products, for Dr. Lyons Tooth Powder.

Blackett-Sample-Hummert placed the account. TSN outlets carrying the series are KFJZ, Fort Worth, owned by Mr. Roosevelt and his wife; KLRH, Midland; KBST, Big Spring; KRBC, Abilene; KGKL, San Angelo; KVWC, Vernon; KPLT, Paris; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KABC, San Antonio.

PERRY LAFFERTY, formerly director of music at the New Haven branch of WBRY, Waterbury, Conn., has joined CBS in New York as an assistant director.

EDWARD CHARLES KOOPS, dramatic director of WSJS, Winston-Salem, N. C., was a member of the board of judges for the sixth annual one-act play tournament staged April 17-19 under the direction of the city recreation department.

RICHARD WYNN, formerly of KYA, San Francisco, and winner of the Sidney Garfinkel Adv. Agency announcer's award last year, has joined KSFO.

HELEN SCHINDLER, on the announcing staff of WDAS, Philadelphia, has announced her engagement to Leonard Lipkin.

ROSALIND ROULSTON, formerly in the continuity department of WABC, New York, has joined the KNX, Hollywood, continuity staff.

HAL TUNIS, announcer of WIBG, Glenside, Pa., on May 1 married Sylvia Lipschutz.

PAUL PIERCE, CBS Hollywood continuity editor, and Bob Garred, news commentator, will shortly apply for their private plane pilot licenses.

JACK RIASKA, production manager and announcer of KLO, Ogden, Utah, is recovering from a recent tonsillectomy.

JIMMIE ALLEN says:

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

Up to 650 transcribed episodes (World transcribed) available. Proven merchandising plan. You can buy rights for any book—65 episodes per book. Write for price and information,—stating number of episodes wanted, radio stations, etc. Audition record sent \$4.00 C. O. D. Money back when returned.

RUSSELL C. COMER CO.

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



GARDEN GOODS prizes got a big play on the opening *Question Market* woman's quiz program early in April, when it started on WRC, Washington. Shown here with the two winners of the first program—they finished in a dead heat and split the booty—is the feature's guiding light, Mary Mason (center), WRC director of women's programs. With six women contestants matching wits, each question asked by "Cousin Mary" was graded by some item to be found in the assortment of groceries handed each contestant as the competition opened. At the finish, the woman missing the fewest questions wins all the forfeited groceries—except that they are split in event of a tie, as here.

GEORGE TOLIN, formerly of KSAN San Francisco, has joined the sports announcing staff of KROW, Oakland. Don Logan, formerly radio columnist of the *Oakland Post-Enquirer*, has joined the KROW continuity staff.

EMERSON WALDMAN, formerly in the NBC publicity department in New York, is the author of *Beckoning Ridge*, his third novel, to be published in November by Henry Holt & Co., New York.

JIM MOORE, announcer of KRE, Berkeley, Cal., is convalescing from a serious illness.

BILL PARSONS and Mike Ashman announcers of KSAN, San Francisco, recently joined KTOH, Lihue, Hawaii.

MARJORIE LUETHI, continuity writer of WBAP, Fort Worth, recently entered her black cocker spaniel, Black Knight's Mamba, in the Fort Worth National Dog Show, winning second place in the novice class.

DON LOGAN, formerly radio editor of the *Oakland Post-Enquirer*, has joined KROW, Oakland, Cal., as continuity writer.

JOE HASEL, formerly announcer of WNYC, New York's municipal station, and assistant to Ted Husing in covering tennis matches on CBS, has joined WNEW, New York, to assist Earl Harper on baseball broadcasts.

GRACE LEGG, secretary to Walter B. Haase, program manager of WDRC, Hartford, Conn., has announced her engagement to Walter Holman.

VIRGINIA TATE has joined the merchandising and publicity staff of WOAI, San Antonio.

HAL JANIS, sports director of WMCA, New York, on April 17 became the father of a seven-pound baby boy.

TRUMAN BRADLEY, Hollywood-announcer-narrator, has been signed for a feature role in the Paramount film, "A Night at Earl Carroll's", now in production. He also played a leading role in "Northwest Passage."

CHARLES M. ANDERSON, formerly announcer-producer of KOA, Denver, has joined KHJ, Los Angeles, replacing Don Currlin, who resigned to freelance.

S. P. OCHILTREE of the Associated Press radio department, New York, has returned to his desk after a three-week absence from an appendicitis operation.

BOB EASLEY, until recently a salesman-announcer with KRMD, Shreveport, has joined WJBW, New Orleans, in the same capacity. He ran for a seat in the Louisiana State Legislature between jobs, and was defeated narrowly in the same election which ended the Long regime.

GEORGE H. ALLEN, formerly in the sales promotion department of the National Theatre Supply Co., has joined the sales promotion department of WOR, Newark.

WALTER TURNER, new to radio, has joined the announcing staff of WLOK, Lima. O. Hugh Downs has been promoted to chief announcer.

GILBERT MACK, network actor and formerly of WHN, New York, on April 18 became the father of a six-pound girl. Mrs. Mack is the former radio actress, Rosella Davis.

DAN O'BRIEN, formerly of WHAZ, Troy, N. Y., and **WABY**, Albany, has joined the announcing staff of WMFF, Plattsburg, N. Y. Edward Furman also has joined the sales staff of WMFF.

EVERETT HOWARD, announcer of WPVA, Fredericksburg, Va., has succeeded Carl Saunders as program director. With Sam Lauder added to the announcing staff, production has been put in charge of Ronald Dawson, in addition to his promotion and dramatic direction duties.

TED MORSE, headliner of the *National Barn Dance*, WLS, Chicago, underwent an appendectomy April 18.

JOE ROCKHOLD, formerly of WMMN, Fairmont, W. Va., has joined WLS, Chicago, to write and produce *Elm Creek Folks* which he originated on WXYZ, Detroit, in 1933. Joe proves his versatility by playing three of the show's four characters.

RUSS JOHNS, announcer of WNYC, New York municipal station, has joined the radio staff of the New York World's Fair as announcer and producer.

"CURT" POULTON, formerly of WSM, Nashville, KVOO, Tulsa, and KMOX, St. Louis, has joined the announcing staff of WDZ, Tuscola, Ill.

JOHN M. C. PEASE has become a permanent member of the NBC Chicago continuity staff, succeeding William C. Hodapp.

BOB TROUT, CBS ace announcer, on April 19 addressed Columbia U's class in radio journalism on the preparations necessary for special events broadcasts, such as the forthcoming national political conventions.

WILSON NORTHCROSS, new to radio, has joined the announcing staff of WHBQ, Memphis, Tenn.

PAT BARRETT, the Uncle Ezra of *National Barn Dance*, originated by WLS, Chicago, for NBC-Blue, on April 19 arrived in Hollywood to spend five weeks working in a new Paramount picture. Barrett is the latest of several other *Barn Dance* performers to enter movie work, among them Gene Autry, Lulu Belle and Scotty, Louise Massey and the Westeners, the Ranch Boys and the Hoosier Hot Shots.

HUGH LAWRENCE is the professional name of L. Nazar Kurkdjie, recently appointed musical director of KMPC, Beverly Hills, Cal. He is well-known in Cleveland, having broadcast on WTAM and WHK from the Hotel Cleveland for several years.

EDWIN MULLINAX, formerly with WHMA, Anniston, Ala., has joined the announcing staff of WSIX, Nashville.

BOB ANDERSON, newscaster of KPO-KGO, San Francisco, resigned May 1 to join KSFO, San Francisco. Bert Buzzini has joined KPO-KGO as relief announcer.

KEN MILLER, news editor of KVOO, Tulsa, led the field in the recent election for the Tulsa School Board.

Delivery Error

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

IRVING REIS, Hollywood writer-producer, will start as an RKO Radio Pictures director under Cliff Reid, cueing actors in the film "Once Around the Clock", scheduled to start May 15. He is the third radio producer to draw a directorial assignment at RKO, being preceded by Orson Welles and Frank Woodruff.



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

Atlantic City Considers Man-Made Static Law

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

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

Sniping

FROM A DISTANCE
WILL GIVE YOU
SOME OF
Indiana's
BRIGHT SPOT

WHY NOT GIVE IT
BOTH BARRELS RIGHT
FROM THE CENTER?

WOWO
FORT WAYNE INDIANA

WOWO
AREA

INDIANA'S MOST POWERFUL RADIO STATION

WESTINGHOUSE RADIO STATIONS, INC.

NBC BASIC BLUE NETWORK
10,000 WATTS 1160 Kc.
FREE AND PETERS, INC.
National Representatives

BULOVA STATIONS AND AFM PROGRESS

FOR THE FIRST time in recent months, progress has been reported in negotiations between the Bulova stations WPEN, Philadelphia, and WOV, New York, and the American Federation of Musicians' locals in those cities, whose members are currently picketing the stations. Failure to reach an agreement over the sum that WPEN should expend in the employment of musicians after more than a year of negotiations finally led to the dismissal of the staff orchestra at that station, following which the musicians employed at WOV walked out in a sympathy strike.

Reports that WOV might engage members of the New York Federation of Musicians, an independent organization not affiliated with either the AFL or CIO, were denied by both station and union. A station official said that hiring NYFM members would not settle the AFM problem, but that the present negotiations with the AFM showed definite progress, and that there is hope for an agreement to be reached in the near future. A spokesman for the NYFM stated that his organization had not approached the station on this matter.

In Philadelphia, the AFM local is reported to have carried out its attempt to secure the support of advertisers using WPEN by writing to them asking that they withdraw their business from the station. WPEN, However, reports the letters have had no effect to date.

FRED DAY, 55, bookkeeper for WDJ, Tuscola, Ill., died April 23.

Fly Disclaims FCC Program Control; Listening Groups Urged by Mrs. Lewis

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

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

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

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

must serve as "minute men of the waves", in describing the national program survey.

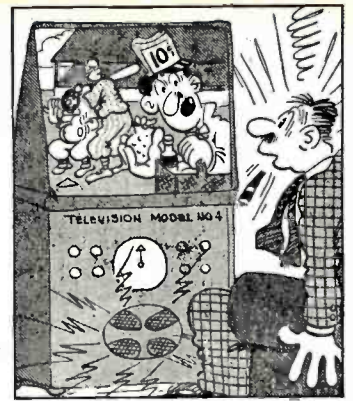
Following the luncheon session, attended by about 125 representatives of women's organizations and stations, Mr. Fly had an off-the-record conference with about a dozen of the broadcasters present. It is understood he discussed programs and FCC policy in a general way and mentioned particularly improvements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

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

Would Stop 'Yowling'

In Philadelphia April 16, Mrs. Lewis conferred with women's clubs on children's programs and said she "hoped to get the women to stop yowling about nothing and to obtain constructive ideas about programs for children". She said women have told the council they would like less high pressure salesmanship in advertising; more diversity in daytime programs, and fewer serial stories; fewer religious programs wrapped in the "gaudy words of the hawk" and, most important, better programs for children.

Mrs. Lewis, in her coast-to-coast tour, for which NAB has appropriated the traveling expenses, has ad-



Philadelphia Bulletin
"Peanuts—Mister?"

ressed sessions in which broadcasters participated, along with local clubwomen. As the field representative of the council she is making contacts throughout 44 States for the national survey of children's programs.

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

During her tour, Mrs. Lewis has urged formation of local radio councils. These councils, made up of representatives of various women's organizations, are designed to work closely with station managers and preaudit local children's programs.

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

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

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

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

"The pre-audition committee," she said, "has already been qualified by many advertisers. Usually programs are good, when they come to our pre-audition committee, if the advertiser and his producers have followed the ten principles set up by the council as the qualifications for good children's programs."

277.0
237.0
196.1
291.5
174.0
316.2
242.4
12,121.2*

**TOTAL SQ. MILES
WIS
DAYTIME COVERAGE**

★ COLUMBIA, S. C.

Twelve thousand square miles is a lot of land—in fact, it's more than the sum total of the one-half million acres of all 8 other South Carolina stations. And in it reside a lot of people—692,585 by the 1930 census—all getting a full half millivolt or better from WIS in the daytime.

We'd like to tell you more about how 560 kc. gets results among the six hundred thousand people living entirely within the WIS INTENSE area and spending NINETY-FOUR MILLION DOLLARS a year.

N. B. C. — BOTH RED AND BLUE NETWORKS

**COLUMBIA
SOUTH CAROLINA**

5,000 WATTS DAY
560kc.
1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Television Future Scanned by Joyce

Sees Million Five-Year Sales; Traces Place in Movies

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

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

Market for Video Sets

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

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

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

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

However, he continued, such programs would not be available to home set owners, who would have to pay an admission to the theatre to see the particular show. He

added that he did not believe this discrimination would deter sales of home television receivers, since an uninterrupted program service for the home will always be available regardless of shows furnished exclusively to private subscribers.

Speaks Before Movie Men

Speaking April 22 at the spring convention of the Society of Motion Picture Engineers in Atlantic City, Mr. Joyce predicted that within a year after the FCC permits commercial television programs more than 25,000 television receivers would be sold in the New York area alone. Pointing out that 30 stations in 18 cities had applied to the FCC for television licenses, he said.

"Six of these have already been granted, and if the others are granted, up to 10,000,000 families will be within range of home television service. If these stations begin sending out television programs, I do not think the prediction of at least 1,000,000 television receivers being purchased by the American

Heat From Tubes

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

public in five years is too optimistic. That means that our potentially great television industry is fairly under way."

Mr. Joyce invited the motion picture industry to play a more important role in the early development of television as an entertainment service. He pointed to the mistake made by the phonograph industry in the early days of radio's development when it chose to ignore

the new medium, adding that if it had taken an active part in radio's development, the phonograph industry might still be holding the public's favor with both radio and progressively better phonographs and records. However, he continued, it is now the other way around, with radio companies taking over the phonograph companies, applying modern technical advances in radio to the phonograph art, and revitalizing the record business to the point where it is once again a thriving and growing industry.

In addition to Maj. E. H. Armstrong, who traced development of his FM system, other speakers discussing television at the SMPE meeting in Atlantic City included T. T. Goldsmith, R. L. Campbell and S. W. Stanton, of DuMont Laboratories; G. L. Beers, RCA Mfg. Co.; O. H. Schade, RCA Radiotron Corp.; R. E. Shelby and W. C. Eddy, NBC; H. R. Lubcke, Don Lee Broadcasting System; P. C. Goldmark and J. N. Dyer, CBS television engineering department.



mean SALES for You!*

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

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

National Representatives: Edward Petry & Co.





THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Borden Co., New York (milk), 27 sa, thru Campbell-Sauford Adv. Co., N. Y.
Interstate Transit Lines, Omaha (bus), 137 sa, thru Beaumont & Holman, Omaha.
Vinton Hybrid Corn Co., Vinton, Ia. (seed corn), 16 sa, thru Weston-Barnett, Waterloo, Ia.
Naughton Farms, Waxahachie, Tex. (mushery), 5 t weekly, thru Rogers & Smith, Dallas.
Evangelize America Foundation, St. Louis, 52 sp, direct.
Macfadden Publications, New York (True Story), 7 sa weekly, thru Arthur Kudner Inc., N. Y.
Haskins Bros., Sioux City, Ia. (Blue Barrel soap), 3 sp weekly, thru Presba, Fellers & Presba, Chicago.
Block Drug Co., Jersey City (Gold Medal capsules), 10 ta, thru Redfield-Johnstone, N. Y.

KFI, Los Angeles

Northam Warren Corp., New York (Cutex nail polish), 8 sa weekly, thru J. Walter Thompson Co., N. Y.
Supreme Baking Co., Los Angeles (Town Talk bread), 5 sp weekly, thru Olian Adv. Co., St. Louis.
Sunnyvale Packing Co., San Francisco (Rancho soups), 5 sa weekly, thru Lord & Thomas, San Francisco.
Barbara Ann Baking Co., Los Angeles (bread), 3 sp weekly, thru Dan B. Miner Co., Los Angeles.

WFAA-WBAP, Dallas-Fort Worth

Stanco Inc., New York (Flit, Nujol), 78 t, thru McCann-Erickson, N. Y.
Walker Remedy Co., Waterloo, Ia., sa series, thru Weston-Barnett, Waterloo.
Schlitz Brewing Co., Milwaukee (beer), sa series, thru Geyer, Cornell & Newell, N. Y.
Hylo Co., Houston (Hylo & Joy Suds), sa series, thru Franke-Wilkinson-Schwartz, Houston.

KFRC, San Francisco

California Macaroni Co., San Francisco, 2 sp monthly, thru Rufus Rhodes & Co., San Francisco.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 6 ta weekly, thru Joseph Katz Co., N. Y.
McIlhenny Co., Avery Island, La. (tabasco sauce), 4 ta weekly, thru John H. Dunham Co., Chicago.

KFBB, Great Falls, Mont.

Northwest Airlines, Minneapolis, 2 sp, direct.
Blue Ribbon Books, New York, 13 sp, thru Northwest Radio Adv. Co., Seattle.
White King Soap Co., Los Angeles, 195 sa, thru Raymond R. Morgan Co., Los Angeles.

WTMJ, Milwaukee

Wadhams Division, Socony-Vacuum Oil Co., New York, 313 sp, thru Scott-Telander, Milwaukee.
Miller Brewing Co., Milwaukee, 315 sa, thru Henry C. Mulberger Inc., Milwaukee.

WBT, Charlotte, N. C.

Perfection Stove Co., Cleveland, 22 t weekly, thru McCann-Erickson, Cleveland.

WGAR, Cleveland

Walgreen Co., Chicago (drugs), 9 sa weekly, thru Schwimmer & Scott, Chicago.
Nu-Enamel Cleveland Co., Cleveland (paint), 3 sa weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Kirkman & Son, Brooklyn (soap), 10 sa weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
BC Remedy Co., Durham, N. C. (proprietary) 10 sa weekly, 1 year, thru Harvey-Massengale Co., Atlanta.
Kroger Grocery & Baking Co., Cincinnati, 5 sp weekly, thru Ralph H. Jones Co., Cincinnati.
General Motors Corp., New York (Frigidaire), 6 sp weekly, thru Lord & Thomas, N. Y.
Diesel-Wemmer-Gilbert, Detroit (R. G. Dun cigars), 5 sp weekly, thru Brace Beemer, Detroit.

WMCA, New York

Virginia Dare Extract Co., Brooklyn, 10 sa weekly, 2 weeks, thru H. B. LeQuatte, N. Y.
Jacob Ruppert Brewery, New York, 12 ta weekly, 37 weeks, thru Ruthrauff & Ryan, N. Y.
Premo Pharmaceutical Labs., New York (Cafotan), 6 sp weekly, 52 weeks, thru Murray Breese Assoc., N. Y.
Modern Industrial Bank, New York, weekly sp, 52 weeks, thru Metropolitan Adv. Agency, N. Y.
Fisher Brothers, New York (garments), 3 sp weekly, 7 weeks, thru Sternfield-Godley, N. Y.

KNX, Hollywood

Langendorf United Bakeries, San Francisco, 5 sa weekly, thru Leon Livingston Adv. Agency, San Francisco.
Owl Drug Co., San Francisco (chait), 6 sp weekly, thru Raymond R. Morgan Co., Hollywood.
California Figco Co., Los Angeles (coffee), 6 sp weekly, placed direct.
Meyenberg Milk Products Co., San Francisco, 6 sp weekly, thru Frederick Seid Agency, San Francisco.

WABC, New York

Brown & Williamson Tobacco Corp., Louisville (Avalon cigarettes), 3 sp weekly, thru Russell M. Seeds Co., Chicago.
Rapinwax Paper Co., Minneapolis (wax paper), weekly sp, thru W. I. Tracy Inc., N. Y.

WOR, Newark

New York Good Humor Co., Brooklyn (ice cream), weekly sp, 5 sa weekly, direct.

WOWO, Fort Wayne

Ohio Seed Improvement Assn., Columbus, sa series, thru Byer & Bowman, Columbus.
Auto Crafts Training Co., Chicago, sa series, thru First United Broadcasters, Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. (county fair), sa series, thru Western Adv., Racine.
Fitzpatrick Bros., Chicago (Kitchen Klenzer), sp series, thru Neisser-Meyerhoff, Chicago.
Standard Brands, New York (Chase & Sanborn), 180 sa, 90 sa, thru J. Walter Thompson Co., N. Y.
Pen-Jel Corp., Kansas City (Pen-Jel), 13 sa, thru David Mindlin Adv., Kansas City.

KHJ, Los Angeles

Dryden & Palmer, Long Island City, N. Y. (Gravy Master), 2 sp weekly, thru Samuel C. Croot Inc., N. Y.
McIlhenny Corp., Avery Island, La. (Rabasco sauce), 5 ta weekly, thru John H. Dunham Co., Chicago.
General Motors Corp., Detroit (cars), 72 ta, thru Arthur Kudner Inc., N. Y.
Randall Motor Club, Hollywood (auto club insurance), weekly sp, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

KSFO, San Francisco

Southern Pacific Co., San Francisco, 12 sa, thru Lord & Thomas, San Francisco.
Oxo U. S. A., Boston (bouillon cubes), 5 ta weekly, thru Platt-Forbes, N. Y.
Acme Breweries, San Francisco (Acme Beer) 4 sp weekly, thru Brisacher, Davis & Staff, San Francisco.

WEEL, Boston

Boston & Maine Railroad, Boston, sa series, thru Harold Cabot & Co., Boston.
Fruit Dispatch Co., New York (Unifruit bananas), sa series, thru BBDO, N. Y.
Griffin Mfg. Co., Brooklyn, 21 sp, thru Birmingham, Castleman & Pierce, N. Y.

KOA, Denver

General Foods, New York (Jello), 9 t, thru Young & Rubicam, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malto Meal), 26 sa, thru H. W. Kastor & Sons, Chicago.
Skinner Mfg. Co., Omaha (Raising Bran), 6 ta weekly, thru Ferry-Hanly Co., Kansas City.



"Don't tell anyone—but I've got a gold mine in this brief case."

Pa. Adv.

WICC, Bridgeport

Wander Co., Chicago (Ovaltine), 31 sa, thru Blackett-Sample-Hummert, Chicago.
New England Confectionery Co., New York (Skybar candy), 93 ta, thru Badger & Browning, Boston.
June Dairy Products Co., Newark (butter), 78 sa, thru A. W. Lewin Co., Newark.
Chas. E. Hires Co., Philadelphia (root beer), 81 ta, thru O'Dea, Sheldon & Canaday, N. Y.
Church & Dwight Co., New York (soda), 52 sa, thru Brooke, Smith, French & Dorrance, Detroit.
Philadelphia & Reading Coal & Iron Co., Philadelphia, 31 sa, thru McKee & Albright, Phila.
Min-Wax Co., New York, 20 sa, thru W. I. Tracy Inc., N. Y.
John G. Paton Co., New York (Yuban coffee), 13 sa, thru Buchanan & Co., N. Y.

CFCF, Montreal

Tucketts Ltd., Hamilton, Ont. (Wing Cigarettes), sp weekly, thru MacLaren Adv. Co., Toronto.
Pepsi-Cola Co. of Canada, Montreal (soft drinks), 65 sa, thru Norris-Patterson, Toronto.
Champlain Oil Products, Montreal, 3 sp weekly, thru Canadian Broadcast Co., Montreal.
Bell Telephone Co. of Canada, Montreal, 3 sa weekly, thru Lord & Thomas of Canada, Toronto.
Crown Diamond Paint Co., Montreal, 52 sa, thru McConnell, Eastman & Co., Toronto.
Canadian Industries, Montreal (paints), 3 sa weekly, thru J. Walter Thompson Co., Toronto.
Dominion Stores, Montreal (national chain), sp weekly, thru J. Walter Thompson Co., Montreal.

KINY, Juneau, Alaska

Crescent Mfg. Co., Seattle (food), 3 sp weekly, thru Northwest Radio Adv. Co., Seattle.
Chicago, Milwaukee, St. Paul & Pacific R.R. Chicago, sa series, thru Roche, Williams & Cunyngnam, Chicago.
Alaska Steamship Co., Seattle, daily sp, 1 year, thru Beaumont & Holman, Seattle.
International Paint Co., New York, daily sa, thru E. M. Freyestad Assoc., N. Y.
Postal Telegraph-Cable Co., New York, daily sa, thru Biow Co., N. Y.
Borden Co., New York, daily sp, thru McCann-Erickson, N. Y.
West Coast Grocery Co., Tacoma, Wash., daily sp, thru Condon Co., Tacoma.
Cammarano Bros, Tacoma (bottlers), daily sp, thru Condon Co., Tacoma.

WNEW, New York

Utica Club Beer Sales Co., New York, 3 sp weekly, 52 weeks, thru Moser & Cotius, N. Y.
Tayton Co., Kansas City (cosmetics), 6 sp weekly, 44 weeks, direct.
Fisher Bros., New York (women's garments), 5 sp weekly, 7 weeks, thru Samuel Wolf Agency, Brooklyn.
Gang & Gang, Passaic, N. J. (furniture), 5 sp weekly, 52 weeks, direct.
I. J. Fox, New York (furrriers), 50 sa weekly, 6 weeks, thru Lew Kashuk, N. Y.
Marble & Stone Institute, New York, weekly sp, 2 weeks, direct.
Fruit Wine Co. of America, New York (Lord Jean wines), sa series weekly, sp series, 52 weeks, thru Emil Mogul Co., N. Y.

WHN, New York

Oakite Products, New York (household cleanser), 3 sp weekly, 8 weeks, thru Calkins & Holden, N. Y.
Franciscan Friars, Garrison, N. Y. (religious), weekly sp, 52 weeks, thru Donald Peterson, N. Y.
Jests Inc., Brooklyn (antacid tablets), 5 sa weekly, 9 weeks, thru Joseph Katz Co., N. Y.

KROW, Oakland, Cal.

Blue Ribbon Books, New York (books), 6 t weekly, thru Northwest Radio Adv. Co., Seattle.

Radio Advertisers

NESBITT FRUIT PRODUCTS, Los Angeles (bottled orange juice), in a local bottler tie-in campaign, through Chas. H. Mayne Co., that city, on April 15 started for six weeks sponsoring a twice-weekly quarter-hour transcribed children's program, *Nesbitt's Radio Rascals*, on KSO, Des Moines, and KVOA, Tuscon. Campaign has a contest angle with prizes awarded children for 10 or more bottle-tops each week.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (powdered lemon juice and dry pectin), on April 15 started thrice-weekly five-minute transcribed announcements on KFI, Los Angeles and KPO, San Francisco, adding KHQ, Spokane, to the list April 22. The firm plans to add other stations in the West as the season progresses. Chas. H. Mayne Co., Los Angeles, has the account.

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

A. L. SIEGEL Co., New York, on May 5 will start thrice-weekly participation in the daily *Woman of Tomorrow* program on WJZ, New York, in the interests of Klear-Vu Pliofilm. On June 18, the company will shift to two participations weekly on the program, heard 9-9:30 a.m. Other co-operating sponsors of the program are Scott Paper Co., Grocery Store Products Co., Nestle-LeMur Co., West Disinfecting Co., and John Opitz. S. R. Leon, New York, is the Siegel agency.

