A Timely Tip to

AGENTS

which may be read with benefit by all national radio advertisers . . .

Ask any old WOR advertiser (and not so old either) whether he remembers WOR's effectiveness mid-depression. A reminiscent light will kindle in his eyes. It is something like the light through a glass of Haute Barsac held to the sun . . . mellow, lambent, amiable. A rare twinkle.

Yes. He recalls. It was between '30 and '33 that WOR began saying, "Keep a headlock hold on the WOR market by using WOR. Neglect the WOR market and you may as well prepare to steal desertward with a tent . . . if you can afford a tent." Or words to that effect.

The warning again applies.
You see, a market that delivers the 1st and 3rd greatest buying bazaars in this country and 14 cities of 100,000 people each, in a territory where 94% of all homes own radios, just can't be subject to shifting sales quotas, territorial cuts and spliced allocations. Good times or bad, it remains the guts of your business. Even the professional economists agree with this.

Use WOR now . . . though you may not be spending one Lincoln penny for anything else! We make this suggestion based on long experience as the station which probably sells more goods . . . for more national advertisers and their agents . . . than any other: a station which has contributed more wampum to the wallets of more agents (and advertisers) than any other in America . . . by means of more sales at less-cost-per-dollar.
A Million and a Half-DOLLARS!!

In the past 6 years, WLS entertainers have made 4,364 Midwest personal appearances with gross receipts of $1,501,137. The same entertainers that break box office records on personal appearances break cash register records for WLS advertisers.

WLS Gets Results!

The Prairie Farmer Station, Chicago
Burridge D. Butler, President
Glenn Snyder, Manager

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Detroit,
Los Angeles, San Francisco
Connecting All New England Markets

Though widely separated geographically, the many markets of New England can be connected instantaneously, economically and effectively through the extensive facilities of The Yankee Network.

Fifteen stations comprise this New England-dominating group—each station situated in the urban shopping center of a major trading area. Together they provide complete, sales-producing coverage of the entire New England market.
It's Tough —
FINDING THOSE
GOOD MARKETS
FOR THAT
FALL SCHEDULE

But here's a bright spot—
THE MARKET
SAN ANTONIO
TEXAS

THE STATION
KTSA FULL CBS SCHEDULE

SPONSORED TIME
LOCAL PROGRAMS
RESPONSE STILL GOING UP!

PLUS THE BEST COVERAGE
OF SOUTH TEXAS (including the rich
Rio Grande Valley)

KTSA
"5000 WATTS DOING A 50,000 WATT JOB"
WHY?
550 kc
Take the case of soap...
$2,300,000 in 1934

$4,200,000 in 1935

$6,100,000 in 1936

$8,500,000 in 1937

and $5,500,000 in first half of 1938

Soap! Two hundred million hands in the nation reach for it daily. Every bathroom, every kitchen is its market. Yet, selling America a “name” soap calls for the shrewdest advertising strategy. The sales add up in millions. But profits come in pennies.

So, selling America a “name” soap is more and more radio’s job. Because radio likes tough jobs! The yearly increase in millions of dollars, invested by the three major soap companies in radio network time, leaped from $2,300,000 to $8,500,000 in four years. And to $5,500,-000 for the first half of ’38: an increased use of radio, when advertising had to be good!

Obviously, the Big Three have found a swift, sure way to reach more people—more often. But to take the case of soap alone is not enough.

More advertisers invested more money for radio network time last year than ever before. And they invested more for Columbia Network facilities than for any other network in any previous year of radio. They have discovered that the world’s largest network reaches more people more often. May we give you the details?

*The Columbia Broadcasting System*
The case of soap – on CBS

In 1936, 1937 and in 1938, Columbia has carried a greater dollar-volume of radio advertising for the soap industry than any other major network.

Columbia was given this record—and is picked, year after year, by more of the largest advertisers than use any other network—because the Columbia Network delivers more listeners—more often. Because there is a significant difference in networks.

May we give you the facts?

COLUMBIA BROADCASTING SYSTEM

* To be more accurate, it's not one case of soap but roughly one billion bars and packages of soap which have been sold on CBS since 1936.
A Contemporary Comments on WWJ's—
The Detroit News—Educational Programs

WWJ is proud to have been the subject of such complimentary comment as appeared in the editorial reproduced here. Particularly, is it pleasing to know that so distinguished a competitor as The Detroit Free Press, too, recognizes and approves what this station has accomplished in its unceasing efforts since it first began regular program broadcasting in August of 1920. WWJ, pioneer radio station of America, has striven always to give listeners the best that radio has to offer.
there are lots of stations with 5000 watts...

We've a warm spot in our heart for you time buyers with a touch of Missouri in your make-up.

Just because we have stepped up to 5000 watts (making us Cleveland's second most powerful station) we don't expect you to do handsprings. But, with this extra power punch, plus programs we have readied for sponsorship via the sustaining build-up, plus new and different merchandising assistance which puts trade associations and retail dealers right behind your radio program ... well mister, we know we are ready for you and the rest of the boys who want to be shown.

And when shall we drop in?

P. S. — Inside tip! Next month, a certain magazine releases the findings of a certain national survey organization, based on interviews with 200 leading advertising agency executives. Figures will prove Cleveland leads the entire country as the ideal test market!
Government Surveys Show That $45.12 Average for the 17,000 Full-Time Employees Tops All Other Trades

RADIO broadcasting ranks in first place among all American industries with the highest average weekly pay—$45.12—for its some 17,000 full-time station employees.

This was revealed by the Bureau of Labor Statistics of the U. S. Department of Labor upon inquiry from Broadcasting following announcement June 22 by the FCC of the results of its employment questionnaire survey covering the industry. The survey covered 626 responses embracing a total of 631 stations in all power categories. It disclosed that during the week which began March 6, 1938, there were 17,085 full-time employees of stations, including executives, with the weekly average payroll figure at $45.12. There were, in addition, 5,820 part-time paid employees who had average weekly earnings of $18.97.

If the week is judged as a typical one for the industry, aggregate payroll for the year would amount to approximately $45,825,000. This figure, when checked against the 1937 financial statement for the industry prepared by the FCC [Broadcasting, June 15] reveals that substantially more than half of broadcast station income (56%) is expended in payrolls. The FCC income tables showed 624 reporting commercial stations during 1937 had net sales of $81,649,718, and net income of $18,412,128.

Ahead of Film Industry

According to the Bureau of Labor Statistics, the motion picture industry ranks next to broadcasting, based on its reports. Incomplete reports for March, 1938, the Bureau said, showed that 10,817 employes in Hollywood and New York received $447,206, or an average of $41.83 per week. Also covering corresponding periods for the month of March were figures for the stock brokerage industry, which showed average weekly wages of $34.47, the insurance industry $31.07, and the durable goods industries including automotive which ran $29.95, and a general average for all manufacturing industries of $22.46.

The FCC analysis was based on questionnaires sent to stations in connection with current inquiries being undertaken by the Commission respecting its new rules and regulations, and its own monopoly study. These have been made public piecemeal during the last several weeks. Three major studies were undertaken—financial breakdowns [Broadcasting, June 15] program breakdowns and employment [see tables in this issue].

The FCC figures do not cover network employees as such. Owned and operated stations, however, are included. Official figures are not available for the networks but it is roughly estimated that NBC and CBS on a full-time basis employ at least 2,000 more persons, with their pay scales probably above the general average by virtue of major market living costs. Practically all network employes are concentrated in New York, Chicago and Los Angeles.

The employment study showed that the average pay of general managerial employees at the stations covered was $115.70 per week whereas part-time executives in those capacities received $69.46 per week on the average. Technical heads (chief engineers) received an average of $62.55 weekly on a full-time basis; program directors, $62.12; commercial managers, $90.09; publicity, $59.89.

Technicians’ Wages

Technical employees engaged in research and development received average pay of $48.45 weekly, operators $42.22, and miscellaneous technical employees $22.53.

In the program departments, production men had an average weekly pay of $45.72; writers, $35.65; announcers, $34.40; staff musicians, $58.74; staff artists, $54.36, and miscellaneous program employees $35.

Outside salesmen averaged $39.63.

Functional Employment and Payroll Data of Stations

FCC Table 35: Covering Week of March 6, 1938

<table>
<thead>
<tr>
<th>Class of employee</th>
<th>Number Employed</th>
<th>Full-time paid</th>
<th>Part-time paid</th>
<th>Average weekly pay</th>
<th>Roll</th>
<th>Average weekly pay</th>
<th>Average weekly pay</th>
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<tr>
<td>I. Executives:</td>
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<td></td>
<td></td>
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<tr>
<td>General managerial</td>
<td>671</td>
<td>50</td>
<td>171</td>
<td>$77,069</td>
<td>$9,087</td>
<td>$69.46</td>
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<td>Technical</td>
<td>379</td>
<td>26</td>
<td>119</td>
<td>61,547</td>
<td>709</td>
<td>21.72</td>
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<td>Program</td>
<td>349</td>
<td>26</td>
<td>161</td>
<td>61,649</td>
<td>875</td>
<td>28.87</td>
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<td>Commercial</td>
<td>269</td>
<td>15</td>
<td>154</td>
<td>56,666</td>
<td>468</td>
<td>31.99</td>
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<tr>
<td>Publicity</td>
<td>88</td>
<td>1</td>
<td>14</td>
<td>5,294</td>
<td>406</td>
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<tr>
<td>Miscellaneous</td>
<td>9</td>
<td>3</td>
<td>6</td>
<td>1,672</td>
<td>104</td>
<td>166.37</td>
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<td>Total</td>
<td>1,779</td>
<td>138</td>
<td>218</td>
<td>165,556</td>
<td>2,006</td>
<td>65.59</td>
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<td>II. Employees:</td>
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<td></td>
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<tr>
<td>A. Technical:</td>
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<td></td>
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<tr>
<td>Research and development</td>
<td>807</td>
<td>23</td>
<td>212</td>
<td>121,184</td>
<td>42.92</td>
<td>3,902</td>
<td>12.78</td>
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<tr>
<td>Operating</td>
<td>2,809</td>
<td>18</td>
<td>241</td>
<td>40,000</td>
<td>21</td>
<td>8.14</td>
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<tr>
<td>Miscellaneous</td>
<td>11</td>
<td>1</td>
<td></td>
<td>1,454</td>
<td>376</td>
<td>8.57</td>
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<tr>
<td>Total</td>
<td>3,198</td>
<td>26</td>
<td>272</td>
<td>136,414</td>
<td>4,997</td>
<td>12.88</td>
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<td>B. Program:</td>
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<td></td>
<td></td>
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<tr>
<td>Production</td>
<td>872</td>
<td>3</td>
<td>16</td>
<td>39,684</td>
<td>965</td>
<td>15.70</td>
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<tr>
<td>Writers</td>
<td>814</td>
<td>1</td>
<td>8</td>
<td>21,999</td>
<td>1,068</td>
<td>16.70</td>
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<tr>
<td>News</td>
<td>1,850</td>
<td>12</td>
<td>233</td>
<td>65,011</td>
<td>3,692</td>
<td>11.43</td>
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<tr>
<td>Staff musicians</td>
<td>2,818</td>
<td>11</td>
<td>311</td>
<td>156,176</td>
<td>16,996</td>
<td>7.16</td>
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<tr>
<td>Other artists</td>
<td>13</td>
<td>3</td>
<td>18</td>
<td>23,504</td>
<td>38,928</td>
<td>20.46</td>
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<tr>
<td>Miscellaneous</td>
<td>547</td>
<td></td>
<td>155</td>
<td>19,138</td>
<td>14,323</td>
<td>14.12</td>
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<tr>
<td>Total</td>
<td>6,925</td>
<td>38</td>
<td>452</td>
<td>805,327</td>
<td>84,687</td>
<td>16.65</td>
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<tr>
<td>C. Commercial:</td>
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<td></td>
</tr>
<tr>
<td>Outside salesmen</td>
<td>1,276</td>
<td>62</td>
<td>149</td>
<td>64,742</td>
<td>3,056</td>
<td>23.59</td>
<td></td>
</tr>
<tr>
<td>Promotion and merchandising</td>
<td>250</td>
<td>7</td>
<td>27</td>
<td>13,635</td>
<td>781</td>
<td>27.21</td>
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</tr>
<tr>
<td>Miscellaneous</td>
<td>96</td>
<td></td>
<td></td>
<td>2,381</td>
<td>38.74</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,622</td>
<td>69</td>
<td>176</td>
<td>79,944</td>
<td>4,247</td>
<td>24.13</td>
<td></td>
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<tr>
<td>D. General and administration:</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting</td>
<td>598</td>
<td>4</td>
<td>16</td>
<td>20,000</td>
<td>1,093</td>
<td>11.87</td>
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<tr>
<td>Clerical</td>
<td>382</td>
<td>2</td>
<td>92</td>
<td>18,628</td>
<td>748</td>
<td>8.14</td>
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<tr>
<td>Stenographic</td>
<td>1,015</td>
<td>2</td>
<td>97</td>
<td>23,240</td>
<td>994</td>
<td>11.44</td>
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<tr>
<td>Miscellaneous</td>
<td>964</td>
<td>2</td>
<td>286</td>
<td>21,988</td>
<td>2,344</td>
<td>9.44</td>
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<tr>
<td>Total</td>
<td>5,411</td>
<td>10</td>
<td>612</td>
<td>85,866</td>
<td>5,979</td>
<td>9.76</td>
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<td>E. Miscellaneous:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Executive</td>
<td>155</td>
<td></td>
<td></td>
<td>7,497</td>
<td>48.87</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>15,306</td>
<td>104</td>
<td>5,402</td>
<td>615,338</td>
<td>98,410</td>
<td>17.57</td>
<td></td>
</tr>
<tr>
<td>III. Grand total:</td>
<td>17,085</td>
<td>145</td>
<td>5,820</td>
<td>$770,894</td>
<td>$110,416</td>
<td>18.97</td>
<td></td>
</tr>
</tbody>
</table>

Note A: Of the 626 responses accounted for in this table, 5 cover 2 stations each. Thus the table actually embraces data for 631 stations.

Note B: Includes data for employees whose services at certain key stations include network and other operations.
President Takes the Air Five Times in Fortnight

PRESIDENT ROOSEVELT had five radio broadcasts scheduled for the period of June 27 to July 8. On the first date he participated in the celebrations attending the arrival here of Prince Gustaf Adolf of Sweden, who presented a monument to this country, erected at a cost of $14,000. On June 30 the President will appear at the second and last reunion of the Civil War veterans at Gettysburg, Pa., to dedicate the Eternal Light Peace Memorial there. On July 8 he will dedicate the monument at Marietta, O., marking the 150th anniversary of the opening of the North-west Territory. All presidential broadcasts will be heard on CBS, NBC, and Mutual networks.

Solid Political Booking

ALL South Carolina stations are booked solid from 7 to 10 p.m. the night of Aug. 29, preceding the South Carolina Democratic convention as well as for one hour during the daytime. WIS, Columbia, S. C., arranged for and sold the time and the speeches of three Senatorial candidates and eight gubernatorial candidates. All candidates in competition within WIS studio. WIS has also booked six weekly political programs through the month of August. Political aspirants are depending heavily on radio despite the unusual speaking itinerary which takes every candidate to each of the 46 county seats of the state.

P & G Sign Shows

PROCTOR & GAMBLE CO., Cincinnati, has signed a five-year contract with Transamerican for a script show Life Can Be Beautiful, covering such topics as the American production head, and Carl Bixby. Transamerican will produce the program from its offices in New York at a start on a network in the autumn. Product is undecided. Compton Advert., New York, represented the agency for Carphone Co. on July 4 starts transcriptions of Pepper Young's Family Crusade on five California Broadcasting stations, All West, Allega, Continental Baking Corp., International Silver Corp., Colgate-Palmolive-Peet Co., and Willard.

CBS Record Period

CBS reports the best six months in its history on the basis of preliminary data covering the first half of 1938, during which billings of more than $16,500,000 are shown. This figure marks an increase of 5% over 1937. An even stiffer gain for the period with new business signed representing a gain of 175% over that signed at this time last year, but not including renewals, have been signed with Campsa Sales Co., D. C. Lewis & Co., Continental Baking Corp., International Silver Corp., Colgate-Palmolive-Peet Co., Wheeling Steel Corp., Wheeling, O., and Wheeling National Bank, Wheeling, W. Va., among many other accounts.

Remote Chance Foreseen Of Radio Participation In Joint Monopoly Probe

LITTLE likelihood of broadcasting industry participation in the Administration's monopoly investigation by a joint Congressional executive committee is seen at this time, according to an assistant secretary of commerce, Richard C. Patterson Jr., who for three years was executive vice-president of the American radio industry.

It is anticipated that aspects of patent licensing arrangements in the telephone and radio set manufacturing industries probably will be scrutinized by the committee of which Senator O'Mahoney (D-Wyo.) is chairman. Allegations of monopoly in broadcasting, repeated in Congress, are not expected to fall within the scope of the inquiry. The FCC now is working on preliminary plans for its new negotiated renewals-monopoly matters with the objective of devising possible legislative recommendations for the next session of Congress.

On the joint committee are Senators O'Mahoney; King (D-Utah); Kennedy (D-Mass.) and Representatives Summers (D-Tex.); Eicher (D-Iowa), and Reee (R-Tenn.). Executive department members, in addition to Mr. Patarino, are Assistant Attorney General Thurman Arnold; Isador Lubin, director of the Office of Fair Practices, SEC; Chairman William Douglas, and SEC Commissioner Jerome Farkas, September 1938, and the Trade Commission Garland S. Ferguson.

AGRAP Renews Pacts; To Seek More Contracts

AMERICAN Guild of Radio Actors & Producers, independent union, has negotiated renewals-monopoly contracts with two stations—WMCA, New York, and WJSV, Washington, First contract with WJSV, Dec. 31, 1937, is up Dec. 31, 1938. announcers at the station have been working under an extension for the past two months; contract calls for a $5 weekly increase in the minimum wage and an average 10% wage increase could be included. New WMCA contract runs for one year, but may be terminated by either party in December of this year if found unsatisfactory. The WJSV contract, also for one year, calls for a 10% blanket increase, effective July 1, the previous contract expiring June 30.

Gerald Dickler, AGRAP attorney, who represented the union in its negotiations with both stations, told BROADCASTING that the union was primarily concerned with securing renewals of contracts now in force, but that an extension of their terms would begin in the fall. Organization activities have been slight during the past few months while union was determined to maintain its independence or to become affiliated with either the Federation of Radio Artists, or finally choosing to keep its independent status.

WHEELING STEEL CORP., Wheeling, on Sept. 11 resumes Wheeling Steel Employees' It Mutual Network contract, which was suspended Oct. 1, 1937, in Charles Field & Co., Chicago, has the account.

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BROADCASTING • Broadcast Advertising
McNinch Hints FCC Shakeup As President Reapoints Case
Chairman Dispels Reports He Will Leave FCC; Plans to Draft Legislative Program

REAPPOINTMENT OF former Gov. Norman S. Case of Rhode Island, as a member of the Federal Communications Commission, was announced June 28 by President Roosevelt at his summer White House, Hyde Park, N. Y.

The appointment, on a recess basis until the next session of Congress convenes in January, sets at least five years of uncertainty for the Commission in any event, reports of possible shifts on the FCC affecting its membership. Gov. Case, named to the original Commission in 1934, for a four-year term, is expected to be nominated for a new term of seven years, dating back to July 1, 1939, by the President when the next Congress convenes.

He is serving as chairman of the so-called "superpower" commission and has presided over the month-long hearings which began June 6. He is ex-officio, as a member of the FCC, the Department of Commerce, the National Telecommunications Commission, and the Public Broadcasting Service.

Coincident with the reappointment, it became increasingly evident that FCC Chairman Frank R. McNinch has in mind important, if not sweeping changes in FCC personnel, organization and procedure. The purpose was to leave the FCC a two-week rest and vacation. Since he assumed the helm of the federal law, it has worked practically without respite.

Ponders Legislation

Constantly recurring reports that the Chairman would retire from his post and perhaps run for the Senate from the Federal Power Commission also have been dispelled. The chairman informed Broadcasting June 29 it was his intent to remain, indefinitively with the FCC and that it was his purpose to draft legislative recommendations for the next session of Congress dealing with all phases of FCC activity and proposals prescribing into the broadcast structure now being conducted.

Chairman McNinch served notice of impending changes in the FCC alignment without forewarning June 25 in an address before the Atlantic Division of the American Radio Relay League, meeting in Washington. He said it was his judgment that in order to remain, the Commission may function most effectively, "there are changes that should be made in procedure and in the efficiency of the staff personnel as a whole increased."

While the chairman asserted these matters would be attended to "in due time," it is known he has been giving much thought to the FCC's internal problems. Major criticism has been leveled against the law department of the Commission, the examination and press departments also have been subjected to unfavorable comments. Dissension among the Commissioners, or a lack of cooperation among the FCC.

Chairman McNinch told his audience that a great number of these changes can be best made during the approaching summer and early fall because readjustments can now be made with less interference with the Commission's business than at any other time of the year.

The chairman prefixed his observations on renovation of the Commission with an attack upon those who have directed what he considered as "a deliberate campaign of propaganda by innuendo and misrepresentation." He said that "neither frank nor realistic" if he did not admit that, this campaign has had some effect upon the public mind. "However," he continued, "these attacks were unavailing in Washing- ton, where I have been known, for only 10 days ago the House of Representatives defeated a resolution that we all opposed, and wanted an investigation of the Commission. The overwhelming defeat that the men I oppose was a vote of confidence by the House of Rep- resentatives of which I am justly proud. I regard that vote, however, as a vote of confidence that it is my nature to win with a solemn mandate that the Commission should proceed in the orderly, fair, impartial and courageous administration of the Communications Act. I have set myself to that very task and it is going to be done and feel the satisfaction of every fair-minded person.

"When President Roosevelt asked me to leave my work as chairman of the Federal Power Commission for a season and be- come chairman of the Federal Communications Commission to sit in the work here, I dedicated myself completely to what appeared to be a great public service to which I was called. I am going to carry through this job with: no favor and with the public interest as my guiding star."

Case Reappointment

Gov. Case's reappointment was not unexpected, despite rumors prior to the announcement. He was appointed to the original Commission in July, 1934, by President Roosevelt, an old college friend and colleague. Gov. Case was chief executive of Rhode Island when Mr. Roosevelt was Governor of New York, and they were well acquainted in gubernatorial counsils. He was chairman of the execu- tive committee of the Governor's Conference of the States of the United States.

Press Falsity Measure Is Abandoned by Minton

LEGISLATIVE efforts of Senator Minton of New York to punish newspapers deliberately publishing false information will be dropped, the Senator said June 27 in discussing the bill he introduced at the last session making it a penal offense to publish a false statement of fact. Senator Minton said he had introduced the bill only to get the "re- action of newspapers" and that it "produced the desired results."

He said the American Newspaper Publishers Association wanted the measure in order to get "something added" to see how the newspapers would like the medicine they said they didn't want to see. When the newspapers raised a big howl about the bill they said in effect: "We print lies and we want to go right on printing lies." That was the point they wanted to get straight. If it were not for the radio we would not know what is going on in this country."

