



CROSLEY Corp. recently demonstrated its experimental television transmitting and receiving equipment, on the top floor of Carew Tower, Cincinnati, the city's highest building, where studios, control and observation rooms have been constructed. Broadcasts of experimental television are planned upon FCC approval of Crosley video applications, experiments thus far being confined to the laboratory. All equipment was built by Crosley engineers. If television is found moving into public acceptance, Crosley announces, the firm will be ready with a trained staff as well as equipment at popular prices. The factory has built a number of receivers but no production schedules have been made nor have marketing plans been decided. Here is a stripped view of the Crosley camera (top left), the transmitter (bottom) and a scene in the studio.

Second Article on Video Is Published by *Fortune*

SECOND article dealing with the development of television, covering the program side, is published in the May issue of *Fortune* Magazine. The publication, in its April issue, described the technical operation of visual broadcasting [BROADCASTING, April 1]. The current study investigates the television program prospects and "the staggering economic problem that will be faced as videocasts begin, as they will at the World's Fair".

"No one knows yet what a television program is, let alone who can pay for it," *Fortune* comments. "No one knows what kind of programs the people will like, or whether in fact they will like any programs well enough to buy sets. Advertisers will not buy television time until the public buys sets. So probably for a considerable time to come, the broadcasting companies are left holding the bag, in the sense that they must invest millions of dollars in television programs, in order to make the public want sets, in order to make advertisers put up the dough."

Vermont's ASCAP Law

THE ninth State Legislature to adopt a so-called "anti-ASCAP" statute is Vermont, whose Governor, George D. Aiken, on April 13 signed such a measure. The law provides for a "privilege tax" of 5% of gross receipts derived by the copyright owner from the sale or licensing of performing rights, to accrue to the State, with a provision that all such licensing agreements covering performing rights shall be filed with the Secretary of State and be open to inspection. Other States which have adopted similar statutes are Washington, Montana, North Dakota, Kansas, Tennessee, Wisconsin, Florida and Nebraska.

Chesebrough to Return

CHESEBROUGH Mfg. Co., New York (vaseline products), through McCann-Erickson, that city, has renewed the weekly half-hour *Dr. Christian* dramatic program on 58 CBS stations. New contract is effective in early October when the series resumes after a summer lay-off. Current series, featuring Jean Hersholt and Rosemary DeCamp, which emanated from Hollywood, terminated April 11 after 26 weeks. Dorothy Barstow, agency producer of the series, has returned to her New York headquarters after several months on the West Coast.

RMA Promotion Fund

AN ADDITIONAL \$5,000 toward the joint NAB-RMA promotional campaign was appropriated April 27 by the Radio Manufacturers Association at a meeting of its promotional committee held in New York. It previously had allotted \$2,500 toward the project, and its new appropriation equals that made by the NAB. At the meeting, the RMA group expressed gratitude to the broadcasting industry for the energy displayed in the "National Radio Week" campaign and for the time and talent devoted to the job. They pledged manufacturers to a greater degree of cooperation through dealers and distributors.

Farm Market News

THAT 345 U. S. broadcasting stations are now carrying one or more daily programs of agricultural market information, securing their news for the most part from the Bureau of Agricultural Economics of the U. S. Department of Agriculture, is disclosed in a 78-page *Directory of Market News Broadcasts* just issued by the Bureau. The directory lists each station carrying such news, its wavelength and power and its precise schedule of market broadcasts as of Feb. 1. The foreword points out that 90 stations added this news during the last year, 160 during the last two years.

CBS SELECTS HOLE TELEVISION HEAD

LEONARD H. HOLE, formerly director of CBS program service department, has been appointed manager of the network's television



Mr. Hole

operations, Francis C. Barton Jr., formerly Mr. Hole's assistant, has taken over program service supervision. A graduate of the University of North Carolina, B. A. '30, Hole came to New York to study business management at Columbia U. After a year in the advertising department of R. H. Macy & Co., he joined NBC's sales promotion staff, later going to Benton & Bowles as account executive on the Colgate-Palmolive-Peet account. Three years later Hole went with CBS as assistant to W. B. Lewis, now vice-president in charge of broadcasting.

Gilbert Seldes, CBS director of television programs, sailed for London April 21, to spend several weeks studying recent developments at the BBC. When he returns to New York on May 12 he will be accompanied by Donald H. Munro, television production manager of BBC, who will spend a month at CBS in an advisory capacity. With the installation of its transmitter nearing completion, CBS expects to start regular test telecasts some time in June.

AXTON-FISHER TOBACCO Co., Louisville, which has been testing the program *Captain Herne* on WGN, Chicago, for Twenty Grand cigarettes, has added KPRC, San Francisco, and KIJ, Los Angeles for 13 weeks. McCann-Erickson, New York, handles the account.

NITRAGIN Co., Milwaukee, Wis. (Legume inoculation), on May 3 starts three daily five-minute programs on WLS, Chicago. Western Adv. Agency, Racine, Wis., handles the account.

Networks on Air Early for Hitler

ALL NATIONAL networks carried the speech of Chancellor Adolf Hitler before the German Reichstag April 28, along with interpretations during and after his answer to President Roosevelt's suggestions for world peace. Picking up the 2½-hour speech, which started at 6 a. m. (EST), direct from the Kroll Opera House in Berlin, all networks carried running translations, along with foreign and domestic commentaries. All network affiliates and other stations having permission to carry network relays opened their broadcast day early enough to carry the complete speech.

NBC began at 5:45 a. m. with a preview from Berlin by Max Jordan, NBC European representative, fading into the speech, and then picking up from Washington short comments from a group of Senators and Congressmen who were guests of NBC at a broadcast-breakfast in the Washington studios. It also carried short interviews with correspondents in European capitals, lead by H. R. Bauhage, NBC's Washington news commentator, who also interviewed other Congressional leaders and a group of Washington newspaper correspondents later in the day. At 10:30 p. m. the network broadcast a survey of editorial reaction to the speech appearing in the American press.

CBS furnished complete coverage of the Hitler speech, following the European relay with a half-hour English summary from Berlin and then a quarter-hour commentary by H. V. Kaltenborn. At 6 p. m. CBS carried a pickup from England, with Winston Churchill commenting on the English reaction, and at 7:30 two-way conversations between Kaltenborn and CBS representatives in London, Paris, Berlin and Washington. A consensus of editorial opinions in the American press was broadcast 11:30-12 to finish the day's schedule.

MBS coverage, in addition to the speech itself, included a brief commentary following the address by Raymond Gram Swing, along with a translated summary, and two British pickups through BBC arranged by John Steele, MBS European representative, interviewing English citizens and newspapermen.

Net Serials on Discs

TO INCREASE its clients' coverage in the New York area, Blakett-Sample-Hummert has announced that, starting May 8, eight daytime network serial programs will be repeated via transcription on WMCA, New York, Mondays through Fridays, during the two-hour period from 8 to 10 p. m., on a 52-week basis. Two of the programs are on CBS, and the other six are heard on NBC. The programs include (CBS), *The Romance of Helen Trent*, sponsored by Edna Wallace Hopper Cosmetics, and *Our Gal Sunday*, by Anacin Co.; (NBC) *Stella Dallas* and *Lorenzo Jones*, by Chas. H. Phillips Chemical Co., *Backstage Wife* by R. L. Watkins Co., *John's Other Wife*, by A. S. Boyle Co. and Bi-So-Dol Co., *Just Plain Bill* by Kolynos Co. and Anacin Co., and *Young Widder Brown*, by Chas. H. Phillips Chemical Co. and Cal-Aspirin Corp.