MILES LABORATORIES (Canada), Toronto (Alka-Seltzer) on April 22 started a quiz show, *Did I Say That?*, five times weekly on CFRB, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

HALL & RUCKEL, New York, on May 6 will start promotion for its X-basin depilatory using three quarter-hours weekly of the *920 Club* program on WORL, Boston. More stations may be added later. Redfield-Johnston, New York, is agency.

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

CLINTON WATCH Co., Chicago, has started a series of daily spot announcements on WCFL, that city. New to radio, the firm may expand its radio advertising following this spot test, according to Arthur M. Holland, account executive of Malcolm-Howard, Chicago agency handling the account.

CATSPA W RUBBER Co., Baltimore, on May 1 will start a four-week campaign of twice-weekly transcribed announcements for its rubber heels and soles on KOA, Denver. Agency in charge is S. A. Levine Co., New York.

DOMINION STORES, Montreal (national chain groceries) started April 18 a weekly quiz show *The Pantry Shelf* on CFRB, Toronto, Thursday, 8-8:30 p. m. J. Walter Thompson Co., Montreal, placed the account.

LOOK Magazine, Des Moines, has started a five-weekly five-minute United Press news program for 52 weeks on WMAQ, Chicago, with Norman Barry as newscaster. Agency is Son De Regger & Broun, Des Moines.



CONTRACTING for his 14th consecutive year of sponsorship on WPTF, Raleigh, N. C., is O. C. Blackwood (center), president of Blackwood's Inc., North Carolina's largest independent tire and battery dealer. Looking on are Richard H. Mason (left), WPTF manager, and John H. Field Jr., WPTF sales manager. Using radio since 1926, when Blackwood's was just another auto accessory store in Raleigh, the firm has acquired four branches in Eastern North Carolina and has become the second largest Seiberling tire dealer in the country. The new contract calls for six quarter-hour musical shows weekly for a year. During the last five years a Blackwood program has been on the WPTF schedule every day except Sundays.

WIEDEMANN Brewing Co., Newport, Ky., is now sponsoring station-break and transcribed announcements on WKCY, Cincinnati; WING, Dayton; WBNS, Columbus; WMMN, Fairmont, W. Va.; WPAR, Parkersburg, W. Va.; WAVE, Louisville. Strauchen & McKim Adv., Cincinnati, handles the account.

ELECTRICAL Development League of Southern California, Los Angeles (water heaters), through Dan B. Miner Co., that city, in a spring campaign is using weekly transcribed announcements on 11 stations in Southern California—KHJ, KFI, KNX, KFAC, KFVD, KFVB, KRKD, KECA, KMTR, KGFJ, KMPC. Associated Transcriptions of Hollywood cut the series.

W. M. HENRY Co., Los Angeles, distributors of Van Camp's canned pork and beans, in a 13-week or more, campaign which started in early April is using daily participation programs and spot announcements in Southern California. Firm is using participation in *Andy & Virginia* on KMPC, Beverly Hills, Cal.; *Spice of Life* on KFSD and *Home Makers Catalog* on KGB, San Diego; alternating participations in *Eddie Albright* and *Norman Young's Happy Homes* on KHJ and 35 spot announcements weekly on KFAC, Los Angeles. Agency is Mayers Co., Los Angeles.

ROSENBAUM Department Store, Pittsburgh, is sponsoring Fulton Lewis Jr., MBS Washington news analyst, on KQV, Pittsburgh, five nights weekly.

GRIESE DIECK BROS. Brewing Co., St. Louis, has started a five-weekly 15-minute show titled *Heart of the News* for 52 weeks on WJZ, Tuscola, Ill. The program is a dramatic monologue of important news events augmented with mood music. BBDO, Chicago, is agency.

HEDDON'S SONS, Dowagiac, Mich. (fishing tackle), on April 17 started time signal announcements on WBEM, Chicago. Agency is Rogers & Smith, Chicago.

H. FENDRICH Inc., Evansville, Ind. (La Fendrich Cigars), is sponsoring through the baseball season the *Baseball Recreations* of Jack Drees on WIND, Gary, Ind. Ruthrauff & Ryan, Chicago, is agency.

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., through Stodel Adv. Co., Los Angeles, in mid-April started a thrice-weekly quarter-hour evening program, *Dr. Facts*, on 4 Arizona Network stations (KOY, KTUC, WSUN, KGLU). Originating at KOY, Phoenix, the programs feature two announcers giving news information, following each item with rapid-fire discussion of world problems involved.

CHAPPEL BROS., Chicago (Ken-L-Ration dog food), is sponsoring *Dug-out Interviews* preceding play-by-play descriptions of Chicago Cubs and White Sox home games on WJJD, Chicago. The program features Charlie Grimm and Lew Fonseca, former Cubs and Sox managers. Ruthrauff & Ryan, Chicago, handles the account.

COCA COLA BOTTLING Co., Cincinnati, is sponsoring *10th Inning* on WKRC, Cincinnati, for 52 weeks, with man-on-street sports quizzing from Cincinnati and nearby towns each noon, conducted by George Sutherland and Mike Hunnicutt. Tressler Oil Co., Cincinnati, is re-creating Reds baseball games each evening, with George Sutherland at the mike. A contest is included. Account is placed by William Holland Agency.

STROH BREWING Co., Detroit, on May 2 starts a weekly half-hour musical show, Thursday, 7:30-8 p. m. (EST), featuring Gus Haenschen and a 36-piece all-string orchestra, with songs of Tom and Margaret Daum, on WXYZ, Detroit, and stations of Michigan Radio Network. Agency is Zimmer-Keller, Detroit.

LEWIS HOWE MEDICINE Co., St. Louis (Tums), on April 29 starts sponsorship of the NBC *Breakfast Club* program on WJZ, New York, and KWK, St. Louis, with plans to add more stations in the near future. Program is carried Mondays through Fridays, 9:30-9:45 a. m. and Saturdays, 9-9:15 a. m. (EDST), placed by Stack-Goble Adv. Agency, New York.

SPONSORED by the Lone Star Gas Co., *Morning Meditations* made its made its bow via KGKO, Fort Worth, April 29. The six-times weekly quarter-hour 7:45 a. m. show originates in KGKO's Dallas studios and features the *Evangelist Quartet* singing sacred numbers. Series is scheduled for 52 weeks and handled direct.

No Film-Radio Budget

TWENTIETH CENTURY-FOX Film Corp. will buy time on a week-to-week basis, particularly for premieres, but has fixed no budget for radio advertising because each picture must be publicized according to its own make-up and until finished the means of advertising it cannot be determined. This statement was made to BROADCASTING by Charles E. McCarthy, advertising and publicity director of the movie firm, in denying reports that a \$500,000 appropriation had been set aside for radio promotion.

Boys' Home Buys Time

THE St. Charles Homes for Boys has started a new series of programs on WTMJ, Milwaukee, to acquaint listeners with the function of the home in salvaging delinquent boys. The programs, heard Sunday mornings, feature talks by Brother Venard, director of the home. R. J. McKee, president of the home foundation, appeared on the initial broadcast. The series was arranged by the H. C. Mulberger Agency, Milwaukee, with Neale Bakke handling for WTMJ.

JOHN H. PLATT, director of advertising of Knuff Cheese Co., Chicago, was named a director of the company at the annual stockholders' meeting held in Chicago early in April.

TRANSCRIPTION TOPICS

by the LITTLE TAILOR



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

YESSIR. AS we sprint to print, there are 238 stations subscribing to the Tailored Transcription Services! From the rock-bound coast of Maine to the Hays-bound coast of Hollywood, there are 238 subscribers, including welcome new customers: WNAX, Yankton, S. D.; KANS, Wichita, Kans.; WLOG, Logan, W. Va.; WSAM, Saginaw, Mich.; WATW, Ashland, Wis.; WHLD, Niagara, Falls N. Y.; WOLF, Syracuse, N. Y.; KRBC, Abilene, Texas; KGKL, San Angelo, Texas; KCMC, Texarkana, Texas; and KBST, Big Spring, Texas. (Who said no Texas without representation.)



CONTENTED customers, too. Look at the swell May Day bouquet we found on our doorstep, right between No Milk Today and that wolf. The orchid from Mr. Hume A. Lethbridge, CKLN, Nelson, B. C. says: "I have nothing but praise for the service you give us, and for the quality of recordings." You'll find us reasonable people, CKLN. Praise and a contract is all we ask of any station.



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

Are Your Transcriptions Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

Agencies

WILLIAM E. BETTS, for three years Hollywood manager of Ruthrauff & Ryan, has been transferred to Detroit as executive on the Dodge Bros. Corp. (autos) account. Charles Perrine, who managed the agency's San Francisco office, has been transferred to Hollywood, taking over the post formerly held by Betts. Frederick W. Duerr has been made manager of the San Francisco division.

IVAN HILL, for several years account executive of Don Lee Broadcasting System, Los Angeles, has joined Russell M. Seeds Co., Chicago.

TED NEALE has joined the Mayer Co., Los Angeles, as account executive.

HAL COTTON, formerly of United Press in Omaha and Denver, has joined Glasser Adv. Agency, Los Angeles, as production manager.

BUCHANAN & Co., recently moved its Los Angeles offices to 427 W. Fifth St. The radio division, headed by Jack Runyon, continues at 6331 Hollywood Blvd., Hollywood.

SCHWAB & BEATTY, New York agency, is moving May 1 from 386 Fourth Ave. to larger offices in the new U. S. Rubber Bldg., 1230 Sixth Ave., in Rockefeller Center. New telephone will be Circle 5-9090.

LEONARD M. LEONARD, continuity editor of WOR, Newark, on May 1 resigned to join Austin & Spector, New York, to supervise all radio continuity and production. Mr. Leonard previously was editor of *Current History* and education editor of the *New York Post*.

ALVIN GARDNER Co. has moved its offices in New York from 527 Fifth Ave. to 347 Madison Ave. New telephone is Murray Hill 6-7640.

DOROTHY BARSTOW, New York radio director of McCann-Erickson, was in Hollywood during late April to confer with Joan Cannon, producer of the Chesebrough CBS *Dr. Christian* program on summer plans.

COWAN & DENGLEB, New York advertising agency, on April 25 moved from the RCA Bldg. to new offices in the Bankers Trust Co. Bldg. at 527 Fifth Avenue; phone, Murray Hill 2-0940.

STATION PARTNER WANTED

With \$20,000 for proposed local in one of the rare big towns without local competition. Box AA4, Broadcasting.

Agency Man Available For Radio Consultation

Now an account executive, I used to be time buyer for one of the largest agencies. I now have spare time to consult with a station whose presentations need a fresh viewpoint—the advertiser's viewpoint.

Outline your problem (confidentially — I'm very discreet) and I'll tell you frankly whether I can help. Ethics may bar certain problems.

Reasonable fees for rich experience. Box 789, BROADCASTING.

Runyon Texaco Director As Gardner Quits Post

WITH Ed Gardner having resigned as Hollywood producer of the West Coast section of the weekly one-hour CBS *Texaco Star Theatre*, sponsored by Texas Co., New York (gasoline), Jack Runyon, radio director of Buchanan & Co., agency servicing the account, on April 15 took over the assignment for remaining 11 weeks of the current season. Tony Stanford continues as New York agency producer of the dramatic half of the weekly program. Runyon is one of the Pacific Coast's veteran producers, having been with Lord & Thomas for 13 years before switching to Buchanan & Co. last year to become the agency's radio director.

Gardner produced the series 31 weeks. It is understood he will forego producing to devote his time to comedy acting, reviving his Archie character. Sam Perrin, well-known Hollywood radio writer, has been added to the Texaco show as head of the scripting staff. Writers include Keith Fowler, Abram Burrows, Frank Galen, Royal Foster, Bob Ross and Leo Townsend. T. S. Buchanan, New York president of the agency, was in Hollywood during mid-April.

WARREN E. KRAFT, of Erwin, Wasey & Co., recently was elected chairman of the Washington State chapter of the American Assn. of Advertising Agencies. Other newly elected officers include N. W. Mogge, of J. Walter Thompson Co., vice-chairman; George Weber, of MacWilkins & Cole, secretary-treasurer; W. H. Horsley, Mrs. Elva V. Tomowski, C. P. Constantine and W. T. Prosser, governors.

SAM BARTLETT, who previously has operated his own radio producing unit, has joined McJunkin Advertising Co., Chicago, as manager of the agency's radio department.

HARRIE K. RICHARDSON, formerly of H. W. Kastor & Sons and Presha, Fellers & Presha, has joined the radio department of Needham, Louis & Broby, Chicago.

CAMPBELL-EWALD Co. of New York, on April 22 moved its New York offices from 1790 Broadway to the sixth and seventh floors of the new U. S. Rubber Co. Bldg. in Rockefeller Center. Telephone continues Circle 7-6383.

TOM LEWIS, Hollywood producer of the recent CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp., Pittsburgh, and his assistant, Bob Lee, have returned to New York.

METROPOLITAN ADV. Co., has moved its West Coast offices to 355 S. Broadway, Los Angeles. Arthur F. Nelson continues as manager.

NORMA GIBB, media executive at J. Walter Thompson Co., Toronto, is on an extended business trip in western Canada.

KENNETH HANSEN, of Young & Rubicam, Hollywood production staff and Leslie Congden, New York actress, were married April 15.

RAYMOND LEVY ORGANIZATION, New York, on April 22 moved its offices to 400 Madison Ave. New phone number is Eldorado 5-6312.

FRANKLIN W. DYSON, formerly advertising manager of A. Beshar Co., New York (rugs), has been named regional promotion supervisor of the Beneficial Management Corp., Newark, to direct advertising and promotion of the eastern division of the Personal Finance Companies, managed by Beneficial and large users of radio advertising.

Reps

HOWARD H. WILSON Co. has been appointed national representative of WAGA, Atlanta; WHBF, Rock Island, Ill., and WPIC, Sharon, Pa.

KENT GODFREY, formerly with the Hearst papers in New York, *Simplicity Magazine* and most recently sales manager of Forjoe & Co., has joined the New York staff of Furgason & Walker Inc., station representatives.

HARRY KRAFT, new to radio, has been appointed San Francisco manager of Homer Owen Griffith, station representative. Gordon Heater, formerly writer-producer of KGBR, Long Beach, Cal., has joined the Hollywood staff of Homer Owen Griffith as sales executive. Firm has been appointed to represent KLO, Ogden, Utah, and KLAH, Carlsbad, N. M.

KMPC, Beverly Hills, Cal., has opened its own representation offices in New York at 101 Park Ave. with Roger E. Vernon as manager. He was with CBS for more than a year when the network first formed Radio Sales and since has been associated with various advertising enterprises. A. K. Bucholtz heads the Chicago office of KMPC at 360 N. Michigan Ave.

WTBO, Cumberland, Md., has appointed Burn-Smith Co., New York, as its national representative, effective April 20.

CKNX, Wingham, Ont., has named James L. Alexander as its Toronto representative, with Joseph Hershey McGillivray continuing as representative in the United States.

THOMAS M. RAY Jr., formerly with Chevrolet Motor Co., recently joined the Katz Agency in San Francisco.

WHLs, Port Huron, Mich., has appointed Radio Centre Ltd., Toronto, as Canadian representative, according to S. G. Brown, president of Radio Centre. Port Huron is opposite Sarnia, Ont., and WHLs is the only station in that area.

BBDO San Francisco Office

BBDO about May 1 will open a San Francisco office at 2810 Russ Bldg. under the management of R. L. Hurst, who was formerly manager of BBDO's Chicago office and has been with various agencies for the last few years. Charles McDougall, formerly of McDougall & Weiss, Chicago, will assist Mr. Hurst in handling advertising for the MJB Coffee Co., the new office's main account. Both the San Francisco and Los Angeles offices will be under the supervision of Jack Cornelius, BBDO vice-president in the Minneapolis office, who is in charge of all the agency's western offices, including Chicago.

South Carolina's
ONLY
Regional
CBS
Station

WCSC

Charleston, S. C.

1000 watts

Free & Peters, Representatives

Bert Cairns Is Appointed Radio Director McKim's

BERT CAIRNS, sales executive at All-Canada Radio Facilities, Toronto office, has been appointed radio director of A. McKim Ltd., advertising agency,



with headquarters at Toronto, effective May 1. He succeeds Don Henshaw who resigned March 31 [BROADCASTING April 15]. Still in his early thirties, Cairns came to Toronto from Western Canada

three years ago when All-Canada moved eastward. His radio career started in 1929 while at the University of Alberta, where he did sports announcing and programming at the university's station CKUA. On graduation he joined the former CFTP, Edmonton, and then went to CJCA, Edmonton, where he was production manager when transferred to Toronto as the owners of CJCA branched out into Eastern Canada as western station representatives. He is succeeded at All-Canada by Ed. G. Chown, sales manager of CJCA, Edmonton.

CHICAGO AGENCIES PLAN BULL SESSION

FIRST of a series of regular semi-monthly luncheon meetings planned by Chicago agency men dealing in radio was held April 18, at which more than a score of Chicago agency radio executives became charter members of the informal organization. The second "bull session" luncheon was scheduled for May 1, with Frank Faulkner, CBS technical director in Chicago, speaking on FM. The meetings are modeled after those started several months ago by New York radio advertising men. Meeting the first and third Wednesdays of every month, it is planned to have guest speakers and to limit actual membership to radio agency representatives, although members may bring guests.

Appointed to a three-man board to preside at the meetings were Harlow Roberts, of Blackett-Sample-Hummert, Herb Hulebus, of Stack-Goble, and George Duram, of H. W. Kastor & Sons. Among the group lined up for membership at the first meeting were: Ed Benedict and Victor Lowry, McCann-Erickson; Al Englehardt, U. S. Adv. Co.; Gordon Cook and Chas. Hotchkiss, Sherman K. Ellis & Co.; N. J. Cavanagh, Roche, Williams & Cunningham; Buck Gunn and Margaret Wiley, J. Walter Thompson Co.; Mr. Roberts, Gene Fromherz and Jack Laemmar, Blackett-Sample-Hummert; Mr. Duram and Hank Hudson, H. W. Kastor & Sons; B. C. Herrick, N. W. Ayer & Son; Mr. Hulebus; Henry Klein and Agnes Hunter, BBDO; Roy Kirtland, McJunkin Adv. Co.; Lou Nelson, Wade Adv. Co.; Jack North, Aubrey, Moore & Wallace; Ross Metzger, Ruthrauff & Ryan; R. J. Scott, Schwimmer & Scott; Henry Selinger, Sherman & Marquette; Holly Shively, Lord & Thomas; Evelyn Stark, Hays MacFarland; Frank Steel, Frank Steel Co.; H. Vogel, Beaumont & Homan; Nate Pumpian and Myrtle Wright, Henri, Hurst & McDonald; Tom Wallace, Russell M. Seeds Co.

AGENCY *Appointments*

HARRIS AMERICAN CRAB MEAT Co., New York, to C. L. Miller Co. Radio will be included in media plans, which are not yet settled.

ROMA WINE Co., New York, to Birmingham, Castleman & Pierce, New York, for all Eastern advertising of La Boheme and other wines. Radio will be used extensively in New York, New Jersey and Pennsylvania. Plans will be announced in mid-May.

COPELAND REFRIGERATOR Corp., Sidney, O., to Ralph W. Dalton & Assoc., Troy, O.

VEGETRATES Inc., Los Angeles (vitamin & mineral health products), to Allied Adv. Agencies, Los Angeles. Extensive radio campaign being planned with dealer tie-in.

MARLIN FIREARMS Co., New Haven (razor blades) to Craven & Hedrick, New York. Spot radio included in media plans not yet completed.

ERLANGER BREWING Co., Philadelphia (beverages), to J. M. Korn & Co., Philadelphia. Radio will be used with newspaper and outdoor advertising.

AMERICAN STORAGE Co., Los Angeles (chain), to Glasser Adv. Agency, that city, and on April 15 started using a five-weekly quarter-hour early morning program, *American News*, with Jim Bannon, commentator, on KECA.

BLECHO Co., Los Angeles (Cloes Bleach), to Dan B. Miner Co., that city. New to radio and is using five weekly participations in *Art Baker's Notebook* on KFI in a six-week test which started in April.

ROYAL TYPEWRITER Co., New York, all products, to Young & Rubicam, New York, effective Aug. 1. No plans have been made at present.

Yeast Foam Test

NORTHWESTERN YEAST Co., Chicago (Yeast Foam), on April 29 started a test of *Songs of a Dreamer* on a thrice-weekly basis for 22 weeks on WENR, Chicago. The show features songs and philosophy by Gene Baker, with Larry Larson at the organ, and is heard Mondays, Wednesdays and Fridays, 3-3:15 p. m. Home economics type commercials are handled by Doris Rich. Production is supervised by Evelyn Stark, of Hays McFarland & Co., Chicago, agency handling the account. During the test the company also is continuing its schedule of participating announcements on WLS WJR WCCO WFAA KPO KSO WMT KOMA WOWO WIBW KFEQ KMA XEAW, with addition of WHAM WGY WLBZ WDJ.

Healthaids Spreads

HEALTHAIDS Inc., Jersey City, which has been testing Norman Brokenshire's quarter-hour talks thrice-weekly on WHAM, Rochester, for Serutan, on April 29 started the program on six Don Lee stations, Monday, Wednesday and Friday, 9:15-9:30 p. m. Agency is Austin & Spector, New York.

Awarded Rakes

MEL ALLEN, baseball announcer for WABC, New York, Mark Hawley, Transradio Press newscaster on WOR, Newark, and Ezra Stone, star of General Foods' *Aldrich Family* broadcasts on NBC, were included in the dozen successful young men under 31 years of age elected to the honorary Order of the Rake by the Young Men of the Advertising Club of New York this year. Awards of small golden rakes, symbolic of success gained by scratching for it instead of waiting for opportunities to come, were made April 18 at a luncheon. Allen is 28, Hawley 30 and Stone 23.

To Manage New WPID

LEE CHADWICK, who left the staff of WTAR, Norfolk, last February to join the New York staff of Young & Rubicam to become staff writer on the *We the People* program, has resigned to assume management of the new WPID, Petersburg, Va., now under construction. The station, 250 watts on 1210 kc., will be operated by the same interests that own WTAR, and is tentatively scheduled to begin operating in June or July. Mr. Chadwick entered radio in 1929, serving with various Philadelphia stations. He resigned as program director of WTEL in 1934 to join WTAR.



Mr. Chadwick is interested in radio and is tentatively scheduled to begin operating in June or July. Mr. Chadwick entered radio in 1929, serving with various Philadelphia stations. He resigned as program director of WTEL in 1934 to join WTAR.

TRANSRADIO PRESS is distributing to radio editors a large blue and yellow map of the world, showing the main wireless channels by which it gathers and distributes its news.

End of Cotton

WESLEY WALLACE, WPTF, Raleigh, staff announcer, caught a network break at 4:59:40, April 19, with a UP bulletin covering the Cotten murder trial being held in the county courthouse next door to WPTF studios. Read Wallace: "The jury has just handed down the verdict in the Cotten murder trial. Woodrow Cotten is guilty of first degree murder, and his wife has been found innocent." After a pause came an introduction to his regular daily 5 o'clock feature: "Here are today's closing cotton futures."

Grange Opposes Shifts

THE Lancaster County Pomona Grange, at its quarterly meeting in Ephrata, Pa., in mid-April went on record as "opposed to any change in radio wavelength that would affect reception in rural districts".

WBBM News Bulletins Are Posted in Theatre

WBBM, Chicago, cooperating with Teleneus, Chicago newsreel theatre, has established a late news bulletin service, brought up-to-date periodically throughout the day. Using a large display frame outside the theatre, flashes are rushed from the WBBM newsroom thrice daily to give the latest news to passersby. Arrangements for the service were made by J. Oren Weaver, WBBM news chief.

Bulletins and flashes are changed on a regular schedule, at 9 a. m., 3 p. m. and 7 p. m. Delivered to the theatre by special messenger, the accounts are transcribed in half-inch letters with a giant typewriter and posted on the outside bulletin board. Inside the theatre is a smaller spotlighted frame carrying special flash and bulletin material from the newsroom on an hourly schedule. Facing outgoing patrons, the lobby display is captioned: "The following important news happened since you entered this theatre—it was rushed here from WBBM."



KSD

NBC
RED
NETWORK

Is Putting Over

The Big Radio Sales Job

in St. Louis

BECAUSE

KSD has led with "Firsts" in nation-wide Star Popularity Polls since 1935, assuring listener preference in St. Louis.

KSD has a greater day-time population coverage area than any other St. Louis broadcasting station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

NBC Sounds Effects Men Get New Guild Contract

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

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

Keys to Add More

KEYES Co., Cincinnati (corn pads), has started a 13-week test campaign of 10 spot announcements weekly on WFBM, Indianapolis. Additional stations will probably be added in the future. H. W. Kastor & Sons, Chicago, handles the account.

WQXR-IBEW Pact

CLOSED shop agreement covering the technical employes of WQXR, New York, has been signed by the station management and the International Brotherhood of Electrical Workers. Agreement, calling for increases in salary for WQXR's six engineers every six months until the union minimum is reached, a 40-hour five-day week and annual vacations of two weeks with pay, also contains a no strike, no lockout clause. Contract runs to Dec. 31, 1941. Station's technical staff was formerly represented by the American Communications Assn., a CIO union, but the IBEW, which is affiliated with the AFL, asked for a National Labor Relations Board election last year. When the election was held in January the IBEW polled a majority of the votes and was certified as the bargaining agent for the men.

'Town Hall' Name Protected

TOWN HALL, New York, has been granted a sweeping injunction by Justice Charles B. McLaughlin in New York Supreme Court against Benjamin Franklin, who has been organizing lecture groups in various parts of the United States under the name "Associated Town Halls", with offices in New York. In view of the fact that Town Hall has built up more than 1,000 listening-discussion groups throughout the United States and that the audience listening to its NBC *America's Town Meeting of the Air* has developed to a number estimated in excess of 2,400,000, Justice McLaughlin held that Town Hall was entitled to protection throughout the country. Franklin was forbidden the use of the name "extending to the confines of this country".



WITH a grant of \$41,520 from the Carnegie Corp., the Library of Congress in Washington plans to install in its music division a complete sound laboratory, according to Librarian Archibald MacLeish. The equipment will be used for duplicating phonographic recordings of all types, making master recordings, originating broadcasts and making broadcast transcriptions. In addition, the Library plans to purchase a sound truck and six portable recorders for field recording of material which cannot be recorded in the Library studio. It is expected the apparatus will be in operation by fall.

THREE staff appointments have been announced by Columbia Recording Corp. Robert J. Clarkson, formerly of the transcription sales department of WOR, Newark, has been named to handle sales and client contacts for the transcription and commercial recording division. Wayne Varnum, formerly of the Iowa Network sales staff, has been placed in charge of the popular band promotion division. Virginia Clegg, formerly advertising manager of General Shaver Division, Remington Rend, has been placed in charge of distributor and local artist promotion. All are located at the Bridgeport office.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: WSAM, Saginaw, Mich.; WATW, Ashland, Wis.; WILD, Niagara Falls, N. Y.; WOLF, Syracuse, N. Y.; KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KKKL, San Angelo, Tex.; KCMC, Texarkana, Tex.; WBAA, Lafayette, Ind. VONF, St. John's, Newfoundland, has subscribed for Standard's complete Sound Effects Library.