Television Stock Offer

AMERICAN TELEVISION Corp., capitalized at $1,000,000 and priced at $1 each, has acquired the capital stock of CSI Development Corp., owning the patents for making television receivers, and is offering 99,500 shares to the public, through Don Lee Stock Co., beginning June 30. ACT plans a demonstration of television sets in Boston department stores by mid-July, but the company recently gave demonstrations of NBC-RTA transmission pickups in New York. The first sale of any stock, reported this week, was made to an executive of Don Lee Network executive of a similar tie-up in the West.}

BROADCASTING

Broadcasting Advertising

July 1, 1938 • Page 13

www.americanradiohistory.com
Network Contract
With AFRA Goes
Into Final Stages
Both Sides Ready to Sign as
Legal Details Cause Delay
SIGNING of standard contracts for actors and soloists employed by NBC and CBS will take place "any day now," according to executives of the networks and of the American Federation of Radio Artists. AFL union having jurisdiction over all radio talent except union musicians, will negotiate any disputed provisions on a tie-breaking basis.

Minimum fees are $45 for soloists and $25 for announcing. Special $2,500 soloist fee is the maximum for eight hours in a broadcast, with a minimum scale for half hour of $25. To offset increased union dues charges, hourly rates are 50% of the current scale, which will be paid in full by the networks.

Networks have agreed to take into account the value of the network's free time and to divide the cost of an hourly rate with both networks sharing. The networks will also agree to split the cost of any additional expenses, such as travel, which may be incurred by the performers.

Network officials are urging their members to sign the contracts, which will become effective immediately.

Court Broadcasts
Favored by Press

CHICAGO newspapers came to the defense of radio June 21 following a statement by the Chicago Bar Assn. board of managers which condemned broadcasts from courtrooms.

In an editorial the Chicago Daily News editorialized for the broadcasting of actual trials from the city's traffic and safety courts were "catastrophic to justice and the dignity of the court proceedings, degrade the court and create misconceptions with the minds of the public and should not be permitted."

Columnist Howard O'Brien of the Chicago Daily News bealled the board's contention that the broadcasts detracted from the dignity of the court and stated that in 1934 traffic deaths were 966 as compared to 826 in 1937, which he attributed to the appeal of the court programs.

In an editorial the Chicago Post-Item said that "the radio broadcasts for arousing public opinion to safety on the highways, stated that the 'fixing' of traffic cases on a wholesale basis is frequently eliminated by the programs. "Broadcasts are in the spirit of the American tradition of the public trial. They have taught respect for the law," the editorial read in part.

Triage--Chicago traffic court have been aired on WIND in a Tuesday evening series during the last four years. WJID has broadcast a daily series from the metropolitan safety court for the last two years. No formal statement has been made to the radio division by the Chicago Bar Assn. and the programs are being continued.

AFRA Signs KJS

KJS, San Francisco, has signed an agreement with American Federation of Radio Artists, it was announced yesterday by Vic Connor, executive secretary of the San Francisco chapter of AFRA, effective January 1. Under the agreement the AFRA calls for a 40-hour, five-day week for announcers and producers and a monthly wage scale of $55, which will start at a minimum of $55 weekly to a maximum of $42.50. Mr. Connors announced negotiations are under way for several San Francisco stations.

Philip Morris on Five

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), about July 10 will start sponsorship on a test basis of local live programs on an undetermined number of stations. William A. Beilerman, head of the company, announced the network contract.

Pure-Pak on WJZ

PURE-PAK Division of Ex-Cel-O Co., Detroit (milk container machines), has announced a contract for the sponsorship of Capt. Tim Healy's Stamp Club on WJZ, New York.

As of June 23 the 15-minute program, heard Mondays and Thursdays at 8:45 to 9:00 p.m., was sponsored by Max Wolfsohn Inc., New York, and the agency is Ferry-Hanly Co., New York.
AFM Winding Up Radio-Music Accord

Boycott Clause Removed From Contract With Record Firms

WORK on the final phase of radiomusician negotiations, the licensing of manufacturers of transcription and phonograph records by the American Federation of Musicians to prevent what the musicians consider unfair competition of recordings with live players and to increase employment among AFM members, was started June 28, at a meeting of AFM officials with representatives of American Record Co., Decca Records and RCA-Victor, three largest makers of phonograph records.

At this session the recorders were presented with a new license form which was similar to those previously developed by AFM. Except that the "boycott" clause, prohibiting the sale of records to stations and other employers deemed "unfair" by the AFM, was wholly eliminated. As the recorders have steadfastly refused to sign any contract containing this clause, which they held to be a legal basis for refusing the record, boycott and in restraint of trade, and as previous meetings have always broken up over this point, it is believed that the minor points of dispute can be adjusted and that an acceptable license will be worked out in a short time.

An important meeting was held at July 6, at which time it is believed the transcription manufacturers will also be included.

Seek Early Acceptance

The new license was drawn up by the AFM international executive board in a post-convention meeting in New York on May 22-24, in accordance with instructions given them by the recent national AFM convention. Removal of the "boycott" clause is but a minor step in the time entail any great sacrifice on the part of the musicians as its chief purpose, to serve as a whip over stations not employing a sufficient number of staff musicians from the union's viewpoint, is no longer necessary.

Since the first licenses were presented to recorders nearly a year ago, the union has negotiated standard agreements with committeemen representing the network affiliates and the nonnetwork stations, under the terms of which stations and local unions in all parts of the country are drawing up individual contracts which are expected to create the additional employment of musicians in broadcast studios desired by the union. Every effort will be made by AFM to gain early acceptance of the licenses by the record manufacturers as it is anxious to close its radio dealings and begin its fight for increased employment in the field of motion pictures, both in the production and in the theatres. Chief cause of argument is expected to be the ban on "dubbing" or rerecording of music from one record to another, on which point the union says it will absolutely insist, but which the recorders want modified to permit the dubbing of theme music and other incidental bits on dramatic programs which they feel would be made prohibitively expensive if the cost of an orchestra were added to the wages of the actors and announcers. But a satisfactory solution to this problem is not expected to present any insurmountable difficulties or to delay a conclusion unduly.

Non-network Agreement

An early settlement is also expected with the non-network stations, along the lines of the independent Schedule A worked out by the AFM executive board and the National Committee of Independent Broadcasters last spring [Broadcasting, May 1]. Approximately 150 independent stations have already responded to the questionnaires sent out by the committee and in each case copies of the schedule have been worked out. The local AFM union in the city so that negotiations of individual local contracts could begin at once.

In some cases there are already contracts in effect between stations and unions and other stations are exempt from employing musicians because their annual incomes are less than $50,000, but nevertheless this return is taken by both sides as a good omen for an early general settlement.

The New Orleans situation, most troublesome in the long negotiations between AFM and the network stations, is still a potential danger spot. When the AFM annual convention concluded without any official action to force the two NBC affiliates in New Orleans into line, WWL, CBS New Orleans outlet, which had been under a new contract since January, dismissed its 12 staff musicians July 18. The station which had a contract with the AFM local for many years, then rehired six men and returned to the same basic in force before the standard agreement for all network stations was achieved.

Vincent F. Callahan, manager of WWL, told Broadcasting his contract with the union called for him to receive as favorable treatment as any other network station in the city and that he felt justified in returning to his former status with regard to employment of musicians as long as neither NBC outlet had accepted the new agreement. "I've taken my stand," he said. "The next move is up to the AFM.

E. V. Richards, executive of WSM, one of the two NBC stations in New Orleans, came to New York last week to confer with NBC and AFM officials regarding the situation, but was taken so seriously ill before the meetings occurred that he returned to New Orleans hospital by plane. It is expected he will be back here as soon as he is able. Mr. Richards will return to New York to work out with the AFM the difficulties that have so far prevented his station from accepting a contract under the standard agreement for network stations.

Convention Issues

A proposal to force a solution was raised at the AFM convention by Mr. Pipitone, president of the New Orleans AFM local, who urged the convention to refuse the supply union musicians to NBC for programs being broadcast over WSMB or WDSU, its New Orleans outlets. This was voted down, however, and the matter referred to the executive board when AFM President Joseph N. Weber pointed out the dangers of destroying all the gains that have been made in the past year through a single false step and who added that this question could be better handled by the board than by the entire convention.

Another hard-fought resolution was one which would prohibit book- ing agencies from providing network facilities to employers of their "big name" orchestras to the exclusion of AFM orchestras which are therefore unable to get employment. This also was referred to the board for action after Mr. Weber had shown the need for a thorough study of the problem. Recordings were the subject of another resolution adopted, whereby the president's office was instructed the president's office to work out a method of amending the Federal copyright law to give the performer a property right in the recordings he helps to make. "This present law is declared to be archaic, unenforceable and inadequate for the protection of a performer who records his work," said Mr. Weber. In his convention report, Mr. Weber stated the AFM position that "phonograph records should not be used commercially without payment to the players," but pointed out the difficulties of securing and applying such legislation. "Every member of an orchestra who played for the record would have a right to earn, with a withholding tax to its use and every one of them could make different stipulations as to conditions under which he would agree that the record could be used," he said, which would make it difficult for anyone to get the right to use the record.

Another possible solution, as far as radio is concerned, he said, would be for the Government realizing that it can exercise the authority to make the licensing of radio stations dependent on the use of live talent by the broadcaster and can enforce regulations reducing the amount of record programming which can be used by the station.

However, it is not a matter which will lend itself to be adjudicated in a short time. It appears that in which results may only be achieved through continual propaganda and the interest of the public and the Government to the fact that such a policy has the economic advantages of making for more employment.

Foreign Ban Rejected

The convention voted down resolutions favoring the censure of the AFM membership and to place all foreign conductors under AFM jurisdiction when Mr. Weber explained that such a step would retard the advancement of music to the immediate employment of musicians. The subject of placing a protective tariff on imported phonograph records and transcription and on taxing commercial broadcasts utilizing music of foreign origin, with Canada excepted on both counts, was voted a proper sphere of investigation for the president's office.

All officers and executive committee members were re-elected for another year: Mr. Weber to serve his 39th term as president; C. L. Bailey, Los Angeles, vice-president; Fred W. Birnbaum, Newark, secretary; Harry E. Brenton, Boston, financial secretary-treasurer; and committee members C. Hayden, Washington; C. A. Weaver, Des Moines; James C. Petrillo, Chicago; J. W. Parks, Dallas; R. J. McCaffrey, M. M. Murch, Toronto. Kansas City was selected for the 1939 convention, also to be held in June. The break between Webb and Petrillo was officially ended when the two shook hands after Petrillo had publicly denied newspaper stories quoting him as claiming to be the "strong arm" of the AFM and had disclaimed any intention of trying to displace Weber or run the Federation.
Revision of FCC Regulations Is Unlikely Before Next Year

Oral Arguments May Be Held During the Autumn; WLW Renewal Hearing Now Set for July 18

PROLAMATION of new rules and regulations to govern future broadcast operations, embodying revised allocations specified in the Havana Treaty, cannot possibly occur until next year, it became evident as the so-called "superpower" went into their last lap June 29.

Launched June 6, the hearings began their fourth straight week June 27 with the second of two days set aside for June 28. In the interim, the FCC hopes to catch up on other work, including arrangements for public hearings on its so-called "chain-monopoly" study.

Arguments in Late Fall

As things stand now, Chairman Norman S. Case of the superpower committee informed Broadcasters June 29, it is his plan to allow all respondents at the hearings 30 days from adjournment in which to withdraw their statements in the full commission. Copies of this report will be supplied to all party respondents who will be allowed at least another month in which to exceptions and request oral argument before the Commission en banc.

Consequently, it is obvious that oral arguments on the proposed rules cannot be held until late fall. The Commission, chairman said, would require at least two months before rendering its opinion in so important a proceeding.

As the record is expected to be ready by June 29, all direct evidence had been presented in connection with the proposed new rules and engineering standards which envision the reallocation of frequencies as proposed in the Havana treaty. See article on opposite page.

In all, some three dozen witnesses presented testimony.

Whether a portion or all of the 25 channels designated for Class I-A operation under the proposed rules should be permitted to use power of 500 kw. constitutes the knottiest problem emerging out of the hearing. Retention of clear channels as a means of supplying rural and remote service was in jeopardy as an important issue, however, with regional and local station groups, supplemented by individual applicants, seeking modification of proposed rules to provide duplicated operation, particularly along the coasts.

Sudden action of the Senate in adjourning a resolution just prior to adjournment, proposed by Senator Wheeler, which expressed it as the sense of the Senate that the FCC should not license stations of power greater than 50 kw., is expected to have a bearing on the ultimate conclusions reached by the FCC. While the action does not have the force of legislation, it nevertheless is regarded as an expression of view by the upper branch of Congress.

A strong plea for retention of clear channels and for revision of the proposed new rules to permit power of greater than 50 kw. was made by the Clear Channel Group, WLW, in presenting arguments in connection with the proposed new rules, also made a vigorous plea for retention of permit power in excess of 50 kw.

The FCC's Position

The FCC itself, through Assistant Chief Engineer Ring, stoutly defended the proposed allotment of 25 channels for Class I-A (entirely new stations) at the hearings near adjournment June 29.

To close the FCC case, Mr. King was cross-examined by Commission Counsel George B. Porter, with regard to attacks made on the proposed rules during the four weeks of hearings. On the mooted question of clear channel duplication, Mr. King asserted it was extremely difficult to determine whether the 25 channels set aside for exclusive single station nighttime operation for public service, the first of its kind, was deemed necessary throughout the rural areas. Until such information is obtainable, he declared, alterations in any respect of the status of these channels would be hazardous.

"Therefore," he said, "I believe the 25 Class I-A channels should be retained." [A detailed analysis of Mr. Ring's rebuttal testimony will be found in the running account of the hearings on pages 56-57.]

Networks Not Active

The networks, as such, participated in an incidental way. NBC's position, as expressed in support of its application for Class I-A operation of the channel occupied by the original KFRC in San Francisco, was in favor of superpower. CBS, on the other hand, reiterated the view expressed by its president, William S. Paley, before the engineering hearings of October, 1936, which in effect opposed superpower.

In increase in the number of channels slated for I-A operation beyond the 25 specified in the proposed rules was suggested on behalf of two stations—WOR, Newark, and WCAU, Philadelphia—which are slated for I-B or duplicated clear operation under the new rules. Since the treaty sets aside 32 exclusive frequencies for this country, the claim was made that two additional channels could be placed in the I-A class without undue hardship.

While no definite opinions were expressed, as such, by Chairman Case, or by Commissioner T. A. M. Craven, who led most of the examination of witnesses, several new trends of thought developed.

A number of witnesses were queried in connection with limitation of nighttime operation, a status to be accorded stations to I-B status as a means of avoiding discrimination. Another thought which appeared to gain ground was that the committee might recommend a differential in power on clear channels between day and nighttime operation—possibly concluding that Class I-A stations be permitted to use 500 kw. during daytime with night power restricted to 50 kw. This latter, however, was simply in the realm of speculation.

In concluding its presentation in connection with the new rules, WLW suggested to the Commission a formula for licensing of stations with power in excess of 50 kw. It proposed that such power be permitted when it is made to appear:

(1) That the use of such additional power will not result in objectionable interference to stations on adjacent channels.

(2) That the use of such additional power will not cause objectionable interference with stations licensed by other countries pursuant to an agreement to which the United States is a party.

(3) That the station is so situated geographically that (with or without the employment of a directive antenna or other directive radiating devices substantially all of its primary and secondary service areas fall within the Continental United States.

(4) That the use of such additional power is necessary to provide an adequate and acceptable radio service not otherwise available, or a choice of such services, to a substantial number of persons who do not reside within the primary service area of any other broadcast station licensed by the United States.

(5) That at least 50% of the programs broadcast by said station during nighttime and nights without full night operation shall consist of live talent programs originated by it and not otherwise available to the area and therefore described in Paragraph (4).

In announcing postponement of the hearing on the WLW experimental trial until July 18, Chairman Case said this was deemed advisable because members of the FCC as well as its engineering and staff will need the time to catch up on other FCC matters.

Commissioner Case has presided at practically all of the sessions. Commissioner Craven, who was instrumental in the drafting of the technical sections of the new rules, was present at all sessions and directed most of the cross-examination. Commissioner H. P. Patterson, third member of the committee, who was frequently absent, had not interrogated any industry witnesses throughout the proceeding.

Ballard Starts in Full

BALLARD & BALLARD, Co., Louisville, Ky., has added an uncleared NBC Red and Blue network for a series of programs to advertise its cattle and poultry feeds, starting Sept. 16. The ten stations will be broa

 Plans Fall Spots

AURORA LABORATORIES, Chicago (Clear Again cold tablets) has named Erwin Wasey Co., New York agency and will use spot radio in fall.
Allocations Under Treaty Announced

Changes in Assignments Are Announced at Hearing

FORMAL announcement of revised allocations of broadcast stations, pursuant to the North American Regional Broadcast Agreement (Havana Treaty) ratified by the Senate June 15, was made June 23 by the FCC, which changed channel assignments, which would be effected under the treaty, were announced together with revised publications of rules and regulations under which frequencies are specified for particular classes of stations.

The documents were offered by the FCC for inclusion in the record of the so-called “June 6th” hearings before a three-member committee dealing with the proposed new rules and regulations. After their presentation by Assistant General Counsel George W. Porter, Commissioner T. G. M. Reed explained that the changes proposed under the treaty cannot be effected until the FCC has decided whether the four nations parties to the compact have ratified it, and the fourth has signified its intention of doing so.

Canada and Mexico Next

Thus far Canada and the United States have ratified the treaty. Nor, Mr. Craven, who heads head of the American delegation to the Havana conference, asserted that he had information of a commercial nature that both Mexico and Canada were “making progress”, and that their ratification might be expected within the year.

It is assumed the FCC will withhold actual promulgation of the frequency shifts until either Canada or Mexico ratifies the treaty, when it is expected a definite date will be set for the changes, with stations in the position to exercise their privileges under the law of protesting specific changes involving them and thus throwing the actual shifts into hearing.

Best information is that the Mexican Senate will not convene again until December, although the Government already has indicated it intends to ratify the treaty. The effective date would be set one year from the date of promulgation. During that time any stations aggrieved can ask for a hearing on 30 days’ notice in connection with specific assignments.

The current hearings on the proposed rules, scheduled to end June 30, have a bearing on the frequency changes. Superpower and designation of 26 channels among the 32 exclusive waves assigned to this country for Class I-A operation constitute salient issues in the hearings. In the proposed rules the FCC does not specify channels which would become I-A, and several stations slated for Class I-B operation would have been designated Class A, and vice versa. The decisions of the Commission are being made with the object of making the frequency assignments as simple and clear as possible.

Change of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcast Agreement (see note). Figures indicate kilometers.

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<td>770</td>
<td>930</td>
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<td></td>
<td>1590</td>
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</table>

*Not assigned in U. S.

Swifit Promotes Ham

SWIFT & Co., Chicago (Premium ham), on June 20 started 30 and 50-word chain break announcements on these stations to continue through Aug. 14, 50-word, KMBC, 20 times weekly; WDAF, 28 weekly; WOB and KCCK, each 14 weekly. J. Walter Thompson Co., Chicago, is agency.

Hickock Oil Renews

HICKOCK OIL Co., Toledo (petroleum products), has renewed the five-week, quarter-hour transcribed series titled Black Flame of the American Frontier, effective in early September on WXYZ WOOD WDFW WJIM WBIM WPW WPW WSPD WJIM WLBK WKBN WHBC through Trans-Air Inc., Chicago. Series is produced and cut by Aerogram Corp., Hollywood.

Sweetheart Weekly

MANHATTAN SOAP Co., New York (Sweetheart soap), sponsoring the twice-weekly quarter-hour transcribed Thrilling Conrado Sayer commentary series on 14 stations nationally for several months, on June 30 renewed for 13 weeks on a once-weekly summer schedule. Milton Weinberg Adv. Co., Los Angeles, has the account.

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Summary of Responses to FCC Program Questionnaire: Types of

Third of Radio Programs Sponsored

FCC Finds Over Half Are Music, Ninth Talks, Dialogue

DIAGNOSING a typical week of commercial broadcasting in the week of March 6, 1938—the FCC accounting department, in its analyses of types of programs broadcast by the 2,829 stations, released in connection with the current allocations hearings, disclosed that 65.4% of the programs broadcast during that week were sustaining and 34.5% commercial.

Its breakdowns of types of programs, based on responses of stations to exhaustive questionnaires, thus showed that only a third of the programs broadcast (21,542 hours) produced revenues while two-thirds (40,810 hours) were non-revenue producers—the latter actually furnished and paid for by the stations.

The week of March 6 was regarded as typical because it came just before the summer lull into more sustaining, yet avoided the high winter concentration of commercials.

Trends in Programming

Broken down into types of programs, the total and percentage of hours devoted to each type [see tables herewith] furnished the first thorough index to programming trends of American broadcasting at large ever made available. The 65.4% reporting stations, for example, were disclosed as carrying a grand total (both commercial and sustaining) of slightly more than 32,706 hours during the week (or 52.45%) devoted to various classes of music, such as serious, light, popular and other; 7,114 hours (11.41%) devoted to talk and dialogue, which included social and economic, literature, history and general cultural, household and other women's programs, farm management and other farm programs, political and other subjects; 5,682 hours (9.11%) devoted to dramatic programs, which included general drama, comedy scripts and children's drama; 5,500 hours (9.04%) devoted to variety productions; 5,288 hours (8.55%) devoted to news, including regular news reports, sport flashes and market, crop and weather reports; 3,215 hours (5.15%) devoted to religious and devotional programs; 1,421 hours (2.25%) devoted to sustaining radio; 1,376 hours (2.21%) devoted to special events, such as meetings and occasions of civic interest, sports, remotes, etc.

These figures embrace the types of programs coming through via the networks, as well as locally produced programs, since the complete structure of each station regarding source of music was asked.

How Buick Fared

SPONSORSHIP of the Louis-Schmeling fight broadcast June 22 cost Buick Motor Co. slightly less than $3,000 for each minute of the 18-hour broadcast, or about $25,000 for each of its two commercial announce-ments. Exclusive broadcast rights from the 20th Century Sporting Club, under the three-fight contract signed by NBC last year, account for approximately $35,000, and the quarter-hour time cost on 146 stations added about $125,000 more to make a total of about $47,000, NBC, which had to cancel the full hour program of American Tobacco Co. on about 80 stations to take the fight, broke about even on the deal.

Breaking down separately the program structure of the commercial and sustaining sides of radio, the difference between the types of sponsor and sustaining offerings by the broadcasters at large is statistically shown, and there is reason to believe that the averages for the whole industry apply fairly closely to those for any given station.

Comparing the sustaining the commercial categories, the types of programs offered by percentages were as follows:

Type of Program

Sustaining Commercial

News 11.25% 12.63%

Dramatic 9.76% 5.60%

Variety 12.93% 12.93%

Talks & Dialogues 8.19% 3.85%

Religious & Devotional 3.15% 2.00%

Miscellaneous .61 1.97

Total 65.46 54.54

Significant is the fact that sponsored musical offerings were not quite one-third of sustaining musical offerings; that twice as many dramatic programs are sponsored as sustaining; that variety shows run evenly between commercials and sustaining; that talks and dialogues, which include politics, educational, forum subjects etc., run two-to-one sustaining; that only about three out of eight news programs are sponsored; that two out of five religious programs are sponsored; that one out of three special events is sponsored.