EDUCATIONAL RECORDERS Inc., new production and transcription concern, specializing in programs designed exclusively for school curricula, has been organized with headquarters at 171 S. Los Robles Ave., Pasadena, Cal. Equipment is custom-built and firm is headed by W. E. Hockey as president, with Francis Gerry, vice-president. Gardner Grout is secretary-treasurer, and Russell Skeeter, chief engineer. Firm is an outgrowth of the old Tru-Art Recording Studios, Los Angeles.

AEROGRAM Corp., Hollywood, has started a new 39 quarter-hour adventure serial, *Captain Danger*, for J. Bennett Downie, writer-producer. He has also evolved merchandising a campaign.

RADIO ATTRACTIONS, New York, has issued a tan mailing folder titled "So You're From Missouri," which gives the high spots of the promotion and merchandising campaigns available to sponsors for both of the company's productions. *Shadow of Fu Manchu* and *Adventures of Pinocchio*.

EARL B. SALMON, formerly head of his own sales organization, has been appointed sales representative for the transcription department of WOR, Newark, succeeding Robert Clarkson, who recently joined Columbia Recording Corp., Bridgeport, Conn.

'Ellery Queen' on Records

CBS is working out a plan with Columbia Recording Corp. to record in album form for home use 12-inch records of the *Adventures of Ellery Queen* when that series starts for Gulf Oil Co. on May 28. Although not yet definitely decided, the plan is to reproduce one side of the record with the mystery, the other side to carry the solution.



HOME-MADE RECORDS are a hobby with E. A. Kettel, executive of WCOA, Pensacola, WTCM, Ocala, and WDLP, Panama City, all in Florida, who finds writing and delivering scripts not only amusing to his friends but helpful to himself in overcoming mike fright and correcting speech defects. Also a camera fan, Mr. Kettel took this picture of himself with an automatic time camera.

AFRA Coast Contracts

VIC CONNORS, San Francisco representative of the American Federation of Radio Artists, recently announced that contracts have been signed between AFRA and KFRC, San Francisco, and the radio division of the Golden Gate Exposition, and that negotiations between AFRA and KPO-KGO, NBC San Francisco stations, are practically completed. The KFRC contract for announcers, provides a 5-day 40-hour week with the wage set at \$199.11 monthly and \$245 for announcer-producers. This year's agreement with the Exposition is identical with last year's contract, adheres to the code of fair practice and includes the three-major networks. Announcers will be paid \$55 for a 5-day 40-hour week. Connors stated that the KPO-KGO agreement includes provision for a 10% salary step-up, explaining that the only point delaying complete accord is the question of commercial fees on local programs. AFRA already has contracts covering KPO-KGO actors and entertainers. Connors also has opened negotiations with KROW, Oakland, on a contract covering announcers, actors and entertainers.

RECENT subscribers to the display service of Tel-Pic Syndicate, New York, are KELA, Centralia, Wash.; KNRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KGY, Olympia; KRSC, Seattle; KPQ, Wenatchee, Wash.; KHQ and KGA, Spokane; KTMS, Santa Barbara.

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular.

This area is served by—

CHNS
HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives

WEED & COMPANY
350 Madison Ave., N. Y.

FOR SALE

AVAILABLE NOW

Biggest mail pulling program on WMMN—Grandpa

Jones and his grandsons—drew more mail than any

other station used, for a nationally known hot cereal

manufacturer during the past winter season. Among the

other stations were several of the nation's greatest 50000

Watt mail pullers. (Names furnished on request.)

The WMMN audience—RESPONDS

Write—wire—or phone

WMMN-Fairmont-West Virginia

or nearest John Blair & Co. office

Craven Challenges Non-Profit Ruling

Seeks Opinion on Change in International Pickups

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

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

Change in Language

The FCC adopted in principle the recommendation of Commissioner George H. Payne but did not adopt the language he proposed. He had recommended that the rule (4.10 D) be modified so that such rebroadcasts would be "intended solely for non-profit purposes and will not be commercially sponsored". Commissioner Craven, however, had proposed that the rule be amended so that the rebroadcasting will not detract from the primary function of the international station and that the technical quality will be reasonably good. He did not mention the commercial aspect.

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

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

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

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

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

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

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

Television Notes

Plugs for Ivory

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

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

Hams' Own System

WITH commercial television temporarily stalemated by the standards controversy, amateur experimenters are busy developing a two-way visual system following an announcement in *QST*, official organ of the American Radio Relay League, of an electronic television system using a newly-developed small-image tube. Widespread amateur interest is expected in the new system, which represents a sizeable cost reduction, according to James J. Lamb, ARRL research engineer in charge of television development. The new system requires only a 400 kc. channel, as against the 6,000 kc. channel for commercial work under present standards. The picture size is about 1½-inches square, with 120 scanning lines to the inch, 30 frames per second. An inexpensive cathode-ray receiving tube is used to monitor transmissions. Ordinary daylight is said to provide sufficient illumination for the system, Mr. Lamb stated.



NEWSREEL technique has been adapted to television by Don Lee Broadcasting System with this Pontiac station wagon fitted to accommodate a video camera on its roof. The mobile pickup unit is used for outdoor coverage by W6XAO, Don Lee television station in Los Angeles. Standing on the far side of the car, pointing, is Harry Lubcke, Don Lee director of television.

Western Auto Series

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

Directors Re-elected
AMERICAN TELEVISION Corp. has announced the re-election of its board of directors for another year, as follows: Samuel M. Saltzman, president; Dewey Bullock, vice-president; Edward C. Santilli, secretary and treasurer; Dr. Joseph Alexander, Clarence H. Dragert and Raymond W. Starr. Company also announced the completion of the registration of a stock issue with the Securities and Exchange Commission for the purpose of increasing working capital for production of "Videor" television receivers.

* * *

Esso Shifts

ESSO MARKETERS, which started the first sponsored news series designed especially for television March 20 on W2XBS, New York, on April 19 shifted the program, titled *The Esso Television Reporter*, from Wednesday to Friday nights at 8:30 p. m. The telecasts, featuring UP news, are arranged through the cooperation of NBC's television department and Marschalk & Pratt, New York, agency handling the Esso account.

* * *

Shakespearean Video

WHAT was claimed to be the first televised Shakespearean broadcast was presented April 17 by the Henry Howard Players of Philadelphia on W3XE, Philco's experimental visual broadcast station in that city. Thomas Froman directed the players in scenes from "Romeo and Juliet", "Macbeth" and "The Taming of the Shrew".

NEED FULFILLED

TROY - Forgotten City of 119,000

Now Has WTRY Operating From 6 A. M. to Local Sunset

COMPLETE COVERAGE OF THE TRI-CITY AREA

MARKET
Not only Troy, but the entire Tri-city area including Albany and Schenectady, will be served by WTRY. Three-quarters of a million people in Vermont, Massachusetts and New York live inside this new station's area.

SERVICE
U.P. NEWS
World Library
Fine Local Talent
Experienced Staff
Same Management as WSyr, Syracuse

WTRY

TROY, N.Y.

1000 WATTS • 950 KC.

Equipment

AN ADVANCE report on Western Electric's development of a 1 kw. FM transmitter has been sent to all broadcast stations by Graybar Electric Co. and is available to all interested parties. The report includes a description and typical performance data for the model, 503-A, which covers the 40-45 mc. range; a photograph of the unit; a block schematic, and an abstract of application form to FCC, showing exactly how to enter the required data relative to description of the transmitting apparatus proposed to be installed.

SALE OF four new transmitters was announced in April by RCA Mfg. Co. KARK, Little Rock, and WJBO, Baton Rouge, have purchased 5-DX transmitters contingent upon FCC approval of pending applications. WKIP, newly-authorized local at Poughkeepsie, N. Y., has purchased a 250-watt transmitter, and WRAW, Reading, Pa., has contracted for a 100-watt modulator unit for its transmitter, contingent upon FCC authority to increase its power to 250 watts. A contingent contract for purchase of a 250-watt transmitter has been entered by Birney Imes, of Columbus, Miss., subject to favorable action by the FCC on a pending application for a new station.

GRAYBAR Electric Co. reports sales of the following Western Electric equipment: WIP, Philadelphia, 5 kw. air-cooled transmitter; WFAS, White Plains, N. Y., 250-watt transmitter; WTNJ, Trenton, N. J., 1 kw. FM transmitter; WLOG, Logan, W. Va., 250-watt transmitter and complete station equipment. Orders for 250-watt transmitters and complete station equipment have also been placed by North Shore Broadcasting Co., Marblehead, Mass., and V. O. Stamps, Dallas.

WHOM, Jersey City, which on April 17 was authorized by the FCC to increase its power from 250 watts to 1,000 watts day and 500 watts night, will continue its 24-hour daily schedule on 1450 kc. It will install a Western Electric transmitter, and alterations will be made to the 400-foot vertical radiator antenna. The present transmitter will be rebuilt with an amplifier added, and re-installed as an auxiliary unit. R. V. Willette is the consulting engineer. Mr. Lang stated that WHOM will be operating on the increased power by early summer, at the latest in 60 days.

KARK, Little Rock, recently authorized to increase to 5,000 watts fulltime on 890 kc., reports delivery of its new RCA transmitter and associated equipment April 8, and G. E. Zimmerman, manager, announces the new power will be turned on by May 15.

GATES AMERICAN Corp., Quincy, Ill., has announced the addition to its line of two new commercial broadcast transmitters recently approved by the FCC, Model S101 for 100-watt operation and S251 for either 250-watt or 100-250-watt service.

PACIFIC SOUND Equipment Co., Hollywood, has moved to larger quarters at 7373 Melrose Ave. Firm has sold to E. J. (Al) Sperry, independent Hollywood transcription producer, 10 of its No. 2 orthacoustic machines which have been placed in stations nationally. Two No. 220M professional playback units have also been sold to CBS Hollywood and its artists service affiliate, Columbia Management of California.

FIRST institution of higher education to apply for an FM station is University of Michigan Broadcasting Service, through Jerome Wiesner and Waldo Abbot, who have applied to the FCC for a 50-watt station on 42.8 mc.

Power Increases In New York Area

WBNX Granted 5 kw. Night; WWRL, WHOM Increases

TWO REGIONAL stations in New York's metropolitan area soon will operate with increased power by virtue of FCC actions April 17. WBNX was granted a construction permit authorizing installation of a directional antenna and a power increase from 1,000 watts night and 5,000 watts local sunset to 5,000 watts fulltime on 1370 kc. WHOM, Jersey City, was granted a construction permit to increase its power from 250 watts unlimited time to 500 watts night and 1,000 watts day with a directional antenna on 1450 kc.

WWRL, Woodside, L. I., and WFTL, Fort Lauderdale, Fla., April 13 were authorized to increase night power from 100 to 250 watts, pursuant to recent changes in rules allowing horizontal power increases where engineeringly feasible.

Asheville Denial

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

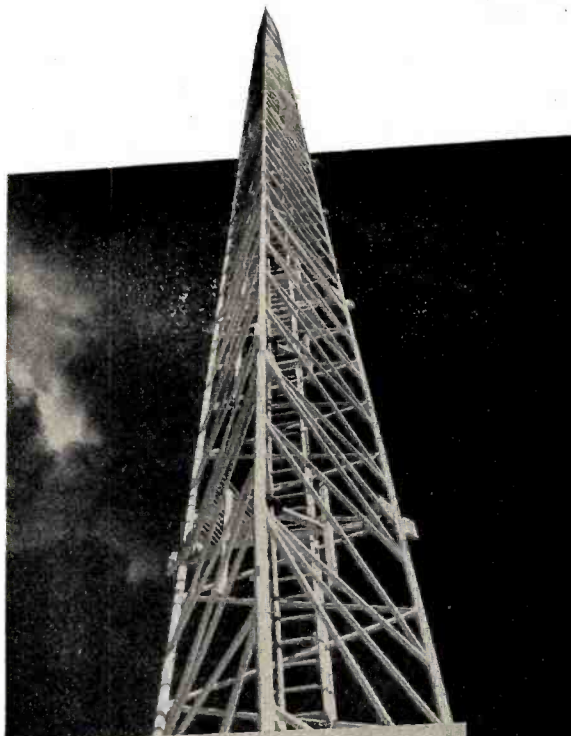
The proposed findings of fact and conclusions stated that operation of the station as proposed would constitute a departure from the Commission's plan of allocation in that stations of the regional classification are designed to render service primarily to metropolitan districts and to contiguous rural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

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

WOV Tower Ready

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

THE FCC has refused permission to WLAP, Lexington, Ky., to rebroadcast facsimile transmissions of WLW, Cincinnati, using its regular wavelength of 1420 kc. with 250 watts.



Signal Strength

Various factors govern the signal strength and coverage of a broadcasting station. Among these are design, height and insulation of the radiator. Because of the experience and researches of Blaw-Knox engineers in dealing with these problems, covering the entire history of radio, Blaw-Knox Vertical Radiators will enhance the efficiency of any station. We will be glad to make our experience and facilities available to you.

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
Graybar
ELECTRIC COMPANY

in the CONTROL ROOM



RAY NEWBY, transmitter supervisor at WABC, New York, will be transferred May 5 to KNX, Hollywood. Graham Tevis, chief engineer of KMOX, St. Louis, is transferred to WABC as of May 1. L. McC. Young, of WBBM, Chicago, was sent to KMOX on April 14.

BOB RICHARDSON, formerly of KGKY, Scottsbluff, Neb., has joined the engineering staff of KGNF, North Platte, Neb.

BILL CUNNINGHAM, technician, formerly with KBPS, Portland, Ore. has joined the engineering staff of KWLK, Longview, Wash.

GENE RIDER, chief engineer of WQAM, Miami, Fla., is the author of a short story to appear soon in *Esquire* magazine.

CHARLES WILSON, chief control operator of KGKO, Fort Worth, is the father of a boy born April 17.

AL HAYWOOD, formerly of WWJ and WMBC, Detroit, has joined the engineering staff of WSPD, Toledo.

ELMO CRONK, formerly control operator of WTAR, Norfolk, Va., has joined WPID, Petersburg, Va., as chief operator.

DON McBAIN, CBS Hollywood engineer, has resigned to join United Air Lines as co-pilot.

FRANCIS JACOB, Jr., control supervisor of WWL, New Orleans, is the father of a boy born April 16.

JAN KING, engineer of WGBR, Goldsboro, N. C., has opened his own recording studio in Goldsboro, using Presto recording equipment. King also has been named to install and direct public address system work at the new baseball park of the Goldsboro Goldbugs of the Coastal Plains League.

HAROLD BOGER, formerly of WAIR, Winston-Salem, N. C., has joined the engineering staff of WSJS, in that city.

GORDON MORRISON, engineer of KPO-KGO, San Francisco, was married April 15.

ALFRED CROSSLEY, Chicago consulting engineer and former chairman of the RMA radio receiver committee, has been appointed factory representative in the Chicago district by Allen B. DuMont Laboratories, Passaic, N. J.

Brodton Leaves RCA

LYNN BRODTON, with RCA Mfg. Co. 14 years and for the last four years director of styling engineering products, on April 20 announced his resignation to enter the design field as a consultant. Responsible in large measure for the styling and general design of latest RCA transmitters and engineering products, Mr. Brodton also has been associated with station building and studio designs. As a consultant, he proposes to advise stations on overall construction and design, with emphasis on "built-in" styling. He is a mechanical engineer and a member of the American Designers Institute. Mr. Brodton is maintaining his headquarters at Collingswood, N. J., suburb of Camden.

TOURING and Automobile Club of Peru, to attract American tourists, is broadcasting a 5:15-5:45 p. m. (EST) program each Saturday night over OX-4R, Radio Nacional de Peru, 15.15 mc., handled by Victor Lloa, Peruvian newspaperman who formerly resided in the United States.

Once an Engineer . . .

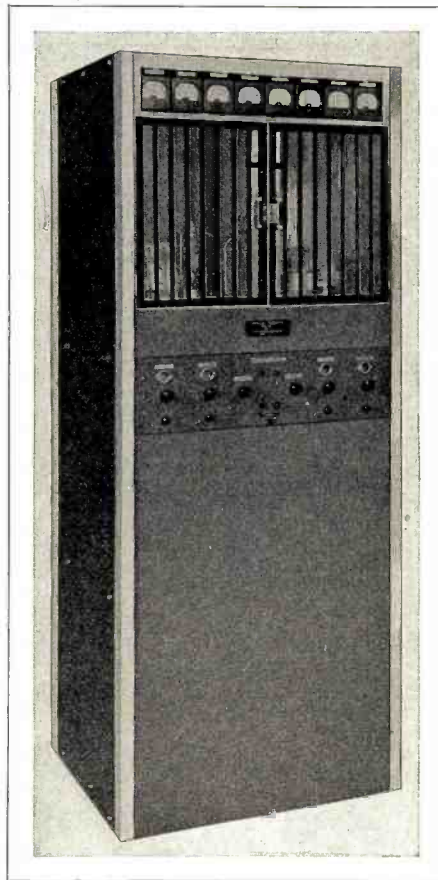
NOT EVEN a bout with pneumonia could keep Walter Widlar, WGAR engineer, from thinking about his chosen profession. While convalescing in a Cleveland hospital, Widlar contrived an amplification device to be used in surgery to amplify the patient's heartbeats on a small speaker, thus keeping the surgeon informed on the patient's condition throughout the operation. Hospital surgeons are testing it.



Transradio Moving

TRANSRADIO PRESS SERVICE, New York, on or about May 1 will move from 342 Madison Ave. to new offices on the 39th floor of 521 Fifth Ave. The space leased includes the penthouse, in which a mezzanine floor will be constructed for the accounting and business offices. The executive and other offices will be on the main floor.

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



GATES 250-A TRANSMITTER

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

Here's A BAKER'S DOZEN-

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

Of course you never paid extra for a baker's dozen, and the same holds true with Gates. Why not write the Gates American Corporation of Quincy, Illinois, today and investigate "The Gatesway to better broadcasting."

KFXJ
WISE
KRLH
WJMS
WPAD
WDMJ
WJPR
WATW
KBTM
WLNH
KLCN
WJBW
KORN

— that agree there's a generous baker's dozen in GATES transmitter features.

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

If you're looking for sales to be knee-deep in Clover (Ky.), don't depend on WAVE! We probably don't cover it. . . But we do cover and influence the MILLION-plus buyers in the Louisville Trading Area—which has 67% more wired homes than the remaining 93 Kentucky counties! . . . That's where the "clover" is—and that's where WAVE puts you!

**LOUISVILLE'S
WAVE**
INCORPORATED
1000 WATTS . . . 940 K.C. . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

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

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

Pittsburgh Swap

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

Merchandising & Promotion

**DeSoto Dollars—Rally for Wahl—No Mirrors Used—
Soil in Envelopes—Seeds from Boston**

Wahl's Pep Rally

TO STIMULATE employees' interest in the weekly half-hour quiz program, *Take It or Leave It*, which started April 21 under sponsorship of Wahl Co., Chicago (Eversharp pen and pencil), on 27 CBS stations, Sunday, 10-10:30 p.m. (EST), with West Coast repeat, 9:30-10 p.m. (PST), a special dealers rally was staged April 19 in the network's Hollywood studios. In addition to pep talks by executives of the firm and CBS, a transcribed preview of the show was presented along with a playback of recorded interviews made as employees entered the studios. Rally was in charge of George Moskovich, CBS Pacific Coast sales promotion manager, who explained features of the series and promotion being used to support it. Harry W. Witt, CBS Southern California sales manager, presided.

In the Old Country

TO PROMOTE its coverage of the Scandinavian war news, KSTP, St. Paul, is feeding a special 15-minute Norse news period daily to WCAL, of the Norwegian St. Olaf College at Northfield, Minn. Val Bjornson, KSTP political commentator and a Norwegian-speaking Icelander, presents the program in both English and Norwegian. Because of Minnesota's heavy Norwegian population, KSTP at the outbreak of Scandinavian hostilities set aside 22 additional weekly periods, using two-column ads in the *Minneapolis Star-Journal* to plug the extra coverage.

Editor Guests

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

Right Time and Place

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

Jointly Promoted

ORIGINATING from the stage of the Gates Theatre in Portsmouth, Va., the *Tidewater Talent Revue*, stage-radio show, is publicized jointly by the theatre, WRVA, Richmond, and the *Portsmouth Star*. The program, a talent contest, is conducted by Joe Brown.

They Help Each Other

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

Dakota Tributes

USING its Happy Ruben farmer trademark, WDAY, Fargo, N. D., is distributing a folder presenting reprints of testimonial letters particularly complimenting the station on its merchandising activities on behalf of sponsors. The publicity and promotional efforts carried out by the WDAY staff under Bill Dean, publicity director, include bus signs, street placards, window displays, dealer displays handled through the station, pre-announcements, program plugs, *Fargo Forum* radio column stories, stories in the weekly *Radio Shopper* paper, along with pictures of individual promotions.

Not With Mirrors

FEATURING theme cartoons in color by Peter Arno, NBC has issued a new promotion booklet for its Red Network, "It's Not Done With Mirrors". The network presentation is built around pictorial accounts of the futile picketing efforts of "one Abdullah Q. Dazzalian, frustrated Mullah of Magic Mirrors". The colorful 20-page bound book presents easy-to-read data on NBC-Red history, clients, artists, audience, results and operation. Each copy sent to the trade is accompanied by a personalized letter from Roy C. Witmer, NBC vice-president in charge of sales. E. P. H. James, NBC advertising manager, prepared the book.

Sports on Billboards

TO PROMOTE its sports features, KMPC, Beverly Hills, Cal., is using large billboard displays in baseball parks and other strategic points.

IN BALTIMORE IT'S **WFBR**
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

"On-the-Spot" Coverage

of Upstate New York's

4-BILLION DOLLAR MARKET

WFBL

Syracuse

5000 Watts Day-time 1000 Watts Night-time

Favored by Listeners Proved by Advertisers

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.



HEAVY ATTENTION was accorded this display of KFXM, San Bernardino, Cal., at the city's 30th annual National Orange Show, attended by more than 155,000. The exhibit incorporated the station's new RCA 250-watt transmitter, a United Press teletype, an RCA television receiver and various other apparatus, with a live hookup to the studio for originating newscasts and special programs from the booth. In addition to several roving reporter interview programs, all local newscasts were originated at the exhibit. A feature was the broadcasting of guests' names.

After Hours

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

Winners in Serial

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

Lever Brooch

LEVER BROS. Co., Cambridge, Mass., on May 2 will tie in current sequences of the *Big Sister* program, heard five times weekly on CBS, with an offer of an antique-simulated carved coral brooch, which listeners may receive for 15c and one Rinso boxtop. Scripts of the program deal with the theft of a coral brooch belonging to Aunt Mamie Wayne, with Zazu Pitts. Agency is Ruthrauff & Ryan, New York.

Staff Prizes

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

Mud in Cellophane

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

Theatre Pickup

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

Said With Seeds

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

Edison Essays

WPEN, Philadelphia, participated in a four-way promotion with the Franklin Institute, *Philadelphia Daily News* and Stanley-Warner theatres in a movie exploitation campaign for the film "Young Tom Edison". An essay contest was conducted, with 80 pairs of movie tickets awarded, and a special prize of a one-day trip to the New York Fair.

BROCHURES

WIRE, Indianapolis — Die-cut brochure picturing the station's new studio and transmitter facilities.

WELI, New Haven, Conn.—36-page pictorial brochure presenting "at work" illustrations of studio operation, personnel and talent.



Manufactures: North Carolina leads the South Atlantic states in value of manufactured products, with a total production of \$1,384,737,686 (1937 Census of Manufactures). A total of \$952,100,000 or 69% of the state total were produced within the primary coverage of WPTF.



Agriculture: North Carolina also leads the South Atlantic States in gross farm income with \$360,404,000 in 1937. Statistics for that year are not available by counties but WPTF blankets the principal tobacco belt with a cash crop income of \$145,000,000 and other sources of revenue as well.

Largest Trading Area, Baltimore to Atlanta



Trade: With 1,055,471 population and 1939 retail sales of \$184,278,000* the Raleigh Trading Area is the third largest of 40 defined by BBD&O for the eight southeastern states. It is the Largest Trading Area between Baltimore and Atlanta.



Capital: Raleigh, is the Capital of the South's fastest developing state, the buying center of nearly the whole Eastern section of North Carolina. And it is the home of

*Sales Management. 1940



NBC RED-BLUE AFFILIATE

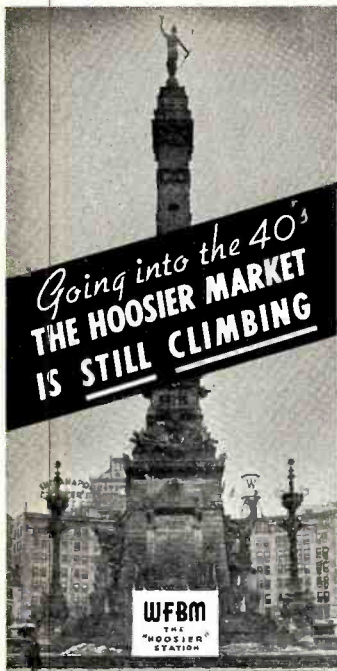
5000 Watts 680 KC

WPTF

RALEIGH, N. C.

National Representatives - FREE & PETERS, Inc.

New York Office 247 Park Avenue Telephone Plaza 5-4131
Chicago Detroit Los Angeles San Francisco Atlanta



For the First Quarter of 1940 in Indianapolis

BANK CLEARINGS Up 11%
OUTBOUND CARLOADINGS Up 25.5%
NEW CAR SALES Up 18%
INDUSTRIAL ELECTRIC POWER Up 16.5%
MANUFACTURING PAYROLLS Up 18.8%
PRODUCTION and CONSUMPTION are moving ahead in the Hoosier Market!

THE HOOSIER STATION
 Sets the Pace in Indianapolis

Solid figures prove the HOOSIER STATION'S influence in the market. At the end of 1939 the average listening audience divided this way:

WFBM 28.3%
WIRE 24.5%
WLW 21.3%

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

THE "HOOSIER" STATION

WFBM

INDIANAPOLIS

Represented Nationally by
VIRGIL REITER & CO.
 New York Chicago

Purely PROGRAMS

VIGNETTES of St. Louis history are furnished weekly on KSD, St. Louis, through a series of interviews with Nelson Cunliff, well-known local civil engineer. With the Federal Government planning to clear about 50 square blocks of waterfront property in the city for the new Jefferson National Expansion Memorial, Mr. Cunliff is in charge of the investigations to appraise the value of the property concerned. As it happens, the area includes many famous local landmarks dating back to the middle of the 19th century, and Mr. Cunliff's chatty extemporaneous observations develop interesting historical angles.

Proving Ground

KMPC, Beverly Hills, Cal., has started a morning woman's show which incorporates the former Consumer's Home Research series and features Mildred Van, home economist. Titled *Open House*, the five-weekly half-hour show is built along variety angles and includes Clete Roberts, news editor, in interviews and news of women. Open house is held each Friday, and as merchandising for the series, Miss Van has started a Consumer's Home Research Club. Registered members are sampled by participating sponsors and used as a proving ground for new products. Current sponsors include M. A. Newmark & Co. (canned food products) and Coffee Products Co. of America (coffee, tea, spices).

Mock Trial

WHEN the Ben Bernie program for Half 'n' Half tobacco on CBS was shifted in April from Fridays to Wednesday 8-8:30 p.m. period, the American Tobacco Co. introduced a "Musical Mock Trial" audience participation game on the program with Ben Bernie as presiding judge and Lew Lehr, comedian, as prosecuting attorney. Two cases are tried on each program, with the evidence presented musically. Jurors from the audience attempt to guess the songs played and receive \$1 for each correct guess. Young & Rubicam, New York, handles the account.

Musical Train

NEW WEEKLY quarter-hour program on KOY, Phoenix, *Melody Express*, has Marlene Ayres and Roberta Bragdon, singer and pianist, steaming into an imaginary station on a realistic sound effects train and disembarking to deliver packages of songs requested by listeners. The pickup of a train pulling out of the station is the sign-off.

Opportunities for Girls

KRE, Berkeley, Cal., recently started a weekly program in which vocational opportunities for young women trained in home economics is the subject. Each week one or more experts in the field are interviewed by a high school or college student. Such subjects as "Home Economics in Business" and "Hospital Dietetics" have been covered.

Soap With Kilts

A SCOTCH bagpiper in kilts, parading the downtown business section of Phoenix, was used as a promotional stunt for the daily news broadcasts sponsored on KOY, that city, by Los Angeles Soap Co., Los Angeles (Scotch soap). Between musical numbers on the bagpipe, he announced time of the broadcast and also gave Scotch soap a plug.

Clocks and Socks

FEATURING an "alarm clock" award, KVOS, Bellingham, Wash., is carrying a new audience quiz program from the stage of a local theatre under sponsorship of a Bellingham department store. Simple questions, answered correctly within a brief time limit, bring the answer awards ranging from 10 cents to a dollar, plus accumulated sums from previously unanswered questions. To make the quiz stretch his time, an alarm clock is set to go off some time during the program, and the quizzee at work when the alarm sounds gets an extra \$5 if he successfully answers his question. Free hosiery and theatre passes also are offered as prizes.

Marquee Quiz

AWARDING theatre passes for correct answers and listeners' questions, KSTP, St. Paul, has started a new weekly movie quiz show, *Name the Star*, conducted under the marquee of the St. Paul RKO Orpheum Theatre. The show is broadcast Fridays to coincide with the theatre's opening day in new films. In return for the resulting ballyhoo, the station gets a complete movie trailer in the theatre, although such trailers ordinarily are banned in all local Class A houses.

For Both Ma and Pa

INCLUDING information for both field and kitchen, *Farmside Chat* has been added to the new daily non-commercial agricultural program, *Farmside Folks*, on WSAZ, Huntington, W. Va. The local county agent cooperates in production.



USUALLY dignified and well-dressed Warde Adams, announcer of WRVA, Richmond, Va., literally lost his pants recently when he bet Smoky, all but invisible blackface comedian behind the mike, that attendance at the *Old Dominion Barn Dance* show, originated by WRVA for MBS, would not hit 3,000. When more than 3,500 cash customers jammed into the Mosque Theatre for the evening's first performance, Adams had to m.c. a second show minus pants—before 3,100 patrons.

Quiz for Teens

FOIX FRENCH Baking Co., Los Angeles (Germako bread), new to radio, through B. J. Summerhayes, Beverly Hills, Cal., agency, recently started a weekly half-hour amateur show, *Starlet March to Fame*, on KECA for 13 weeks. Program concentrates on local talent between 12 and 17. Person polling the largest number of votes via telephone, wire and letter, at end of the scheduled 13 weeks will be signed to a motion picture contract by Charles R. Rogers Productions, Hollywood. John Canady is m.c.; Ernest F. Bader, director; B. J. Summerhayes, producer. Eight contestants appear on each week's program.

Weekend Jaunt

COOPERATING with the Texas Highway Department, KGKO, Fort Worth, is giving listeners free issues of the 1940 spring edition of the official highway department road map. Passed out in connection with KGKO's *Suburban Editor* program, part of each program is used to outline on the map a nice Sunday afternoon auto tour. Newspapers and chambers of commerce of towns along the route are notified in advance to let them work up advance publicity.

WBAL
 means business
 in Baltimore

School Days History

DRAMATIZING the historical beginnings of public schools in the Cincinnati area, *Chalk Dust Trail* started recently on WKRC, Cincinnati, under auspices of the local board of education. Typical episodes in the twice-weekly series deal with the first day school in the city (1790), the first night school (1840) and inauguration of vocational training in the local public school system. In addition historical personalities identified with the schools' development are included. The feature is written and produced by the WPA Radio Workshop.

* * *

News by Conference

A NEW ANGLE on news presentation has been started by KGO, San Francisco, in collaboration with the *San Francisco Chronicle*. In a specially constructed studio in the *Chronicle* editorial offices, Managing Editor Bill Chandler presides at the *Chronicle News Conference*. He calls upon each of eight experts for the best story that crosses his desk during the day. The program is heard Monday through Friday at 6:15 p. m.

* * *

Quiz That's Clever

A NEW audience participation show which challenges the knowledge and wit of contestants, titled *Krazy Quiz*, has started on WGN, Chicago. Sponsored by a local clothing house, cash prizes of \$50 plus merchandise certificates are given contestants. In addition, dollar bills are awarded to those in the audience who suggest clever questions. Harold Isbell, of the WGN staff, acts as m.c. John Weigel is special announcer.

* * *

About Citizenship

BECAUSE immigration rules and citizenship laws have been materially modified during the past year, KFWB, Hollywood, as a public service, has instituted a weekly special program pertaining to those subjects. Titled, *The Immigration Counsellor*, the quarter-hour program features Joseph Goch, authority on immigration and citizenship laws, discussing and explaining questions sent in by listeners.

* * *

WBBM Nature Quiz

YOUNGSTERS from 50 children's nature lore clubs in Chicago parks have entered the "Radio Nature Quiz" being sponsored by WBBM, Chicago. The contests, open only to children, deal with nature subjects and are scored on knowledge of gardening, bird and animal life, trees and growing things in general. Competition narrows down through local park and area quizzes to the final competition, which will be broadcast.

THE FLORAL TOUCH
WBZ Flowers Promote New

Hull Transmitter

A FRESH carnation or gardenia, accompanied by an explanatory card, was delivered to the desks of 253 advertising agency executives in five key cities the morning of April 17 as the opening gun of a promotion campaign by WBZ-WBZA, Boston-Springfield.

The personal card attached to each flower, delivered by a local florist, said: "Good Morning . . . A flower for you . . . Things are happening in Boston . . . We want you to know about them . . . Won't you please look at page 27 in the current (April 15) issue of BROADCASTING Magazine? . . . Frank R. Bowes, Sales Manager, WBZ & WBZA."

The reference was to a full-page advertisement in BROADCASTING announcing WBZ's new 50 kw. transmitter at Hull, Mass. The bloom heralded a campaign to advise the radio industry, agencies and clients of WBZ's increased signal propensities under high power operation. Carnations went to men, gardenias to women—95 in Boston, 9 in Springfield, 86 in New York, 60 in Chicago and 3 in Washington.

Days of Yore

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

Airing the Staff

ALL STATION employees, from announcers and engineers to the business staff, are eventually interviewed on the new weekly program of WDRC, Hartford, Conn. Designed particularly to publicize the staff and individual duties, the feature also relates how a program gets on the air.

Quiz Each Other

NEW on KJBS, San Francisco, is *Inflammation Please*, featuring Art Fadden, pianist-composer, and Frank Cope as m.c. The principals quiz each other about song titles, history and origination of some song hits.

Cost of Stations

IF YOU take the FCC's word, it costs between \$5,000 and \$8,500 to construct a 100-watt broadcasting station. That's the disclosure in the latest general information release of the Commission outlining procedure necessary to establish a broadcast station (release No. 40526). The release, one of a series prepared by George O. Gillingham, recently appointed FCC press relations director, is part of his effort to convey to the public an understanding of the vicissitudes of broadcast and communications regulation by the FCC.

SOON!

ONE KILOWATT

Better to serve
Canada's western
population.

CJOR

Vancouver, B. C.

Rep: Joseph Hershey McGillvra



HIRAM FEEDS HIS DOG T-BONE STEAKS!

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

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

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

36,816!

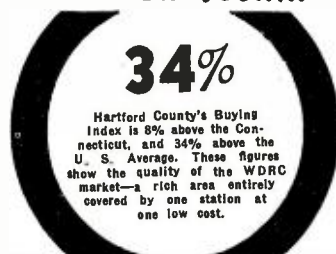
That's how many cards and letters were received the past 52 weeks by the cast of the Midday Merry-Go-Round, the daily variety show on . . .

WNOX

Scripps-Howard Radio, Inc. KNOXVILLE, TENN.

The BRANHAM COMPANY CBS-1010 Kc. 5000 W. Day 1000 W. Night

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.



BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives PAUL H. RAYMER COMPANY

CLARK for QUALITY in ELECTRICAL TRANSCRIPTION PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.



Clark
Phonograph
Record Co.
Newark, N.J.
216 High St.
Humboldt 2-0880
Chicago, Ill.
221 N. La Salle St.
Central 5275

The Case for FM

(Continued from page 37)

sarily rigid and complex engineering framework upon which the present standard broadcast system was erected, frequency modulation in the ultra high frequencies possesses inherently flexible allocation characteristics. Frequency modulation stations have substantially identical night and day service areas and interference areas between stations on the same channel are slight when compared with interference areas between standard broadcast stations operating on a common channel.

The basic formula underlying the allocation of frequency modulation facilities has been appropriately termed a radiating index. The three elements comprising this formula are power, antenna height above the surrounding terrain, and antenna efficiency. Applying variations of this formula and taking advantage of the allocation efficiencies inherent in the system itself, service areas of stations can be readily fitted into natural areas. The Commission recognized the desirability of this procedure when it suggested in its annual report to the Congress "that if a facility is to be licensed in a community, it should be adequate to serve that community and its sphere of economic and social influence."

Authority to establish such areas or zones is conferred upon the Commission in the law. Were such areas or zones to be established, stations allocated to serve each of them could be assigned comparative radiating indices and permitted to compete upon an equal basis. Such a system of allocation would avoid the coverage disparities which exist under the present plan of broadcast allocation. By taking full advantage of the allocation efficiencies of frequency modulation, a fair, efficient, and equitable radio service can be provided on a truly competitive basis and fitted into the general economic and social pattern of the country.

Effectively to achieve the greatest efficiency and the maximum public service in the allocation of facilities under the frequency modulation system, the power limitation of 1 kilowatt now provided in the rules should be removed. If the allocation formula recommended during the hearing is adopted and coverage is to be measured by radiating indices, it then becomes unnecessary to fix upper or lower limits of power by regulation.

Following a study of the record testimony, the Board of Directors of FM Broadcasters Inc., at a meeting held on April 10, 1940, unanimously adopted a resolution recommending to the Commission that "From a technical standpoint, any continuous band of forty 200 kc. channels in the range of frequencies between 40 and 60 mc. is satisfactory, however, the logical and practical solution is the extension of the present high frequency broadcast band to include 40 channels from 42 to 50."

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

For A Big Chunk of
Illinois—Use
W S O Y



Serves the World's
Soybean Center—
Central Illinois
\$32,000,000 Soybean
crop alone. Great
corn and livestock
center, too. Much
manufacturing. Pop.
area, 3/4 million. Re-
tail business up 12
to 17%.

W S O Y Decatur, Ill.
250 W. 18 hours daily

Promoted by GE



Mr. Lang



Mr. Peare

More FM for Hams

MODIFICATION of amateur rules, whereby the ultra-high frequency amateur band between 58,500 and 60,000 kc. can be used for FM transmission, has been announced by the FCC. Previously, amateurs were permitted to use FM for radio telephone communication in all amateur bands above 112,000 kc. The change in the rule will make possible wider experimentation in FM, since equipment now is generally available for the lower band. The FCC also revised, in the interest of clarity, other rules specifying the use to be made of amateur bands, although no other changes were made.

FM for Remotes

RADIO ENGINEERING Laboratories, Long Island City, is developing a new line of portable FM transmitters for special feature broadcasts and remote pickups from places where wire lines are not available. It is claimed that FM produces a strong signal with less power than is possible by amplitude modulation, so that more compact portable units can be used, and that there is less possibility of electrical interference at the point of reception for rebroadcasting.

FM in Milwaukee

W9XAO, the *Milwaukee Journal* FM station, began operation April 22 on a regular daily schedule, 1 to 10:15 p. m. The station will broadcast an independent schedule of programs, thus giving Milwaukee listeners the advantage of an additional program service. The management pointed out that the independent policy is being followed despite the present thin scattering of FM receivers in the Milwaukee area and the ready availability of WTMJ programs for rebroadcast.

**BYE-BYE
RED INK!**

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

W A I R

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Lang Directs GE Apparatus Sales

Also Is Broadcasting Head;
R. S. Peare Successor

PROMOTIONS by General Electric Co., under which Chester H. Lang, manager of advertising and sales promotion activities since 1932 and, as such, head of broadcasting activities, becomes manager of apparatus sales with Robert S. Peare designated to succeed Mr. Lang, were announced April 19 by Charles E. Wilson, GE president.

Mr. Peare leaves the presidency of Maqua Co., printing and engraving concern affiliated with GE in Schenectady, to take over the publicity department. In his new position, he will serve as manager of broadcasting with responsibility for operation of WGY, Schenectady, KGO, Oakland, and KOA, Denver, as well as international broadcast stations WGeo, WGEA, and WGEI, FM station W2XOY and television station W2XB.

Mr. Lang remains as chairman of the Advertising Committee of GE, with general supervisory charge over broadcast operations. KGO and KOA are licensed to NBC but WGY is operated by GE with program and sales management carried on by NBC, with which all three stations are affiliated.

Mr. Peare has had no previous experience in broadcasting but has been with GE since 1922, at which time he was hired by Mr. Lang. His chief assistants are B. J. Rowan, in charge of plant and technical operations and R. L. Gibson, in charge of programming. This department constitutes the liaison with NBC as well as the executive operating organization for the non-standard broadcast activities.

In his new position Mr. Lang takes over apparatus sales and becomes vice-chairman of the company's apparatus sales committee. This activity includes all capital goods lines, ranging from big turbines to tiny motors. He organized the GE Market Research Bureau in 1932, having joined GE in 1919 as a traveling auditor, and he has received rapid promotion. Well known in advertising, he has served for two years as president of Advertising Federation of America and later as its board chairman. He is an active member of the Association of National Advertisers and has long been a member of the governing committee of the Cooperative Analysis of Broadcasting.

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

WCAU to Test FM

TELEVISION experimentation using frequency modulation rather than amplitude modulation is planned by WCAU, Philadelphia. The existing operation of W3XIR, WCAU experimental adjunct, will be switched to FM and application has been made for 43 mc. in lieu of 42.14 mc. on which the station now operates. John G. Leitch, WCAU technical supervisor, said experiments will be conducted with FM to determine its suitability for television pending the granting of a television license which is sought by the station.

DEALERS PROMISED GOOD FM BUSINESS

HOLDING sales meetings for radio retailers in two unplumbed areas currently getting frequency modulation service—Milwaukee and Nazareth, Pa.—Stromberg-Carlson fell into stride in marketing its FM receivers in mid-April. Speaking for his company at Milwaukee on April 17, Lee McCanne told more than 150 dealers at a luncheon meeting that by giving the public improved reception so desirable every radio listener will demand it. FM has opened up a new market to radio retailers that is equivalent to almost the entire number of sets in use today.

"Not only does FM radio create a tremendous potential for radio sales, but it also solves another problem of the radio industry—that of raising the unit of sale to provide the dealer a worthwhile profit," Mr. McCanne declared. After explaining why Stromberg-Carlson welcomed FM and what it means toward revitalizing the dealers' business, he demonstrated the benefits of FM reception, using a Stromberg-Carlson 480-M Labyrinth model.

To Acquaint the Trade

The Milwaukee meeting was sponsored to acquaint the trade in the area with FM facts previous to the opening on April 22 of the *Milwaukee Journal* FM station, W9XAO. The new station operates daily from 1 to 10 p.m. Also participating in the meeting were L. W. Herzog, manager of WTMJ, the *Journal* companion station, and Ted Holzem, who reviewed Stromberg-Carlson's national advertising campaign for FM and announced that full-page ads containing dealer listings would be used in the *Milwaukee Journal*.

The meeting at Nazareth, sponsored by Joseph R. Hornberger Distributing Co., Stromberg-Carlson distributors of Reading, Pa., and held at the local Mattas Radio Shop, featured demonstrations of reception of programs from W2XMN, Maj. E. H. Armstrong's experimental station at Alpine, N. J., about 75 airline miles away.

FM News Bulletin

FM Broadcasters Inc. has started a mimeographed bulletin of news about frequency modulation which will be issued at frequent intervals to keep broadcasters informed of developments in this field. Dick Dorrance, publicity director for the group, is editor.

Retain Video Bands, RCA Urges

(Continued from page 37)

channels, regardless of band width, would be required to assign one station to each of the major metropolitan areas having a population of 100,000 or more. Nine additional channels would be required to make it possible to assign one station to each town or city having a population of 10,000 or more. Thus, 20 channels would be necessary to provide one station for each city and town having a population of 10,000 or more. To provide two competing stations in each such town and city would require 40 channels, with 60 channels for three stations.

Engineering Aspects

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

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

Regarding the attribute of multiplexing possible under wide band, including services such as binaural broadcasting and facsimile in the same channel with FM, RCA contended that very little engineering and operating information exists concerning it. Moreover, it held that due to the nature of multiplexing, technical complications result and that additional equipment probably will be necessary to avoid interference in the receiver between multiplexed services. RCA recom-

mended that facsimile service be assigned to the 25-27 megacycle band where it would have an opportunity to develop.

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

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

Television Engineers Organize

TO ENCOURAGE the use of television commercially and to establish with the FCC that television is ready for commercialization, a group of New York television engineers has formed a non-commercial, non-profit organization titled the Assn. for the Advancement of Television, recently receiving a charter from the Secretary of State at Albany. Closely patterned after the Television Engineers' Institute of America, a California group, the company will be "solely and exclusively for the advancement of the theory and practice of television electronics and its associated arts and sciences." Charter members are J. H. Prager, president; Elliot Garfinkel, David Katz, Joseph Barbuza, Walter M. Jonas, Joseph Schwartz, Rubin Swern, M. E. Burton, Herbert V. Searles, Samuel I. Bazil is attorney for the group.

Howard Hughes Seeking FM and Video Stations

PROPOSING to enter the broadcasting field via frequency modulation and to erect new television stations, Hughes Productions Division of Hughes Tool Co., Los Angeles, has applied to the FCC for two stations, each with 1,000 watts on 43.2 mc., one to be located in Los Angeles and one in San Francisco. At the same time it asked for a construction permit for two new Class II television stations, also in Los Angeles and San Francisco, both to be operated with 10,000 watts aural and visual in the 66-72 mc. band. The company is controlled by Howard Hughes, the famous round-the-world flier who is also an important motion picture producer.

One Canada License Fee Covers All Sets in Home

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

ALLEN KANDER & CO., INC.

150 Broadway
New York, N. Y.

Consultants

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

Telephone
Cortland 7-2816

Covers a continuous market of more than 300,000 population. 25th City of the U. S. 1000 watts 680 Kilocycles

NASHUA HAVERTHILL LAWRENCE N. ANDOVER LOWELL

RADIO STATION
WLAB
Studios & Offices: OSWALD Bldg.
Lawrence, Massachusetts

KSCJ SIOUX CITY IOWA
The JOURNAL

5000 WATTS DAY
1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Additional Net Changes Caused by Daylight Time

CBS has reported the following summer changes for some of its network programs since the schedule shifts effective with Daylight Saving Time published in BROADCASTING April 15:

BROWN & WILLIAMSON TOBACCO Co. (Raleighs), *Paul Sullivan Reviews the News*, shifted to Mon. thru Fri., 6:30-6:45 p. m., 7:15-7:30 p. m. and 1-1:15 a. m., April 29.

AMERICAN OIL Co. (Amoco), Edwin C. Hill's *Human Side of the News*, rebroadcast added Mon. thru Fri., 11:05-11:15 p. m., April 29.

U. S. TOBACCO Co. (Model smoking tobacco), *Model Minstrels*, April 29, shifted KRNT WFBM WIAS KOL KMOX WIEW WAPI WREC WLAC KRLD KOMA KTSB KWKH KTUL WCCO WNAX to repeat.

LEVER BROS. Co. (Rinso), *Big Town*, April 29 shifted KLZ and KSL to repeat.

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

CALIFORNIA FRUIT GROWERS EXCHANGE (Sunkist oranges), *Hedda Hopper's Hollywood*, April 29 shifted KRNT to repeat.

GENERAL FOODS Corp. (Grapenuts), *Kate Smith Hour*, April 29 shifted KSL KLZ KOY KTUC to repeat.

'Ezra' for Prince Albert

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert) will start Pat Barrett as Uncle Ezra in July, probably on NBC-Red. The program will be a half-hour weekly feature based on the *Station EZRA* theme. William Esty & Co., New York, is agency.

ANNUAL meeting of the stockholders of Radio Corp. of America will be held May 7 in the RCA Bldg., New York.

LATE Personal NOTES

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

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

ERIC SEVAREID, CBS correspondent in Paris, is the father of twin boys, named Peter and Michael, born April 25 in Paris. Sevareid cabled Paul White, CBS special events director, that the twins were born in the only night during the week in which there had been no air raids.

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

LAWRENCE HOLCOMB, Hollywood producer of Sherman K. Ellis & Co. on the recent NBC *Tip Top Show* starring Joe Penner, sponsored by Ward Baking Co., has returned to New York.

W. B. LEWIS, CBS vice-president in charge of broadcasts, on April 24 left for Hollywood to complete final details for CBS summer programs.

CHARLES A. WALL, NBC budget officer, is convalescing for a month from a hernia operation which he underwent April 19 at the Wickersham Hospital, New York.

BUD CHERRINGTON, formerly of KFEQ, St. Joseph, Mo., and WACO, Waco, Tex., has been named assistant to C. B. Arnold, manager of KINY, Juneau, Alaska. Edwin A. Kraft, Seattle owner-operator of the 1,000-watt fulltime independent station, has indicated that Cherrington will direct merchandising and account promotion for the station.

CHARLES HUNTER, formerly of WMRO, Aurora, Ill., has resigned to join the announcing staff of WJW, Akron, O., Brian Merrill and Edmond Lytle, formerly of WDWS, Champaign, Ill., have joined the WMRO announcing staff. Russ Salter, WMRO program director, is to marry Arlene Wilhelm in July.

WILLARD EGOLF, commercial manager of KVOO, Tulsa, has been elected president of the Tulsa Advertising Federation. He is a director of the AFA 10th District.

ELMER G. SULZER, director of the radio committee of the American College Publicity Assn. and Kentucky U publicity director, spoke on radio's place in college publicity activities at the group's annual convention held April 25-27 in Des Moines.

ESTON PACE, formerly of KANS, Wichita, KTSM, El Paso, and KGGM, Albuquerque, recently joined the announcing staff of KRIS, Corpus Christi, Tex.

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

JAMES ELLIOTT, former Yankee Network announcer, and Mrs. Elliott (Betty Ragland), Yankee Network continuity writer, have joined the new WKIP, Poughkeepsie, N. Y. Mr. Elliott becomes program director.

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

E. B. PICKARD, formerly of the sales staff of WTAR, Norfolk, Va., has been named sales manager of the new WPID, Petersburg, Va., now under construction.

ORVILLE ANDERSON, formerly of WRUF, Gainesville, and WDBO, Orlando, Fla., has joined the announcing staff of WWL, New Orleans.

WILLIAM SEREQUE, formerly of WHDH, Boston, has joined the announcing staff of WTAR, Norfolk, Va.

JAMES SHELTON, of the Watertown, Wis., studios of WIBU, Poyette, Wis., has joined the announcing staff of WRÖK, Rockford, Ill.

MAX ROBINSON, announcer of WHO, Des Moines, and Mrs. Robinson are the parents of a 10 lb. son, Peter John, born April 21.

FRANK SOUTH, former student announcer and writer of WSUI, Iowa City, has joined the writing staff of Mace Advertising Agency, Peoria, Ill.

HUGH HARPER is a new addition to the announcing staff at KGNO, Dodge City, Kan. He was formerly a student announcer at WSUI, Iowa City.

W. O. SUMMERLIN, formerly of RCA Communications, Port Jefferson, Long Island, has joined WBT, Charlotte, as control engineer.

Helen Sioussat Honored

HELEN SIOUSSAT, CBS assistant director of talks, in latter April was awarded two honors in less than a week—honorary membership in Zeta Phi Eta, national professional speech arts fraternity for women and certificate of merit at the Kansas City convention of the National Federation of Press Women.



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

PLAYS DUAL ROLE

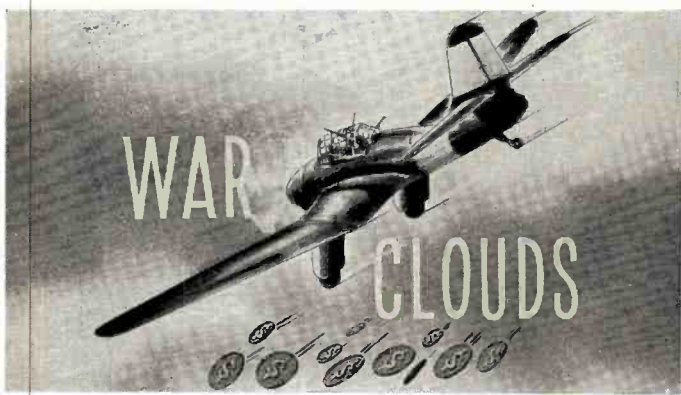
Transmitter Also Serves as a Receiving Set

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

"In case anyone ever asks just how well KFBK 'gets out', my experience of April 1 should supply an answer. I was engaged in reading when KBKR signed off at 9 p. m., and instead of shutting down the whole works, I merely cut the plate voltage off the transmitter. About 9:20 p. m. I became aware of music in the background. A search for the source began with the incoming program line and wound up by my sticking my head out the front door of the plant. Finally the search ended when I ran up the gain on the monitor speaker.

"We operate on 1500 kc., and the 164-foot shunt excited tower is directly coupled to the transmitter. A portion of the audio available at the 'peak counter' terminals of the General Radio modulator is employed to drive the monitoring amplifier. The amplifier consists of a 77 and 42 (pentodes) with inverse feedback. Although the volume was quite low, I had perfectly understandable reception from 9:35 to 10 p. m. except during fading periods."