A percentage analysis by Broadcasting of sources of commercial program material, shown in the FCC tables only by total hours, reveals that 21.1% represents live talent (from national networks, 27.7%; from regional networks, 3.4%; originated locally, 31.3%). It is also revealed that 25.7% represented mechanical renditions (electrical transcriptions, 18.5%; recordings, 10.3%). Announcements ran 8.2% of all commercials.

The same analysis of sources of sustaining program material
### Programs Broadcast—FCC Table 38: Covering Week of March 6, 1938

#### Types of Programs Broadcast by Classes of Station and Time Designation

<table>
<thead>
<tr>
<th>Type of program</th>
<th>CLEAR CHANNEL 50,000 Watts or More 5,000 to 50,000 Watts Under 5,000 Watts Total</th>
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#### Table I:

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<td>Dramatic</td>
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<td>Varity</td>
<td>6,030</td>
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<td>14,116</td>
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<td>Talks and Dialogues</td>
<td>6,050</td>
<td>5,605</td>
<td>11,655</td>
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<td>News</td>
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<td>Religious &amp; Devotional</td>
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</table>

#### Table II:

<table>
<thead>
<tr>
<th>Type of program</th>
<th>Commercial</th>
<th>Sustaining</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>10,887</td>
<td>14,400</td>
<td>25,287</td>
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<tr>
<td>Dramatic</td>
<td>20,768</td>
<td>16,165</td>
<td>36,933</td>
</tr>
<tr>
<td>Varity</td>
<td>6,030</td>
<td>8,086</td>
<td>14,116</td>
</tr>
<tr>
<td>Talks and Dialogues</td>
<td>6,050</td>
<td>5,605</td>
<td>11,655</td>
</tr>
<tr>
<td>News</td>
<td>4,706</td>
<td>1,678</td>
<td>6,384</td>
</tr>
<tr>
<td>Religious &amp; Devotional</td>
<td>2,478</td>
<td>1,458</td>
<td>3,936</td>
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<tr>
<td>Social Events</td>
<td>196</td>
<td>164</td>
<td>360</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>888</td>
<td>696</td>
<td>1,584</td>
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<tr>
<td>Total</td>
<td>63,049</td>
<td>52,239</td>
<td>6,384</td>
</tr>
</tbody>
</table>

#### Note:

Of the 668 responses accounted for in this table, 4 cover 2 stations each. Thus the table actually embraces data for 333 stations.
Eutherford Urges NAB to Gird For 1939 Legislative Deluge

IN HIS valedictory as president of the NAB, a post he relinquishes July 1 to Neville Miller, Mark Ethridge, on June 28 addressed all broadcasters in a plea for aggressive cooperation and follow-through.

Appraising the present situation, Mr. Ethridge said there will be much legislation introduced at the next session of Congress. Marking his areas of radio, he predicted he did not have the staff to do it in the past.

Mr. Ethridge also covered the obligation of the broadcasting industry to contribute its portion to the $250,500 radio education fund set up by the Federal Radio Education Committee. Calling it a "debt of honor," he said the industry is obligated to pay $35,000 of the quarter-million dollar fund. The responses to his call thus far, he said, have been "disappointingly small" but the NAB has pledged payment of the funds.

Mr. Ethridge also mentioned other industry problems. He pointed out that he and the NAB Board of Directors are going to propose legislation. It will need study on the part of the industry to determine whether it is good or bad, and the industry will need to state its position before Congress as it has every right to do. The NAB is the only agency that can do this and will be criminal if we do not do it.

Asserting radio has been "a guinea pig and a political football long enough," Mr. Ethridge said it will continue to be both unless it supports adequately an organization that can formulate and enunciate general policies for the industry. He said he personally believed the Commission under its new leadership has endeavored to be lenient, although he did not believe it will continue to be both unless supports adequately an organization that can formulate and enunciate general policies for the industry.

Under the incoming president, Mr. Ethridge said he hoped to see an association that will not only represent the industry generally but in so doing provide a mechanism for the industry and in Congress, but also be of utmost help to its members. Stating that Mr. Miller's nomination was made by another member of the board, that he would have been "proud to nominate him," Mr. Ethridge pointed out that his selection was by unanimous vote of the board.

Lauds Selection of Miller

Sunkist Budget Boosted; New Disc Serial Planned

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges & lemons), sponsoring the six-weekly early morning half-hour transcribed Sunkist Time on 18 stations in Canada and United States for several months, will change its schedule effective July 1. The firm will construct a six-weekly series on a five-week basis, and on that date in addition will produce a new early morning transcribed adventure program The Boy Detective, written by Herbert R. Connor.

The 350 watt station, to be heard Saturdays on the same list of stations, is being produced by N. C. DeLancey and handled by the account, with cutting by World Broadcasting System, that city. Firm in addition is sponsoring a thrice-weekly five-minute participation in Norma Young's Happy Howes on 3 Don Lee net (KGB, KFXM, KGB-FM, KVOE), for its products division. The firm recently announced an initial budget of $150,000 to be spent for the summer exploitation of oranges and lemons.

Hecker Merges With New Co.

HECKER PRODUCTS Corp., New York, announces that its four-weekly disc announcements on eight stations, is considering starting on a network and is looking for programs. Agency is BBDO, New York.
The Time Buyer Says,—

"Successful merchandising of grocery store products requires judicious buying of advertising... buying based on making every advertising dollar pay its own way—quickly!"

"Kroger chose KMOX five years ago to "test" radio. The success of this "test" is evidenced by our continued, consistent schedule on KMOX—over 600 programs and 3,117 announcements. With the current schedule of 10 quarter hours weekly, KMOX continues to carry the Kroger radio advertising in the important St. Louis market."

CHARLES "CHIP" ROBERTSON, Radio Director for the Ralph H. Jones Company, Cincinnati, adds,—

"Kroger store managers and their customers endorse our station selection. When surveyed they preferred KMOX by an overwhelming majority."

ADVERTISER, DEALER AND CONSUMER preference for KMOX is further evidenced by these facts:

1. Local radio advertisers spend more money with KMOX than with the other two St. Louis network stations combined.

2. Entirely disregarding the tremendous "outside" coverage of its 50,000 watts, KMOX has more listeners in St. Louis than all of the six competing stations combined!

KMOX

50,000 WATTS • ST. LOUIS • A CBS KEY STATION

Owned and Operated by the Columbia Broadcasting System. Represented by Radio Sales:

New York • Chicago • Detroit • Milwaukee • Birmingham • Los Angeles • San Francisco
Bone Asks Courts For Speedy Trial

Claims Suit Against Him Was Filed to Discredit Him

ASKING that the $250,000 damage suit filed against him, his wife, KIRO, CBS and others [Broad- casting, June 15] be brought to trial as soon as possible, Senator Homer T. Bone (D-Wash.) in his answer charged Mr. Bone with being "maliciously and for the purpose of discrediting him before the people of Washington." Louis A. Wasmier and Archie G. Taft, owners of KOL, Seattle, are the plaintiffs.

The answer and affirmative defense, filed in Pierce County Superior Court, contained a general denial of the charges. The Senator asserted he has never had any financial interest in KIRO.

Sam Haas, collector of Customs of Seattle, and his wife also were named in the suit. In a separate answer, Mr. Haas denied the conspiracy charges and asked dismissal of the suit. Col. Arthur O'Brien of Seattle, who recently purchased WINS, New York, from Hearst Radio Inc., as attorney for KIRO, filed a motion to have the charges made more definite.

The complaint charged that Senator Bone and Mr. Haas, forming a substitute conspiracy, conspired in November, 1935, to compel the Seattle Broadcasting Co. to surrender control of KOL in the event this could not be accomplished, "to cause injury and ruin to plaintiff's business and prestige and destruction to the value of said radio station."

Last winter CBS transferred its franchise from KOL to KIRO.

Mr. Haas, in his answer alleged that Mrs. Wasmier and Mr. Taft, "manage, direct, control and use the facilities of half of all radio stations of the State licensed for commercial broadcasts." Stations listed besides KOL were KGY, Olympia; KGA and KQK, Spokane; K dro, Everett, and "chain networks" service KSYX, Aberdeen; KVOS, Bellingham; KELA, Centralia; KMQ, Tacoma; KPQ, Wenatchee, and KNTA, Seattle.

Senator Bone in his affirmative defense brought out that he was a candidate for reappointment and denied, "...and alleged that the action had been instituted at this time "not with any idea on the part of the plaintiff that it will recover any judgment herein, but maliciously and for the purpose of treachery to discredit this defendant before the people of the State of Washington, and with an endeavor to get him defeat in the coming election."

NBC Cuts-in Rates

SUPPLEMENTARY agreements for new aininingsment agreements to affiliate station about two months ago by NBC [Broadcasting, May 1] have been accepted by 18 stations. As usual, the stations not heard from make no charge for this service, there are approximately 20 stations, according to NBC's stations relations department, which stated that the standardization had been started as a service to network advertisers and that no pressure had been put on stations.

New Home of WFIL Dedicated

FOUR THOUSAND guests, including national, state and city officials, business leaders, news advisers, and industrial leaders participated in the dedication of the new WFIL studios and transmitter in Philadelphia June 17. Above (1 to r) are Herbert J. Tilly, WFIL's chairman of the board; Samuel R. Rosenbaum, president; Philadelphia's Mayor S. Davis Wilson, who threw the switch putting the new full transmitter into operation; and Major Gladstone Murray, general manager of Canadian Broadcasting Co., Ltd.

WESLACO STATION SALE IS APPROVED

OWNERSHIP of KGRV, Weslaco, Texas, operating with 1,000 watts full time on 1280 kc., passes into new hands July 2 under a decision of the FCC June 22 authorizing the transfer to O. L. Taylor, Gene A. Howe and T. E. Snowden. Mr. Taylor is president of the Plains Radio Broadcasting Co., licensee of KNGC, Amarillo, and KFYO, Lubbock, Texas. Mr. Howe is president of the Globe-News Publishing Co., publishing the Amarillo Globe-News, Lubbock Avalanche and other newspapers. Mr. Snowden is a lumberman of Atchison, Kan.

The purchase price was $41,000, the property being bought from M. S. Niles heading a group of stockholders. Mr. Taylor and Mr. Howe will each hold a 1/3 share of the stock in the new KGRV Inc., and Mr. Snowden will hold 106 shares.

It is planned under the new ownership to establish new remote control studios in Harlingen and McAllen, with Mr. Taylor, according to Commission records.

FREE & PETERS Inc. reports that its New York and Eastern billings for June, July and August, 1938, show a substantial increase over the same months of 1937. Scheduled billings for the period, compared with actual vol-

FCC May Issue Political Formula

Arnonx Petition Starts Study Of the Campaign Dilemma

AS A RESULT of a petition filed by Campbell Arnonx, manager of W T F A R, Norfolk, Va., the FCC is considering the possibility of enacting regulations to aid broadcast stations in solving the perpetual political dilemma of discerning which campaign promises are not covered by purportedly vague clauses in Section 315 of the Communications Act.

Chairman McNinch announced June 23 that the Commission had considered the matter of campaign broadcasts at its June 22 meeting and that it is studying the advisability of enacting formula or guidance of stations in handling the delicate situations that arise frequently during primary and election campaigns.

Mr. Arnonx's petition, filed June 21 by his attorney, Elliot C. Lovett, pointed out that Section 315 of the Communications Act requires the FCC to make rules and regulations covering campaign broadcasts. The petition states that the FCC had ever been handed down although the statute was enacted June 1927. And claimed that there is no clear cause the FCC "had been remiss in its duty under the law, all sta-

TROUSSEUR Phrases

Among phrases in the law which he characterized as vague and susceptible to various interpretations were: "legally qualified candidate"; "use" of radio facilities; and "equal opportunities." Particularly dangerous, he said, is the section which reads: "Provided that such licensee shall have no power of censorship over the material broadcast under the provisions of this section." He explained that he interpreted this sentence under the theory that no statute can conduce the commission to take a decision when a matter is of "local and personal libel or slander,

Washington, D.C., and KFYO, Abilene, Texas, with a temporary renewal. The station has been given several license renewals for hear-

Charges on Programs, Especially Lottery, Lead To Temporary Renewal

ANOTHER batch of temporary license renewals based largely on program co-pla nts, was announced June 23 by the FCC.

Becoming particularly active on alleged "lurid" programs involving purported violations of the "Bingo" game, the FCC designated several license renewals for hear-

SUMMARY of decisions involved in complaints involving lottery programs, has been given a temporary renewal by the FCC. WMBC, Detroit, was designated for hearing because of allegations of lot-

Changes KXBY to KITE

AS THE first moves in his task of reorganizing KXBY, Kansas City, Missouri, J. E. (Plug) Kend- drick has procured from the FCC, effective July 1, a l 1ority to change call letters to KITE, which has appointed Eugene C. (Gene) Wyatt as commercial manager. Mr. Wyatt has been last four years, had been with KPFC, Houston, and before that with various stations in the South. Also appointed was Everett Astwood as technical supervisor and as managing direct- or of First National Television Inc., school radio of the station.

KXBY is the call letters assigned by the FCC for the new station recently authorized at Atchison, Kan. [Broadcasting, June 15].
A distinguished professor used to say that "the human mind has an infinite capacity to resist the inculcation of knowledge." NBC holds that this is only a part truth. It is true that people resist "forcible feeding" methods in education. But NBC has repeatedly proved that the public readily absorbs information—if it is interestingly presented.

In providing educational programs, NBC always considers the nature of radio, and the nature of people. Nothing is so easy to walk out on as a radio program. Nothing will be followed more carefully if properly planned.

Calls for Special Resources
To interest and educate calls for the highest skill of persons thoroughly versed in the complex profession of broadcasting. The successful application of such skill requires large expenditures and access to special talent.

NBC proudly points out that about one fifth of its time on the air is educational. But NBC takes even more pride in the all-important fact that an immense number of people listen to its educational programs, because they are interesting. NBC's fixed policy is to provide as much cultural activity as it appears the public will absorb.

Some of NBC's Educational Features

**AMERICA'S TOWN MEETING OF THE AIR**—A full hour discussion of important questions of the day by leading authorities. (Broadcasts during the summer from summer sessions of leading universities.)

**NBC MUSIC APPRECIATION HOUR**—Dr. Walter Damrosch's famous program has recently concluded its 10th season.

**UNIVERSITY OF CHICAGO ROUND TABLE**—Specialists discussing contemporary issues informally.

**THE WORLD IS YOURS**—Dedicated to the increase and diffusion of knowledge among men, presented in cooperation with the U.S. Office of Education.

**NBC HOME SYMPHONY**—The listener joins program as a member of the orchestra.

**GREAT PLAYS**—The chronological development of the drama, illustrated by representative great plays.

**NBC MUSIC GUILD**—Works in the larger forms for smaller instrumental groups.

**THE CHILD GROWS UP**—Presented in cooperation with the Children's Bureau of the Department of Labor.

**SCIENCE ON THE MARCH**—Discussion of progress in the fields of scientific endeavor.

**YOUR HEALTH**—Dramatized health messages presented in cooperation with the American Medical Association.

**THE STORY BEHIND THE HEADLINES**—History behind contemporary events.

**AMERICA'S SCHOOLS**—What is happening in the educational world.

**ADVENTURE IN READING**—The stories behind the authors of good books.

**SCIENCE IN THE NEWS**—News in the world of science.

**THE ROVING PROF**—Little known side lights of life in the Orient.

**MADRIGAL SINGERS**—Early vocal and instrumental music.

**EDUCATION IN THE NEWS**—Presented in cooperation with U.S. Office of Education.

**STUDENT SCIENCE CLUBS**—Students interview scientific experts.

**FLORENCE HALE'S RADIO COLUMN**—Heart to heart talks with parents and teachers.

**PULITZER PRIZE PLAYS**—Contemporary American dramatic literature.

**NATIONAL BROADCASTING COMPANY**

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA
Government Use of Waves Criticized; Jolliffe Tells of Television Advance

OBJECTIONS to the preponderance of allocations of ultra-high frequencies from 100,000 to 300,000 kc. to some of the major commercial and educational stations were made at last week's hearing of the FCC by C. B. Jolliffe, chief of the FCC's research bureau and a vice-president of the National Telecommunications and Electronics Association. He declared that the FCC has no business with such activities.

Jolliffe on Television

While stressing that no forecast of public acceptance of television could be definitely made, Dr. Jolliffe asserted that the FCC and the Commission must be prepared to inspect and regulate television stations to prevent the introduction of deleterious signals.

NOMINEES TO IRE POST

Jolliffe, Heising Named Nominees to IRE Post

C. B. JOLLIFFE, chief of the frequency bureau of the FCC and former chief engineer of the FCC, and A. A. Heising, radio research engineer of the Bell Laboratories, have been nominated for the 1939 presidency of the Institute of Radio Engineers. Balloting will take place by mail this fall and votes will be counted in November.

Royal lace to Resume

ROYAL LACE, Paper Works, Brooklyn, N. Y. (Roylies, lace paper doilies), is making plans to resume its five-minute transcription campaign in the fall. Frequency vary with stations, it is expected to be heard, one, two or three times weekly on a list of 15 or more stations. Agency is Lawrence C. Gum- binner, New York.

Jett Named to Board

FCC Chief Engineer E. K. Jett has been designated as the Commission’s representative on the Interdepartmental Radio Advisory Committee, succeeding Commissioner T. A. M. Craven, who served on it while chief engineer. The committee comprises radio experts of the Federal departments and bureaus who aid in formulating governmental policies regarding technical phases of radio. Its chairman is Judge E. O. Sykes of the FCC and its secretary is Frederick W. Gross, chief of the FCC’s International Section.
12 Stations Accept Spot Market Plan

Rambeau Polishing Details of Major Market Promotion

NEW to station representation is Major Market Stations, a plan of merchandising service and representation designed to standar-dize market data. When Mr. Rambeau's plan is adopted by 20 to 24 key markets throughout the United States, Devised by Wil-liam C. Rambeau Co., Broadcasting, has been accepted by 12 regional stations since its recent introduction.

MMSS (trade mark of the plan) will be financed jointly by the stations and the Rambeau firm which will pay 16% of the net total of commissions received while the stations will pay 21% of the net volume of their national advertising. This separate promotion fund will be administered in the interest of MMSS and a yearly accounting of all expenditures will be made to participating stations.

On this basis 30 sales for market stations with an average of $100,000 net volume of business each would put $10,000 in the research, sales promotion and advertising fund. Included is the annual expenditure of $12,000 for the publication and maintenance of the Major Market Radio Manual which will supply advertisers and agencies with daily-to-minute data on key markets.

Needs of Spot Radio

During the presentation of MMSS to station managers, Mr. Rambeau stressed that spot radio is getting but 4% of the national advertising dollar, while networks take nearly 70%.

Stating that on a typical network station, 30 quarter-hours of evening time, the station $1,250 net, while the same time slot netted the station $2,085, Mr. Rambeau emphasized that if only one half of the difference were charged to sales the station would pay twice as much for network sales as for spot sales.

The needs of spot radio are a better organized sales plan, more effective promotion of accounts, sales promotion of audience tested programs, extra push to counter summer slumps, more effective promotion of transcription sales, organized market research and analysis, and a general advertising campaign, according to Mr. Rambeau.

A unique feature of MMSS is the maintenance of a program department to promote the sale of "audience tested" features and act as a clearing house for the exchange of program information. MMSS will maintain a transcription library of available station programs. "The objective of our program department," Mr. Rambeau said, "is to make the MMSS stations individually known to the best known test stations in the United States."

There will include a station manual of standardized data made by the MMSS research and sales department. A condensed edition of the manual will be issued salesmen and stations. A radio advertising directory and individual station folders will be distributed. Making pieces which will define and explain spot broadcasting will be sent to advertisers, TV shows, and the general public.

MMSS, which has been endorsed by leading advertisers and advertising agency executives, will be in full swing by Sept. 1, according to Mr. Rambeau, who has moved his family to New York and will head the firm's New York office. The Chicago office will be directed by William H. Craftz, manager.

Denying that he was trying to form a spot network, Mr. Rambeau said that he would favor any plans which are made from the flexibility of spot radio, which he considered its greatest strength. He believes that stations for standardization of material will be the means of selling, "The 'centre group,' he said, "the Rambeau organization will promote each station on its merits."

BROADCASTING • Broadcast Advertising

Radio Stations Are Most Popular Appliances On Rural Projects, Government Finds

RADIO SETS are the most popular electrical appliances with customers of electrical projects financed by the Rural Electrification Administration, according to a survey of 46 REA projects now in operation.

Seventeen of every 20 farm homes on these power lines have radio sets, according to the study which showed that 56% of all American farms had radios well before the end of this year. This 56% was considered large by the Institute as a remarkable increase in rural radio saturation inasmuch as the census figures showed only 21%.

Costs Cut Down, Too

The REA explains that its statistics do not reveal the full extent of rural electrification on radio reception. It points out the cost of operating sets has been reduced; quality and power of reception are improved; high line energy has added to convenience and reliability.

The changes, according to REA, leave radio an inexpensive but dependable instrument contributing to the culture, education and economic life of the farm family. It brings crop and market information to the farmer, who previously waited days and weeks for such news, besides saving many of its cost, many REA claims.

While the survey covered 56 operating projects as of April, 1938, the REA now has some 250 projects in actual operation.

In the June issue of Rural Elec-trification News, REA organ, John W. Studebaker, U. S. Commissioner of Education, said, "Experience indicates radio is almost always the first appliance put on newly-electrified farms."

RUNS BY RADIO

Texas Sponsor Uses Air to Boost Candidacy

W. LEE O'DANIEL, Texas flour mill owner and radio sponsor, is demonstrating the power of radio as he uses WBAP, Ft. Worth, to promote his candidacy for governor. Mr. O'Daniel announced his candidacy, newspapers steered off, not taking the announcement seriously. But when he opened his campaign, he raised a new public to one of the oldest features on WBAP's schedule, although originally announced by a man.

THOMAS BRADLEY, announcer of the CBS Red Network Hour, has been signed by MG-M to a film-radio contract and will go to Hollywood this fall.

ALASKAN STATION GRANTED BY FCC

CENTRAL Alaska's first broadcasting station, to be located in Fairbanks and to operate full time at 1,510 kc., was authorized by the FCC June 18—the first new station grant to be made this year. The new license holder is the Midnight Sun Broadcasting Co., holder of the construction permit, is Capt. A. E. Lathrop, a large businessman of Anchorage, and a pioneer mining man who is reputed to be a millionaire. He now holds 200 shares of stock in the station and all shares of stock. Call will be KFAR.

Capt. Lathrop is publisher of the Fairbanks Daily News-Miner and president of the First Bank of Cordova, Alaska; the Cordova Commercial Co., department store; the Glacier Sea Foods Co., salmon packers of Cordova; the Laithrop Co., operating apartment houses and movie theaters at Fairbanks, Anchorage and Cordova, and the Healey River Coal Corp., Sitka, Alaska. Associated with Capt. Lathrop in the venture as minority stockholders are Miriam O'Daniel, private secretary; Don M. B. Alder, manager of the Empire Theater, Fairbanks; Paul J. Rickert, owner of the Fairbanks Gardens; Arthur S. Brown, Fairbanks jeweler, and Edward F. Medley, Seattle attorney.