WAR CLOUDS SETTLE OVER KANSAS



DROPPING DOLLARS INSTEAD OF BOMBS. Military importance of Wichita in aviation particularly in case of war is fully recognized. Here, aircraft making facilities are not quite so vulnerable as the seacoast plants. For Wichita is located in the geographical center of the country on flat level terrain and unmatched year-round flying weather. Already, three great plants are busily engaged filling rush orders for all the world in exchange for gold—gold that might just as well be spent for your products. And the way to tell these 292,421 radio families in the KFH AREA about the advantages of your products, is to employ



to .1 MV/M

CBS • 5000 DAY • 1000 NIGHT

THAT SELLING STATION FOR KANSAS

KFH

WICHITA

The Only Full-Time CBS Station in Kansas

Call Any Edward Petry Office

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

DOLLARS by The MILLIONS

—will soon be rolling into Asheville and Western Carolina. The president's "Travel America Year" proclamation, popularity of Great Smoky Mountains National Park, Blue Ridge Parkway, etc., assure a banner summer tourist season! Schedule your advertising campaigns NOW over WWNC—sole blanket radio coverage!

Fair Makes Plans For Use of Radio

ALTHOUGH radio plans for the New York World's Fair this summer are still somewhat in the formative stage, both radio and television, as last year, will play a large part in promoting the exposition and as actual exhibits in the buildings of RCA, Crosley, Westinghouse and General Electric. According to John S. Young, Fair director of radio and television for the past three years, networks and New York stations are now lining up schedules to cover opening day on May 11 and subsequent pickups throughout the summer.

The *Salute of the Americas* series on CBS, MBS and NBC [BROADCASTING, Feb. 1 and Apr. 15] is proving a worthy sequel to last year's *Salute to Nations* series. The program, which started April 7, features good-will messages to America from the presidents of various Latin American countries.

The Fair's radio department is sending stations one-minute, five-minute and quarter-hour scripts, giving news and features about the Fair, recorded programs of talks by Harvey Gibson, chairman of the Fair, and music by an employees' glee club. Local stations in different States are carrying special events pickups in connection with Women's Advisory Committee Meetings in those States planning participation in the Fair.

Sponsors of network programs, many of whom have exhibits at the Fair, are cooperating on their programs. Greyhound Bus Co., sponsoring the *This Amazing America* series on NBC-Blue, will give over the May 10 program to the Fair. Andre Kostelanetz played the music from the Fair's "American Jubilee" for the first time on the April 22 Ethyl Gas *Tune Up Time* program on CBS. Robert Ripley, who has a "Believe It or Not" exhibit in the amusement area, devoted his May 3 program on CBS for Nehi Corp. to the Fair.

WNYC, New York's municipal station, will have about six daily programs from or about the Fair; WQXR, New York, will carry daily reports of Fair activities; WLW, Cincinnati, again will have a studio in the Crosley exhibit, under the management of Joseph Ries; WMCA, New York, will welcome visitors to the Fair on a weekly series of programs from Times Square hotels.

Audition Successor for Bob Hope
PEPSODENT Co., Chicago (tooth-paste), again this summer will broadcast a substitute program for *Bob Hope* in the Tuesday evening period on NBC-Red, the change to occur probably the last week in June. Lord & Thomas, New York, the agency, is auditioning two possibilities, a serial dramatization by Jerry McGill titled *Growing Pains*, and musical program with Harry Salter's Orchestra. No decision has been announced.

Five N. Y. Accounts Prepare
BOB WHEATON Radio Features, New York, has announced the preparation of radio and merchandising campaigns for five New York accounts—Sebastiani Wineries, Alba Trading Co. (coffee), U-X Mfg. Co. (shaving materials), Shave-Glo Co. (lotion), and Egofam Products Co. (soap). Details of the campaigns will be announced early in May.

Television on Networks Seven Days a Week Seen Within Year by Morton

MORE programs for the televiewer and the beginning of regular transmissions of NBC television programs over an established network on a probable seven-day-a-week schedule were seen as development of the next 12 months by Alfred H. Morton, NBC vice-president in charge of television, in an anniversary review of television's first year of regular service.

"In the year since last April 30 we have transmitted more than 1,000 individual program items, totaling more than 600 program hours," said Mr. Morton. Ten per cent of these were presented in cooperation with 80 different advertisers and advertising agencies. Time on the air was almost evenly divided among studio presentations, film and outside telecasts, with more than 850 hours of test pattern transmission for the convenience of manufacturers testing equipment and radio dealers installing home receivers, Mr. Morton stated.

On the basis of the audience poll mailed by NBC to more than 2,000 names of receiver owners, the most popular program of the year was the presentation of the current Broadway production "When We Are Married", which received a mark of 2.85 out of a possible 3. NBC-produced dramas, standing at the top of the average ratings, range from 2.65 to 2.74. Dramas as a group are followed by special events, such as sports contests, parades and the like, with films grouped in third place.

Video 'Jeep' to Bermuda

RCA is sending a "jeep" television demonstration set and six stock receivers to Bermuda on May 11. In addition to the studio "jeep" programs aboard the ship, the regular transmissions from NBC's television transmitter in New York City will be tuned in, as a test of the distance programs can be received over the water. During the stay in Bermuda, several sets will be placed on the pier, so Bermudans may watch programs piped from the "jeep" transmitter in the ship's studio. Date of departure is that of the opening of the New York World's Fair, so the televising of that event is expected to be the first program received and witnessed by passengers aboard the liner.

W2XBF, New York facsimile station owned and operated by W. G. H. Finch, president of Finch Telecommunications Inc., has announced a new schedule of facsimile transmissions, effective immediately. Transmissions will be made from 3-4 p.m. and 7-9 p.m. daily except Sunday on 43.74 mc., and will consist of INS news with comics, cartoons and crossword puzzles.

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 300,000 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ



Agency Gets Ready

BIOW Co., New York, has completed installation of television studios and audition rooms at its New York offices in 9 Rockefeller Plaza, which were recently enlarged, in order to experiment against the day when television may have commercial use by advertisers. Walter Tibbals, of the agency's radio department, will be in charge of the new television department, while scripts will be under the direction of Max Marcin, scenario writer.

Agency Works on Telecasts

McCANN-ERICKSON, New York, on May 10 will start a series of ten-minute weekly telecasts on W2XBS, New York, for various clients, under the direction of Stuart Ludlum, executive in charge of radio. On April 19, the agency tested a short skit for Flit, product of Stanco Co., on W2XBS, and for the new series plans to present similar sketches by such scriptwriters as Helga Lund, author of the Stanco series *The Career of Alice Blair*. John MacDonnell, also in the agency's radio department, will assist Mr. Ludlum.

Labor Issue Settled

NATIONAL Labor Relations Board on April 26 announced approval of a consent decree to be presented to the Eighth U. S. Circuit Court of Appeals, settling the issues in proceedings involving KGCU, Mandan, N. D. The decree provides that the company will cease discouraging membership in IBEW Local B-975 (AFL) by discharging or refusing to reinstate any employee because of union activities. It also provided for payment of \$300 by the station operators to Paul M. Edwards in satisfaction of amounts he would have earned from March 21, 1939 to the date of decree.

1940 ROYAL LINE! By the originator of folding chairs

Most models guaranteed for TEN YEARS

No. 243—Flexible channel construction with saddle-shaped steel seat.

\$1.19*



FAST 24-HOUR DELIVERY

in standard taupe finish
No. 143—Angle steel construction with saddle-shaped steel seat.

\$1.39*



COMPLETE LINE—ONE LOW PRICE!

No. 643—Tubular construction with saddle-shaped steel seat.

\$1.69*



*In quantities 100 or more. Prices f. o. b. Michigan City, Ind. Extra for rubber feet. Also tempered Masonite or upholstered seats, extra.

ROYAL METAL MFG. CO.

173 N. Michigan Ave., Dept. Q-2, CHICAGO

New York Los Angeles Toronto

frankly,
we think you're nuts!

if... you want A MILLION DOLLARS worth
of male purchasing power in the
nation's third market...

and then don't do something about

A CERTAIN KYW
TESTED QUARTER-HOUR PROGRAM

which delivers that market...

It's a he-man's show, with swell personal merchandising tie-in.... it's a proven-audience feature that will sell: cigarettes, clothing, food, razor blades, gas & oil, drugs — nearly anything a man will buy.

For complete information: phone or wire

WESTINGHOUSE

KYW

"the RED network station
in PHILADELPHIA"

NATIONAL BROADCASTING COMPANY

Studio Notes

WCAR, Pontiac, Mich., with exclusive broadcast rights for the event, recently promoted and gave special coverage to the annual Army Day ceremonies at Selfridge Field, U. S. Army flying field near Pontiac. The exclusive arrangement was made after Selfridge Field authorities decided to see what radio could do to better the disappointing attendance of 6,000 at the 1939 show. More than 40,000 persons witnessed the mock maneuvers on the spot this year, following a series of special WCAR programs building up interest in the event. Climax of WCAR's coverage of the maneuvers came with a ground-air description, handled by Al Gordon on the ground and Stanley Schultz, WCAR program director, aloft in an Army bomber with a shortwave transmitter.

KYSM, Mankato, Minn., cooperating in a city-wide clean-up campaign, recently arranged an essay contest on "The Citizen and the City Beautiful" among local junior and senior high schools. More than 1,900 students participated. Winners in both the senior and junior divisions were given identical cash prizes on a special broadcast on KYSM at conclusion of the contest.

THE MBS program *Laff 'n Sing Club* was invited by the Massachusetts State Pharmaceutical Assn. to present the April 30th broadcast from the 1940 New England Drug & Health Show, held in Mechanics Hall, Boston. The entire troupe for the program made the trip to Boston and presented the program one hour earlier than usual from 8:30 to 9 p.m.



SALES must go on, so when W. E. Jackson, sales manager of KDKA, went to the West Penn Hospital in Pittsburgh for a minor operation, his department continued to function as usual. Reason: He assembled his staff for regular meetings right in the hospital room. Those in the picture (l to r), are: Richard C. Bachman, salesman; Sherman D. Gregory, general manager; Mr. Jackson, the patient; J. R. Luntzel, publicity chief; Waltern Horn, salesman; G. C. Zeller, sales service head.

IN OBSERVANCE of a "Cradle of Fame Week" May 6-13 followed by a summer search for amateur radio talent conducted by *Pic* magazine, WNEW, New York, which claims the title "Cradle of Fame" because of the people it has launched on radio careers, will conduct daily quarter-hour programs to audition amateurs. The station will also dedicate a weekly program to each of four winners chosen each month from auditions held Sunday afternoons at the New York World's Fair. KFWB, Hollywood, is cooperating in a similar way with *Pic* in the national talent search.

ANNA HELLER, night telephone operator of WMCA, New York, discovered recently just how well it pays to hoard old papers when she was able to present the *Court of Missing Heirs* program on CBS with death and burial permits and baptismal records proving she was the daughter of the late Samuel Holmes, barge captain of New York Central Pier 4, Hoboken, N. J., and therefore became collateral heir to the \$5,000 estate left by an aunt. Mrs. Heller didn't hear the program on April 18, when her aunt's unclaimed estate was described, but friends heard the show and told her the story.

WCKY, Cincinnati presented a style show April 15 at the Hotel Gibson in conjunction with Bond Clothiers, sponsor of the *WCKY Morn Patrol*. Prominent athletes including the Cincinnati Reds baseball team were introduced to the audience and WCKY staff artists provided entertainment. Free tickets to the opening ball game were distributed.

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

A TOTAL of 27,620 persons visited the NBC studios in Chicago's Merchandise Mart during March, 1940, an increase of more than 4,000 over the same month a year ago and the largest number of visitors in any single month during the past year.

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

KVOS, Bellingham, Wash., in mid-April inaugurated its new remote studios in Mt. Vernon, Wash., with a 90-minute salute to the city as the first step in establishing regular program service for the neighboring city, 27 miles away. The new studios, located in the President Hotel, are managed by Park Gagnon.

WITH the shift to Daylight Saving Time on April 29, five NBC Pacific Coast stations plan to make individual recordings of the two NBC serials *Guiding Light* and *Against the Storm* which are sponsored by Procter & Gamble Co. from New York between 11:30 a. m. and 12 noon, for rebroadcast on the coast between 2:30 and 3 p. m. The programs, after April 29, reach the coast in the early morning, interfering with the stations' various *Musical Clock* programs, thus requiring the use of recordings for rebroadcast.

WITH what they believe is America's largest record library surrounding them at WNEW, New York, Martin Block and Stan Shaw of WNEW's *Make Believe Ballroom* and *Milkman's Matinee* programs, respectively, recently took inventory and found they had 11,700 records, or enough for more than 48 days of continuous music.

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

IN cooperation with the U. S. Coast Guard, WNEW, New York, will start a weather forecast early in May for small pleasure boats cruising local waters from Eastport, Me. to Sandy Hook. Weather reports will be broadcast Friday nights and at intervals during the week-ends.

FOUR staff members of WBBM, Chicago, have been recuperating recently from various ailments—Vincent Rossi, of the accounting department, appendectomy; Dwight McPeck, of the engineering scheduling department, mastoid operation; Robert Hanvey, radio sales research, breakdown; Sally Rennie, of the office staff, bronchial pneumonia.

WGN, Chicago, will originate for MBS a series of three well-known operettas to be heard May 2, May 16 and May 30. Henry Weber, WGN musical director, will direct music for the operetta series, which will be produced by William Bacher. The first operetta, Noel Coward's "Bittersweet" will feature Marion Claire and James Melton.

KOA, Denver, having installed International News and United Press teletypes and has increased its news broadcast schedule by four periods daily. This is in addition to the twice-daily period of *Denver Post* news.

WKY, Oklahoma City, recently carried a special pickup from O'Keene, Okla., during that community's annual rattlesnake hunt. The program was handled by Perry Ward, special events chief of WKY.

WSPD, Toledo, O., tying in with the Willys Skyroad Parade on April 17, carried a quarter-hour program from the office of Joseph W. Frazer, president of Willys Overland Motors. The flight, bringing more than 100 buyers and dealers from the Chicago area in a fleet of airliners, was one of the largest mass flights in commercial aviation history, airline officials reported. The broadcast, carried just before a luncheon, presented interviews with leading guests and visitors.

WEOA-WGBF, Evansville, Ind., cooperates with the local Marylane Theatre in producing a local talking newsreel shown regularly at the theatre. The picture is shown several times, with Hugh Chambers making notes, and the commentary is then transcribed in the WEOA-WGBF studios.

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



**MIGHTY MIKE SAYS—
"TAKE A LOOK AT
DAYTIME DIALING"**

C. E. Hooper reports show 66-2/3% of Philadelphia's daytime WFIL is "second or better". This is made clear in a new WFIL folder "Daytime Dialing" with facts gained in a four-month Hooper survey ending March 1940. Take a look at "Daytime Dialing" and the attractive daytime availabilities ready to do a sales job for you NOW!

ASK FOR
YOUR COPY
OF
"DAYTIME
DIALING"
NOW

FOR LOW COST CIRCULATION
BUY WFIL

NBC BLUE NETWORK • MUTUAL NETWORK
REPRESENTED NATIONALLY BY EDW. PETRY, INC.

CBS Hollywood has closed its Music Box Theatre on Hollywood Blvd. for the summer and moved *Lux Radio Theatre*, sponsored by Lever Bros. (Lux) to the CBS Vine St. Theatre. *Melody Ranch* with Gene Autry, sponsored by William Wrigley Co., formerly from the Vine St. Theatre, has been shifted to Columbia Square studios.

WOWO, Fort Wayne, Ind., recently received a wire from WELL, Battle Creek, Mich., asking help in locating a man whose daughter had died. Eleven minutes after an announcement had been broadcast on WOWO the missing gentleman called, saying he was on his way home.

KINY, Juneau, Alaska, faced with an absence of telephone lines, in mid-April carried a pickup from the Coliseum Theatre in Petersburg relayed to Juneau by KINY's shortwave transmitter. KBQB. The broadcast was the first ever participated in by Petersburg people, according to KINY. The station plans similar pickups from Wrangell, Sitka, Skagway and Haines.

GOLF TEAM of KMO, Tacoma, has issued a challenge to all radio teams in the Pacific Northwest for a home-and-home match. Challenge will be accepted, according to Carl Haymond, KMO manager, on either a handicap or scratch basis. The KMO team includes, besides Haymond, Larry Huseby, Bert Dunn, Roscoe Smith and Jerry Geehan.

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

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

WSAZ, Huntington, W. Va., celebrated its 13th birthday in mid-April, along with the third anniversary of WBLK, Clarksburg, with a 45-minute salute carried on the West Virginia Network.

KGVO, Missoula, Mont., is cooperating with the local Child Health Council in a campaign to raise funds to finance dental, eye and tonsil treatments for underprivileged and handicapped Missoula County school children.

WITH the 260th broadcast of the *Ave Maria Hour* on April 28, the Friars of the Atonement of St. Christopher's Inn at Graymoor, Garrison, N. Y., observed their fifth anniversary on the air. During the five years the program has grown from a one-station affair to a seven-station "live" Eastern hookup on Sundays and weekly transcription on 117 stations in 45 states. The *Ave Maria Hour* originates at 6:30 p.m. each Sunday at WMCA, New York, and is relayed through WIP, Philadelphia, and WCBM, Baltimore.

IN CONNECTION with *Let's Go To School*, heard weekly on WGBI, Scranton, Pa., the radio committee of the Scranton branch of the Pennsylvania State Educational Assn. has prepared a mimeographed booklet presenting data on production and reception of the program. The program, featuring "your children and your neighbors' children—pupils in our Scranton and Dunmore schools", is transcribed in the auditoriums of the various schools regularly taking part in the series and then rebroadcast in a regular 8-8:30 p.m. spot on Mondays. So far during the 1939-40 school terms more than 15,000 students have witnessed the transcribing of the programs, and more than 1,200 have participated in the broadcasts, according to WGBI.

ROCKY Mountain Radio Council, Denver, to promote interest in educational programs carried by stations in the Rocky Mountain region, has published a listening guide listing times and stations on which particular educational programs are heard. The organization also has conducted a telephone survey of listening for the educational features.

Rockefeller Foundation Grants Fund to Harvard For Radio Lectureship

ROCKEFELLER Foundation, in line with its interest in radio, has given Harvard \$24,000 "to help establish a lectureship in broadcasting." To this lectureship Harvard has appointed Charles A. Siepman, formerly of the British Broadcasting Corp. Also in the field of radio is the Foundation's grant of \$84,500 in 1937 and 1939 to the School of Public and International Affairs of Princeton for a study of the role radio plays in listeners' lives.

In the Foundation's "Review for 1939", it is stated that one of the reports, shortly to be published, contrasts radio's present service with that of the printed page. Findings indicate, the report states, that "radio seems, as yet, not to be extending the interests of those members of its audience who find more satisfaction in listening than in reading," and continues that "serious broadcasting will have to become imbedded in the whole plexus of social institutions before it can, to any large extent, contribute to the increase of serious responses in the American community.

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

Schools Enrolled In NAB Campaign

Pupils Submitting Essays in National Radio Festival

BEGINNING May 4, KQW, San Jose, Cal., is turning over its studios to pupils of the San Jose public schools for five consecutive Saturdays. On these five days 10,000 local students will actually participate in operating the station, with regular staff members participating only in an advisory capacity.

The plan is coordinated with the NAB's National Radio Festival promotion to help students gather material first-hand for their entries in the national essay contest on "The American System of Broadcasting—Why it is best for Americans."

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

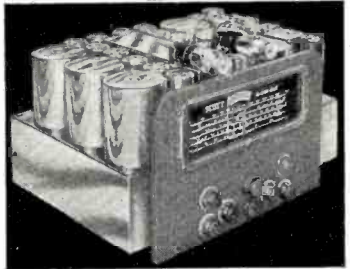
Stations Participating

A large number of stations over the country are planning to participate in the Radio Festival, according to reports reaching Arthur Stringer, of the NAB headquarters staff in Washington, who is in charge of the promotion. Among those definitely indicating they will participate are WCHV, Charlottesville, Va.; WMBG, WRNL, WRD and WRVA, Richmond, Va.; WDBJ, Roanoke, Va.; WHBF, Rock Island, and WTAD, Quincy, Ill.; KMBC, Kansas City; KDKA, KQV, WJAS, WWSW and WCAE, Pittsburgh; WWL, New Orleans; WWVA, Wheeling; WILM and WDEL, Wilmington, Del.; KSL, Salt Lake City; WBAB, Atlantic City; KOIL, Omaha, KFAB-KFOR, Lincoln and WLAC, WSIX and WSM, Nashville. Tying in with the Radio Festival idea, both NBC Radio-Recording Division and World Broadcasting System are furnishing subscribers with special script releases.

Another NAB-sponsored project for industry promotion, a "Listen While You Ride" campaign to push sales and listening for auto radios, has drawn considerable attention from station operators. Special announcements and dealer contacts have been undertaken by WNAC, Boston; KJBS, San Francisco; KQW, San Jose, Cal.; KDKA, Pittsburgh; KRGV, Weslaco, Tex.; WDW, Tuscola, Ill.; WGAR, Cleveland, and KVI, Tacoma, Wash.

THE softball team of KVOO, Tulsa, captained by Eddie Coontz, won its first two games of the season, defeating KTUL 32-10 and 13-12.

Announcing
A SENSATIONAL NEW SCOTT!
OFFERS BOTH
Frequency Modulation
AND REGULAR RECEPTION



Custom Built

To Order for Present and Future Radio and Recorded Entertainment

Eventual replacement of a large part of your present A.M. System by the new FREQUENCY MODULATION radio transmission and reception is generally predicted. The custom built SCOTT has not only kept pace with these new developments in radio, but continues far ahead. For, incorporated into the design of the newest custom built SCOTT are both A.M. and F.M. reception developed, we believe, to the highest known degree of perfection. The Scott you purchase now, will, to the best of our knowledge, give you the world's finest local and long distance reception for years to come.

A FEW OF MANY EXCLUSIVE FEATURES

Many features in Scott design are developments of our own engineering laboratories and are used in the custom built SCOTT exclusively! Fidelity 30 to 15,000 cycles (average radio 100 to 5,000) • 15 to 60 watts power output (average radio has only 5) • Speaker system covers full F. M. dynamic range up to 15,000 cycles (average speaker "cuts off" at 6,000 to 7,000) • 6 wave bands including ultra high frequencies • 6 noise reducing systems • 6 times more sensitive, 5 times more selective than average radios • Sensational record scratch suppressor • Your choice of authentic period cabinets • Many other exclusive features.

"WORLD'S FINEST PRECISION RADIO"

Each Scott is custom built to order with fine watch precision in our own engineering laboratories for performance impossible with standard production receivers. Guaranteed 5 years instead of usual 90 days. Also guaranteed to outperform any other receiver in the world or money refunded. One month home trial. Budget terms if desired. A Scott is the instrument owned by many of the greatest musicians, yet costs little more. Send coupon for all facts.

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Send all facts, special offer,
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In the
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Lively
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JOHN BLAIR & CO.

Your Gracious
Host..from
Coast to Coast



The Gotham



The Drake

The Blackstone



The Town house



Belleview Biltmore

A. S. KIRKEBY,
Managing Director

KIRKEBY
HOTELS

Superpower, Logan-Walter Bill Up

(Continued from page 16)

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

Designed to standardize the administrative procedure of some 130 Federal agencies, with few exceptions, and to provide uniform methods of appeal from regulations and administrative decisions of these agencies, the bill specifically provides for a rehearing or judicial appeal on any existing regulation issued under the act, providing it has not been in effect more than three years, and sets up a method of appealing from an administrative decision affecting any personal or property right.

Although the Logan bill (S-915) early in this Congress was passed on the Senate unanimous consent calendar, Administration supporters almost immediately afterward succeeded in calling it back for reconsideration. Since then, and following the death of Sen. Logan (D-Ky.), original sponsor of the bill in the Senate, proponents of the measure in the upper house have not actively pressed for its consideration.

Change of Attitude

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

The likelihood of Senate consideration this session became apparent shortly after the bill's enthusiastic approval in the House when Senators who previously had taken more or less casual interest in the

legislation urged its immediate consideration. Chief among these was Sen. Hatch (D-N.M.), author of the "clean politics" bill passed at the last session. The Senate recently passed a group of Hatch-sponsored amendments to the original act, which since have been effectively bottled up in the House Judiciary Committee. It is believed that Hatch Bill supporters in the Senate will work on behalf of the Logan-Walter proposal there, while proponents of the other proposal in the House will exert their influence to pry loose the Hatch Act amendments.

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

Meantime the legislation has drawn the legislative spotlight during much of April. Press comment, generally supporting the measure, has usually taken the tack that although the proposal may have flaws, it is a step in the right direction. Opponents hold that its main purpose is to wreck such pet New Deal agencies as the National Labor Relations Board and Securities & Exchange Commission. In neither House nor press discussions has the FCC drawn any substantial amount of individual consideration.

Sees Many Flaws

Objections of one group of the legal fraternity were presented in a memorandum written by Louis G. Caldwell, Washington radio attorney, which appeared in the appendix of the *Congressional Record* of April 18. In putting forward his objections academically, Mr. Caldwell explained to BROADCASTING, he was speaking solely in his capacity as a lawyer and former chairman of the administrative law committee of the American Bar Assn. and not to represent the attitude of the

WAGE-HOUR CLAIM REFUTED BY MILLER

PUBLISHED comments that local radio advertisers using stations heard outside the State would be amenable to provisions of the Federal Wages & Hours Act were refuted April 26 by Joseph L. Miller, director of labor relations of NAB. The *New York Herald-Tribune* April 26 in editorially attacking the Wage-Hour Act as "absurd", stated that if a local business advertises "over a radio station heard outside its State jurisdiction it has been construed to be in interstate commerce within the meaning of this grotesque statute."

Mr. Miller wired the newspaper suggesting a correction. He pointed out that last Nov. 27 Joseph Rauh, assistant general counsel of the Wage-Hour Division, had ruled that "the mere fact that the employer uses the facilities of radio broadcasting to advertise his products would not ordinarily make his entire business subject to the coverage of this Act."

Declaring the broadcasting industry has had its troubles under the Wages & Hours Act despite the fact that the average weekly wage of \$45.20 is one of the highest in the country, he told the newspaper that the prospective radio advertiser whose employees are at present exempt from the Act "need not fear that advertising by air will bring those employees under the Act."

Clear Channel group or any other broadcasting group with which he is identified professionally.

In his critical memorandum Mr. Caldwell contended that the legislation did not accomplish the purpose for which it was designed. He observed that although it has been greatly improved over the original draft submitted to the ABA, "it still is full of flaws, ambiguities and even incongruities". He pointed out that the proposed legislation, applied to both quasi-judicial and quasi-legislative powers of administrative agencies, in many cases would yield a procedure less satisfactory than now prevails.

One of the major arguments used by governmental opponents of the bill is tied in with the studies of administrative procedure being made by the Attorney General's Committee on Administrative Law. They contend that the findings of this special committee, which already has issued preliminary reports in the form of monographs and which is expected to make a final report after public hearings this summer, should be considered before such legislation is enacted [BROADCASTING, Feb. 15].