Ethyl Testing

ETHYL GASOLINE Corp., New York (petroleum products), which markets and sells radio for the first time, on June 25 started a test campaign on KFWB, Hollywood, with an ethylized petroleum variety show, Curtain Calls. Contract is for 13 weeks with option. It is estimated that the program will be released continentally over CBS if test is successful. Paul J. Rickert, advertising manager for Ethyl Corp., New York, has made arrangements with Hollywood to supervise start of the series. Featured on the show are Aloma, Auld's Orchestra, Paul Keats, Alice King and Christine Wells, vocalists. Lee Coo-ley produces the program which is also master-of-ceremonies. Agency is Pacific Market Builders, Los Angeles.

Musterole's Fall Plans

MUSTEROLE Co., Cleveland, on Oct. 10 will start Caren Robeson and His Buckaroos on a 34-station NBC-Blue network, to be heard for a half-hour Monday evenings. The new show will add a script continuity to the hillbilly theme. It will also be key transmitters on WLB, Cincinnati, on Tuesday evenings, and other transcription stations will hold it during the winter. Agency is Erwin, Wasey & Co., New York.

Finance Firm on 15

NATIONAL FUNDING Corp., Los Angeles (finance), a heavy user of radio time, on June 15 started a campaign for the promotion of five times weekly in Going Places, on KFI, that city. Firm in addition is basing from five to 15 spot announcements daily on KFRC, KHJ KGB KERN KPMC KMJ KEX KFOA WME KOWL KLS KFXM KFOX. Smith & Bull, Los Angeles, has the account.

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www.americanradiohistory.com
Television Discussion Topics

Nine Papers on Visual Radio

HEARD BY 1,500 ENGINEERS

TELEVISION, far more advanced as a technical reality than as a commercial possibility, and ultra-high frequency developments were again major topics of discussion at the 1958 IRE convention held June 16-18 in New York.Special sessions devoted entirely to television. Nine papers by Dr. Dellingher and his group of engineers were the following exhibits:

- "TV Shows for the Masses," Geo. S. Kirby, RCA.
- "A NEW ELECTRONIC DEVELOPMENT IN TELEVISION," H. C. L. Rawlings, Bell System.
- "A System for Transmitting Television by Waveguides," L. H. M. Brown, RCA.
- "TOWARD THE DEVELOPMENT OF A COMMERCIAL SYSTEM FOR TRANSMITTING VISUAL INFORMATION," E. M. Oppenheim, Columbia.

Prizes Awarded

Haraden Pratt, of the Mackay Radio & Telegraph Co., IRE president, presented three awards to members of the Institute. The annual IRE Award, established in 1954, honored Dr. John H. Dellingher, radio chief of the Bureau of Standards, for his contributions to the development of radio measurements and standards. The Morris Liebmann Memorial Prize was awarded to George B. Keyworth, Bell Laboratories, for his theoretical and experimental investigations of the propagation of radio waves at ultra-high frequencies through confined dielectric channels and his development of a technique for the generation and measurement of such waves.

The special prize of $100 for the best paper of sound technical merit published in the IRE Proceedings during 1957 was awarded to A. L. Samuel, Bell Laboratories, for his paper on "A Negative-Grid Triode Oscillator and Amplifier for Ultra-High Frequency Transmission." Among papers of greatest interest to broadcast engineers were:

- "Dumont Television Television System," W. A. Fitch, NBC.
- "Dumont Television Television System," W. A. Fitch, NBC.
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- "Dumont Television Television System," W. A. Fitch, NBC.

Mechanical Video Scanner Exhibited

IRE Delegates See System of Kolorama Laboratories

By BRUCE ROBERTSON

TELEVISION with a mechanical scanner was demonstrated to members of the Institute of Radio Engineers during their recent convention by Kolorama Laboratories, an offshoot of the Institute for television research, at its plant in Irvington, N. J. A standard 255-line test pattern, projected from the rear of a screen 3 x 4 feet. Pictures were black and white but receipt of the scanning lines were visible across the screen and there was a flicker.

Kolorama, Kolorama chief engineer, in charge of the demonstration, said this was the first public demonstration and equipment was far from perfect.

Pictures were scanned by a single dot method, using 225 lines, interlaced two to one. Bringing 11 2/3 lines per field, with 24 fields. Mr. Goldback said he was unable to give a good picture of the apparatus because of the patent situation, but he expressed confidence that by the time his patents expire he will have in production the 225-line mechanical system will produce pictures comparable to those of the present 525-line system now employed by the RCA. He explained, is because in mechanical scanning the system is rectangular in constant size, whereas in electronic scanning the spot contracts and expands.

What Its Backers Claim

Several advantages are claimed for the mechanical system by its backers. First, it requires only 250-200 cycles, as compared to the 5,000-6,000 cycles required by the 441-line, 60-field, electronic system. This means that the effective range of television transmission could be extended to thousands of miles, instead of the 50-mile limit of electronic scanning. The mechanical system is also physically feasible with the mechanical system, as two or three mechanical scanners could be carried on a single coaxial cable, it was said.

The demonstration was not an actual broadcast, but the signals were transferred over coaxial cable to a receiver by wire, as the company has no experimental broadcast facilities. Though Mr. Goldback said he expected to apply for one shortly. In addition to the 3x4 foot television, the pictures were also shown on a screen measuring 4x5 feet and finally projected on a 10-foot screen. The pictures of the entire set, at the limit of the set, could be manufactured to retail for not more than $250. The actual resistance of the set is unknown but it be housed in a two-foot cube.

Kolorama Laboratories personnel included Mr. Goldback, Kolorama vice-president; Stewart L. Clotier and Harold C. Hogencamp, research engineers; George B. Neff, stahl, broadcast engineer, and a staff of mechanical engineers and optical experts.
...now give you still greater value!

These two mikes have won wide popularity with broadcasters because they've always given value—high quality at low cost!

Now they give you still more for your money. The price of the famous "8-Ball" has been reduced. And the "Salt-Shaker" is given new flexibility by means of the new 311A plug. This permits quick removal from, or attachment to the 442A Jack—just like the "8-Ball."

Between them, these two Western Electric mikes meet practically every broadcasting need. Can you afford to get along without their quality pick-up?

NEW CONVENIENCE
The 311A plug (center) makes the "Salt-Shaker" as flexible as the "8-Ball." It fits the 442A Jack (bottom).
New Radio Picture

A BRAND new picture of broadcasting as an industry was painted in broad strokes during the first few months of 1935. The industry has now all but exploded. Small and large operators are publicizing their stations both on and off the air. The result is that nearly all the broadcast industry are publicizing their stations both on and off the air. The result is that nearly all the broadcast industry, including those in the business of selling advertising, are now publicizing their stations. The industry has now all but exploded. Small and large operators are publicizing their stations both on and off the air. The result is that nearly all the broadcast industry are publicizing their stations both on and off the air. The result is that nearly all the broadcast industry, including those in the business of selling advertising, are now publicizing their stations.

The results are little short of amazing. Many broadcasters, due to lack of knowledge of their own business, were fearful of the outcome. Instead, the composite study reveals not only the great interest which is being taken in radio, but also the great interest which is being taken in radio.

The study discloses that the industry is growing at a rate of over 10% per year. In a few years it will be the largest industry in the world. The study discloses that the industry is growing at a rate of over 10% per year. In a few years it will be the largest industry in the world.

Financial statistics released a fortnight ago disclosed the industry as a whole is reaching a new high in something less than 10% under present over-head conditions—far from the fantastic Mida tales of its critics. To be sure, certain segments realized rather handsome profits; others about broke even and yet others were in the red. Readjustments will develop, but they will come only because successive replacements are made.

Latest statistics cover employment and program breakdowns. These disclose:

1. The average weekly pay for regular employees in broadcasting ($45.12) is the highest of any industry anywhere in the United States, and that probably goes for the world too.

2. Contrary to the outsiders about over-commercialism, two-thirds of all broadcast time is noncommercial. That means the revenue-bearing one-third defrays the entire overhead.

The industry could not have produced a better argument for broadcasting by the American Plan if it had resorted to a synthetic analysis rather than securing the figures from official governmental sources.

The payroll breakdown is particularly significant. It shows that broadcasting not only contributes to the education and welfare and entertainment of the nation, but that it gives direct and bountiful employment to some 25,000 persons, quite aside from the countless thousands engaged in receiving set manufacture, in production of the raw materials that go into equipment, in advertising, in the theatrical arts and in related fields. The wage scale for broadcasting is roughly 10% ahead of the second-place movie industry, despite fabulous salary claims of filmdom.

Peculiar to all statistics are the lessons to be learned. The payroll figures, for example, show the industry is spending about 56% of its gross intake for that item alone. In 1935, when the Department of Commerce made an industry study, the average weekly pay was $38 as against the current figure of better than $45. During 1935 only 40% of the gross income was disbursed for payrolls as compared to the 56% figure today.

Equally revealing are the program breakdowns. Without going into detail, it is axiomatic that in radio it is the Supreme Court of the Radio Industry. It is its last word. Underable is the pattern of listener reactions. The breakdowns disclose a reasonable balance and a sensible one on both the commercial and sustaining sides. If and when the averages change, it will be because the public dictates them.

**WHETHER they'll or won't sell their news, it is noteworthy in the FTC's figures on broadcasting that nearly a third of the time on the air goes to the radio stations that have sponsors for only about three out of every eight hours of news broadcasts. Nearly 55% of all radio broadcasts consist of news, sport, features, market, crop and weather reports—all categorized as news—and 5.10% is sustaining, 10% commercial.**

**Politics**

BRIGHTTEST spot on the radio business horizon, aside from the salutary psychological effect on all businessmen of the Government's renewed spending program and the stock market turn-up, is the prospect of summer primary and fall election campaign revenues. Yet the handling of political broadcasts is fraught with pitfalls for the average broadcaster in view of the apparent conflict of State libel and slander laws with the Federal statute prohibiting censorship and requiring that equal opportunity be accorded all candidates.

Equal opportunity means simply that if a station accords one candidate air time on the air, free or for pay, it must afford all candidates the same office equivalent time under equivalent conditions. Nearly all stations now charge for political time during actual campaigns, which is their right and against which there have been few complaints. The danger of libel action under State laws still remains, however, for the chief decision on the subject (the Nebraska Supreme Court's decision in Sorensen v. Wood) placed the liability jointly on utterer and station.

Hence it would appear that stations are entirely within their right in requesting that all political candidates be given an equal opportunity not to be libelled. Usually a polite suggestion will suffice to persuade the candidate to alter his copy for
TWO YEARS ago William Burnett Benton threw a bombshell into the advertising world when he announced his retirement as chairman of the board of Benton & Bowles at the ripe age of 36. Last fall, after eight months of restful wandering, he startled the advertising fraternity again by becoming vice-president of the $120,000,000 University of Chicago.

William Benton's new role, viewed in the light of recent events, holds special interest for the broadcasting industry. First, in becoming President Robert M. Hutchins' right-hand man he specified the development of education by radio as one of his foremost objectives. Second, he already has started a program of education by radio who has not caused nationwide interest. Third, he regards education by radio as the responsibility of the great universities, not solely the college or university.

In turning to the world of education, Advertising Man Benton was not far afield, for his family had been teachers for generations. His father, Charles W. Benton, for example, was a member of the University of Minnesota faculty for 58 years. His mother, Elma Hixson Benton, served as headmistress of a girls' school in St. Louis and was also on the staff of Teachers College, Columbia University.

William Benton was born in Minneapolis April 1, 1900. His father died while William was a boy, and the family went to Montana for a spell of homesteading. The young man was sent to Shattuck Military Academy in Minnesota to prepare for college, then attended Carleton College for a year before enrolling at Yale University, where his father, grandfather and several uncles had studied. At Yale he became a member of the same class as Robert M. Hutchins. Before his graduation in 1921 he had distinguished himself as a debater, scholar and editor of the Yale Record.

William Benton knew what he wanted when he left Yale, for he turned down a Rhodes Scholarship to enter the business world. He spent a year with the National Cash Register Co. and, in 1922, began classmate as an advertising man with the old George Batten Co. His rise was meteoric. He became head of the trade and industrial division of George Batten Co. then, joining Lord & Thomas, became an executive in its Chicago office.

Six years behind him at Yale was Chester Bowles. In 1924 Bowles became a copywriter with George Batten Co., and they met again. Five years later—July 16, 1929—the two young hopefuls, neither yet 30, founded the advertising firm of Benton & Bowles. Soon several large advertisers, intrigued by their progressive methods, were listed among their clients. By 1935, when William Benton became one of the board of the board, Benton & Bowles had grown to be one of New York's largest agencies. It was one of the first to take definite action in radio. Its Moon House Show Boat is credited with vitally influencing the trend of broadcast entertainment. Such Benton & Bowles programs as Palmolive Beauty Box Theatre, Gang Busters and Town Hall Tonight ranked high in listener popularity.

But in 1936, perched high on the crest of a self-made success, youthful Mr. Benton decided there were other interesting pursuits in life and that he would like to try them while young enough to adjust himself. So he announced his imminent retirement. About this time Mr. Benton's old classmate, Yale Pal, Robert M. Hutchins, now president of the University of Chicago, asked him to make a survey of the University of Chicago, for the work of the university intrigued him; the environment proved irresistible. When offered a vice-presidency of the university early in 1937, Mr. Benton accepted eagerly. After an eight-month around the world trip, he returned to prove, among other things, that an advertising man's education in radio can be applied effectively to radio in education.

Mr. Benton has begun a driving campaign in the interests of better educational broadcasting. An initial gift fund of $40,000 from Alfred P. Sloan Foundation is being used to get in touch with the job of creating and sponsoring national network educational programs that will combine the best features of good broadcast and good education.

"I have never met anyone in an executive position (unless it is Mr. Hutchins) who is less of a stuffed shirt," says one of Mr. Benton's friends. "He has immense energy, remarkable ability in sustained concentration, quickness in decision, vivid imagination. He is willing to tackle any idea or project, regardless of its complexity. He has made quite a hit with the faculty because of his friendliness and his readiness to give-and-take ideas."

Benton is of medium height, with brown hair and penetrating eyes. In 1928 he married Helen Hemingway of New Haven. They have three children: Charles, named after his father, and the last two girls from Evanston Cradle. He finds recreation in his work. Occasionally he takes time for a little tennis or squash. He is a member of the University Club, New York, and the Chicago Club, Chicago.

ANGUS T. PAFF and Fred Knorr have resigned from WJHK, Detroit, to join the new WJBV, Port Huron, Mich., due to begin operating in August. Ed Leuchtner has taken over WJHK's Night Owl request program, with Don Wille transferred to day shift.

JOE OSWALD, of the commercial staff of KWKH-RTBS, Shreveport, has been married Miss Florence Fitzgerald, of Shreveport.

HENRY W. BETTLEY, assistant sales manager of WWJ, Detroit, formerly in charge of its New York rep office, is the new manager of WWJ, now twice-weekly script program which has been sold to a local art supply house.

GEORGE BARTON, of the KMNO, St. Louis, staff, has been transferred to sales. J. N. Green, formerly in charge of transmissions, has returned to production work.

WALTER R. BISHOP, publicity director of WIWA, Richmond, Va., has been appointed by city's Mayor James H. Price as Virginia's delegate to the 12th annual session of the Institute of Publicity Affairs at the University of Virginia, July 3-16.

GEORGE A. HAZLEWOOD, having sold his own interest in WINO, West Palm Beach, Fla., to Jay Burke, is at the moment the real, or former, owner of that station, connected with that station, according to an official announcement from Louis B. Thayer, President of WIND Inc.

W. E. GLADSTONE MURRAY, general manager of the CBC, addressed the Minnesota Advertising Club at the Press Club at the Royal Alexandra Hotel at Winnipeg June 24.

RAT ARNDOL, of the Milwaukee Journal newspaper department, will join the sales staff of WTLJ, Milwaukee, of the new twice-weekly script executive of Criftchlead & Co., Chicago, and at one time local display newspaper.

THAD HORTON, formerly of WLS, Columbia, S. C., has joined the sales staff of WNDE, Wilmington, Del.

SUMNER D. QUARTON, vice-president of the Iowa Broadcasting System and manager of WMCT, Cedar Rapids, exchanged his family from Boston June 25 for a vacation in New England.

JAMES V. MCCONNEL, assistant to the vice-president in charge of sales of WPTI, Philadelphia, has taken his family from Gadsden, Ala., to winter in Miami, Fla.

W. F. JOHNSON, general manager of WJAM, Butler & Wisconsin and supervisor of WTCP, Milwaukee, suffered a severe stomach ailment in New York last month. Going to Chicago, his back was found so badly injured that a hospitalization at New York was not expected out of the hospital before the end of June.

H. C. BURKE, manager of WBAI, New York, a member of the program committee for the forthcoming Chicago World's Fair, has made a member of the board of governors.

GEORGE SUTHERLAND, former manager of WHK, Philadelphia, has joined WSB, Fall River, Mass., as manager of the station.

BENSON K. PRATT, former Chicago newspaperman and at one time with NRC in New York and Chicago in public relations, has been named executive associate of Harris & Brooks and general manager of a new advertising agency. During the 1936 campaign he was with the Republican National Committee's radio contacts.

BEHIND THE MIKE

Louis Leprohon, formerly with the circulation department of the Chicago Daily Leader, has been named promotion and station relations manager of CKAC, Montreal. Maurice Steiner has been promoted to the mail division of the station, and Alfred Daveluy has been named chief statistician.

Walter Beaulieu, musical director of WCVB, Boston, and Paul Brown, of the musical staff, were badly shaken up in an accident last month in which the Beaulieu car was demolished. Mr. Logan, of the sales staff, returned only a few days before his duties after recovering from an auto accident.

Owen L. Saddler, Bucknell University graduate and formerly of the English department of Northwestern University, has joined KDNT, Shreveport, La., as production manager.

Betty Fuller, radio ingenuity of the Dorsody Co., Dallas, Dramatizations, and Warrenville, Ill., announcer of WAT, Philadelphia, announced their engagement June 20.

James Harvey, of the KYW, Philadelphia, program department, has been named manager of the Club, spoke before members of the Women's Camera Club of New Jersey in Newark, June 30. Olney Photographic Guild June 30.

William R. Dodge, who handled complete 1936-37 wedding number of Broadcasting, on July 1 registered with the flying class at the Air Corps, Kelly Field, Randolph Field, Texas.

Richard Neher, of the Songbird, Quakertown, Pa., has been married to M. De Moines, Miss Kathryn Ferguson, of De Moines June 23. On the June 16 May Song program, bride and bridegroom were saluted by the studio, with the couple being eaten into the studio for the ceremony on the arm of Col. B. J. Palmer, who married them.

John F. Graham, formerly with the New York Sun and New York Daily Mirror, has joined the NBC press division.

Burton M. Adams, of NBC special events department, has joined the New York, and Ramona Jean Flagg of the public relations staff, have announced their engagement.

John Fitzgerald of CBS special events department on June 23 announced his marriage to Miss Mary A. Link, Baseball Club and affiliated organization on "Behind the Sports Broadcast".

Earl Lord, announcer of WMJZ, Macon, Ga., married Miss Vivian Lewis of Greensboro, N.C., June 20.

Major Robb, formerly of WCHV, Charlotteville, Va., has joined the WSAV, Macon, Ga.

Gordon Suits, June graduate of Baylor University, Waco, Texas, has joined WFAA, Dallas.

Betty Bohn, daytime announcer of several Chicago stations, has joined the announcing staff of WGN, Chicago.

Warren Heit, new to radio, has joined the announcing staff of WAAF, Chicago.

Eugene Cecil and James Beck, formerly in radio work in Fort Worth, are now on the announcing staff of KTX, New York, have started operating June 1 in Denton, Texas.

Bill B. Row, sportscaster of WHD, Des Moines, is the father of a girl born June 16.

Garry Morfit, announcer of WRL, Baltimore, is making a series of personal appearances once a week at local Chevrolet dealers showrooms. The entire cast of the Hit Jinks show accompanies him with his well known will.

Rupert George will bring back The WIP Minstrels July 2 to WIP, Philadelphia, after an eight-month absence.

Warren Wade, of WTAM, Cleveland, has been added to NBC television production department in New York.

Clare Sheridan, switchboard operator at WOR, Newark, has married June 18 to Malin Brown.

Douglas Coulter, director of distribution at CBS, has taken a series of lectures on radio at New York University.

Edward Dilkoff, director of production at WOWW, New York, has been appointed to the same post at WPIX Jr., S. sons of France Leau, KMOX base- ball announcer as they faced the middle "Wheaties Baseball Party," an event that drew a crowd of 18,291 boys and girls to Sportsmen's Park. Frankie Sr., had his sons announce the fifth inning. The boys fulfilled their assignment without a sin and drew no commercial telephone calls that the KMOX switchboard was flooded.

Robert R. Burdette, formerly WJZ, New York, has joined the musical staff, of Col. B. Fuller, Broadcasting, June 30.

Youngest baseball announcers are Roger Laux, 7, (left) announcer of WOR, New York, and Leonard Neubauer, professional football team, prior to his illness. He was a cap- tain in the World War with the Ohio National Guard, and came to WHB, Los Angeles, as producer.

Paul Schimmel, formerly with WFAA, Parkersburg, W. Va., has joined the announcing staff of WAI, Columbus, O. Harold Bryan, former station manager, is now on the WAI sales staff.

Katherine Roche, day studio director of WHB, Cleveland, has been promoted to the home management, and joined the World War with the Ohio National Guard, and came to WHB, Los Angeles, as producer.

Leonard L. Levinson and Leonardi Neubauer, Hollywood co- writers of Main Event have sold the full radio and television rights to Nat Penntell, M-G-M film actor.

Eugene Phillips, formerly WJW, Akron, contributor, has a new show on WHN, Kent, Ohio.

Bill Bacher, formerly Hollywood producer of NBC Great Games of 1938, sponsored by General Foods Corp., has been named as assistant director of Max Reinhardt Workshop, that company.

Jack McKibben, formerly on the production staff of KFIL, Los Angeles, has joined KFWB, Los Angeles, Cleveland, has joined the KFB, Los Angeles.

Art Van Horn, formerly with WHAS, Louisville, is handling vacation relief at WFRM, Indianapolis.

Youngest baseball announcers are Roger Laux, 7, (left) announcer of WOR, New York, and Leonard Neubauer, professional football team, prior to his illness. He was a captain in the World War with the Ohio National Guard, and came to WHB, Los Angeles, as producer.

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Sam Lawder, of WRTD, Richmond, spent his vacation announcing the radio shows while Jeff Bomar was on vacation. Chester Clark recently resigned as vacation announcer at WRTD, and Elwood Taylor, of WRTD has taken his place.

Jones, famed radio newscaster, has sold the play rights for one of his original dramatic productions, Mothers Are Like That, to a Boston publishing house.

Charlotte Buchwald, Play- goer for WMCA, New York, was married on June 27 to Lewis Harmon, theatrical publicity man.

Cy Feuer, formerly musical direct- or of WJZ, New York, has been appointed head of the musical department of Republic Productions, Holly- wood.

Lin Mason, of WKRC, Cincinnati, will marry Miss Lilian Marshall, New York, in September.

Tim Sullivan, University of North Carolina medical student, has joined WFL, Philadelphia.

Dick Bates, formerly of WOR, Boston, Mass., has joined WGAN, Portland, Me., as program director. Bob Egan, formerly with them, has been named program director.

Will Tolex has resigned from Philadelphia newspapers, has joined the WFL, in charge of radio productions, to join Tom Fin- dale Inc., radio publicity.

Jack Doyle, formerly on the pub- licity staff of WJZ, New York, has re- joined Consolidated Radio Artists, as manager.

Harold Cain and Clyde Hinton are new apprentice announcers at KVO, Minneapolis, Mont.

Wilbur Edwards, Yale theo- logian, and formerly with WJZ, New York, as sales manager and announcer, has assumed the announcing staff of the Charlotte station.

Jack Lewis, program director of KARK, Little Rock, recently married Miss Mary Chapman, of Arkansas.

David Banks, formerly of WJZ, Jackson, Tenn., and KBTM, Jones- burg, Ark., has joined KARK, Little Rock, replacing Dave Byrn, who has joined WDAF, Fort Worth.

Earl J. Glad, Jr., son of the Kansas City lawyer and newspaper- man, has been elected president of the Utah State Class of '33 at its 1935 meeting.

Roselle Callahan, of the CBS New York publicity staff, visited home in June.

Arch Kepeher, formerly of WO, Washington, has joined the announcing staff of WJZ, New York, and Sandy Ellis, of NBC Artists Service, has been named vice-chairman of the committee to conduct the 1935- 39 advertising and selling course of the Advertising Club of New York.

WOAI Adds to Staff

Additions to the staff of WOAI, San Antonio, were announced June 21 by J. Edward Half, who, coincident with the construction of a new studio for the 50,000 watt installation, announced a combina- tion of the advertising and sales promotion staff of Procter & Gamble, Cincinnati, and before that in the agency department, has joined the sales staff. Also to the new sales staff is Louis J. Riklin, formerly Nebraska newspaper man. He was an editor of the Texas Jewish Press, weekly newspaper, and a member of the Heart newspapers handling advertising display. Ann Kaye Car- roll has joined the continuity de- partment. Harry Ardusso, for- mer actress, is handling station traffic and public relations.
The addition of a shine boy rag-popping contest to a bang-up hillbilly band puts "Rhythm and the Rag" in line for top honors on WKY's sparkling list of sustaining programs.

Just as the extra lick will bring fame and reward to some Oklahoma City shine boy, so does the extra lick to WKY's programming structure bring listeners the type of entertainment they want . . . advertisers the kind of results they demand.

The extra lick applies likewise to WKY's coverage of Oklahoma, where its primary daytime listening area embraces 62% of the state's radio homes.
Cox Calls Payne 'Trouble Maker'  
(Continued from Page 18)

Candidate Quizer

TO IMPRESS the value of radio as a medium for discussing the po-

titical campaign, KPRO, Long-

view, Tex., sends its newsmen, Paul Whittington, out on the course of learning to fly on

the Learn to Fly feature of

KTL, Tulsa. The program, con-

ceived and sold next morning to Dwarfs breakfast

food, is attracting listeners to

the local radio stations in their yards to watch as they listen.

Public Producers

THE AUDIENCE builds a com-

plete program for Moonlight

Music, a one hour show of KIRO,

Seattle. After the

coming show is outlined by mail,
townpeople submit lists of

radio programs. The producer

sends a music box of one offering for each night, billing the

author as "producer". Bobby Hains-

worth, director, adapts suggestions for balance, using the studio

combination and vocalists.

Cox Calls Payne 'Trouble Maker'  
(Continued from Page 18)

Cox Calls Payne 'Trouble Maker'  
(Continued from Page 18)

With Greatest of Ease

BROADCASTS from a plane in

flight, with an instructor coaching his pupil in operation of the ma-

chine, carries a special service through the KREK, Anchorage Al-

aska. The program, consisting

of music and sports, was sold

to the Alaska Travel Service

primary and secondary radio

stations. The program will

continue until the end of the

season. The program is being

aired in a large number of

cities in Alaska, and the

audience is growing daily.

Cox Calls Payne 'Trouble Maker'  
(Continued from Page 18)

Cox Calls Payne 'Trouble Maker'  
(Continued from Page 18)

It Pays to Laugh

COOPERATING with a local

theater, WKRC, Cincinnati, con-

ducts its Guffaw Club from the

stage, calling four men and four

women to the mike each Monday

night, broadcasting their chuckles at

the ears of the WREK, a radio station in

Columbus, Ga. The best laughers win

$5 and a week's supply of show

tickets, and get spots in the re-

duced programs. To promote Guff-

aw Club, WKRC asks for laugh-

ers through the week; the theater

tours, sets up a lobby display

and plugs the show in its

newspaper advertising.

20 Million Safe Crossings

USING a Saturday morning half-

hour for juvenile safety dramas on

WOOD-WASH, Grand Rapids, Mi-

n., Lieut. Elmer C. Brackett and his

850 Junior Safety Squad mem-

bers set a safety record during the

last year of 20,000,000 radio

school crossings without an accident. To

close the school season, Lieut-

Entertained in 11-week traffic quiz tournament in which 12 junior high schools participated, and

awarded the Grand Rapids Safety Council the winning school. Winners and runners-

up, along with other leaders in safety work, were taken to Detroit for a Detroit Tigers game and to

meet Harry Hellmann, Michigan Radio Network Spokesman.

A Tossing of Words

QUESTIONS instead of baseballs are pitched during Memory Base-

balls, weekly half-hour produced by KEKH, Los

Angeles, studio audience participa-

tion program. The audience is divided into teams of six. They in

turn are subdivided into three or

more teams with Tiny Stowe, pro-

ducer of the program, conducting the

program as a regular baseball game, with each team having

its own team answerer. Answers to the hardest question scores a "hit". Wrong answers are labeled "strikes". A correct

answer to a "hit" is termed "home run". Participating teams pick questions from a hat passed around the

audience.

On the Eastern Shore

PRESENTING dramatic accounts of important past-week events on the

Maryland Eastern Shore, Happened This Week, a new Sun-

day afternoon March-of-Timings

feature of WSMR, Selma, Ala.,

commands wide attention among

listeners on the DelMarVa Penin-

sula. Written and directed by

Deane Long, WSAL program di-

rector, the program uses three

narrators.

Voice From L

FROM the "L" studios in Chi-

cago, John L. Sullivan, man-on-

the-street for WAAF, broadcast

his interviews with commuters on the

subway trains. Next trip in the

station and program listing on

all weekly tickets as well as

car cards in all "L" trains.
Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely “step-up” the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

BLAW-KNOX VERTICAL Radiators

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia, Birmingham, Detroit
Suspicious nomads who followed that course were not him who speaks.

America today business is largely a matter of knowing what was said but they also furnish the words of the sales message. And if the audience does not have confidence, it is wasted. Experienced advertisers who have worked with radio stations have made them doubt...
vice 4,000 years ago are still nomads. • In

r of confidence—of reputation. People still want it to know who said it. • The radio advertiser but the voice is the voice of the radio station. idence in that voice, the weight of the words we found that the reputations enjoyed by these effective on Spot Broadcasting schedules.

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<th>Radio Station</th>
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Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by
EDWARD PETRY & CO.
INCORPORATED
NEW YORK   •   CHICAGO   •   DETROIT
LOS ANGELES •   SAN FRANCISCO
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
sp—studio programs
——transcriptions
——promotion announcements
——transcription announcements

KFWC, San Francisco
KFXC, San Francisco


Axton-Fisher Tobacco Co., New York (B & 0), 26 2-weeks, thru Lawrence Gumbiner, N. Y.


Industrial Training Corp., Chicago, 2 2-weeks, thru James R. Lunk & Associates, Chicago.

Boston-Morris Co., New York (Mans), 5 2-weeks, thru Pedlar & Ryan, N. Y.

Buer & Black, New York (Blue Jay), 5 2-weeks, thru Ruthrauff & Ryan, N. Y.

KGKO, Fort Worth

California Fruit Growers Exchange, Los Angeles, 6 2-weeks, thru Lord & Thomas, Los Angeles.


Armour & Co., Chicago (Cheerleads butter), 5 2-weeks, thru Lord & Thomas, Chicago.


White Laboratories, New York (Fremont), 5 weekly, thru Win. Eddy & Co., N. Y.


Sears-Roebuck & Co., Dallas, 6 weekly sp., direct.

WTMJ, Milwaukee

Gibbs & Co., Chicago (Betty Bry cosmetics), 13 2-weeks, thru Ruthrauff & Ryan, Chicago.

Williamson Candy Co., Chicago (Henry), 212 2-weeks, thru John H. Dunham & Co., Chicago.


Chrysler Corp., New York, 6 2-weeks, thru Ruthrauff & Ryan, N. Y.

CFCO, Chatham, Ont.

Imperial Tobacco Co., Montreal, baseball and 50 2-weeks, thru Whitehall Bwg., Montreal.

Waterloo Mfg. Co., Waterloo, Ont. (farm implements), daily sp., direct.

Canadian Goodrich Co., Toronto (tires), 3 weekly sp., direct.

WJJD, Chicago

American Tobacco Co., New York (Lucky Stripes), 6 2-weeks, thru Lord & Thomas, Chicago.


KGB, San Diego, Cal.


WGN, Chicago

Bears Watch Co., New York, 312 2-weeks, thru Brown & Tucker, N. Y.

WMCA, New York


Railway Express Agency, New York, 5 2-weeks, thru Caples Co., N. Y.

Hoffman Beverage Co., Newark, 25 2-weeks, thru BBDO, N. Y.

Thomas O'War Publisher Co., New York, 6 weekly, 13 weeks, thru Metropolitan Adv. Co., N. Y.

KPO, San Francisco

Mutual Citrus Products Co., Santa Ana, Cal. (Pecta), 3 weekly, thru Charles H. Mayne Co., Los Angeles.


Procter & Gamble Co., Cincinnati (Duch), 5 2-weeks, thru Pedlar & Ryan, N. Y.

Albers Bros., Milling Co. (manufacturers of Cornett), Seattle (weekly), weekly sp., thru Ervin, Wasey & Co.

WHO, Des Moines

Procter & Gamble Co., Cincinnati (Crisco), 260 2-weeks, thru Compton Adv. Ad., N. Y.


Bush Brothers & Co., Omnibus, Owatonna, Minn., 13 2-weeks, direct.

CLNX, Wingham, Ont.


Thelma-Inc. Chicago, 6 weekly sp., thru Munsen Warner & Co., Chicago.

WSYR, Syracuse

Babcock Shoe Co., Fayetteville, N. Y., daily sp., direct.


KNX, Hollywood

Guaranty Union Life Ins. Co., Beverly Hills, Cal. (weekly), thru Smith & Shell, Los Angeles.


Firestone Auto Supply & Service Stores, Los Angeles, (auto supplies), 7 weekly sp., thru Nuweay & James Co., Cleveland.

KFI, Los Angeles


National Founding Corp., Los Angeles (furniture), 5 2-weeks, thru Smith & Bell, Los Angeles.


KSFO, San Francisco


Lumbert Pharmaceutical Co., New York (Histidine Sharing Green), weekly 1, thru Lumbert & Frease, N. Y.

KPO, New York (littins. pink), thru Charles H. Mayne Co., Los Angeles.

U.S. Marine Veterans Assn., Atlanta (proprietary), weekly sp., thru Ruthrauff & Ryan, N. Y.

WHBF, Rock Island, Ill.


WABC, New York

Community Opticians, Long Island City, New York, 3 2-weeks, thru Sterling Adv. Agency, N. Y.

KMPC, Beverly Hills, Cal.

Union Pacific, Los Angeles, 6 2-weeks, thru Caples Co., Chicago.

ROUND TABLE discussion of the "Mission of Advertising" featured the June 15 session of the Advertising Federation of America convention in Detroit, with the informal talk staged in the auditorium of WWJ and broadcast from there. Taking part in the discussion (1 to r) were David M. Noyes, executive vice-president, Lord & Thomas, Chicago; Edward Gold, vice-president, Young & Rubican; Prof. Donald H. Haines, University of Michigan journalism department; Roy S. Durstine, president, BBDO. Herschell Hart, radio editor of the Detroit News, seeking listener reaction, took a poll after the broadcast and found "that one very important thought had been received and retained. That thought was that advertising does not increase the cost of an article, anti-advertising propaganda to the contrary. Instead, advertising increases sales—increased sales increase production—which cuts cost to the consumer."

AIME, to promote earlier opening of all fall national campaigns on CKAC, Montreal, Radio Program Week has been created by Phil Lalonde, director of that station. Scheduled to begin Sept. 11, the CKAC plan will tie in with a special radio program edition of the newspaper Le Presse, which owns and operates CKAC.

Favorable reaction to his plan has led Mr. Lalonde to suggest the idea of National Radio Program Week to CBS. "Promotion of this week on the basis," says Mr. Lalonde, "would start most big programs earlier in the season. Too, it would lead to increased cooperation between radio stations and local newspapers, since advertisers would use extra-heavy newspaper space to tie in with special radio editions of local newspapers and announce the opening of their fall series."

June 19 will inaugurate Clients' Week at CKAC. During this week, the station's past and present 1938 clients will be saluted on a number of sustaining programs. Clients' Week was instituted last year by Mr. Lalonde, and met with such favorable reaction both from sponsors and advertising agencies that it was made an annual event.

CKAC, Montreal


Imperial Tobacco Co., Montreal (cigarettes), 5 2-weeks, thru Whitehall Broadcasting Ltd., Montreal.


WOR, Newark


California Fruit Growers Exchange, Los Angeles (district agents), 2 weekly, thru Lord & Thomas, Hollywood.

WBXN, New York

Pols & Co., Philadelphia (Feinapthla soup), 6 weekly sp., thru Young & Rubican.

KFYR, Bismarck, N. D.

Wausamging Board of Trade, Wausamging, Man., 2 weeks, direct.
Monsieur of the Money

GIL BREWER, city editor of the Canandaigua (N. Y.) Messenger, some time ago bought a 15-minute spot on WHAM, Rochester, to write some good human interest copy about his clients' region, and then sold commercial time to merchants and business men of Ontario County, south of Rochester. This program caught on, and he bought another quarter-hour. That clinched it, too. Recently Mr. Brewer resigned his newspaper job to work full time on his radio advertising business.

Agency Appointments

ACME WHITE LEAD & Color Works, Detroit (automotive division only) to Holden, Graham & Clark, Detroit.


AUBORa Laboratorics, Chicago (Cigarettes) to Erwin Wasey Co., & Co., New York. 

BAYUK CIGARS, Philadelphia, to Ivey & Ellington, Philadelphia.


CALIFORNIA WALNUT Growers Assn., Los Angeles, to Lord & Thomas, Hollywood. 

CITRUS CACTUS Mead Co., Chicago (corn beef hash) to J. Sterling Gates Co., New York, on eastern territory.


MORTON Salt Co., Chicago (industrial and smoked salt division), to Klaus-Van Patten-Dunlap Associates, Milwaukee.

PINOLEUM Co., New York (proprietary) to Noyes & Sprout, N. Y.

PO'PO Products, Chicago (French fried potatoes) to W. R. Cochrane Adv. Agency, Chicago. Radio is planned for coming car transcriptions.


FLEXO PREPARATIONS, New York (food products) to Abbott-Kinney & Co., N. Y. Spot radio will be used, probably in fall.

SKINNER Mfg. Co., Omaha (Rainier beer) to H. W. Kaster & Sons, Chicago. 

STANDARD AID Corporation, New York (subsidiary of American Radiator-Standard Sanitary Corp.) to BDDO, N. Y. Use of radio is under consideration.


Asturian Continues

ARMSTRONG CORK Co., Lancaster, Pa. (Linooleum), has renewed The Heart of Juliet Blake, heard 5 days three days weekly on 19 stations via WBS transcriptions. Agency is BDDO, New York.

Two Quaker Oats Shows Are Booked for Autumn

QUAKER OATS CO., Chicago (for Quaker Oats and Aunt Jemima pancake flour), on Sept. 26 will start two programs on NBC-Red networks. One show will be a half-hour evening variety program on 60 NBC-Red stations originating in New York or Hollywood. Sponsored by Quaker Oats, time and talent have not been selected for the variety show which will be handled by Ros Mettger and Lawson Campbell, account executives of Redthauff & Ryan, agency in charge.

The second show will be participated in by Quaker Oats and Aunt Jemima. Titled Girl Alone, the program is a quarter-hour five-weekly dramatic serial scheduled for 4:45 p.m. on the NBC-Red network. Agency for Aunt Jemima is Sherman K. Ellis & Co., Chicago. It is understood that some shows are to run for 52 weeks. Girl Alone has been sponsored by the Kellogg Co. for the last two years and is presently aired as a sustaining feature on NBC From Chicago. Featuring Pat Murphy and Betty Winkler, Girl Alone is written by Fay-ette Crum.

Citrin Series Enlarged

MUTUAL CITRUS PRODUCTS Co., Miami, Fla., has opened the account of the Five Dollar Stamp Bureau to the account. The firm has been doing business in Los Angeles for the past year, and has been handling the account of the Five Dollar Stamp Bureau.

Media Growers' Plans

CALIFORNIA Walnut Growers Assn., Los Angeles (cooperative), in San Francisco, has appointed Lord & Thomas, Hollywood, to handle its radio in a special test campaign starting in early fall. Type of program to be used has not been announced, but it is understood that a transcribed serial will be used in the major markets. Charles F. Winkler is advertising manager of the association.

Lambe & Company

MOMENTUM, New York, has started production of Luster Poos, new ingredient in its toothpaste. COMMERCIALS have been added to the GRODIN STATION on NBC-Blue, and True Detective on free Mutual station and five spots. Agency is Lambre & Foundry, New York.

Radio Advertisers

CALIFORNIA PENSION Plan, Hollywood, has signed with the New York Advertising Agency, that city, to use one 42-page book showing the most attractive of Chicago Radio History, field territory, and data to prove these stations America's greatest publicity investment!

WEED and Company

now affiliated with Scripps-Howard Radio

CINCINNATI and with Memphis

BROADCASTING

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www.americanradiohistory.com
HOWARD H. WILSON Co., Chicago representative firm, has added WLBH, La Crosse, Wis., bringing its total of stations to 15, having resigned the representation of the following eight stations: WAAA, Omaha; WTJX, Springfield, Ill.; KGNF, North Platte, Neb.; KWJJ, Fort Worth, O.; KGFF, Coffeyville, Kan.; KMPC, Beverly Hills, Calif.; KOER, Long Beach, Calif.; KUOA, Slsan Springs, Ark. The Wilson firm now represents: KFHO, KOAM, KGTX-KWTG, KGNC, KFYO, KGOM, WJAG, KMA, WYAX, WKBH, WDGY, WRZQ, WJKR, WBCM.

DOMINION Broadcasting Co., Toronto, station representative firm, is moving July 1 to larger offices in the Carby Bldg., Yonge & Albert Sts., Toronto, where studios and auditorium room have been built for the firm's expansion into the recording and transcription business. H. B. Williams remains as president and Don Cupold, formerly vice-president of Associated Broadcasting Co., Toronto, will be in charge of the recording division. Associated announces that it has been appointed to represent the following stations on a non-exclusive basis in Toronto and Montreal; URC, Holl; CHCN, WKBH, CICS, Stratford; CKMO, Vancouver.

JACK SLATTER, of Dominion Broadcasting Co., Toronto, has been appointed to the mining group. The Toronto office of CFCN, Calgary; CFRA, Edmonton; CPQC, Saskatoon.

J. WYTHE WALKER, formerly of WRBM and WIND, Chicago, and Harold A. Holman, who has been with Paul Block & Associates, Farm Journal and Printers Ink, have joined the Chicago office of Transamerican Broadcasting & Television Corp.

GEORGE P. HOLLINGBERG Co. has been appointed national sales representative for+WNJZ, Sarasota, Lake, N.Y., WMJF, Plattsburg, N.Y., and WBCM, Bay City, Mich. A direct wire has been installed between the WBCM and WWJ, Detroit, which is also represented by Hollingbery, so that the two stations are now being offered in conjunction to advertisers wishing more extensive Michigan coverage.

PRESS-RADIO FEATURES Inc., Chicago, has assumed exclusive Midwestern sales for the radio production division of Walter Biedick Co., Los Angeles, and David S. Ballos Productions, Hollywood.

WMGB, Richmond, Va., has appointed John Blair & Company as national representative, effective July 1.

WALK, Zanesville, O., has appointed Woe & Co., national representative.

Weed Signs New KXOK
WEED & COMPANY, station representatives, have signed KXOK, new St. Louis regional, for exclusive national representation. It was announced June 27 by Ray V. Hamilton, general manager. Arrangements were completed by Mr. Hamilton with Joe Weed, president of the station, on June 25, with the reorganization to begin June 27. Weed & Co. also represent KPRU, Columbia, Mo., which is owned by the St. Louis Star-Times interests which will operate the new KXOK. Simultaneously, Mr. Hamilton asserted that work is progressing on the new station and that it is expected to begin operation on the 1250 kc. channel with 1,000 watts by mid-August.

Foreign Language Firm
JOHN PAUL AHRENS, for many years connected with Mark Cross Co., New York leather goods firm, has joined the foreign language radio organization of Johnston & Nattrib, which has changed its name to Johnston-Nattrib & Co. and taken on larger quarters at 420 Lexington Ave., New York. The company has started an extensive schedule of foreign languages on WINS, New York, including Polish, German, Spanish, Czech, and Russian. The firm has also appointed New York representative of German-American Broadcasting Co., Philadelphia, which features the German Radio Hour on WTEL and WHAT, Philadelphia, and WCBA-WSAN, Allentown, Pa.

ASSOCIATION of Radio Transcription Producers of Hollywood is preparing a "Code of Ethics" for its membership. It will include methods of production and distribution. An effort will be made, in a national campaign to establish Hollywood as the recognized transcription center of the United States, according to Charles C. Pyle, president of Radio Transcription Co. of America, who heads the group.

NEW material for Thesaurus sales manuals, sent to 220 stations subscribing to this NBC transcription library service, contains a list of 144 advertisers in 5 classifications of business which sponsor Thesaurus programs, as well as the comments of clients on the various features and revised lists of programs and subscribers.

NEW subscribers to NBC's Thesaurus transcription service include: KYSM, Mankato, Minn.; WEDP, Duluth; WNDZ, Sarasota, Lake, N.Y.; WLWA, Lynchburg, Va.; WDBO, Orlando; WBAK, Wilkes-Barre; WLAW, Lawrence.

STANDARD RADIO, Chicago, announces that the following stations have subscribed to the Standard Program Library in response to its new "Broadcasting Service": KOLY, KXZ, WSS, WHC, WCPO, WXON, WLS, KSRO, WSM, KRM, WOR, WMCA, WIBH, WHK, KFMR, KWLK, WWHO, WOR.

C. P. MUGUER, Chicago, transcriber announcement, announces among the new subscribers to its library service: KFPH, WICA WDOD, KRXY, WHRM, WPM, CPDM, WDBO, WJXO, WJSH, WSTC, WRJ, WBST, KFKN, WBHR, WDSU, WRBL, KFWR, WGT, WBA, WATL.

EARNshaw Broadcast Productions, Hollywood, will start producing a new "Chandu" series shortly. Harry Enushaw, head of the production unit, is writing the series, titled Return of Chandu, with the cast used in the former series.

TWENTIETH Century Radio Productions, Hollywood, has completed 30 quarter-hour episodes of Saruqui Side Up, a story of family life, written and directed by Hal Berger. Film has also completed Five Star Theatre, a series of 30 half-hour dramatic programs, produced in itself, directed by William Lawrence.