Mr. Caldwell's observations have drawn considerable interest, since he was chairman of the ABA administrative law committee in 1933 when the study was begun which eventually evolved the present Logan-Walter bill. However, he has pointed out, his present position as a critic of the bill results not from any change of mind on his part but from the fact that "the Logan-Walter bill represents a reversal of position by the association (and its special committee on administrative law) as against the position adopted at its annual meetings in 1934 and 1936".

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

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LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

The Northwest's Best
Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL

Owned and Operated by
MINNEAPOLIS TRIBUNE
AND ST. PAUL DISPATCH-
PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

FM APPLICATIONS REACH 121 TOTAL

TOTAL number of applicants for FM facilities reached 121 as of April 25, with the FCC still receiving them at the rate of two or three a day. Twenty-one have been added since publication of the last supplementary list in the April 15 BROADCASTING. Another supplemental list was published April 1, and a log of applicants up to the time of the March hearings was carried in the March 15 BROADCASTING.

Of the 18 FM stations already licensed, Jansky & Bailey's W3XO, Washington, during the last two weeks has applied for a shift from 43.2 to 43.4 mc., and W8XVH, Columbus (WBNS), has applied for 10,000 watts in lieu of its present 250 watts on 43 mc. William G. H. Finch's application for 117.91 mc. in New York has been amended to ask for 43 mc.

New applications filed between April 15 and 25, like most of the others, are all from existing broadcasting companies. The applications were from the parent companies of the following stations and asked for the following facilities: WTEL, Philadelphia, 1,000 watts on 42.4; WHKC, Columbus, 1,000 on 42.6; WHK-WCLE, 1,000 on 43.4; WDAF, Philadelphia, 1,000 on 42.8; WNEW, New York, 1,000 on 42.4; WHOM, Jersey City, 1,000 on 43.6; WIBG, Glenside, Pa., 1,000 on 43.8; WSTP, Salisbury, N. C., 1000 on 43.4; WORD, Spartanburg, S. C., 1,000 on 43.6; KTRH, Houston, 5,000 on 43.4; WMBG, Richmond, 1,000 on 42.8; WHAS, Louisville, 1000 on 42.6; WFTL, Fort Lauderdale, Fla., 1,000 on 43.2; WDAF, Kansas City, 1,000 on 43; WMAZ, Macon, 1,000 on 43.4; WEOA-WGBF, Evansville, Ind., 250 on 43; WICA, Ashtabula, O., 1,000 on 43; KSD, St. Louis, 250 on 42.6; WHAZ, Troy, N. Y., 250 on 42.8; WJIM, Lansing, Mich., 1,000 on 43.2; KFVD, Los Angeles, 250 on 43.2 and 50 on 117.19.

WEAF's New Plant

WITH foundations completed and brickwork rising rapidly, indications are that the new WEAF transmitter building at Port Washington L. I., will begin operating in September, according to Raymond F. Guy, NBC facilities engineer. Construction work on the new transmitter started in January, 1940, following the removal of equipment from the old site at Bellmore, L. I., by Skinner, Cook & Babcock. It is being erected at an approximate cost of \$280,000.

EXECUTIVES of Graybar Electric Co. held a luncheon in New York April 24 to honor President Frank A. Ketcham, observing his 40th year with the company.

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

Cotton Textile Tests

COTTON TEXTILE INSTITUTE, New York on April 29 started a test campaign to sell Blue Denim, using part live and part transcribed announcements five times a week on farm programs of WHO, Des Moines; KMOX, St. Louis; KMBC, Kansas City; WOW, Omaha. Discs are recorded by NBC. More stations will be added if the test is successful. Agency is Donahue & Coe, New York.

FIDELITY ATTITUDE OF PUBLIC TESTED

AN INDICATION of consumer opinion on FM and high-fidelity reception was reported recently in a study conducted by Samuel E. Gill, market research analyst of New York.

Working on the assumption that if consumers were conscious of the value of high-fidelity, they would attempt to obtain the highest reception possible from existing receivers, Mr. Gill interviewed several hundred radio-equipped families in areas with low noise levels regarding the use of tone control on their present radios.

Mr. Gill found that only 15.3% of radio listeners keep their tone control toward the treble, which is the point of highest fidelity. The listeners turning the control toward the base were 24.2%, half-way 15.7%, and 44.8% reported they changed the control for different programs.

Consumer opinion of television receiving equipment was also studied recently by Mr. Gill, who found that the price of equipment was the largest single deterrent to immediate purchase on admission of some 55% of the several hundred families interviewed. One-third of those interviewed believed that television was not yet perfected enough to warrant an investment in a receiver, while 30% of the group which considered the price too high had no idea as to actual television prices, comparing the cost with the purchase of an automobile or a grand piano. The effect of the recent FCC rulings on consumer attitudes was slight, the survey showed, inasmuch as less than 5% indicated that they would purchase sets if the FCC gave the receivers its OK.

Philco to Sell Stock

PHILCO Corp. at a special meeting in Philadelphia April 26, voted to change from a privately-held to a public corporation with common stock to be placed on the New York Stock Exchange at \$3 per share. Present par of common stock is \$100 but this would be exchanged 33 1/3 for 1, with present stockholders disposing of a portion of their holdings. Additional stock would be sold to retire all outstanding preference stock. Corporate management would remain the same.

MODERN INDUSTRIAL BANK, New York, on April 29 started weekly transcribed broadcasts on WMCA, New York, as repeats of Gabriel Heatter's 9 p.m. program on WOR, Newark for the same sponsor. Agency is Metropolitan Adv. Co., New York.

ASCAP Under Scrutiny By Justice Department

WHETHER the Government will revive its anti-trust suit against ASCAP may be determined soon at the Department of Justice, it was indicated April 26. Victor Waters, special assistant to the Attorney General, who was assigned full time to study of the case several months ago, is in the field making an independent check, and was in New York during the April 22 week.

The suit against ASCAP, naming some 130 defendants, was instituted in 1935 and is still pending before the Federal District Court for the Southern District of New York. It seeks dissolution of ASCAP as a monopoly in restraint of trade. The case has been on the deferred calendar for the last several years, when the parties failed to agree on a stipulation of facts.

New WSLB on the Air

THE NEW WSLB, Ogdensburg, N. Y., 250 watts on 1370 kc., went on the air in latter operation for full-time operation under the direction of Joseph R. Brandy Jr., onetime Notre Dame football star who is president and co-equal stockholder with Harold J. Frank, local merchant. Mr. Brandy is also president of the Ogdensburg Advance-News.

BEECHNUT PACKING Co., Canajoharie, N. Y. (Beechies gum), on April 14 started a 13-week schedule of transcribed station-breaks twice daily seven days a week on 25 stations throughout the country. Agency is Newell-Emmett Co., New York.

International News Service

Gives Credit to

WPEN

As the First Station in the Country to Broadcast the World-Shaking News of Germany's Invasion of Denmark.

WPEN

Carried the News 30 Seconds After it was Flashed by INS, which had a Clean Beat of More than an Hour over Every Major News Service.

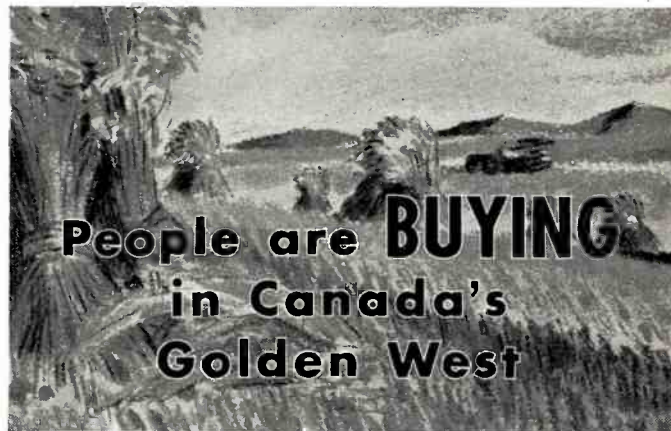
WPEN

Is always on the Job. Always Doing a Good Job of Bringing News to its Large and Always News-Hungry Audience.

WPEN

Has News Periods Available for Sponsorship

WPEN 1000 Watts Phila.



People are **BUYING**
in Canada's
Golden West

● A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat crop on a firm and rising market, together with tremendous war orders, is putting millions of dollars of new money into circulation among Canadian farmers, cartmen, fruit ranchers, miners and oilmen.

This means greater potential sales for your product in Western Canada. Make these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP

(All Basic CBC Stations)

First in Listener Preference

Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:

U.S.A. - WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

Actual Radio Experience Included in New York U Summer Workshop Plan

PLANS for New York U's seventh annual summer radio workshop have been announced by Douglas Coulter, director, who stated that students would be given regularly scheduled opportunities to produce programs and to become familiar with the practical aspects of radio production during the six weeks' period starting July 1.

A. Murray Dyer, script writer for the CBS *American School of the Air*, and Robert Aura Smith, script writer and commentator for the CBS program *This Living World*, have been appointed as instructors in script writing. Radio production will be taught by Earle McGill, CBS casting director, while the studio production groups will be directed by Philip Cohen, production director of the radio division of the U. S. Office of Education, who also will conduct a seminar on the educational aspects of radio.

Speakers in the series of special lectures on various aspects of broadcasting include: George O. Milne, NBC engineering division; Nila Mack, CBS producer of children's programs; Edward Lasker, vice-president of Lord & Thomas, New York; Lyman Bryson, chairman of the CBS Adult Education Board; Morris Novik, manager of WNYC, New York's Municipal station; Bernard Hermann, CBS staff conductor.

Florida ASCAP Briefs

FOLLOWING the hearing April 16 before a three-judge statutory court in Gainesville, Fla., to test the constitutionality of the Florida anti-ASCAP law, both ASCAP and the State are preparing briefs supporting their contentions to be submitted by May 18, according to Herman Finkelstein, of Schwartz & Frohlich, ASCAP counsel. No further action was reported in Nebraska, where the State is seeking a new trial after a three-judge court found the Nebraska anti-ASCAP law to be unconstitutional.

'Hellzapoppin' on WABC

SELECT THEATRES Corp., New York, which recently ended Charles Stark's *Odd Side of the News* on WABC, New York, on April 22 started a musical program of *Old Fashioned Favorites* on WABC for "Hellzapoppin," Broadway show. Agency is Blaine Thompson Co., New York.

All Richardson Radio Interests Sold To New Trans-Canada Communications

By JAMES MONTAGNES

AFTER 16 years of broadcasting activities, the radio division of James Richardson & Son, Winnipeg grain brokers, has sold its stations and all radio interests to a newly-formed Trans-Canada Communications Ltd., Winnipeg, subsidiary of the holding company Armadale Corp. Ltd., Winnipeg and Toronto, of which Victor Sifton, Western Canada newspaper publisher, is president. Stations changing ownership were CJRC, Winnipeg, and CJRM, Regina. Included also were shortwave stations CJRX and CJRO, Winnipeg, and portable VD2R of Winnipeg.

Neither Clifford Sifton, officer of Armadale Corp., at Toronto, nor Charles Campbell, secretary-treasurer of James Richardson & Son, in Toronto, would disclose the amount paid for the stations. Unofficial estimates in the radio industry lead to a figure between \$100,000 and \$150,000.

Same Management

According to Clifford Sifton, no changes are to be made at present in the management of the station. Vic Neilsen, formerly of CFCF, Montreal, remains as manager of the radio division and becomes manager of the newly-formed Trans-Canada Communications, with Victor Sifton, Winnipeg, as president. The new owners have no plans at present for station expansion, but it is understood they had tried to have the license for CJRM changed from Regina to Saskatoon, since the Armadale Corp. already owns CKCK, Regina, through its ownership of the *Regina Leader-Post*. It is understood the change was not granted by the Canadian Broadcasting Corp. or the Department of Transport.

The sale was made because the Richardson interests have decided that since broadcasting was not their main business, they would drop it altogether. This tallies with other moves made by the organization since the death of James Richardson last year. The deal gives the Sifton interests through various interlocking directorates a broadcasting outlet in Winnipeg in conjunction with their fully-owned *Winnipeg Free Press*, and a possible outlet if at a later date a license can be procured for Saska-

toon to go with their *Saskatoon Star-Phoenix*.

The Richardson interests have been in broadcasting since 1924 when they owned a station in Moose Jaw, gradually extending their radio ownership to Regina, Yorkton and Winnipeg. The Moose Jaw station was scrapped in 1934 and CJRM, Regina, took its place. Because for many years the Manitoba Government maintained a broadcasting monopoly, CJGX, Yorkton, was established just outside Manitoba with studios in Winnipeg. The station was later sold because the Canadian Federal Government no longer recognized Manitoba's broadcasting monopoly and allowed Richardsons to build CJRC at Winnipeg and also two powerful shortwave stations there.

The Sifton interests own CKCK, Regina, and the *Winnipeg Free Press, Regina Leader-Post* and *Saskatoon Star-Phoenix*.

FCC Team Resigns

(Continued from page 13)

graduate of Harvard in 1933, and studied law under the famed Felix Frankfurter, now an associate justice of the Supreme Court. He was graduated from Washington U, St. Louis, having won a four-year scholarship from his high school as the highest ranking student. He also attained a scholastic fellowship at Harvard.

Social Research

At Washington U Mr. Kopolovitz majored in applied sociology, receiving his A.B. degree in 1929 and his M.S. in 1930. While engaged in a research study for the Russell Sage Foundation in New York in 1932, he co-authored a book titled "Emergency Work Relief"—the first study of its kind, which eventually was used as a foundation for New York relief work. The thesis of this study was to pay wages to unemployed instead of instituting the dole.

Mr. Kopolovitz joined PWA in 1933 where he first met Mr. Dempsey. That started the Federal association that ran for seven years with a lapse of only the few months when "Big Bill" was Mr. McNinch's legal assistant and "Little Bill" held forth at the Power Commission. Mr. Kopolovitz was born in St. Louis May 30, 1909. Single, he resides in Washington with a sister and a nephew.

Impact of Media Subject of Study

Missouri School Seeks Data On Readership, Listening

RADIO listening habits, along with newspaper and magazine readership, were surveyed in a "three-dimensional study of primary advertising media" started early in April by the Missouri U School of Journalism in Columbia, Mo. The "product improvement" study, covering the three media simultaneously over six consecutive days, is expected to produce revealing data on effective coverage and the degree of readership and listening.

The radio phase of the survey employed both the "aided" and "unaided" recall methods in house-to-house questioning. With about 200 journalism students working as interviewers, following pre-survey training in the Gallup-type interviews, the study covered local listening to 11 stations—KFRU, KMBC, KWOS, KMOX, KSD, WDAF, WGN, WHO, W L W, WOAI and WTMV. One hundred interviews were made each day in the radio survey.

Economic Divisions

For purposes of the three-way study, the city of Columbia, with a population of 20,200, was divided into four economic income levels. Survey work was so arranged that a correct sample of the total market was obtained on each of the phases of the study. Accurate divisions of economic districts were checked against the 1940 R. L. Polk & Co. city directory for thoroughness and exactness.

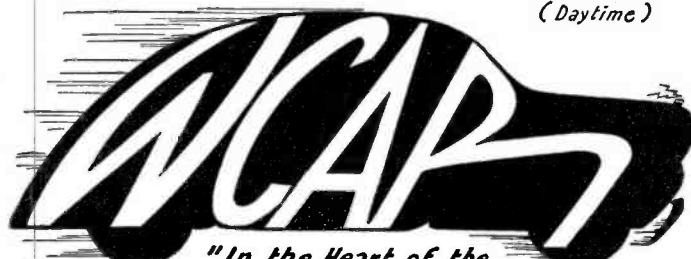
"Unaided" recall questions included: Was your radio turned on this morning (afternoon, last night)? If on, between what hours? Did you read a newspaper or magazine while you listened to the radio? What radio programs did you actually hear this morning (afternoon, last night)? On what stations? What product or company did each advertise? Do you regularly listen to specific programs at specific periods? Name of program and station?

"Aided" recall data included listings of programs for each of the 11 stations at 15-minute intervals for each day. Interviewing was divided into three time-phases—6-10 p. m., 8 a. m.-noon, and noon-6 p. m. The interviewer made his calls during the period immediately following that covered by his questions. Thus morning programs were checked during the afternoon.

The other two phases of the survey covered the two local daily newspapers, the *Columbia Missourian* and *Columbia Tribune*, and nine monthly and five weekly magazines, and extended to a detailed research into interest in both editorial and advertising content. Facts of the three-dimensional study, directed by Prof. Donald H. Jones of the journalism school, after tabulation and analysis will be of service to broadcasters and advertisers in indicating the type of news and advertising material consumed in specific income levels, it was pointed out.

FOX FEATURE Syndicate, New York, reports that 30 stations have signed for *The Blue Beetle*, twice-weekly adventure comic strip, being produced for radio by Jean V. Grombach.

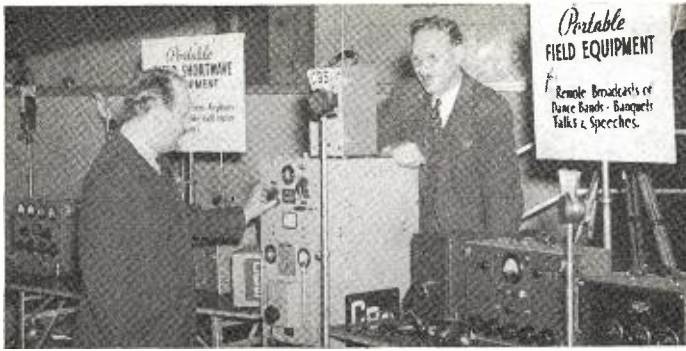
1000—STREAMLINED—Watts
(Daytime)



"In the Heart of the Motor Industry"

PONTIAC — — MICHIGAN

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION



USING this collection of equipment to illustrate his points, Henry Grossman (left), chief engineer of WABC, CBS New York key station, early in April discussed "Eastern Division Special Event Pickup Facilities" with CBS employees. Chatting with him is R. G. Thompson, WABC supervisor of field engineering. The lecture, held at CBS headquarters, was the sixth of a series of engineering and general radio lectures which began Feb. 5 and held every Monday for CBS employees wishing to attend.

BMI Acquires Cole Catalog

(Continued from page 14)

article writing and publicity. A graduate of Princeton and Columbia Law School, he has been a lawyer, teacher and writer. He practices law in New York and his writings, published under the name Dickson Skinner, include both fiction and magazine articles. Most of his article work has been in the musical field.

Actively promoting the aims and purposes of BMI to the public, the back page of all BMI sheet music carries the story of this new publishing company, through which "broadcasters are working to assure equal opportunity and fair compensation to all composers." "BMI," the message concludes, "gives to American music a freedom for creative progress that it has never had before. BMI for the first time gives to you who listen and you who sing and play the opportunity to take full part in that progress and to guide it in accordance with your own desires."

Round the Cage

Promoting BMI also to the broadcasting industry, the company has prepared a leaflet pointing to BMI as the broadcaster's means of escape from the squirrel cage ASCAP has had him in. "You paid for an ASCAP license because ASCAP controlled the music that was popular . . . As music was added to the ASCAP catalog that music became popular because you were broadcasting it . . . Round and round you raced in your cage. Because you played the music it became popular and because you had made it popular you needed the license to play it.

"Nowhere else in the record of modern business is there a case in which a monopoly has been equally successful in making its victims themselves operate the mechanism that held them prisoners."

Going after other users of music than the broadcasters, BMI has written a letter to the operators of coin-operated phonographs which is being distributed by a number of operators' associations, urging them to cooperate with the broadcasters in their own self in-

terest. Pointing out that ASCAP has long attempted to tax coin-operated machines, the letter quotes an ASCAP statement supporting a law now pending in Congress that the minimum amount ASCAP would expect to collect would be \$60 a year a machine, a minimum total of \$12,000,000 a year from this source.

Supporting BMI in its campaign against the ASCAP music monopoly, the National Council of State Liquor Dealers Associations, representing more than 150,000 retail liquor establishments, passed a resolution at its annual convention to the effect that ASCAP is "levying arbitrary and unreasonable fees from users of copyrighted music". Urging Council members to give full support to BMI, John Fetterman, legal advisor to the Buckeye Liquor Dealers Assn. of Ohio, stated: "Our field of activity has suffered great hardships at the hands of ASCAP. Under the strong leadership of BMI we have affiliated interests on our side who will help us battle this unfair monopoly."

Song Writers Views

Charging BMI officials with being "willing to sacrifice the interests of the songwriter to benefit their backers, the chain broadcasters and some of their affiliates and independents," the Songwriters Protective Assn. has issued a statement protesting BMI's avowed policy of making its music available for transcriptions at the statutory sum of 2c per composition per record in place of the customary charge of 25c or 50c per pressing. [BROADCASTING, April 15].

The songwriters, who divide these mechanical rights fees evenly with the music publishers, dispute the statement of Mr. Tompkins that "the maximum fee which can be charged for the right to mechanically reproduce the work is 2c per composition for each record manufactured, regardless of the form or purpose of the record," and state that they would welcome a "test or construction of these compulsory license provisions".

SPA statement, prepared by John

BMI'S NEW TUNES

Seven Numbers Approved by Editorial Board

SEVEN new BMI tunes, including a waltz and a "hot" rhythm number as well as foxtrots and ballads, have been approved by the BMI editorial board and will soon be ready for release to BMI subscribers. The new tunes are:

"Give Me Music", waltz, music by Malcolm Reid, lyrics by Robert Sour and Don McCray, arranged by Helmy Kress.

"I'll Be Goin'", foxtrot, music by Lee Wainer and lyrics by Robert Sour, authors of "What Good's the Moon?"

"Keep An Eye On Your Heart", music by Henry Manners, lyrics by Milton Leeds.

"What's the Matter, My Darling?", ballad, words and music by Charlie Beal, swing pianist; arranged by Sam Grossman.

"You Mean So Much to Me", music by Edgar "Puddinhead" Battle and lyrics by Ken Byron. "Puddinhead" Battle was formerly featured trumpet with Willie Bryant's orchestra, and is now arranging and composing for leading orchestras.

"Boogie Woogie to You", rhythm "Jump" number, with music by Ernest Gold and lyrics by Don McCray, authors of "Here in the Velvet Night", is being arranged by Jimmy Mundy, formerly arranger with Bennie Goodman.

"Please Don't Tell Her I Told You", music by Irving Wallman and lyrics by Max Wartell.

Performance by both NBC and CBS of several of the six popular tunes released by BMI early in April, also has been reported. During the period April 17-21, NBC performed four of the tunes and CBS two.

Schulman, SPA counsel, continues: "Regardless of the BMI construction, the fact is that transcriptions have been treated differently than

phonograph records. The acceptance of BMI's construction would result in a substantial loss of revenue for songwriters. Insofar as members of SPA are concerned, it is my view that they have the protection of the uniform agreement, since any attempt by a publisher to treat transcriptions in the manner suggested by BMI would be a breach of the publisher's obligations to the songwriters."

Aid to Songwriters

Asked for a reply, a BMI official replied that the 2c fee is the only one authorized by the law, that it is of immediate benefit to the broadcasters, and that the songwriters will also profit by it in the long run, since it will encourage additional use of their material on transcriptions.

A breakdown of BMI subscribers, made at the organization's headquarters, shows that its 290 station subscribers represent approximately 53% of the industry numerically, and handle more than 80% of the industry's total billings in dollar volume.

'Woman's Magazine' Dropped

DROPPING of the *Woman's Magazine of the Air*, five-day-a-week participating talent show, which has been on NBC-Pacific for 12 years, and the paring of duplicative jobs, brought about the release of about 20 persons at the KPO-KGO headquarters in San Francisco late in April. Affected were artists, producers, secretaries and stenographers.

Postal Telegraph

149th ST. N. Y. C.
MO. 9 - 8067

APR 16 1940

NAB3 19 COLLECT 1 EXTRA-RU WASHINGTON DC 256P

WBX BROADCASTING CO INC
RADIO STATION WBX 260 EAST 161 ST NYC

COMMISSION ON APRIL SIXTEENTH GRANTED APPLICATION AUTHORIZING
INSTALLATION DIRECTIONAL ANTENNA AND INCREASE IN POWER TO 5
KILOWATTS
J T SLOWIE SECRETARY, FEDERAL COMMUNICATIONS COMMISSIONS
314P

WBX-DIRECTIONAL OVER
NEW YORK

5000 Watts Day and Night starting early May
MANHATTAN'S IRRESISTIBLE RADIO MAGNET
Best Buy for Spot
Call MEIrose 5-0333

WHOM

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

Get Details

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

A
FAIR WORLD
IN ITSELF

Observe 'CKAC Week'

CKAC, Montreal, celebrating the inauguration of its new modern studios and a new RCA transmitter, was the subject of a proclamation by the Mayor of Montreal who set aside April 20-27 as "CKAC Week." Besides an inaugural program in which 60 radio personalities participated, CKAC started several new French-language programs in which it specializes. The French daily *La Presse*, with which the station is affiliated, devoted several pages of its April 20 edition to promote the station's new facilities.

WIBG, Glenside, Pa., on May 12 will sponsor a Mother's Day trip to Washington and Arlington Cemetery by Zella Drake Harper, station's woman commentator and conductor of its *Women's Radio Club*.

Buys Participations

LAMONT, CORLISS & Co., New York, during the week of April 22 started thrice weekly spots on participation programs on WJR, Detroit, WTCN, Minneapolis, and WRC, Washington, to promote Semi-Sweet Chocolate. The company already sponsors one to three participations weekly on the *Marjorie Mills* and *Imogene Woolcott* programs on the Yankee Network; on *Marthe Deane's* program on WOR, Newark, and on *Fletcher Wiley's* talks on West Coast stations. Cecil & Presbrey, New York, is the agency.

MRS. ANNIE J. DODGE, 78, mother of John H. Dodge, NBC sales manager in Washington, in charge of commercial operations of WRC and WMAL, died in Washington April 25.

Farnsworth to Produce

PRODUCTION of television receivers will be begun this September by Farnsworth Television & Radio Corp., Fort Wayne, according to an announcement April 27 by E. A. Nicholas, president. Until then Farnsworth will round out its commercial line of television studio and transmitting equipment. New items to be manufactured by Farnsworth are dual motor control consoles, studio rack equipment, transmitters of 1,000 watts rating and single sideband filter, in addition to direct pickup cameras and tubes.

3XB Corp., New York (foot powder) has named Redfield-Johnstone, New York, as agency and is considering use of radio.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Particularly Adapted to Radio

INDUSTRIAL & ARCHITECTURAL DESIGN

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Frequency Measuring Service

EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
56 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring

Commercial Radio Equip. Co.
7134 Main Street
KANSAS CITY, MO.

Advertise in
BROADCASTING
for Results!

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

Sports Announcer—and special events man wanted by clear-channel midwest station, major network affiliate. Send age, salary expected, experience, education, photo. Box A796, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Mid-West daytime station in major market seeks competent sales manager. Good salary. Send qualifications and references. Box A790, BROADCASTING.