RADIO TRANSCRIPTION Co. of America, Hollywood, is offering a custom-made comedy serial, Ok, Deah, which features Zazi Pitts and Elvia A. Alman.
FOR years we have been looking for the formula that would produce the perfect disc for instantaneous recording. Six months ago we discovered a new manufacturing process. We made over 1,000 experimental discs by this process, each slightly different.

Some were too soft. They cut quietly but they wouldn't reproduce the higher frequencies. Their playing life was limited. The thread would not clear the cutting needle. It stuck in the groove.

Some were too hard. They required a ticklish needle adjustment to cut properly.

Some of the experimental discs changed their characteristics after a few months exposure to open air making them unsuitable for many important uses.

One day we found the answer to our problem. We discovered a composition in which we could cut a smooth shiny groove without critical needle adjustments. The surface noise was inaudibly low, at least 15 db less than any disc we had produced in the past.

Yet the new material was amazingly durable. We tested the playing life by recording a 1,000 cycle tone in a single circular groove. After 500 consecutive playings the signal level had decreased only 2 db. The noise level had increased only 5 db.

Baking the new disc at 150°F... exposure to direct sunlight for several weeks had no perceptible effect on its quality. The new discs reach their maximum hardness during the manufacturing process.

At last we have a disc that satisfies us in every respect.

NOW WE WANT YOUR OPINION. WE ASK THAT YOU TRY ONE OF THESE NEW DISCS AT OUR EXPENSE.

At the request of any radio station, advertising agency or other commercial user of instantaneous recording equipment, we will send, free of charge, a sample 12'' Presto Green Seal disc made by our new process. Test it thoroughly, then let us know how you like it. We think you'll agree with the engineers who tried the first samples. We've really got something.

NEW PROCESS PRESTO DISCS ARE NOW AVAILABLE ONLY IN 12'', 16'' AND OVERSIZED MASTERS. OTHER SIZES WILL BE AVAILABLE AUGUST 1st. THE PRICES ARE THE SAME AS YOU NOW PAY FOR GREEN SEAL DISCS.

Look for the "Q" at the center of the seal. This identifies the New Presto Green Seal Disc.

FEATURES OF THE NEW "Q" DISC.

1. Surface noise 15 db lower than any previous Presto disc. No hiss, no crackles, no ticks, no surface irregularities.
2. Clean, crisp, high frequency response.
3. Thread clears the needle 1/16 to 1 inch, reducing danger of tangling, simplifying outside-in cutting.
4. Thread is slow burning. Only an open flame will ignite it.
5. Long playing life, the toughest disc we've ever produced.
6. Long shelf life. All volatile substances are driven off in the final stages of manufacture.
7. Quick delivery by air express anywhere in the U.S. within 24 hours.

We couldn't install the new manufacturing process and still continue to ship thousands of discs daily to our regular customers. So, to make the new disc, we equipped a new plant, a building seated within a building, air conditioned throughout to assure uniform quality and prevent contamination by dust or moisture. This new plant triples our daily disc production so that in spite of the rapidly increasing demand . . . PRESTO WILL CONTINUE TO SHIP YOUR DISC ORDERS THE DAY THEY ARE RECEIVED.
JAMES H. WRIGHT has resigned as vice-president of BBDO, New York, to join Lord & Thomas as account executive on American Tobacco advertising. In the latter post he succeeds James Rogers, who recently resigned to return to the vice-presidency of Benton & Bowles.

JOHNNY MURRAY, radio director of Heintz-Pickering & Co., Los Angeles, is commentator on the five-weekly quarter-hour Johnny Murray Talks It Over, sponsored by French-American Baking Co., on KFAG, that city.

JOSEPH C. KEELEY, with N. W. Ayer & Son, New York, for eight years, and in charge of radio publicity for four, has resigned to join the publicity department of J. M. Mathes Inc., New York.

LOUISE LUDKE, production manager of Emil Brincker & Staff, Los Angeles, has been installed as president of Los Angeles Advertising Women, the first agency woman to head the organization. Marie Sweeney, Secretary-treasurer of Dan B. Mayer Co., has been elected a director.

LUCILE JONES, formerly of KFOX, Long Beach, Calif., is now Field Service Director, Los Angeles, as account executive.

J-W-T Coast Plans

CONSOLIDATION of J. Walter Thompson Co., Los Angeles offices with the agency's Hollywood radio production department is under consideration. It is understood that J. Walter Thompson Co. is planning either its own Hollywood building or moving from its present quarters at 6331 Hollywood Blvd., to a new location. If plans are consummated, move will take place in fall. Meanwhile T. R. Paulson, Los Angeles manager, has been transferred to St. Louis where he succeeded Fred Fidler as head of the agency's office in that city. Tom Cooper has been appointed acting manager of the Los Angeles office. Mr. Fidler was transferred to New York, Denny Danker, vice-president in charge of radio, heads the Hollywood division.

HOWARD & GYMER, Cleveland, has moved to Union Commerce Bldg., ROBERT KNOWLTON AGENCY, Los Angeles talent bureau, has moved to 8011 Sunset Blvd., that city.

Sammis & Darling Adv. Co., with offices in the Commonwealth Bldg., San Diego, Calif., has taken over the business formerly operated by Frost & Figue, Herbert S. Sammis, formerly of J. R. Cavan & Associates, New York agency, is in charge of radio. Mr. Darling was formerly in charge of Arizona offices of Hillman Radio.

Milton Weinberg Adv. Co. has moved to new offices at 325 W. 8th St., Los Angeles.

WALTER SCHWIMMER of Schrinner & Scott, Chicago advertising agency, is the father of a girl born June 9.

JOHN WOODROW LOVETON, of the Rothfuss & Ryan radio production staff, will marry Virginia Furner, Rhinelander, Wis., July 18.

IVES & ELLINGTON, a new agency, operated by Neal I. Ives, recently resigned as vice-president of Beekes, Albrick & Ives, and Jesse T. Ellington, resigned vice-president of J. M. Mathes Inc., New York Office of the new agency are at 1440 S. Penn Square, Philadelphia. E. A. ELLIOTT, formerly space buyer and research director of the Campbell-Kendall Co., New York, has been appointed director of media and will supervise selection of media and buying of radio time.

DICK DUNKEL has resigned as time-buyer of Beekes & Bowles, New York, and will shortly open offices to conduct his own business, nature of which has not been disclosed. He is succeeded as Beekes & Bowles time-buyer by William Fagan.

D. E. ROBINSON, general manager and research director of the Federal Advertising Agency, has been elected president of the Market Research Council of New York, succeeding John Karol of CBS.


EVERARD MEADE, Young & Rubicam, Hollywood producer of the NBC Banner & Allen show, is the father of a girl born June 21.

C. LAVON CAMPBELL, New York radio director of Rothfuss & Ryan, recently was in Hollywood conferring with Don B. Neff, west coast vice-president and radio manager, on new fall shows.

DON D. STAFFER, Young & Rubicam, New York vice-president in charge of radio, is in Hollywood to confer with Tom Harrington, West Coast manager.

MEL WILLIAMSON, radio director of Hoson-O'Donnell Adv., Los Angeles, is recovering after fracturing several ribs in a fall.

PHYLLIS RAY, script writer who formerly worked on Betty Crockert, CBS General Mills program, has joined the copy staff of George Bijur Inc., New York.
FCC Winding Up Hearing on Allocations

Pact Ratification Expands Scope Of Session

HEARINGS before the FCC “Superpower Committee” on proposed nationwide areas to be designated as Class I-A stations, with proposed rule changes, continued their fourth and presumably final week June 27. With the ratification of the Communications Act, the Federal Communications Commission, which is under the administrative control of the Senate, the way was opened for actually taking into account revised allocations but the hearings proceeded on the original basis of existing allocations in connection with proposed rule changes. The following is a continuation of the running account of the hearings as begun in the June 15 Broad-

To conclude WLW’s direct presentation June 15, Duke M. Patrick, counsel for the Crosley station, recalled James D. House, vice-president of Crosley Radio Corp. in his demonstration. Dr. Richard R. Mead, statistical expert of the marketing department of What Cheer School of Finance & Commerce, and Jerry Branch, WLW researcher, questioned. Condr. Craven, Dr. Mead expounded that high-power stations would never shut out small local or regional stations because national advertisers are anxious to secure local support through local stations in individual communities and regions. He added that his figures presented “a reasonably accurate picture of what has happened in the WLW area,” although this probably was no proper base upon which the Commission could establish a policy for the entire nation. He explained that he did not present his material as indicating any nationwide trends.

Mr. Branch supplemented earlier comparisons of rate structures, which were made in percentage terms, with dollar-and-cent comparisons, as requested by Condr. Craven. The exhibit, which listed rates for ’35 of 76 Class A and B stations “promptly proven by the FCC to be discriminatory,” was introduced. As a result, Mr. Levy, with his brother, Isaac D. Levy, own approximately 10% of CBS stock. The station recently purchased 2,000 shares of the network stock he said.

 Asked by Mr. McCosker any objection to the proposed rule governing cultural programs “as may be required,” he said he didn’t want to venture any opinion on it.

A strong and comprehensively prepared case for Class I-A status for WOR, New York, next was presented. First spokesman was Alfred J. McCosker, president of the station.

Questioned by his attorney, Frank D. Scott, Mr. McCosker categorically stated the WOR position in opposition to its proposed I-B assignment on the 710 kc. channel.

McCosker Presents Strong Case for WOR I-A Status

Mr. McCosker opposed Rule 312 limiting power to 60 kw. He said he saw no necessity or apparent value in the adoption of a rule restricting the Commission’s authority to grant the use of power in excess of 25 kw. Moreover, he pointed out that under the Havana Treaty, neighboring nations would be in a position to use power greater than 50 kw. and thus the restrictive rule if adopted would serve “the same purpse” of inviting our neighboring foreign nations to encroach on our commercial markets and to spread such gospel as they may choose.

In attacking the proposed FCC rule classifying WOR as a B I-A station, Mr. McCosker pointed out that there are four full-time clear channel stations in the New Jersey-New York-New Haven area of NBC, WABC of CBS, and WOR. WOR is the only full-time clear channel station assigned to New Jersey, whereas New York State has five full-time clear channels, he said.

The original announcement by the FCC on assignment of stations “promptly occasioned adverse reper-
cussions,” that witness stated. “The advertising agencies immediately contacted us with a query as to whether WOR was relegated to a I-B classification. It may be urged that this is mere psychology. Such a diagnosis has been made of depressions and other social convulsions. It may be urged there is no material difference between I-A and I-B but we cannot convince our customers and prospects that there is a distinction without a difference.”

As a matter of fact, Mr. McCosker asserted, there is a material difference between these stations independent of comparative protection to service areas. The Class I-A station has the opportunity of promotion, he assigned to New York, while the Class B I-station is definitely static.

Mr. McCosker pointed also to the provision of the Communications Act specifying an equitable allocation of frequencies, hours of operation and power among the several radio stations. As New Jersey station, he contended, is entitled to Class I-A status. He also advocated the removal of the requirements of Class I-A assignments if that is necessary, pointing out that the treaty does not place any limita-

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It's a darned rare village in Greasy Creek or Sulphur Lick (Ky.) who doesn't pay an income tax—and they don't earn enough income to buy many of the things sold by radio, either! But WAVE's listening area is gathered with twice as many income tax payers as found in all of the 93 Kentucky counties outside WAVE's sphere, combined! It contains 67% more wired homes; 59% more par- singer cars! So, fellows, be thrifty and use WAVE to sell Louisville! You'll make more sales—at less cost! As N. B. C. Outlet

National Representatives FREE & PETERS, INC.

THE MOST POWERFUL STATION

between St. Louis
Dallas and Denver
Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

Edward Petry & Co., Natl. Representatives
New York Chicago Detroit San Francisco

KVOO "THE VOICE OF OKLAHOMA" — TULSA

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BROADCASTING • Broadcast Advertising

Remoted to IRE

REQUIRED to remain in Washington, WOR to install direc- tive antenna systems maintaining the same radiation in the direction of the present, or the designation of the WOR 710 assignment from I-B to I-A, along with a similar power increase. The second alternative, he said, is the best pos- sible solution.

Dr. Jansky explained that the block of frequencies 700, 710 and 720 is unique in the fact that on each of these channels assigned to both domestic and foreign countries. If any block of frequencies in this country would appear to be suitable for power assignments, 50 kw., he said, "it would seem that this is the block inasmuch as there would be no interference with the other frequencies in connection with the operation of any station upon the immedi- ately adjacent channels in the United States."

In summarizing, Dr. Jansky said that if the ability to deliver the strongest and clearest signal is the criterion for selection, it is the frequencies in the United States that are to be considered a desirable location. The other classes of stations for the I-A class, he said, "then certainly WOR should be first choice insofar as the New York-Newark assignments are concerned."

Maland Continues Clear Channel Brief

To complete the Clear Channel presentation which had been inter- rupted by several other cases, Joseph O. Maland, vice-president and general manager of WHO, Des Moines, and a member of the ex- ecutive committee of the Clear Channel Group, June 16 began the presentation of a 60-page statement, going into economic and so- cial ramifications of the issue. He was on the stand three days includ- ing cross-examination.

Mr. Maland's analysis went into the FCC's broad view of 1927 bus- iness, challenging many of the FCC deductions and, in some re- spect, criticized the formula used in arriving at net figures for cer- tain groups of stations, notably regions in larger cities and the major networks.

He offered 54 exhibits, largely dealing with projections of the FCC's analysis under cross-examination of Louis G. Caldwell, Clear Channel Group counsel.

Asked a significant question to the competitive affects, if any, the increase in power to 500 kw. for all 28 of the proposed Class I-A stations would have upon other stations Mr. Maland said it was his opinion that the increase would be ben- efit both to the other classes of stations and to the public.

He added that what little com- petition now exists between a 50 kw. clear channel station and a re- gional or local in the same city would disappear if 500 kw. power, he said, could produce the necessary advertising volume to 22.5%.

As to what competitive effect the proposed increase would have upon stations in other cities within the primary service area of the clear channel station, he said that situation raised the only serious question of competitive efforts. "Where the signal from the clear-

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channel station becomes strong enough to be classed as satisfactory primary service to the other city, I must admit that a new competitor enters city with the potential ability to attract some or a large portion of the audience in that city."

* Stations Will Not Lose Network Place *

Elaborating on testimony of J. H. DeWitt, engineering witnesses for the Clear Channel Group, Mr. Maland said there are 23 regional and local stations brought within the 2 millivolt contour of stations slated for Class I-A operation assuming they procure 500 kw. He said experience had shown these stations would not lose network affiliations. But even if all 23 local and regional stations brought within these 2 millivolt contours lose their network affiliations, he said their resultant loss in revenue is not a reason for preventing the people of the United States from receiving the improved service.

On network affiliation, assuming 500 kw. operation, Mr. Maland said if the Class I-A station continues with the same network and broadcasts the same amount of network programs, it cannot take any other type of business away from the regional and local stations in other cities, at least to any substantial degree. If it does not, it will not cause any regional or local station to lose its network affiliation. "It may cause one kind of damage to the other to a few stations, but it cannot do both, at least without increasing the number of hours shown on the face of the clock."

In summarizing the network spot business possibilities, Mr. Maland said he conceded that a small amount of national spot advertising may be lost by regional and local stations brought within the 10 millivolt contours, and perhaps a little beyond it, "but this will be at least equalized by the business which the Class I-A stations lose to the smaller stations. Clearly, the Class I-A stations cannot take any local advertising from the smaller stations, since the local advertiser in a neighboring city cannot possibly be expected to pay the much higher rates for coverage he cannot use."

Based on the FCC analysis, Mr. Maland discussed national, local and spot advertising distribution. Of the total network advertising time sales in dollars for 1937, he said, 49% went to full-time 50 kw. clear-channel stations; 23.3% to full-time local stations, and the remainder to all other classes. Network advertising represents 38.6% of total time sales of clear-channel stations, 29.3% for regions, and 7.6% for locals.

In national spot advertising, the 50 kw. stations had 43.5% of the total, regional stations 35.6%, and local stations 22.7%. For the 50 kw. stations, this advertising represented 40.4% of their total sales; for the regions 25.1% and for the locals 9.9%. Conversely he pointed out, in local advertising the 50 kw. stations have only 15.3% of the totals, the regional stations 49.5% and the local stations 15.7%. For the 50 kw. stations, this represented 21% of their total sales, for the regions 45.8%, and for the locals 82.5%.

In summary, he said local stations over the entire country draw 92.5% of their revenue from local advertising at present, regional stations 45.6%, and clear channel stations 21%. "It is the latter's 21% of local business which will be lost to other classes of stations, amounting to over $4,400,000 in sales," he said.

**Economic, Social Power No Serious Question**

In response to claims of undue power and influence from superpower operation, Mr. Maland said he did not see that any serious question of this sort is involved. Analyzing the FCC figures showing total time sales of $118,000,000 for 1937, Mr. Maland said the question apparently intended was whether the 25 Class I-A stations would take too large a portion of the total revenue and whether because of this, they would somehow acquire undue economic power over other stations.

The FCC figures showed sales of $118,000,000, with the network portion about $36,000,000 and the portion of 624 stations at about $82,000,000. Out of the total net income of some $19,000,000, the networks received about $3,500,000.

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**Shreveport Tops 'Em All**

**ON** A per capita basis Shreveport leads all except one city in the United States in building for the first four months of 1938. On the same basis, Shreveport tops all of the cities listed above.

In total building in the same period Shreveport was 19th in the nation, regardless of population. It is one of the 11 cities out of the 20 highest in volume to show an increase in permits for this year over the same period last year.

Shreveport maintains its position as the center of the white spot in Nation's Business map.

This is another proof of our statement that "there is no recession in this market."

KWHK and KTBS are the only network stations within 175 miles of Shreveport.
Bell System Teletypewriter Service will whisk a written message across 200 yards or 2000 miles—write the message letter for letter, word for word, just as it is typed. It makes written communication practically instantaneous in two places or several.

Wherever speed is needed and accuracy is vital, the teletype fills a need. It handles last-minute script changes, time-clearrances and network arrangements with written records and with copies for routing and filing made at the same time.

The Mark Of Accuracy, Speed And Independence in World Wide News Coverage

United Press
Group, he said, would be willing to suffer annual losses in order to render good program service, and when revenue improved, "to do without dividends and high salaries, in order to put the profits back into improved program service and improved equipment." He cited precedent to substantiate this contention. Poor service, he said, necessarily decreases the audience.

**Big City Stations to Solve Social Problem**

Further to bolster his argument for higher power, Mr. Maland said that because of a combination of technical and economic factors there are large areas in the United States including many cities and towns and villages that cannot have one broadcast station of their own, certainly not two. The only way of solving the social problem, he said, is to provide them with service from stations in larger cities.

Mr. Maland cited figures showing that the presence or absence of economic support is a limiting factor in meeting the need for radio service. Population is not the sole guide, he said. He delved into FCC figures governing classes of stations to show how these factors are interwoven with successful station operation.

Mr. Maland devoted particular attention to the State of Montana in this study, apparently because of the testimony given in behalf of the State and against superpower by John K. Claxton, Attorney General, in the first day's hearing. Montana, he said, is an extreme case since it receives less clear-channel service than any other State in the country. He said that from what engineers have deduced, no enlargement of nighttime service areas of any of Montana's seven regional and local stations can result from increase of power, no matter how large, if other stations on the same channels are permitted to have similar increases.

In other categories, Mr. Maland discussed at length the effect of the use of increased power by clear-channel stations on other classes of stations, claiming there would be no undue hardship.

He contended there are important types of regional and national advertising which the clear-channel station will lose to other stations. Among them he cited advertisers distributing food products over a limited area, who are unable to do business over the larger area; wholesale dealers in specialty items with restricted territories, such as seed companies, hardware jobbers, and others; grocery and other chain organizations that necessarily have price differentials in different territories; transportation advertising, such as railroads and air transport lines, interested only in the territory along their routes; national or regional advertisers with appropriations too limited to permit paying the higher rate; unavailability of hours desired by the advertisers.

While the amount of business that will be lost by the clear-channel station with superpower may seem large in terms of dollars, he said it is really small when...
BEAUTY SPOT on U. S. Highway 25-acre site of the new transmitter is the magnificently landscaped house of KDYL, Salt Lake City, a 7-200-kw Blaknox vertical transmitter by a 2-inch concentric transmission line. The ultra-modern structure contains a 24x36 transmitter room, two-car garage, completely equipped workshop and modern apartment quarters. It cost $15,000 to build.

compared to its total revenue. In the second place, he declared, with the profits at which many of the stations are operated, any loss of business would be easily absorbed. For the reason that, in my opinion, is the creation of new business, largely of regional and national character, where the advertiser wants as intensive coverage as he can get over a region, such as a State or a trade area, he said. "No advertising medium I know of has suffered in the estimation of advertisers because it has too much circulation nor restriction of circulation is among the people or in the territory he wishes to reach. Also, an advertiser would find adverts in newspapers using two or more newspapers in the same city, magazines, billboards, radio and other media.

To Mr. Porter's question at the session June 17 whether an advertiser would go to four or five central stations at one time, Mr. Maland admitted that high power stations are operated, any advertiser interested in "magazine coverage", but declared that an advertising "newspaper coverage" would patronize the regional stations. He added that he did not believe highly that a group of smaller clear channel stations would cut in enough to deprive competing regions of their network affiliations.

Superpowers' Loss
Is Regionals' Gain

With Commissioner Craven presiding, owing to absence of Chairman Case, hearings were resumed June 20 with Mr. Maland under cross-examination. He reiterated previous statements, in his response to questions by Counsel Porter, that local and regional spot business would not be "available" to Class I-A stations, rather than to the big stations covering all the territory. Mr. Maland admitted that his high opinion of the value of an advertiser interested in "magazine coverage", but declared that an advertising "newspaper coverage" would patronize the regional stations. He added that he did not believe highly that a group of smaller clear channel stations would cut in enough to deprive competing regions of their network affiliations.

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D. P. Spearman, chief counselor for the Group, in opening the presentation, explained points to be covered. He explained the Regional Group was opposed to power of greater than 50 kw. on clear channels and therefore favored the proposed FCC rule limiting output to that power; that the Group favored other stations being permitted to operate on clear channels by allowance of duplication, and that evidence would be offered on possible duplication of some of the frequencies designated for I-A operation; that the Group favored protection of interference-free night contours of certain regional stations which he claimed would not be provided under the proposed new rules; that the rules be changed to raise regional power to 5 kw., at night, and to allow for flexibility so stations can do a better job and finally that the Group would make out its case in opposition to use of power of greater than 50 kw. on clear channels.

Mr. Spearman tossed a bombshell when he asked that the engineering testimony of Dr. Jansky for WOR be adopted as a part of the regional case. Clear Channel Counsel Caldwell projected the ground that perfectly obvious questions would have been asked Dr. Jansky if it had been known the regionals had him as a witness. Commission Counsel Porter pointed out that the proceeding was not an "adversary one" and that he saw no reason to turn down the Spearman request. Commissioner Craven ruled, however, that the evidence was not admissible for the regionals but that since it was already in the hands of the Commission unquestionably would take cognizance of it.

First witness for WARB was Dr. Greenleaf Whittier Pickard, New England scientist, who appeared for the Group at the Oct. 5, 1936 hearings as chief engineering counsel. He offered in evidence a series of 14 exhibits which he explained in detail.

His first exhibit was designed to portray service duplications of 25 clear channel stations slated for I-A operation with 5 kw. power. In it he sought to show that in a substantial portion of the Eastern half of the United States ten or more stations in the Clear Channel Group were available to listeners and that in every part of the country, at least one clear channel station was heard with at least a 500 microvolt signal.

Claims Extensive 500 kw. Duplication at Night

His second exhibit was designed to show service by the same 25 Class I-A stations operating with 500 kw. at night. This, he contended, disclosed that a large area in the East Central portion of the country received at least 20 of the clear channel stations on a duplicated basis while the most crowded service, rendered in the Pacific Northwest area, afforded listeners at least two duplications. These exhibits, he emphasized, took care of only clear-channel stations and not regionals and locals.

In his third exhibit, Dr. Pickard assayed to show network duplication of programs by clear-channel stations on the basis of a maximum 500 microvolt signal and here again a substantial East Central area was shown to have 10 or more network program duplications from clear channel stations with present power of 50 kw. and even including WLB as a 50 kw. outlet. In a substantial area of the Pacific Northwest and along the West Coast no duplication whatever was registered.

Then the same stations were shown on network duplication with 500 kw. signals. This depicted substantially more than half of the United States with duplicated network programs on 10 or more stations, with the duplication tapering off westward. In describing this calculation under direct examination by Counsel Spearman, Dr. Pickard said listeners in a substantial area south of Chicago could get 11 stations on the NBC Red, seven on CBS, and five on NBC Blue. Thus, he said, eliminating one station in each category, the listeners would get 19 network duplications of programs on a 500 kw. basis considering present network affiliations. He emphasized again he had not taken into account the regional and local network stations.

Describing exhibits dealing with the Pacific Northwest, Dr. Pickard said the least duplication of clear channel signals exists in that area. Exhibits showed the approximate location of actual clear-channel and regional stations. He projected these stations on the basis of Van Nostrand Treaty operation with 1-B stations on duplicate clear channels. In contending there would be an appreciable increase in coverage of that area if some stations took advantage of the maximum power, assuming they use directional antennas.

Possible Interference

As Indicated by Charts

To show what might result with East and West duplication on Class I-B stations, Dr. Pickard described an exhibit showing the Far West with the projected service areas of Class I-B stations along with the I-A stations provided in the treaty.

Another exhibit showed interference from other countries resulting to a 50 kw. I-A station at Toronto, Canada, with a 250 watt station on 1,000 miles distant at Wichita Falls, Tex. and another in San Francisco. This exhibit apparently was intended to show that, with proper geographical separation and other protective measures, no undue interference would result through such duplicated assignments.

In an exhibit that brought objection from Mr. Caldwell, Dr. Pickard held that KFI, in order to give a 500 microvolt service in Boston.

Are You assured of `Storm-proof Stability'?  

- Here is how Lingo advanced design protects your investment and assures against failures!

- In the Florida hurricanes of 1926 and 1928, Lingo tubular structures safely withstanded tropical gales up to 125 miles per hour (practically highest ever recorded in the U. S.)!

This record is important to you. Perhaps your station is not in the hurricane zone—but you are subject to violent summer storms wherever you are. That is why you should be interested in knowing that in over 40 years of constructing and erecting vertical structures there has never been a Lingo failure! Constructed of seamless copper-bearing steel tubes, Lingo Vertical Radiators are erected by us to withstand the worst the elements have to offer!

Free brochure tells all—Write Now!

MAIL THIS COUPON TODAY

John E. Lingo & Son, Inc.  
Camden, New Jersey  
(Use coupon, without obligation, your detailed, illustrated brochure, "New Standards for Vertical Radiators". (Note: Include frequency and power contemplated with coupon.)

Name.  
Company.  
Address.  

John E. Lingo & Son, Inc.  Est. 1897 Camden, N. J.

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Another NARBS exhibit showed the cost in dollars "from scratch" for installation and operation of stations at various powers. A 100-watt station was estimated at $5,000, and that WBBM, 850 miles distant, would need 45,000.

Dr. Porter had introduced his exhibits, unlike those of Dr. Pickard, to show how an area might be divided into cross-channel stations for purposes of accurate reporting but would make it possible to divide the clear-channel stations for purposes of accurate reporting. Dr. Pickard introduced his exhibits, unlike those of Dr. Porter, to show how a clear-channel station might be used for purposes of reporting.

NARBS was devoted to cross-examination of Dr. Pickard by Commissioner Craven and Counsel Porter. Another NARBS exhibit showed how a clear-channel station might be used for purposes of reporting. Dr. Pickard introduced his exhibits, unlike those of Dr. Porter, to show how an area might be divided into cross-channel stations for purposes of accurate reporting but would make it possible to divide the clear-channel stations for purposes of accurate reporting. Dr. Pickard introduced his exhibits, unlike those of Dr. Porter, to show how a clear-channel station might be used for purposes of reporting.

The entire morning session June 21 was devoted to cross-examination of Dr. Pickard by Commissioner Craven and Counsel Porter. Another NARBS exhibit showed how a clear-channel station might be used for purposes of reporting. Dr. Pickard introduced his exhibits, unlike those of Dr. Porter, to show how a clear-channel station might be used for purposes of reporting. Dr. Pickard introduced his exhibits, unlike those of Dr. Porter, to show how a clear-channel station might be used for purposes of reporting.
he believed clear-channel service a necessity in some instances, just as local broadcast stations are essential. Then Commissioner Craven picked up the high-frequency suggestion, pointing out that military, marine, and other occurrences on the medium-high frequency bands and that facilities might not be available. Craven explained the fact that new receivers would have to be purchased. Dr. Pickard said he was not familiar with any of these facts.

Asked how many high frequencies might be necessary to cover a State like Idaho during the daytime, Dr. Pickard estimated that two clear channels would be adequate. He suggested skywave service of such stations would be advantageous.

A detailed examination of static conditions throughout the country, Storm maps were consulted in connection with static and noise levels in particular areas and the signal necessary to override them. Dr. Pickard agreed that a 5 millivolt signal was necessary in certain areas and 10 millivolts in other urban areas. He also felt that one-half millivolt intensity would not give service in some instances.

Dr. Godley was not familiar with any of these facts.

When Commissioner Craven observed that this secondary skywave coverage could accomplish that proposed frequencies stations would simply augment clear-channel station secondary coverage, Dr. Pickard agreed that it introduced another technical problem.

Godley Sees Benefits

In Regional Boost

On indirect examination, Dr. Pickard said it was true that if all 25 class I-A stations were given 500 kw., there would be large areas of the country without service and that it would still have to be forthcoming from other sources.

In connection with the introduction of maps showing population of States in the Northwest, Dr. Pickard said such areas would receive better service from primary signals of regional and local stations in the more populous areas than from the secondary service of clear-channel stations at remote distances.

The second phase of the NARBS case was opened with Paul F. Godley, consulting engineer, on the stand. He said there was agreement with the exhibits introduced on behalf of the group by Dr. Pickard.

Responding to questions, Mr. Ed. Spearman, Mr. Godley said he felt enormous benefits would arise from an increase in power of regional stations to 5 kw. In specific cases where the use of high power would benefit listeners within the confines of given service areas, he said most beneficial results would accrue but he added that benefits already would come in the way of enlarged coverage under certain conditions.

During periods when sky wave propagation is at a minimum because of sun spot conditions, Mr. Godley said the service areas of regional stations would be considerably extended. And during these times, when the service of clear-channel stations is reduced, regional stations by virtue of the same changes would increase their coverage.

If all regional stations went to 5 kw. operation day and night horizontally, Mr. Godley said there would be no way of picturing in the geographical picture at all that listeners in the same areas would have.

Under existing allocations, Mr. Godley said, there is a good deal of frequency interference and in some cases real damage is done. He mentioned a specific instance of this the situation between WSBY, Syracuse, and WMCA, New York.

He suggested the FCC in considering the problem of improving service, should approach not only the matter of increasing the areas served but also the increasing of service quality.

Duplicating Clear On Coasts

Experiences of what might be accomplished by duplicate assignments on coast clear channels were outlined by Mr. Godley, with four exhibits depicting “typical” cases.

The first exhibit dealt with the 660 kc. frequency used by WABC, CBS key in New York. On it were plotted two additional stations—one in Kansas City which would use a directional antenna with 5 kw. power and a second in Salem, Ore., which would use a non-directional antenna with 1 kw. power. A second utilized the clear channel of 640 kc. occupied by KFI, Los Angeles, with a proposed station of 5 kw. at Columbus, 0., using a directional antenna and with a Class II station in New England on the frequency with estimated power of 50 kw.

A third exhibit showed the 990 kc. channel of WBZ, Boston, with three other stations on the wave—two directional antenna stations at Stockton, Cal., and two 600-watt stations with non-directional antennas at Great Falls, Mont. and El Paso. This was designed to show the possibility of multiple use of East-West Coast clear channels.

The final exhibit showed KFL, San Francisco, duplicated by WPTF, Raleigh, N. C., with the latter station using 5 kw. on the 680 kc. channel.

In response to Counsel Spearman, Mr. Godley emphasized these were cited as typical instances and declared that if the same distances were observed on other frequencies, similar duplication could be accomplished.

FCC Appoints Webster As Telegraph Engineer

COMDR. E. M. WEBSTER, retired Coast Guard officer, on July 1 becomes assistant chief engineer of the FCC assigned to telegraph activities. He succeeds Lt. E. R. Pickard, designated chief engineer last January. Mr. Webster has been acting chief engineer since beginning of this year.

He has had wide experience in radio and communications generally, having been communications officer of the Coast Guard. After 25 years of active service which ended in 1926, he took a position as active duty in the Coast Guard and appointed to the Engineering Department of the FCC.

The content of that superpower grants to the proposed 25 I-A stations “could not help but create a monopoly in the radio broadcasting industry” was made by John Shepard 3d, president of NARBs, in opening presentation of his statement June 22.

Mr. Shepard explained he was president of the Yankee Network, which owns and operates four stations, and president of the Colonial Network, which owns and operates five stations. He declared channel stations but operates a regional chain in New England. He said he appeared for NARBs as a witness on its behalf to testify as to the damage that would be done to the present broadcast structure through the increase in power to 500 kw. on 25 I-A clear channels as proposed by the Clear Channel Group.

Declaring he endorsed wholeheartedly the statement made by Mark Ethridge, as president of the NAB, when he hearings opened, Mr. Shepard said regional stations now seek to have the power limitation raised to 5 kw.; locals to 250 watts. Such grants, he said, simply would place those classifications of stations in “a much more nearly comparable basis.”

It would only be fair, he said, that if other channel stations were allowed an increase to 500 kw., comparable increases should be given to existing stations permitting them to go to 100 kw. and local stations to 10 kw.

Unsuch as this is obviously impossible without causing ruinous interference, it would seem evident that lifting of the power limitation of 25 stations out
of a total of 629 commercial stations in the broadcast band, would assign to the owners of these 25 stations a most unfair percentage of the facilities available. While I do not suggest that these facilities would be used unfairly, or to the detriment of the public (except as it would curtail the service by the other 604 stations), these grants by their very nature could not help but create a monopoly in the radio broadcasting industry."

Mr. Shepard referred to the FCC financial analysis made public coincident with the hearings which disclosed that of the net broadcasting revenue of all commercial stations of $18,260,003, 29 unlimited time clear channel stations had a net revenue of $3,469,603. These figures, he said, "clearly indicate the financial predominance of the 29 clear channel stations in the broadcasting industry."

_Says 500 kw. Stations Would Draw From Others_

Mr. Shepard said he did not doubt that economic support will be available for the proposed 500 kw. stations "but there is also no doubt that at least a large part of the advertisers' dollar which would be used for the increased cost would be taken from the revenue of other stations." The amount available for advertising, he said, must as a sound business policy bear a definite relation to the amount of business done by the advertiser, and unless the total amount of business in this country materially increases, "there is a definite ceiling to the total amount that could be apportioned to advertising."

Because the best sources of talent are in New York, Chicago and Los Angeles, Mr. Shepard said it is essential that stations have national network affiliations to attract the greatest audience. He did not mean stations should carry 100% network programs, he said, but that "all programs produced by such national network may be made available to the station in order that it may make the best possible program structure balance between national, regional and local broadcasts."

Referring specifically to the statement by Mr. Maland that if stations increase to 500 kw, the proportion of network programs would be reduced to about two hours instead of three or four, Mr. Shepard said that if the time delivered to national networks by such stations were cut by one-third, the networks would be forced to sell only two-thirds of the time they now are selling, which would reduce their revenue to the point where they would not be able to perform service of the character they offer today or as an alternative, have alternate stations in the markets covered by the 500 kw. stations to carry commercial programs which such stations would not accept.

If that happened, he declared, the 500 kw. station would be in a position to select the network commercial programs which it would carry. Naturally, he said, it would accept those programs with the widest appeal and the highest rank in listener interest. The average network commercials would then be available to the alternate regional stations, he declared, asserting this situation already obtains in Cincinnati as a study of the commercial network programs carried by the three stations there would prove.

Declaring it quite possible to expect that present nationwide networks might not use the facilities of 500 kw. stations, Mr. Shepard said it would be comparatively easy for one group strategically located taking from eight to 12 of the Class I-A 500 kw. stations to form their own network, pay for their own wire lines and still further increase their prices to compensate. Largest advertisers with the most money to spend for outstanding talent probably would use such a network, he said. He added that as a matter of fact at least one large national advertiser and one large agency is "seriously considering" a move of this kind if these price increases be granted and has pointed out that ten of the country's largest noncompeting advertisers could afford to buy practically all of the time on this group of stations and establish their own wire connections on a prorata basis.

_Stealing of Competition For Listener Interest_

Should such a situation develop, he said, the present national networks with their outlets located locally in all of the major cities and towns, through the falling off in the quality of their programs would lose much of the listener audience they have today.

"Therefore, those regionals and local stations, even though still affiliated with a national network, would not have the listener interest, or be able to secure the amount of business they are now carrying; and consequently, would have to curtail for economic reasons the service which this large number of stations is now rendering to the public," he said.

Asserting that the present system with the exception of the Cincinnati situation, is one that lends itself to strong competition for

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_WNAX 570 Kilocycles - 526 Meters_  
5000 Watts Day - 1000 Watts Evening

**Coverage**—Plus a large daily listening audience. The largest market per dollar in the Northwest. 18 hours of service per day. Always a large staff of local talent, affiliated with CBS. WNAX offers both rural and city market.

Representatives

Howard H. Wilson Company  
KANSAS CITY  •  CHICAGO  •  NEW YORK

_Broadcasting_ • Broadcast Advertising
both the listeners' interest and the advertisers' dollar, Mr. Shepard said the result of granting authority to 25 stations to use 500 kw. would, in his opinion, "seriously shrink the competition for listener interest due to the fact that too great a preponderance of outstanding programs would be available from one group of stations only."

Assuming that ten or a dozen of the biggest advertisers used the possible "superpower," Mr. Shepard said it seemed reasonable that their competitors, rather than use facilities remaining available, would spend the money in other media, such as newspapers or magazines, which he contended that field rather than "play second fiddle by use of broadcasting as their secondary weapon."

Challenging the Maland statement that there is a "national necessity" involved in bringing programs to listeners more or less from all points of the range of good signals, Mr. Shepard said that on the contrary he felt it was a national necessity that the present structure of broadcasting "be not seriously interfered with." He pointed to "the tremendous service to counties and localities all over the United States and that 82% of all homes in the United States are equipped with one or more radios."

Again referring to Mr. Maland's statement that millions of listeners could be added to the potential circulation through superpower, Mr. Shepard said it was his judgment that this would be impossible. It is the contention of Mr. Shepard, he declared, that in order to give better service to the listener regional stations would be increased to 5 kw. nighttime power along with increases in power of local stations.

Emphasizing that programs are a "vital factor" in the listening audience of a station and that the Commission should do nothing which would tend to reduce the number of stations having peak audiences, Mr. Shepard contended that superpower stations could do severe damage to non-clear stations in many cases. He said that is nothing that requires the advertisers who are now using broadcasting to continue to be so, but that broadcasting is in competition with other media.

Regarding the possibility of regional stations losing network affiliations if several stations are granted 500 kw., Mr. Shepard referred to the statement made by William S. Paley, president of CBS, at the October, 1936, hearings before the FCC. At that time Mr. Paley stated that the specific effect of superpower in two cities on the present Columbia network would be that seven stations in all probability would have to be dropped from the network and many would fall within the primary service area of the superpower stations.

In concluding his direct statement, Mr. Shepard said that such a move would not be good country-wide daytime service available even with 25 stations. In addition, he said, it is necessary for the public good that regional and local stations continue to operate, and in order to operate at their present levels, they without question must have advertising revenue that cannot be materially decreased. In the case of the superpower stations, he maintained, the result would be a curtailment of service to millions as an offset to income the stations "will see to a few thousands."

**Shepard Gives Views On Broadcast Problems**

Rigid cross-examination of Mr. Shepard by Commissioner Craven, Counsel Porter, and Mr. Shepard himself through Mr. Porter via questions submitted by Clear Channel Counsel Dalwell and Duke M. Patrick, chief counsel for WLW, developed June 23. The examination invaded every phase of station operation and the testimony was of such length regarding his views of broadcast operation, delving deep into the business operations of the stations.

After introduction of exhibits showing network hours broadcast over typical NBC Red, Blue and CBS Red stations, Mr. Porter in reply to questioning by Mr. Porter, stated these tended to show that the program arrangements on WLW to the exclusion of two other regional stations in Cincinnati. Mr. Shepard said the policy of granting 500 kw. power to class I-A stations, regional stations on the lower frequencies, might be made even better if moving the stations to operating in cities of 2,500,000 population, had net sales of $1,901,000, and net income of $149,000. Six stations in each of the 100,000 to 250,000 population group had net sales of approximately $1,800,000 and net income of approximately $200,000.

Seven stations in the 500,000-1,000,000 population group, had net sales of $690,000 and net income of $96,000. Another group of seven stations in cities of 250,000-375,000 population, covered sales of $734,000 and net income of $460,000. Ten stations in cities of 100,000-250,000 population had net sales of $1,560,000 and net income of $226,100. For the entire group of 52 stations operating on the 550-650 kc. band, including those not in metropolitan districts, the totals disclosed net sales of $7,417,000 and net income of $2,059,000.

In the next group of regional stations—covering those in cities of 25,000-100,000 population, there were 85 stations which had net sales of $10,889,338, and a net income of $1,530,000. In towns of 50,000 to 100,000 population, there were 121 stations with net sales of $25,884,600, and net income of $6,161,808.

In towns of 25,000 to 50,000, population there were 78 stations with net sales of $3,665,080 and net income of $958,000. In towns of 10,000 to 25,000, there were 114 stations with net sales $3,945,285, and net income of $119,661. In towns of less than 10,000, there were 70 stations with net sales of $1,508,908, and net income of $57,164.

Table 32 covers income items of broadcast stations on regional and local channels within the 10 millivolt and 1 volt coverage of the 25 Class I-A clear channels with power of 50 kw., and was computed from the basis of FCC engineering department data,plus the station returns. This was requested by the Clear Channel Group to support its contention that clear-channel stations do not improve the listenership service to the region.

Table 33 contains the identical data, except that the stations were projected on the basis of 500 kw., and for the 25 Class I-A stations, thus bringing in a greater number of regional and local stations within these coverage contours.

Table 34 covered income items of stations not located in metropolitan districts, and by revenue group, and supplemented a table originally introduced showing similar data for metropolitan districts.

**FCC Survey Shows Income of Stations**

**Class and City Groups Are Compiled From**

**Questionnaire**

SUPPLEMENTING basic statistics on fiscal operations of the broadcasting industry for 1937 compiled by the FCC accounting department from questionnaire returns of stations and networks, released early last month, the department has compiled another series of secondary analyses during the last fortnight. Produced primarily upon request of groups participating in the hearings on proposed new rules and regulations for broadcasting, these breakdowns have been introduced in evidence at the hearings which began June 6.

All told, nearly two-score separate tables on industry financial operations during 1937, have been prepared and introduced. These are made up of tabulating employment and program studies, also analyzed on the basis of operational returns which have been incorporated in the hearing record [see separate article on this issue].

When the hearings were convened before the so-called Superpower Committee on June 6, Chief Accountant William G. Craven, the first FCC witness, placed in evidence a sheaf of 27 separate financial breakdowns [Announcing, June 16]. These were supplemented during the week by four additional tables. And during the period beginning June 18, four separate exhibits relating to station financial statistics were introduced.

**Population and Frequency**

The final financial table to be offered by the FCC (Table), at the request of the Clear Channel Group, contains covered income items of regional stations by frequency groups and size of cities in which they were operated. It was requested in an effort to offset the showing of clear channel stations made in the first exhibit, and to stress the concern and on the premise that such a situation would develop in other cities if all 25 of the Class I-A stations were made optional network outlets with regional competitors on an alternate basis.

It might be, he said, that the superpower stations would get the bulk of the top ranking programs, with the residue going to the regional stations. Mr. Shepard insisted that the "factor of importance in station popularity," the content and general program structure, provided the station with an absolute signal. He contended also that power definitely has an effect and that he felt if any general trend toward superpower development would be to "open the flood gates" of business to those stations.

When Mr. Porter inquired whether WLW was a popular station, or a desirable one for national advertisers because it began operation with 500 kw., Mr. Shepard replied "it is desirable to advertisers," but interpreted that NBC's optional agreement with WLW antedated its 500 kw. operation.

Asked to what extent his fear would be allayed if only a portion of the I-A channels were given 500 kw. operation, Mr. Shepard said it would simply mean that fewer channels would be adversely affected but that he was still definitely opposed to superpower. When Mr. Porter inquired about the "magazine type" of advertising for superpower stations as referred to by Mr. Maland, Mr. Shepard declared he did not agree with the Clear Channel Group's description of availability of this type of business. His basic contention was that the more money the advertiser spends on radio, the more the advertiser has to spend on wrap or magazine advertising.

To the query by Commissioner Craven as to the appreciable "untapped business" available for radio, Mr. Shepard asserted he did not think there was no more "of it." Recent analyses, he said, disclosed that the 25 or 28 largest advertisers constitute one or two exceptions, are using radio. While he declared radio has not reached the "ceiling" in national...
business, he said most of the increased revenues have resulted from enlarged appropriations by existing radio advertisers rather than from new accounts.

Sees No Need to Boost Station Power in the East

As asked by Mr. Porter, if it might be necessary to increase power on clear-channel stations to reach rural audiences, Mr. Shepard said that, as he understood it, substantial areas west of Kansas City might require additional service but that he did not "see the solution in raising power on a lot of stations in the East." Asked by Commissioner Craven whether stations in Salt Lake City, Denver and other remote areas might not provide the needed service through increased power, Mr. Shepard said it probably would be desirable service but that it unquestionably would result in demands from other clear-channel stations for similar treatment. He sought to imply that other clear-channel stations would not contest such discrimination.

He said flatly he would not deny that people in the sparsely settled areas of the West are entitled to better service.

As asked by Mr. Porter whether regional stations were more fearful of the increased primary coverage or secondary coverage of project 500 kw. stations, Mr. Shepard said he personally regarded the primary coverage factor as important.