Competent engineer-operator who can maintain 100-watt station. Good opening for reliable, sober, experienced man. Send references. Box A795, BROADCASTING.

Local time salesman for NBC Red Station in important Western city. Good opportunity for a producer with a clean record. Prefer man now employed who feels he has qualifications for bettering himself and increasing earnings. Box A801, BROADCASTING.

Situations Wanted

Continuity Writer—writes smooth, lively copy. Also announces. Prefers Mid-West or Mountains. Experienced. Box A798, BROADCASTING.

General Announcer—Continuity. Experienced. Knows music. Excellent newscaster. Really "sells" commercials. Box A803, BROADCASTING.

Chief Engineer—May I have the opportunity to present my qualifications. Exceptional experience. If you need a Chief Engineer it will pay you to investigate. Box A802, BROADCASTING.

Engineer—Radiophone first class. Four years' experience operator—Transradio Press. Employed. Want to change. Box A794, BROADCASTING.

Pop Brownlee's Rubes (musical entertainment), powerful sales stimulant; create goodwill, up sales. P. S. Edwards, 1560 Broadway, New York.

Experienced Combination Man—Announcer, Operator, Sales. Continuity. Married, 31, hard worker. References. Box A793, BROADCASTING.

Announcer-Accompanist—Young man desires opportunity in radio station. Capable as musical director-announcer-accompanist. Interested in production. Sales ability. References. Box A800, BROADCASTING.

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 A792, BROADCASTING.

Situations Wanted (Continued)

Announcer—Employed fifty kw station wishes change. Handling all types of programs; news. Reason and recording submitted on request. Box A785, BROADCASTING.

Experienced Radio Man—desires to manage station. Excellent record in management and sales. Has full knowledge station operations. Address Box A788, BROADCASTING.

Production Man—fourteen years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A891, BROADCASTING.

How many of your listeners understand the news? Increase audience and listener interest with experienced newscaster, unbiased commentator, gather and write local news program, handle interviews, special features, write continuity, publicity, original program ideas. Moderate salary if opportunity make additional commercials. Box A797, 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.

Wanted to Buy

USED RECORDER—Private party wants commercial Presto or other equipment for off-air recording. Old model okeh if workable and a "buy". Can also use overhead mechanism without turntable or cutting head. Give full details and price. Confidential. Box A799, BROADCASTING.

For Sale

500 Watt Radio Station in Midwest community 10,000 population; \$10,000 cash, balance easy terms. Good record of earnings, future assured. Box A786, BROADCASTING.

Miscellaneous

Photo Post Cards, Newest, most economical method of displaying any product. Samples and prices on request. Graphic Arts, 295 Market Street, Hamilton, Ohio.

Young Radio Executive with \$25,000 cash seeks associate with like amount to acquire profitable station in South. Reply in confidence, giving full references, to Box A787, BROADCASTING.

PAUL STEBBINS—Suitable compensation for whereabouts or 1939 Buick 2 dr. trg. Motor No. 43776275, serial No. 13586252. License No. 1077-307, Wisconsin, 1939. Formerly of Sheboygan, Wisconsin. Age 33 years. Occupation, selling radio advertising. Wire General Motors Acceptance Corporation, 206 Main Street, Green Bay, Wisconsin.

Kaltenborn Shifts Plans, Sails for Europe May 4

H. V. KALTENBORN, NBC news analyst, who originally had planned to sail for Europe April 27 [BROADCASTING, April 1], will leave instead on the *Washington* May 4, accompanied by his wife, Baroness Olga von Nordenpycht. Although his plans are subject to change, Kaltenborn expects to spend four weeks abroad, returning to New York June 4 on the *Pan American Clipper*.

Until May 26, Kaltenborn will broadcast on NBC-Red on Saturdays at 7:45 p.m. and Sundays at 3:45 p.m. from the *Washington* at sea and from Rome, Paris, London and Lisbon. Pure Oil Co., beginning May 28, will sponsor Kaltenborn's talks on NBC-Red, Tuesdays, Thursdays and Saturdays at 7:45 p.m., the first three broadcasts to be heard from London, Paris and Lisbon.

Colonial Dames Shift

COLONIAL DAMES Inc., Hollywood (cosmetics), sponsoring *Return to Romance* on 9 CBS Pacific Coast stations, Sunday, 2:45-3 p.m., on April 19 switched for 13 weeks, to a weekly five-minute quiz show, *The Beauty Explorer*, with Howard McNear as commentator, on 10 CBS West Coast stations (KNX KARM KROY KSFO KOIN KVI KIRO KFPY KSL), Friday, 9:55-10 p.m. (PST), using a transcribed version on KOA, Denver. It is expected other stations will be used via transcriptions. As a contest angle, to merchandise the series, the sponsor is awarding products to listeners who send in questions used during the broadcast. Glasser Adv. Agency, Los Angeles, has the account.

NBC Symphony to Tour

ARTURO TOSCANINI and the 100-piece NBC Symphony Orchestra will leave May 31 on an extended tour of South America, according to an announcement by Lenox R. Lohr, NBC president. Sailing from New York aboard the *Brazil* and arriving in Rio de Janeiro on June 12, the orchestra will make 16 appearances in Brazil, Argentina and Uruguay during the tour. The itinerary provides four concerts in Rio, two in Sao Paulo, eight in Buenos Aires and two in Montevideo. The troupe will sail for North America following the final concert in Rio July 11, and is scheduled to reach New York July 22.

Westinghouse Resumes Management

(Continued from page 11)

NBC and Westinghouse. Existing contracts with Red network affiliates in the cities in which the Westinghouse stations would have to be taken into account, and it is understood these run from one to four years. Publications of such reports sent managers of Red stations which might be affected scurrying to New York.

It was learned that CBS President William S. Paley had conferred several times with A. W. Robertson, chairman of the board of Westinghouse, regarding the possible affiliation of KDKA and perhaps certain other Westinghouse stations with his network. These conversations, however, were described as simply of an explanatory nature and concluded with the determination by Westinghouse to remain affiliated with NBC.

It was learned that Frank Logue, Westinghouse auditor, would be detailed exclusively to operations of the six stations. George Harder, veteran public relations man of WBZ-WBZA, has been assigned as publicity director of the station operations. Presumably both men will be stationed at the new general headquarters to be set up in the East. Other personnel assignments will be made gradually.

Renewal Citations

Westinghouse and NBC jointly announced April 24 the July 1 termination of the contracts following the negotiation [BROADCASTING April 15]. These conversations were begun long before the FCC last 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 cancellation of the NBC-Westinghouse programming contracts will result in rescinding of the hearing notice insofar as those stations are concerned.

In the joint announcement it was stated that hereafter the West-

inghouse stations will take service from NBC "under the standard form of affiliated agreement". Westinghouse, it was said, will itself handle all functions incident to the operation and programming of the stations, including commercial activities and local programming.

"Westinghouse was a pioneer," said the statement, "and has always been a leader in the development of radio broadcasting and the present step is in conformity with the desire and intention of Westinghouse to remain identified with the broadcasting industry. The new arrangement will leave in the hands of Westinghouse, as heretofore, all matters connected with the operation of the stations and, in addition, Westinghouse will conduct all programming and commercial activities."

The original contracts of Westinghouse with NBC, providing for program and sales management, with Westinghouse retaining full supervision and control, were entered in the fall of 1931, for a ten-year period. Subsequently, however, in order to stagger the expirations so they would not fall on the same date, the contracts were revised for the four stations. The July 1 date was selected to give Westinghouse a two-month period in which to set up its new organization with a minimum of disturbance to operations, Mr. Evans explained.

All employees of the four stations will shift to the Westinghouse payroll at present salaries. Westinghouse employs function under an "adjusted compensation plan" whereby additional compensation is paid based on profit. It is presumed this same formula will carry over to NBC employees who go on the Westinghouse payroll.

Mr. Evans, who has been with Westinghouse since 1921, joining it as a technician at KYW, then in Chicago, has headed its radio operations since 1929. In 1927 he was appointed manager of KYW, after having served as its chief engineer. In 1929 he was named superintendent of radio operations at Westinghouse, in charge of KDKA, KYW, WBZ and WBZA.

Under the new operating structure, Mr. Evans will divide his time between his headquarters in Baltimore, where he heads the big Westinghouse manufacturing plant, and the new broadcasting headquarters.



DOUGLAS 21-PASSENGER PLANES

Chicago and Southern offers you quick access to every important city in the Midwest and South—in the greatest comfort, security and luxury now available in modern transportation. This great new fleet of famous Douglas DC-3's has been made possible by the ever mounting popularity of the services offered by Chicago & Southern. Thousands of travelers have saved time and money flying "The Valley Level Route" on both business and pleasure—thousands more will do so, faster, and in greater comfort, during the years to come.

LOW AIR TRAVEL FARES

Washington-New Orleans	\$61.65
New York-St. Louis	53.50
Memphis-New Orleans	19.76
New Orleans-St. Louis	33.69
Chicago-Tampa	69.03
10% reduction on round trips	

IT PAYS TO FLY

CHICAGO AND SOUTHERN Air Lines



STEWARDESS SERVICE
ON ALL FLIGHTS

Coverage!

WALTER P. BURN & ASSOCIATES, INC.
Radios Man Makers
7 W. 44TH STREET New York, N. Y.

A ROSTER SURVEY . .

will show you which sustaining programs can be sold locally and which ones should be changed or killed.

A roster survey will help improve your station operation.

THE HOOPER-HOLMES BUREAU, INC.

109 MAIDEN LANE, NEW YORK

Indiana Grocery Meeting Draws WLW Promotion

USING its entertainment and merchandising talent to lend a carnival air to the functions, WLW, Cincinnati, cooperated with the Indiana Grocers & Meat Dealers Assn. convention at Indianapolis, April 14-16. Stressing food products advertised on WLW, the station's participation included entertainment by WLW performers, merchandising decorations, talks by WLW officials and a "Find Your Double" contest in which baskets of groceries advertised on the station were given away.

For the banquet WLW decorated the Claypool Hotel hall with large balloons inscribed: "Over \$1,500,000 Spent by Food Advertisers Each Year on WLW—The Nation's Most Merchandise-Able Station". Paper hats and matchbooks were set at each place. During the dinner Robert E. Dunville, general sales manager of WLW, briefly thanked attending grocers and meat dealers for their cooperation in WLW-advertised merchandise.

Magazine Buying Time

MAN-O-WAR PUBLISHING Co., New York, on April 15 started six times weekly five-minute programs and spot announcements on WORL, Boston, and WBNY, Buffalo, to promote its weekly *Sports & Turf* magazine. The company also added WHN, April 24, and continues on CKLW, Detroit. More stations will be added, according to Emil Mogul Co., New York, the agency.

WAAAT
JERSEY CITY

The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.

At the centre
of N. Y.
Metropolitan area.

N. Y. Sales office:
RKO Bldg.,
Radio City

National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

Paramount-DuMont Financing

(Continued from page 32)

by Robert Robins, president of Cath-Ray Electronic Laboratories, New York, independent retailers of television receivers. Specific protest was directed against the DuMont release on its plans following its receipt of the new station construction permit.

It was charged the release not only created "false and misleading impressions" but also had the effect of "violating every fundamental concept of ordinary ethical conduct expected from American enterprise by its commercialized use of the names of the President of the United States," and "the chairman of a public regulatory body". Mr. Robins requested the Commission to take action giving all parties an opportunity "to be heard in the same manner as that followed by the Commission upon receipt of the DuMont complaint."

In the DuMont release, according to Cath-Ray, mention was made of the April 12 statement by President Roosevelt against monopoly in television. There also was quoted the observation made by FCC Chairman Fly before the Senate Interstate Commerce Committee that Mr. DuMont was "the second most important research man in television".

The DuMont release also was quoted as having stated that behind the company are such men as Stanton Griffis, chairman of the Paramount executive committee and chairman of the board of Madison Square Garden; John Hay Whitney, financier of Selznick International Pictures, producers of "Gone With the Wind", and banker of Lehman Bros., which has many important contacts with the film industry. The release is said to have stated that the location of the DuMont transmitter is tentatively set at 515 Madison Ave., with a tentative starting date of Sept. 1 for limited commercial operation. Programs now envisaged for next fall were declared to include sports events, leading Broadway shows, political speeches by 1940 Presidential candidates, and various shows starring top entertainers of Broadway and Hollywood.

History of Financing

A review of the DuMont financing indicated that Paramount as of April 22, 1939, held all of the Class B common stock of DuMont, amounting to 56,000 shares, had loaned the company approximately \$180,000 and owned beneficially, but not of record, 300,000 shares of Class A common stock. Subsequently, Paramount is understood to have subscribed to \$108,000 in DuMont notes, which was offset by the loan previously made the company. The principal underwriters of the offering of \$500,000 in 10-year 5% notes were said to Lehman Bros., subscribing for 80% at \$400,000 and Hemphill, Noyes & Co. for the remaining 20% for \$100,000. Lehman Bros. was one of the four underwriting firms which subscribed to all of the 100,000 shares of CBS stock offered by President William S. Paley last March. One member

Pal for Breakfast

GOLDEN thought for the day is ascribed to "a 50,000-watt network affiliate", presumably somewhere on the Pacific Coast, by Albert Amundsen, copy chief of KUJ, Walla Walla, Wash. According to Mr. Amundsen, some hearty announcer brought forth this unusual tribute to Wheaties, General Mills famed breakfast cereal: "Wheaties are getting better every day. Try a bowl for breakfast tomorrow. It will be just like eating an old friend!"

of Hemphill, Noyes & Co. is Mr. Griffis, chairman of the Paramount executive committee. The Lehman Bros. firm was said to have as subordinate underwriters in the DuMont note transaction such companies as Pioneer Pictures and The Cary Corp.

Another voice added to the television hubbub was that of Franklin Waltman, publicity director of the Republican National Committee, who in his column "Looking Forward" attacked the FCC action in reopening the television hearings as illustrating the "real purposes of the New Deal better than any 10,000 words". He said the Commission not only completely reversed itself in less than a month, but that it "undertakes to suppress—or at least hold back—a new industry which some day will supply employment for many thousand persons."

'Plug' Kendrick to Direct Own Station in Louisville

DESPITE PENDING of a "show cause" order as to why its construction permit should not be recalled, the new WINN, Louisville, should

begin operation May 10, according to D. E. (Plug) Kendrick, chief owner, who advised BROADCASTING he will be its active manager: Mr. Kendrick, until recently general manager of KITE, Kansas City, has been succeeded there by Gene Wyatt, commercial manager. He has selected Miss M. K. McCarten as program director of the new WINN. Wayne J. Hatchett, formerly of KITE, will be chief engineer. Other staff selections have not yet been announced.

The FCC on Nov. 20 cited the corporation on the ground that it is not financially qualified to operate the proposed station, based on its own contentions. Mr. Kendrick, however, has proceeded with the construction of the station, obviously anticipated clearing up of the matter to the satisfaction of the FCC.

The station would operate with 100 watts night and 250 day on 1210 kc. It was authorized for construction in February, 1939. Studios will occupy the tenth floor of the Tyler Hotel. Collins transmitting and studio equipment is being installed, along with a Wincharger radiator, General Radio frequency monitor and RCA turntables. Transradio Press will supply news.

Mr. Kendrick owns 52% of the stock of the licensee corporation; Arthur C. Van Winkle, Louisville attorney, 24%; Oldham Clarke, Louisville attorney, 14%; Miss McCarten, 10%.

Union Oil's Changes

UNION OIL Co., Los Angeles, on April 29 shifted its weekly half-hour *Streamlined Operas* from 12 CBS West Coast stations, Thursday, 9:30-10 p. m. to 13 NBC Pacific Red stations, Monday, 7:30-8 p. m. (PST), with Bill Lawrence taking over production on a freelance arrangement with Lord & Thomas, agency servicing the account. He is also producer-announcer of the cooperatively NBC program, *I Want a Divorce*. Lawrence succeeds Dave Taylor who resigned as Hollywood agency producer to join Union Oil Co. as radio contact executive and editor of the firm's house organ. Mario Chamlee, former Metropolitan Opera tenor; James Newill, baritone, and Emily Hardy, soprano, head the cast of the weekly program. Truman Bradley continues as narrator. Thomas Peluso has the orchestra, with Mahlon Merrick as chorus master. Modernized operas are adapted for radio by Jon Slott.

HALF-HOUR transcriptions, recorded by RCA-Victor, of Arch Oboler's recent NBC broadcast of *Johnny Got His Gun* are being played on 75 stations throughout the country. Home-size records of the program, which feature James Cagney, are available to the public through Victor dealers.

ENLIST

enlist
in the Women's Field Army of the American Society for the Control of Cancer, and help in the intensive war against this disease.

educate
yourself and others to recognize early symptoms that may indicate cancer.

save
some of the 150,000 who may die this year unless promptly treated. Early cancer can be cured.

join your
local unit
now!

or send your
enlistment fee
of \$1.00 to

AMERICAN SOCIETY
for the
CONTROL of CANCER
350 Madison Ave., N. Y.



NAB INDEX REVIVAL UNDER DISCUSSION

REVIVAL of the NAB "business index" to provide a yardstick to determine radio advertising activity and trends, particularly in national spot and local phases, was discussed at a meeting April 15 of the Steering Committee of the NAB Sales Managers Division in Chicago.

Discarded several years ago because of complaints against thundering headlines indicating spectacular advances by radio, the proposed new index, devised in tentative form by NAB Research Director Paul F. Peter, would be in the form of a standard unit of measurement. It is expected that the whole proposition will be placed on the agenda of the NAB Convention in San Francisco Aug. 4-7.

The Steering Committee, of which William R. Cline, sales manager of WLS, Chicago, is chairman, also devised preliminary plans for radio participation in the forthcoming convention of the Advertising Federation of America in Chicago June 23-27. Earle Pearson, AFA general manager, discussed plans for "broadcasters' night" at the convention on June 25. Chicago stations and networks will form a Program Committee under Mr. Cline to line up necessary talent and work out details for the evening's entertainment. The division also is planning a panel discussion of industry sales and advertising problems in conjunction with the AFA session.

In addition to Messrs. Cline and Pearson, those at the Chicago session included Ellis Atteberry, KCKN, Kansas City, Kan.; Craig Lawrence, the Cowles Stations, Des Moines; Charles Caley, WMBD, Peoria; Barney Lavin, WDAY, Fargo; Samuel J. Henry Jr., of the NAB staff, and C. E. Arney Jr., recently appointed assistant to the president of NAB.

Youthbuilders to Award

YOUTHBUILDERS, New York, on May 8 will hold its Forum Award Luncheon at the Hotel Martinique, New York, at which time awards will be presented by children who are members of the Youthbuilders' School Forum Clubs to the radio program, motion picture, book and newspaper or magazine article which they believe have done most this year to help them understand how democracy works. Guest speaker will be Mrs. Franklin D. Roosevelt.



WHEN WLS, Chicago, celebrated its 16th birthday April 20 four old-WLS-timers found their aggregate years of service totaled 49. Harold Safford, program director, (left) has been with WLS 14 years; on around to the right are Jack Holden, nine years an announcer; Al Boyd, 10-year production man; Art Page, farm program director of WLS for 16 years.

Store's Big Buy

WSAN, Allentown, Pa., recently sold an entire day of the station's sustaining time to H. Leh & Co., local department store celebrating its 90th anniversary. The store claimed a 30% increase in business on the first day of a big store sale. Broadcasts included a feature titled *Way Back When*, based on high-spots in the store's history.

FTC Complaint

THE Federal Trade Commission on April 20 issued a complaint against Chicago Technical College, Chicago, charging misrepresentations in advertising in various media, including radio. The FTC also has ordered Forson Laboratories, New York, to cease making certain representations for Nu-Myst, a medication, in radio and newspaper advertising. On April 27 the FTC announced it had accepted stipulations from Mystic Laboratories, Jersey City, and Absorene Mfg. Co., St. Louis, to discontinue certain misrepresentations in the sale of Mystic Cream, skin preparation, and Absorene cleaner, respectively.

RCA'S MICROSCOPE Electron Device May Reveal Medical Secrets

AN ELECTRON microscope, another by-product of radio science like the electric surgical knife now in general use, has been developed in the RCA Radio Research Laboratories at Camden, N. J. The unique instrument, which opens up new worlds invisible to light and shows promise of extending knowledge in the study of human disease and in other fields of scientific research, was designed and constructed under supervision of Dr. Vladimir K. Zworykin, RCA television research chief, by Dr. Ladislaus Marton, pioneer microscopist, with a group of co-workers including Arthur W. Vance, M. Charles Banca and J. F. Bender.

The electron microscope, recently demonstrated at Camden to a group of scientists and science writers, magnifies objects by electronic means 20 to 50 times as much as the finest optical microscope in existence, according to reports. Even greater useful magnification is expected in the future. Bacteria or other minute particles to be examined are magnified by 25,000 diameters.

The resolving power or sharpness of definition of the new instrument is so high, however, that useful magnification may be increased up to 100,000 diameters by photographic enlargement. Ordinarily useful magnification of objects under optical microscopes cannot be achieved above 1,500 diameters in ordinary light, or above 2,500 in ultra-violet light, since resolution is lost beyond those points.

TWO courses in radio will be conducted June 10 to July 19 at Washington Square College of New York U by Robert S. Emerson, formerly of CBS and WHAS, Louisville, to give students majoring in radio a total of six points towards an A.B. degree. The courses will be "Summer Workshop in Creative Writing," daily from 9-11 a.m., and "Program Planning and Building," daily 11 a.m. to 12 noon. Guest lecturers from varied fields of radio will address the students.

WOR, Newark, will probably broadcast the weekly *Let's Go to Work* program sustaining after Fuller Brush Co. ceases its sponsorship April 29.

Stern in Wrecked Train But NBC Withholds Tip

BECAUSE of a long-standing policy not to broadcast "flash" or "bulletin" items of accident or casualty events, NBC did not broadcast a news item of the wreck of the New York Central train near Little Falls, N. Y., in the early hours of April 20, although Bill Stern, NBC ace sports announcer, happened to be on the train on his way to Chicago and telephoned the news to NBC New York headquarters seven minutes before it came over the teletype. Realizing that its switchboard would be flooded with calls if it did not broadcast a list of the dead or injured passengers on the train, NBC carried no "scoop" news of the wreck, which it could have done. Instead, it waited until regular morning newscast when the list of casualties with verified names had been received from press association sources.

BASCH RADIO Productions, New York, is offering agencies a series of half-hour programs titled *On Stage With Ned Wayburn*, featuring a behind-the-scenes glimpse of the theatrical world, reviving the Broadway and motion picture hits in which Mr. Wayburn's proteges were headlined.

LIQUID VENEER Corp., Buffalo, has placed 18 five-minute programs per week on KIEV, Glendale, Cal., and 36 announcements per week on KFOX, Long Beach. Agency is Ellis Adv. Co., Buffalo.

Ready for the MULTIPLEX Harvest

Many leading stations have planted seed for "the next rich harvest in broadcasting."

They have installed Finch Facsimile Equipment... are operating it daily... exploring its possibilities... mastering its technique.

Now here is a fertile field— which, because of Frequency Modulation, permits "MULTIPLEXING" the transmission of both Facsimile and Aural programs over a single wave band.

Don't let grass grow under your feet when you can be raising a money crop!

FINCH TELECOMMUNICATIONS, INC.
Passaic, N. J. - N. Y. Sales Office, 1819 B'way

DO YOU MAKE THIS \$396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid \$396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost analysis save money for you?

For information about free telegraph cost analysis — wire collect: H. A. Davis, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

WIRE COLLECT!

Postal Telegraph

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

APRIL 13 TO APRIL 26, INCLUSIVE

Decisions . . .

APRIL 13

WPRP, Ponce, P. R.—Granted amended CP new equip., etc., change to 1480 kc 1-5 kw LS unli.

WPAY, Portsmouth, O.—Denied consent to acquisition of control by Brush-Moore Newspapers.

WFTL, Fort Lauderdale, Fla.—Granted mod. license to 250 w.

NEW, Peninsula Bestg. Co., Salisbury, Md.—Granted CP 1500 kc 250 w unli.

NEW, Delmarva Bestg. Co., Salisbury, Md.—Granted CP 1200 kc 250 w unli.

NEW, Allen B. DuMont Labs., New York—Granted CP television 60 to 80 mc. 1 kw.

WISE, Asheville, N. C.—Granted consent assign license to Radio Station Wise Inc.

WRRL, Woodside, Long Island—Granted mod. license to N to 250 w.

SET FOR HEARING—WAGA, Atlanta, consent voluntary transfer of control to James M. Cox.

MISCELLANEOUS—NEW, Thumb Bestg. Co., Brown City, Mich., granted leave amend applic. CP new station to 600 kc; NEW, Anthracite Bestg. Co., Scranton, Pa., granted motion postpone hearing on CP applic. to 6-3-40; NEW, World Peace Foundation, Oakland, denied hearing on CP applic. experimental station in San Francisco; WNEB, San Juan, P. R., granted extension temp. auth. rebroadcast international programs; KOH, Reno, granted mod. CP to 1 kw, move trans., etc.; WTAG, Worcester, Mass., granted license new trans., increase power, etc.; WSMB, New Orleans, granted license increase power, etc.

APRIL 15

NEW, Publix Bamford Theatres, Asheville, N. C.—Denied CP 1430 kc 1 kc 1 kw unli.

WLAP, Lexington, Ky.—Denied exp. auth. rebroadcast WLW facsimile programs.

NEW, Martinsville Bestg. Co. and Patrick Henry Bestg. Co., Martinsville, Va.—Martinsville Bestg. Co. granted CP 1420 kc 100-250 w unli.; applic. Patrick Henry Bestg. Co. for same facilities denied.

KGHF, Pueblo, Col.—Granted license new antenna, move trans.

WSKB, McComb, Miss.—Granted license change trans., increase to 250 w.

APRIL 17

WPRO, Providence—Granted mod. CP change directional antenna, instal new equip. to 5 kw.

WOR, Newark—Granted CP change directional antenna.

KIRO, Seattle—Granted CP move trans., increase to 10 kw, new trans., directional.

KMPC, Beverly Hills, Cal.—Granted CP increase to 5 kw, move trans., directional antenna N & D for use as Class II station.

WHOM, Jersey City—Granted CP increase to 500 w 1 kw LS new trans., change antenna.

WBNX, New York—Granted CP directional antenna, increase to 5 kw, N.

APRIL 19

MISCELLANEOUS—NEW, Eddie Erlbacher, Cape Girardeau, Mo.; NEW, C. T. Sherer Co., Worcester, Mass., oral argument postponed to 5-9-40; WKAR, E. Lansing, Mich., denied petition intervene WDFD applic. and WJHL applic.; WGHI, Scranton, denied intervention etc. re WJHL applic.; Miami Bestg. Co., Miami, Fla., dismissed without prejudice applic. new station 1420 kc 250 w unli., hearing cancelled; Black River Valley Bests., Watertown, N. Y., granted leave amend applic. to 1210 kc 250 w; NEW, North Side Bestg. Corp., New Albany, Ind., granted leave amend applic. to modify license to move transmitter near Louisville, and continued hearing; WJWB, New Orleans, granted license increase power etc.; WORL, Boston, granted CP new trans.; WGRM, Greenwood, Miss., granted license move studio, trans. to Greenwood.

APRIL 22

WENX, New York—Granted license 1-5 kw, move trans.

APRIL 24

MISCELLANEOUS—WSVS, Buffalo, granted temp. auth. special hours to 8-1-40; WJHO, Opelika, Ala., granted mod. CP new station re studio and equip.; KGDE, Ferguson Falls, Minn., granted license new trans.; KFPW, Fort Smith, Ark.,

granted license increase power etc.; WTRY, Troy, N. Y., granted license new station 950 kc 1 kw D; Commercial Radio Equip. Co., Kansas City, granted temp. auth. operate W9XA on 26.3 mc 1 kw FM.

APRIL 26

MISCELLANEOUS—NEW, W. Va. Publishing Co., Morgantown, granted dismissal without prejudice applic. 1200 kc 250 w unli.; Riverside Bestg. Co., Riverside, Cal., granted intervention applic. Worcester Bestg. Co., San Diego.

Applications . . .

APRIL 16

WIXCS, Storrs, Conn.—CP change freq., increase to 1 kw, add multiplex, change corporate name to University of Connecticut.

NEW, Wodaam Corp., New York—CP 42.4 mc 1 kw FM.

NEW, N. J. Bestg. Corp., Jersey City—CP 43.6 mc 1 kw FM.

W3XO, Georgetown, D. C.—Mod. license to 43.4 mc.

WCLE, Cleveland—CP new trans., directional antenna, change to 640 kc 1 kw LS Calif., amended re hours.

WLAP, Lexington, Ky.—Mod. license to 250 w N & D.

NEW, Seaboard Radio Bestg. Corp., Hillcrest, Pa.—CP 43.8 mc 1 kw FM.

NEW, Piedmont Bestg. Corp., Salisbury, N. C.—CP 43.4 kc 1 kw FM, commercial.

NEW, Spartanburg Adv. Co., Spartanburg, S. C.—CP 43.6 mc 1 kw FM.

KTRH, Houston—CP 43.4 mc 5 kw FM.

APRIL 17

WTRY, Troy, N. Y.—License new station. NEW, Thumb Bestg. Co., Brown City, Mich.—CP 880 kc 1 kw D, amended to 600 kc 250 w.

NEW, Havens & Martin, Richmond, Va.—CP 42.8 mc 1 kw FM.

NEW, Courier-Journal & Louisville Times Co., Louisville—CP 42.6 mc 1 kw FM.

NEW, Tom M. Bryan, Miami—CP 43.2 mc 1 kw FM.

KFPW, Fort Smith, Ark.—License increase power etc.

NEW, Central Bestg. Corp., Sanford, Fla.—CP 1550 kc 1 kw unli. Class III, amended to 1370 kc 250 w Class IV, change antenna.

NEW, Atlantic Bestg. Corp., Miami—CP 1420 kc 250 w unli., amended to 940 kc 500 w-1 kw Class III-B.

NEW, Pan-American Bestg. System, Hollywood, Fla.—CP 780 kc 250 w unli., amended to 1420 kc, change antenna.

NEW, Carl Sholtz, Fort Pierce, Fla.—CP 940 kc 250 w unli., amended to 1420 kc, change antenna.

NEW, Kansas City Star Co., Kansas City—CP 43 mc 1 kw FM.

APRIL 19

NEW, W. G. H. Finch, New York—CP high-freq., amended to 43 mc.

APRIL 22

WABC, New York—CP new antenna and trans. Little Pea Island, N. Y.

NEW, Southeastern Bestg. Co., Macon, Ga.—CP 43.4 kc 1 kw, amended to FM.

WMFR, High Point, N. C.—Transfer of control to J. E., Helen McA., and J. E. Lambeth Jr.

NEW, Robert V. Lee, Bradenton, Fla.—CP 1120 kc 250 w unli., amended to 1500 kc.

NEW, Atlantic Bestg. Corp., Miami—CP 940 kc 500 w 1 kw D unli., amended re type of trans.

NEW, Evansville On the Air, Evansville, Ind.—CP 43 mc 250 w FM.

W9XAO, Milwaukee—CP increase to 50 kw, new trans., operate commercially.

APRIL 23

WJW, Akron—Auth. transfer control to William M. O'Neil.

WSUN, St. Petersburg—CP increase to 5 kw N & D directional N, amended to change name of applic. to City of St. Petersburg, Fla.

NEW, Central Bestg. Corp., Sanford, Fla.—CP 1370 kc 250 w unli., amended re trans., antenna.

WENS, Charlotte, N. C. (WSOC)—CP change equip.

KFBI, Wichita—License new equip., antenna, move trans., studio.

WNAX, Yankton, S. D.—Transfer of control to Iowa Bestg. Co.

WEOA, Evansville, Ind.—CP change trans.

KMA, Shenandoah, Ia.—Vol. assign. license to May Bestg. Co.

WICA, Ashtabula, O.—CP 43 mc 1 kw FM.

NEW, Pulitzer Pub. Co., St. Louis—CP 42.6 mc 250 w FM.

NEW, World Pub. Co., Omaha—CP 41 mc 1 kw FM experimental, amended to high-freq., 42.6 mc.

KLBM, La Grande, Ore.—Vol. assign. license and CP to Harold M. Finlay.

APRIL 24

NEW, Black River Valley Bests., Watertown, N. Y.—CP 1420 kc 100-250 w unli., amended to 1210 kc 250 w N & D; NEW, Rensselaer Polytechnic Institute, Troy, N. Y.—CP 42.8 kc 250 w FM.

WJIM, Lansing, Mich., CP 43.2 mc 1 kw FM.

W3XVH, Columbus—CP increase to 10 kw move trans. locally, new equip., operate commercially.

NEW, Atlantic Bestg. Corp., W. Palm Beach, Fla.—CP 780 kc 500 w-1 kw unli., III-B.

NEW, Seaboard Bestg. Corp., Tampa, Fla.—CP 880 kc 250 w unli., amended to 920 kc increase to 500 w 1 kw D III-B, change trans.

WGRG, New Albany, Ind.—Mod. license move studio to Louisville, amended to applic. CP, move trans. to Louisville, change antenna.

NEW, Standard Bestg. Co., Los Angeles—CP 42.6 mc 250 w A-3, amended to 43.2 mc 250 w and 117.19 mc and 50 w FM.

APRIL 26

WBAL, Baltimore—CP new trans., directional antenna, change to unli. 50 kw, amended to Class I-B 1090 kc.

WBNX, New York—Mod. CP change antenna, increase power, asking change in trans.

WIXOJ, Paxton, Mass.—License new high-freq. station.

W2XVT, Passaic, N. J.—CP increase to 5 kw aural & visual, 78-84 mc, amended to ask Channels 1 to 19 Class I.

WSAZ, Huntington, W. Va.—CP directional N & D, change to 900 kc unli., move trans. near Burlington, O.

WICA, Ashtabula, O.—CP increase to 1 kw.

NEW, Midland Bestg. Co., Kansas City—CP television 50-56 mc 1 kw visual 500 w aural A5 A3, amended to Class I.

KGEL, San Francisco—Mod. license to ad 9670 kc.

KLS, Oakland, Cal.—CP increase to 1 kw new trans., change antenna, amended to Class III-B.

Approval Is Given To Two Monitors

APPROVAL OF two types of frequency monitors which must be employed by all new stations procuring construction permits granted on or after Aug. 1, 1939 was announced April 15 by the FCC. The approved monitors, meeting technical requirements set up by the Commission, are those of General Radio Co. and RCA Mfg. Co.

The FCC announced that existing stations may continue to use their present frequency monitors but will be held responsible for compliance with Section 3.59 of the standard broadcast rules which specify that the frequency tolerance of each broadcast station shall be maintained within 50 cycles of the assignment frequency until Jan. 1, 1940, and thereafter each new station or each station where a new transmitter is installed shall maintain frequency within 20 cycles. After Jan. 1, 1942, the frequency of all stations shall be maintained within 20 cycles.

The FCC stated that several other manufacturers have submitted or advised that they proposed to submit data showing that, with certain modifications, monitors that were formerly approved are capable of compliance with the new rules. If and when these modified monitors are approved, the Commission said, they will be assigned approval numbers and will be listed with the two types already approved under the Standards of Good Engineering Practice.

The FCC pointed out that in the event existing stations do not choose to have their present monitors modified after the modifications in the monitor are approved, they may continue to use the formerly approved monitors. However, it added, no explanation of a frequency deviation in excess of that permitted by Section 3.59 "can be accepted where it is evident or claimed that the deviation was due to the failure or inaccuracy of the monitor."

The monitors already approved are General Radio Co., Oscillator Type 475-C, Deviation Meter, Type 681-B and Quartz Plate Type 376-L, with the approval number 1461, and RCA Mfg. Co. Type 311-A, with the approval number 1462.



WITH ITS power step-up from 1,000 to 5,000 watts, WIP, Philadelphia, early in April started construction of this ultra-modern \$80,000 transmitter plant located on a 26-acre plot on Creek Road in nearby Westville, N. J. The transmitter house was designed by Silverman & Levy, with building contract let to the local firm of Charles J. Laessle Jr. WIP is the first Philadelphia station to utilize a transmitter site outside the State. The plant is WE equipped. Two 275-foot Lehigh towers are used in the directive antenna system. The project is under supervision of Clifford C. Harris, WIP technical supervisor. Construction is expected to be completed in May. It is planned to dismantle and abandon the present WIP transmitter in the heart of the city, at 21st and Hamilton Streets, which was installed only three years ago at a cost of approximately \$55,000.

Network Accounts

All time EDT unless otherwise indicated.

New Business

MENNEN Co., Newark (shaving products), on April 30 starts *Bob Garred's News* on 3 CBS Pacific stations, Tues. and Thurs., 10-10:15 p.m. Agency: H. M. Kiesewetter Adv. Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chippo), on April 29 started *Painted Dreams* on 6 NBC-Blue stations, Mon. thru Fri., 10-10:15 a.m. Agency: Pedlar & Ryan, N. Y.

LANCE PACKING Co., Charlotte, N. C. (peanut products and confections), on April 17 started *Dean Hudson's Orchestra* on 15 NBC Southern stations, Wed., 11-11:30 p.m. Agency: Nachman-Rhodes Adv. Agency, Charlotte.

WESTERN CANADA Flour Mills Co., Toronto (Purity Flour), on April 26 and 27 started *Know Your Maritimes* quiz with \$120 in prizes every week, on 8 Canadian Broadcasting Corp. stations in Maritimes region plus CHNC, New Carlisle, Que.; Fri. 7:15-7:30 p.m. in New Brunswick and CHNC; Sat. 6:45-7 p.m. in Nova Scotia. Agency: A. McKim Ltd., Toronto.

DR. R. L. WATKINS Co., New York (Dr. Lyons toothpowder) on April 24 started *America Looks Ahead* on 12 Texas State Network stations, Mon., Wed., Fri., 7-7:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co. of Canada, Toronto (Ivory Soap), on April 8 started *Against the Storm* on 26 Canadian Broadcasting Corp. stations in Maritime, Ontario and Prairie regions, Mon. thru Fri. 2-2:15 p.m. Agency: Compton Adv., N. Y.

MENNEN Co., Newark (shaving preparations), on April 30 started for 22 weeks *Bob Garred Reporting* on 3 California CBS stations (KNX, KARM, KSFO), Tues., Thurs., 10-10:15 p.m. (PST). Agency: H. M. Kiesewetter Adv. Agency, N. Y.

Renewal Accounts

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh tobacco), on April 30 renewed for 52 weeks *Uncle Walter's Dog House* on 73 NBC-Red stations, Tues., 10:30-11 p.m. Agency: Russell M. Seeds Co., Chicago.

Network Changes

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on April 30 shifts *Lanny Ross* on 59 CBS stations from a four day schedule to Mon. thru Fri., 7:15-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Daylight Time List

A LIST of cities and communities observing daylight saving time, effective April 28 and lasting until Sept. 29, has been compiled by the Merchants' Assn. of New York from questionnaires sent to municipal officials and commercial groups. The list may be obtained by writing to the association, which has offices at 233 Broadway, New York City.

THE entire organization of Willys-Overland Motors, Toledo, will participate in a telephone business conference to be held May 3. Mexican and Canadian cities will be included. Radio program technique will be used, with Graham McNamee as m.c.

A TECHNICAL and legal advisory department to advise advertisers about Federal regulations affecting advertising has been organized by Frank-Rose Co., Chicago agency. Experts review publication copy, literature, labels and radio continuity.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on April 29 adds 18 CBC stations to *Right to Happiness* on 54 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Compton Adv. N. Y.

CARNATION Co., Milwaukee, on April 29 shifts Arthur Godfrey on MBS to 10-10:15 a. m. on WGN, WBAL, WKRC, CKLW; continues 9:30-9:45 on WGR and 9-9:15 on WOR, WSAY, WSYR, WAAB.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 30 adds 15 NBC stations to *Mrs. Franklin Roosevelt's* talks making a total of 46 split NBC stations, Tues., Thurs., 1:15-1:30 p. m. Agency: Franklin Bruck Adv. Agency, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Teel), on April 29 shifted *Midstream* on 45 NBC-Red stations, Mon. thru Fri., from 5:15-5:30 p.m. to 10:15-10:30 a.m. (repeat, 5:30-5:45 p.m.). Agency: H. W. Kastor & Sons, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory), on April 29 shifted *Life Can Be Beautiful* on 15 NBC-Red stations, Mon. thru Fri., from 10:15-10:30 a.m. to 5:15-5:30 p.m. Agency: Compton Adv. Co., N. Y.

UNION OIL Co., Los Angeles, on April 29 shifted *Streamlined Opera* from 12 CBS West Coast stations, Thurs., 9:30-10 p.m. to 13 NBC-Pacific Red stations, Mon., 7:30-8 p.m. (PST). Agency: Lord & Thomas, Los Angeles.



ANNUAL Headache Week was observed as usual by radio station traffic managers throughout the country as Daylight Saving Time started April 28 and wrought havoc with program schedules. Here is Albert Shambarger, commercial traffic manager of WHK-WCLE, Cleveland, making ready for the wholesale time changes that went into effect on that date. It was his job to see that some 1,400 programs and announcements broadcast weekly by the two stations underwent time changes without a slipup.

STANBACK Co., Salisbury, N. C. (proprietary) has placed spot announcements on WSM, WPRO, KWKH, WAVE and WSB, supplementing the present list. News programs on WMPs, recordings on WCPO and announcements on WBT have been renewed. Agency is J. Carson Brantley Adv. Agency, Salisbury.

Adam Hat Local Discs

ADAM HAT STORES, New York, on April 24 sent to 100 dealers for local placement a series of transcription announcements recorded by Bob Byron, of WHN, New York, and transcribed by the WHN Transcription Service. On May 26 Adam Hat renews for 52 weeks the *Hour of Champions* program, with Sam Taub, heard Sundays, 1-1:30 p. m. The Adam Hat agency is Glicksman Adv., New York.

WSUI, Iowa U station in Iowa City, presented a radio adaptation of "Wuthering Heights", produced by students of radio speech, at the opening of new KVFD studios in Fort Dodge, Ia.

Crystal Specialists. Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency . . . \$17.50
 2. NEW CRYSTAL (less holder) \$22.50
 3. NEW CRYSTAL fully mounted . . \$30.00
- LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE

124 Jackson Ave.
University Park, Md.

CHECK YOUR ANTENNA COSTS

and SEE
WHY...

Lingo is a good investment

Photo shows the 294" Lingo Radiator at CJKL, Kirkland Lake, Ontario, Canada. A similar installation was made at CKGB, Timmons, Ont., also owned by Northern Bosts. Co.

When you install a Lingo Vertical Tubular Steel Radiator, you expect —and get— better coverage and plus performance. This fact plus the proven stability and low maintenance costs more than justifies the expenditure.

Yet above and beyond these advantages is the fact that Lingo Radiators offer substantial savings due to the fact that we construct and erect our own radiators.

Such savings cannot be ignored. We will gladly make a free survey and give you the facts as they apply to your own case . . . then with the figures before you, decide if you can afford to overlook what other aggressive stations are enjoying.

• Please send for details and give location, power and frequency of station.

JOHN E. LINGO & SON, INC. Dept. B-5 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

RR High Fidelity RR

in Broadcasting can be achieved only through long experience in the design and building of Transmitters. We have built Transmitters for Broadcast and the Government services in frequencies from 200 Kc. to 1500 Mc.

We welcome your inquiries.

RADIO RECEPTOR CO., INC.

251 West 19th Street, New York City

Nets Making Elaborate Plans To Cover Political Conventions

Leading Commentators Are Assigned to Sessions; World and National News Setups Are Arranged

PLANS to bring the American audience every important and interesting aspect of the two national political conventions were announced concurrently April 23 by CBS, MBS and NBC, following conferences of network special features executives with officials of the Republican and Democratic parties in Philadelphia and Chicago.

With microphones not only in the broadcasting booths overlooking the speakers' platforms and the floors of the convention halls, but also at the elbow of the chairman of each State's delegation, radio listeners will be able to hear each vote cast as if they were present in the halls themselves.

Special Features

Other microphones in committee rooms, candidates' headquarters and special studios will permit interviews with political leaders. Parabolic mikes will pick up crowd noises and others will be placed for band music. MBS announces that its newscasters will use portable ultra-high frequency transmitters, weighing only about four pounds for the combined microphones, battery power supplies and antennas, which they can carry about the halls without hindrance from cables or wires.

Each network will cover the sessions, expected to last five to seven days each, from the starting dates of June 24 in Philadelphia for the Republicans and July 15 in Chicago for the Democrats, with a large staff of news announcers and commentators. According to plans announced by A. A. Schechter, NBC director of news and special events, H. V. Kaltenborn and Earl Godwin will follow and interpret the progress of the conventions on NBC-Red, while Baukhage, Raymond Clapper and Lowell Thomas will furnish the commentaries for listeners to the Blue. George Hicks and Charles Lyons, spot news experts, and Carleton Smith and Herluf Provenson, both of whom have served as Presidential announcers, will be on hand for NBC, while Ann Underwood will handle NBC's coverage of women's activities at the conventions.

CBS and MBS Staffs

To analyze the political happenings for CBS listeners, Paul W. White, director of public affairs, has thus far scheduled Elmer Davis, Bob Trout, Albert Warner and John Charles Daly. Edwin C. Hill and Paul Sullivan may also take part in the CBS coverage direct from the convention cities. Henry Grossman, CBS Eastern division engineer, will handle the technical plans with the assistance of Frank Falknor, CBS central division engineer, and J. Leitsch, technical supervisor of WCAU, Philadelphia.

The MBS lineup will comprise Gabriel Heatter, well known commentator; Arthur Sears Henning, chief of the *Chicago Tribune*

Washington bureau; Fulton Lewis jr., MBS Washington newscaster; Quin Ryan, manager of WGN, Chicago, and a veteran of convention broadcasting since crystal-set days; Wythe Williams, editor of *Greenwich Time* and a noted commentator on national and international affairs, and Dave Driscoll, WOR special events director.

Technical Setups

Technical plans for NBC are being handled by George McElrath, operations engineer. For Mutual, the microphone setups will be installed under the supervision of J. R. Poppele, Carl Meyers and Arnold Nygren, chief engineers of WOR, WGN and WFIL, Philadelphia, respectively, and Andrew L. Poole, traffic manager of MBS.

Each network will maintain a news staff at the conventions, in addition to its crew of announcers and commentators, to keep commentators, chiefly those on commercial programs, informed of minute-to-minute news from the convention halls.

Telephone and teletype connections with New York will also serve to keep those at the conventions in constant touch with events in Europe and elsewhere. Mutual will also help to keep the world informed of the conventions by feeding its programs to WRUL, Boston shortwave station, which will relay them to Europe, South America and Africa. All three networks will establish headquarters at the Bellevue-Stratford Hotel in Philadelphia and the Stevens Hotel in Chicago. These hotels will also serve as headquarters for the political party convening in each city.

First break on the convention coverage went to MBS, which scored a double win on the traditional tossup for position at the conventions, securing the choice vantage points at both Philadelphia and Chicago.

THRILLERS UPHELD Mrs. Roosevelt Sees No Harm In Radio Tales

NO REAL harm for youth arises from the Lone Ranger or blood-and-thunder radio and picture programs, Mrs. Eleanor Roosevelt declared April 17 at the annual luncheon of the Philadelphia Motion Picture Preview Study Group in Philadelphia. Knowledge and intelligence, not censorship, should be exerted to give the youth of the country radio and motion picture fare that lend glamor and appeal to the worthwhile things of life, the First Lady added.

"I have often wondered, both on the radio and screen, just what impression is made on the youth by the murder and crime series," she commented. "But my experience is that whatever the impression might be, they shed it immediately and it is gone in the lingo of the times. All youth have a spirit of adventure. If not actually participating in an adventure, it is always in their minds. As a result, we want to band our energies to make glamorous and appealing things that are worth while, and they won't care for the others. However, don't think the others have done them any harm.

"All children like to see and hear blood-shed, glamorous and adventurous pictures and stories because every child believes himself a hero and adopts the role. Children are not shocked by things they do not understand. If you emphasize the things they should not see or like, it only drives them to it. You should emphasize the things they should see. But don't say 'ought' or 'should'. Say you find something interesting and tell them why it is so, and you will find they will take to it. Therefore, it is not a question of censorship but intelligence."

Minwax in Northeast

MINWAX Co., New York, during the first week in April started two one-minute spot announcements weekly on WICC, Bridgeport; WELI, New Haven; WDRC, Hartford, and WBZ, Boston, offering listeners free booklets describing the uses for its floor wax stain. W. I. Tracy, New York, is agency.

Elastic Discounts Pondered by MBS

Addition of Discount Periods For Full Network Studied

A "MORE flexible rate structure" for the MBS full network volume discount plan, adopted early this year, was a major topic of discussion at the first complete operating board meeting of the network in New York, April 18-19. Coverage of the national political conventions and plans for increasing the number of MBS programs originated by member and affiliated stations were other highlights of the session, at which details of new programs and sales promotion plans were also discussed.

New Discount Periods

Revision of the volume-plan rate schedule, as agreed upon by the operating board, has been sent to the stations for approval and will probably be made public in the near future. While network executives are loathe to discuss the matter pending the acceptance of the plan by MBS stations, it was learned that it embodies the addition of discounts for broadcasting periods of 13, 26 and 39 weeks to the present schedule, which offers discounts only to advertisers using extensive networks on 52-week minimum contracts.

Attending the conference were W. E. Macfarlane, WGN, president of MBS; Alfred J. McCosker, WOR, chairman of the MBS board; E. M. Antrim, WGN, treasurer and executive secretary; Theodore C. Streibert, WOR, vice-president; Lewis Allen Weiss, Don Lee Broadcasting System, vice-president for the West Coast; John Shepard 3d, Yankee Network; K. K. Hackathorn, sales manager of WHK-WCLE; J. E. Campeau, CKLW; Ed Wood Jr., MBS sales manager. Fred Weber, the network's general manager, presided. Affiliate stations were represented by William Dolph, WOL, for stations East of the Mississippi, and Gene O'Fallon, KFEL, for stations in the West.


GELLATLY Inc., radio advertising and station representatives, New York, on May 1 moves from the Time & Life Bldg. to larger quarters at 551 Fifth Ave.



ALL DAYS are dog days, and happy ones, to Walter Zahrt (left), sales promotion and merchandising manager of WOAI, San Antonio, and Holt Gewinner, newscaster of WMAZ, Macon, Ga. Mr. Zahrt is a fancier of

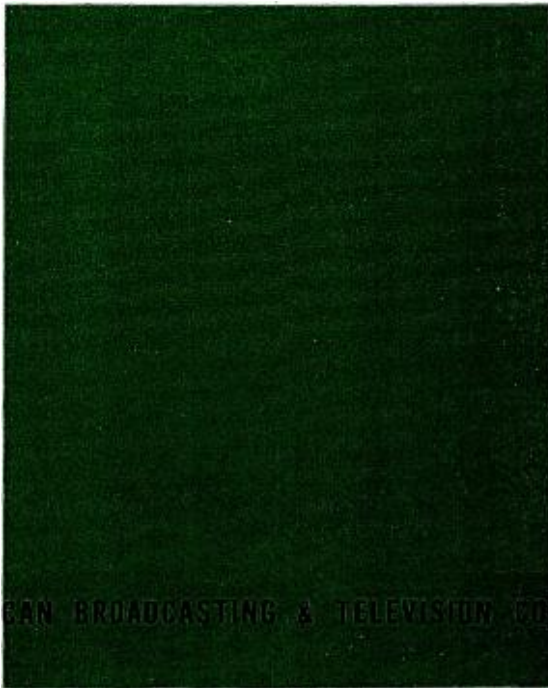


Scotties, four of which are curled at his feet. Mr. Gewinner specializes in Russian Wolf Hounds and he poses here with his pair of beauties and the trophies they won in the recent Macon Kennel Club Show.



MAIL response is only one of the factors to be considered in gauging the effectiveness of a radio station. Here at WLW we receive many thousands of letters each year but have never over-stressed mail response. However, we think it of sufficient interest to the industry to call attention to one mail response of 168,591—response to an offer of a booklet with pictures of the radio cast made by one advertiser one time on Saturday evening, March 2. This number represents only those replies received by the station. We understand that a great many more were sent directly to the client.

WLW THE NATION'S
Most Merchandise-Able
STATION



NAT'L REP. - TRANSAMERICAN BROADCASTING & TELEVISION CORP. - NEW YORK - CHICAGO



*for highest-
fidelity monitoring*

NEW RCA 64-B SPEAKER

*50 to 10,000
cycle response*

Famous RCA 64-AX Loudspeaker restyled and redesigned with permanent magnet field which requires no power supply

DESIGNED with the exclusive RCA double voice coil mechanism and folded horn cabinet, the RCA 64-B Monitoring Loudspeaker reproduces what is probably the widest frequency band ever obtained in so small a cabinet. High frequency diffusing vanes in front of cone, spread high fidelity response over a wide angle.

*Low Distortion With High
Power*

Coordinated design of speaker and cabinet reduces harmonic distortion to a new low. And the sturdy, reinforced cabinet is built to eliminate resonance and vibration.

*More Acoustic Volume With Less
Amplifier Power*

The unusually high sensitivity of the RCA 64-B Loudspeaker provides much more acoustic volume with lower amplifier powers than is generally obtained in ordinary speaker design. The highest quality permanent magnet material together with correct pole design permits the use of a permanent magnet without loss of efficiency or power handling capability.

*Double Voice Coil Reproduces High
Frequencies Naturally*

No separate or "tweeter" speakers are required—and the RCA 64-B

delivers outstanding performance at a low cost.

The pleasing modern design of the RCA 64-B makes it desirable for use in studios, offices and lobbies. Available in black, umber-grey—or walnut, it blends in with any interior design. A matching base cabinet may be used in installations requiring an amplifier—such as the RCA 82-B—associated with each speaker.

\$70 in black or grey. \$75 in walnut.



Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

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