The question of network deletion of regional stations in the event of superpower grants was raised when Mr. Porter asked whether Mr. Shepard had any reasons aside from his quoted statement by CBS President Paley that such deletions would result. Responding in the affirmative, Mr. Shepard said he had discussed this matter with several others, among them NBC President Lure E. Lohr.

Mr. Shepard cited as a typical case the operation of WJZ as a 500 kw. station. He said it was "doubtful" whether NBC Blue would retain its outlets in Philadelphia and Bridgeport in that event. He mentioned WFIL as the Philadelphia outlet and pointed out that WJZ now renders a good service in Philadelphia but that because of the high noise level a Philadelphia outlet is used. With 500 kw., he said he expected the Philadelphia outlet might be dropped.

Mr. Porter cited the operation of WLW with 500 kw. and the status of WIRE, Indianapolis, as a basic Red outlet, receiving all of the Red Network programs. He also pointed out that WIRE had been made a basic station since WLW began 500 kw. operation.

Alluding to the Boston situation, Mr. Shepard declared that the present August 15 situation lack of Federal authorization of the fifth station in Boston. As a result, the Federal Commission Craven asked whether it would be more disastrous for WBZ to go to 500 kw. or to add a new regional station in Boston. Mr. Shepard said the 500 kw. increase would be worse in his opinion, because it is a new station, and the Federal Commissioner asked whether it would be the de facto elimination of WBZ. Mr. Shepard said the 500 kw. increase would be worse in his opinion, because if a new station were licensed it would take some time for it to get established and become an important competitor.

Mr. Shepard emphasized that his primary interest was in the whole group of regional stations on a country-wide basis rather than any immediate situation in the Boston area. He declared he did not believe superpower operation would affect the New England area as much as the Midwest and other sections. Under further questioning, he said if WBZ increased its power to 500 kw., it might result in realignment of his Yankee Network. Several of the outlets might have to be dropped from NBC, which is fed to Yankee, he declared, with the other operating overhead remaining the same.

Traces the History of Power Increases

The history of power increases then was traced by Mr. Porter in connection with Mr. Shepard's direct testimony. Mr. Shepard pointed out that 15 years ago when he operated a 100-watt station in Boston, coverage was as good as that of a 1,000-watt station today. He said he received many letters from the West Coast in reception of the 100 watt. He attributed the condition today to crowded bands, etc.

Another series of questions relating to the business of broadcasting was opened by Mr. Porter, who read inquiries prepared by the Clear Channel Group. Asked whether he felt that broadcasting might reach its peak in 1937, Mr. Shepard declared not entirely but that it made big strides.

While Mr. Shepard declared the "ceiling" had not been reached in network advertising, he said nevertheless it is comparatively close to it and the same large gains of the past will not be made.

Under a series of questions by Commissioner Craven, Mr. Shepard said the broadcasting industry is better organized now in many ways but that it is not developing a "lot of business not available in the past." He declared that some advertisers have expanded from regional networks and individual stations to the major network's stations that the outlets may be taking a larger share of the advertising budgets of such accounts. But there are many appreciable increases in the number of new accounts, he declared.

"It is almost too helpless to feel that radio has reached the ceiling in business," Comdr. Craven observed. "I don't say that," declared Mr. Shepard, "but I do not believe we will have large increases. There is quite a lot of open time on the national networks."

Grew Four Inches Last Hour, B'gosh!

Maybe our hayseed is stretching it a little, but the Red River Valley does produce gigantic crops. The result is that WDAY listeners do 33% of the retail buying in North Dakota, South Dakota and Minnesota (minus the counties containing Minneapolis and St. Paul).

One station only—WDAY—makes this whole, rich market yours in ONE audience—at one low cost! . . . And that, of course, is WDAY, INC.

Affiliated with the Fargo Forum

Fargo, N. D.

Free and
Peters, Inc.
NATIONAL REPRESENTATIVES

Broadcasting • Broadcast Advertising

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Mr. Shepard asserted, responding to Mr. Porter, that he felt it was possible to increase local advertising, but he must be figured at lower rate bases than national advertising. Local advertiser budgets, he proclaimed, are, in most cases, much smaller than those of national advertisers. Radio's invades on only a few of the small towns, he said, and it might be hoped that newspapers were "getting along in good shape".

Asked by Mr. Porter what increases in radio rates of regional stations might be expected with the horizontal increases to 5 kw. at night, Mr. Shepard said, he would expect to see many such increases except in cities where one regional would be increased while its competitors might not get the same benefit. In that event, he declared, the station enjoying the power increase probably would justify a rate increase.

Says Increase in Cost Of Power Is Trivial

In increases in cost of operation due to 5 kw. at night would be insignificant, Mr. Shepard declared, since most regional stations already are operating with 5 kw. day, and the added cost simply would be the power bill increase. There would be no added charges to the rates. Mr. Shepard declared that national spot had gone down in nine out of ten cases in the last nine years. There was a chance that some of that business might come from network accounts. National spot business does not pay the greatest amount of revenue to stations but it is the "best source of income," he said.

At the afternoon session June 25, Mr. Shepard, responding to further questions, said Mr. F. M. Porter asserted that stations in his group would favor improvement of regional facilities through duplication on clear channels. He did not make specific comments, however, on such Western cities as Butte, Mont, declaring he had not studied individual cases.

A hypothetical question of an advertiser desiring to cover the two primary markets having regional outlets and of a 500 kw. station which would cover all the neighboring cities, with a good signal was raised by Commissioner Craven. Mr. Shepard said the advertiser preference would depend upon the costs of the two stations against the single outlet and whether the clear channel station could prove it had as large an audience as the dual station structure.

He agreed with the Craven view that in this modern day the advertiser does not buy power alone, he said it was an important factor. The amount of business placed on stations on a power basis alone, he said, Mr. Shepard declared, is decreasing all the time but with 500 kw. stations, he predicted purchases on a power basis would be on the increase.

The feasibility of networks of superpower stations then was discussed in response to inquiries by Commissioner Craven. Mr. Shepard said he suspected a network of eight or ten 500 kw. stations probably would be supplemented by a few 100 kw. stations to present a comprehensive coverage picture. Such a network, he predicted, would be effective and would probably draw its business from that of the established networks as well as attract programs from other networks and the advertisers themselves.

On redirect by Mr. Spearman, Mr. Shepard said it was established that a listener will turn to a less desirable signal if he can get a better program. Mr. Shepard said it depends upon the standing of the programs available, asserting that the top-flight programs are those most sought after by listeners.

Describes Work of Religious Station

With the regional case concluded, the FCC then heard evidence for WMBI, Chicago, operated by the Moody Institute in the 1080 kc. channel. H. C. Crowell, assistant to the president, explained the station operates limited time, sharing with WCBD, Chicago, on this frequency, a clear channel upon which WBBM, Chicago, is the dominant station. WCBD, along with WCBF, seeks additional time in lieu of the limited time-sharing arrangement.

Mr. Crowell explained that the station is not commensurate with its lack of hours of operation. He mentioned pending applications for WBBM, Chicago, for use of the 770 kc. channel with KFAB, San Francisco, that WBBM is seeking simultaneous operation full time on the 1080 kc.

The applications of WMBI and WCBD for additional time have been designated a "minor variance." Mr. Crowell declared that the Moody Institute has in excess of $7,000,000 in assets, and that it has invested $188,000 in WMBI. In addition, a new administration building for the Institute is being erected, with possibly $85,000 of the $188,000 covered by insurance for the studios and another $7,500 for new equipment.

W. C. Loveless, director of the radio department of Moody in charge of the station, explained the program service of the outlet. He emphasized the desirability of offering direct service. Under cross-examination by Mr. Porter, Mr. Loveless said the Moody Institute is used only in a general way in soliciting contributions. He declared no specific appeals are made but the work of the Institute is described. The station's primary appeals "for funds for the radio," he said.

To begin the WMBI-WCBD presentation June 24, Counsel Fisher T. Dykeman, representing WCBD, Commissioner Payne was not present at either session of the June 24 hearing. Following a ruling by Chairman Case that interpretation of exhibits should be confined to legal questions rather than any specific frequency or specific station, Mr. Dykeman briefly explained that in Chicago five stations are operating on clear channels; one regional shares another frequency; four primary outlets and WMBI operate on three frequencies; and three locals share 1210 kc.

Glenn Greer, Washington consulting engineer, followed Mr. Dykeman, explaining that in appearing for WCBD-WMBI he was retained on grounds that the 1080 kc. clear-channel status should not be broken down, as he said he would have been under the proposals of KFAB, and WBT, to operate simultaneously with 80 kc. on 1098 kc. In carrying out that thesis, Mr. Gillett offered a group of nine exhibits illustrating service and interference area comparisons between KFAB, WBT, and 11 Chicago stations, including WMBI-WCBD.

Mr. Gillett pointed out that from a service standpoint the logical assignment would be to place the 770 kc. dependent 50 kc. station in Lincoln and that WBBM become a TV satellite station with 10 kw.

For WHKC, Columbus, and WKBV, Youngstown, O., Philip G. Loucks, counsel, called James C. McNary, consulting engineer, who suggested that the proposed Rule 31 be changed to specify the 640 kc. channel as available for use of a Class I-B station and for Class II stations, rather than for a single Class I-A station, "in order to permit the fullest use of the channel by allowing duplicate operation at night." He introduced several exhibits dealing with sunspot areas and cycles and their effect on broadcasting, along with an exhibit showing the night sky-wave coverage of a 50 kw. Los Angeles station, also operating on 640 kc.

Mr. Loucks explained that under the proposed rule, which was amended in new language, the 640 kc. channel, with WHKC removing to the 1450 kc. range, the result that that latter channel would be utilized on a time-sharing basis by the Columbia stations -- WPTF and WOSU, of the Ohio State University.

In concluding cross-examination Commissioner McNary disclosed a discrepancy in the definition of a Class I-A station as carried in Rule 31 of the proposed new rules and regulations and as defined in the accompanying standards of good engineering practice. On this point Chairman Case asserted afterward that the apparent discrepancy probably would be reconciled.

On cross-examination by Mr. Porter, Mr. McNary engaged in a technical discussion of sunspot cycles. He said he was proposing no new standards but stressed the importance of computing sunspot phenomena in discussing any change in the rules and regulations. He added that he thought the proposed new rules will provide a greater secondary coverage in the Southern States.

Mr. Loucks also called in the testimony of G. C. Davis, consulting engineer, of KFQ, Raleigh, and RKEF, St. Joseph, Mo. Mr. Davis offered a series of exhibits demonstrating the interference resulting from continued operation of WPTF on 680 kc. at night to the primary and secondary service area of KPQ, the interference-free night-time primary service rendered by WPTF and KFQ operating simultaneously at night with KPO; and coverage areas of the three stations. He declared that in his opinion both KFQ and WPTF can operate simultaneously and may work out an arrangement with the primary station in their respective areas without causing objectionable interference to the primary stations in the primary or secondary services of the San Francisco station.

Paul A. Peters, Washington counsel for CBS, told the Committee that CBS supported the proposed rules in general, with one amendment, as approved by the NAB testimony presented by Mr.
Ethridge and Mr. Hogan, and that to avoid repetition and cumulated testimony, CBS would not appear formally at the hearings. Mr. Porter urged the Commission to consider, in promulgating rules, the statement of President William S. Paley during the October, 1938, hearings on the superpower question, and added that CBS would meet questions on certain phases of network operation arising out of the testimony at the tentatively scheduled network investigation to be conducted by the FCC. He concluded by reserving the right to cross-examine the Commission's witnesses and to file a brief for CBS.

Chairman Case responded to a question by Mr. Loucks that, although not yet definitely decided, the Committee will entertain written briefs outlining points in the testimony to be stressed rather than allow oral argument after testimony is completed.

As the Committee recessed June 24, Gov. Case said it was the present intention of the Committee to submit a complete report to the Commission, and that interested parties can then file exceptions and make a formal argument before the Commission.

Hogan Describes Work of High-Fidelity Station

The hearings began their fourth week June 27 when John V. L. Hogan, New York consulting engineer, testified for the second time. His first appearance had been as chairman of the NAB Engineer- ing Committee, but his second appearance was as president and controlling stockholder of Inter-state Broadcasting Co., operating WQXR, New York, a special broadcast station on the 1500 kc. channel.

Queried by his counsel, Arthur W. Scharf, Mr. Hogan advocated a change in the FCC proposed regulations under which the 1500 kc. channel would become a Class I-B (duplicated clear) instead of a Class III (regional) channel. He enumerated five reasons as to why this change was necessary. The proposed change would not "degrade" the channel since only two stations—WQXR and WAB, Berkshire, Cal.—now operate on it; to make the channel a Class III unit would destroy the value of experimental work it was especially suited to skywave experimentation; degrading of the channel would destroy the present substantial number of listeners, and the change in assignment to Class I-B would not interfere with the rights of any existing broadcast services.

Mr. Hogan explained that WQXR is operated as a high-quality station, offering good music and talks. He pointed out it has a unique operating method with musical programs in advance at $1 an hour, and that it has 6,000 subscribers to the program service.

Under examination by Counsel Porter, he was brought out that the 1500 kc. channel would become a clear channel for Canada and Mexico under the Havana treaty and that stations now on 1500 would be designated as regional stations on 1600 kc. Replying to Commissioner Craven, Mr. Hogan said that by change to I-B the stations could use power up to 50 kw. and that WQXR in effect would become a clear-channel outlet in New York.

Page Presents Case on Behalf of Locals

The case on behalf of National Independent Broadcasters, third of the association groups to participate in the proceedings, followed the testimony of George Q. Sutton, counsel, first queried E. C. Page, consulting engineer of Washing- ton and Seattle, and W. J. Davis. The local case was based on duplication of clear channels, on oral argument and an opinion interpreted as a possible duplication operation without undue interference.

Mr. Page suggested the rule defining I-A channels be modified to provide that stations transmitting "interference" to the secondary service of stations operated on such channels. He recommended the flat maximum power of 50 kw. be retained as proposed in the rule.

John Kosker, special events man of KGKO, Fort Worth, is pictured "taking to the air" to cover the commission hearing. Mr. Kosker's testimony was accepted for consideration that possibly another remedy would be the assignment of Class IV stations on Class III channels. Mr. Page noted that some way of determining when Class IV stations might be assigned in such channels should be set up.

As to duplication, Mr. Page asserted that under similar engineering standards the 365 500 cycle deviations from an assigned frequency, it was technically difficult to maintain more than two 5 kw. stations on the same channel. Since this permissible tolerance has been reduced to 50 cycles, he asserted it was his opinion that 5 kw. stations in Boston and Los Angeles could operate interference free 90% of the time insofar as primary coverage is concerned. Asked by Mr. Sutton whether he would have to be on the same channel to avoid interference in their primary area, Mr. Page declared a distance of 1,850 miles would be sufficient. He said it would be possible to increase the power of such stations to 50,000 watts if they used directional antennas, protecting not only their primary but their secondary service areas throughout the country.

A 50 kw. station in the New England area, Mr. Page testified, could operate on a channel with a 250-watt station 1,840 miles distant with no interference to its secondary service area.

Discusses Possible Duplicated Assignments

At the afternoon session, Mr. Page discussed possible duplicated assignments, introducing a series of maps and measurements. A station in San Francisco, he deduced, could use 5,500 watts on a clear-channel basis and be employed in the East without objectionable interference to the clear-channel station, and both stations would have appreciable secondary coverage. He said it is possible to duplicate service on practically any of the earmarked Class I-A channels and still have interference free service to the four milliwatt stations. The paired station, he said, was possible with 50 kw. power for the dominant stations but not with 500 kw.

If all 26 stations went to 500 kw., he explained, it would not be possible to maintain interference-free service on a duplicated basis and such service would be severely restricted. With directional antennas designed to give protection to the dominant stations, he said, vastly improved service could be rendered on a duplicated basis. An exhibit showing 390 cities of 5,000 population or more which do not have greater than two milliwatt service at night, showed possible locations for duplicated stations. Another tabulation showed the number of secondary services available in the respective States from basic and supplementary network stations. This was supplemented by maps showing present service clear-channel stations on the three networks but not taking into account regional and local stations serving the same areas with network service.

Mr. Page testified that 12 clear
channel stations, properly located, could provide four separate services for the entire United States. If that were done, he said, it would leave 32 of the 44 channels set aside in the proposed geographical patterns for Class I-A and I-B operation for other services. He replied to Commissioner Craven that two "secondary services" from clear-channel stations should be sufficient.

**Technical Improvements**

**Amount to Power Boosts**

Asked by Mr. Sutton to estimate the power necessary for one station to supply a half-millivolt service 50% of the time over the entire United States, Mr. Page said such a station, located in the approximate geographical center of the country, would require 2100 kw. To provide a two millivolt signal strength, the necessary power would be 33,600 kw.

Mr. Page said technical improvements of the past few years such as directive antennas have amounted to increased power and stations have been able to provide improved signals. Declaring the proposed new rules provide for greater flexibility and increased service of clear-channel stations he said even better service could be provided by making more channels available to stations or by duplicating clear-channel assignments. He emphasized that congestion of one or more local channels should be relieved.

Upon completion of Mr. Page's direct testimony, Edward A. Allen, president of WLVA, Lynchburg, Va. local and head of NIB, took the stand to place in the record a list of 105 NIB management assignments.

Chairman Case, before recessing the hearings, announced that the hearing on the LW renewal application, originally scheduled to begin immediately following the proceedings on the rules and regulations, would start July 18. He estimated the current hearing would consume most of the week of June 27 and that the FOC committee and legal and engineering staffs would require intervening time to catch up with regular work.

Mr. Page continued under cross-examination by Mr. Porter at the June 28 morning session.

"It is quite possible you can put up directive antennas that are too high to be efficiently served clear-channel stations," Mr. Page replied to queries on optimum height of antennas equitably.

"The maximum use should be made of all clear channel facilities," he said. "Duplication should be allowed if that would lead to maximum use of facilities, treating each channel as a private case," he added in supporting his "workable suggestion for a theoretical allocation." If duplication is allowed on clear channels, Mr. Page argued, giving ample protection to dominant stations, local stations could be accommodated, even on a full-time basis.

In a technical exchange with Mr. Porter, Mr. Page pointed out that the effect of Rule 33.4 was to reduce the effective field intensity of local stations by a change in the factor used to calculate power output. While this procedure was not claimed to be incorrect on a purely engineering basis, the question was raised as to whether it was the intention of the FCC to reduce the

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**SIXTEEN and sweet was the anniversary celebration of WFAA, Dallas, on June 25. The station's birthday breakfast was held preparatory to a series of birthday broadcasts. Left to right are Martin Campbell, general manager; Adams Colhoun, senior member of the WFAA staff (16 years), who is introducing G. B. Dealey, president of the A. H. Belo Corp., owners of WFAA, and J. M. Moroney, secretary-treasurer. In addition, addresses were delivered by J. J. Taylor, editor of the Dallas News, and J. C. Muse, legal advisor. Station break announcements of WFAA will be revised July 1 for the first time since the station went on the air in 1922. The identifying announcements hereinafter include the names of the Dallas News and the Dallas Journal, morning and evening newspapers published by the WFAA owners. Consolidation of the Journal with the Dallas Dispatch under new ownership becomes effective July 1, after which announcements will mention Dallas News only.

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**Removal of Experimental Assignment Asked by WWL**

Paul M. Segal, counsel for WWL, New Orleans, asked that the assignment of the station on the 285 kc. channel now listed as experimental full-time, be made regular under the revised rules. Originally, WWL was assigned half-time on this frequency, sharing with KWWH, Shreveport. The latter station, however, for several years has operated experiments on time on the 1100 kc. channel, thus opening the way for full-time operation on the 285 kc. channel.

Mr. Segal pointed out that the proposed new rules would not permit stations to broadcast commercially under experimental authorities. He offered in evidence a letter from Rev. Harold J. Gaudin, S. J., president of Loyola, to the FCC in connection with this matter, together with the FCC's reply, stating in effect that the experimental restriction would not become effective until after the WWL regular full-time assignment was approved.

The final phase of the hearing was entered with William J. Norfleet, FCC chief accountant, called to the stand for cross-examination in connection with the 51 separate exhibits placed in the record dealing with financial returns of stations during 1931, station employment and program breakdowns. All were based, he explained, upon questionnaire returns received from stations.

Questioned by Commission Counsel Porter, Mr. Norfleet explained in which manner those returns were developed, particularly with reference to network figures. He said he had no regular publication of the nine key stations of the networks plus the nine key stations (located in New York, Chicago and Hollywood) were not shown in the network profit figures but were treated as individual stations.

Philip J. Hennessey Jr., NBC counsel, interjected that the stations mentioned included several Westinghouse stations which were not operated by NBC and that he did not want "my silence to be misunderstood."

**Scope of Data on Clear-Channels Discussed**

Seeking to clarify the statistics, particularly with regard to stations already operating at 50 kw. or more, Mr. Caldwell

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**WSPD: Toledo, O.**

An NBC

Basic Blue Outlet

**Just One of the Many Attractive Features Offered by WSPD**

**Our New Home Economics Program**

**SOLD ON A PARTICIPATING BASIS**

Most every station in the country has a Home Economics show of one type or another, and most of these shows are good, but we feel that Mary Lullie Roth, who handles WSPD's "Radio Neighbors" broadcast, which is on Monday through Friday at 10:00 to 11:15, n. m., is in a class by herself. Miss Roth is a radio personality who knows how to sell the household, keep her audience, and hold a guaranteed radio audience.

*For further information please contact WSPD*

asked whether this figure did not include those network-owned, man-
aged, operated or leased stations of the networks. After Mr. Nor-
fleet replied in the affirmative, Mr. Caldwell asked if it was not a fact that in- cluding those 15 stations tended to "greatly increase" the net-
results of the group. Mr. Nor-
fleet declared such receipts were not "considered" in view of the fact that he felt there was not enough dif-
ference to affect materially the individual stations involved.

A sharp colloquy developed when Mr. Caldwell asked for specific infor-
mation with respect to the 10 regional stations showing greatest net in-
comes to be compared with the 10 independent full-time sta-
tions in the Clear Channel Group. Mr. Norfleet asserted such infor-
mation probably could not be de-
veloped without disclosing the in-
dividual stations. After consider-
able discussion Chairman Case as-
serted he could not see where such information would be relevant or ma-
terial and asserted he did not think "it would be an equitable basis of com-
parison."

Paul Porter, CBS Washington at-
orney, questioned Mr. Norfleet as to the effect of the proposed restric-
tion on the two exhibits depicting the fluctua-
tions in hourly rates of WLW and NIB's during the daytime and night-
time service areas, particularly after it had been ascertained that the net-
works kept no separate accounts for their key stations.

DeQuincy S. Sutton, head ac-
countant in the FCC accounting de-
partment, was called as the next wit-
ess and presented the second.

As the final Commission wit-
ness, Andrew D. Ring, assistant chief of the Commission's staff, sum-
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to determine whether 25 Class I-A channels are required to give complete service throughout the underserved rural areas. Until additional information is available as to the service necessary, it is his view that the 25 channels slated for I-A operation should not be disturbed.

Compares Present and Past Allocations

Mr. Ring continued under cross-examination by Mr. Patrick. He noted that the Federal Radio Commission now has a General Order 40 that makes 90 available. In response to Mr. Patrick's question whether the proposed rules would make 92 available, he said it was his understanding that the order did not contemplate an increased supply of channels in rural areas. Mr. Ring said that in increasing the power allowance for locals from 100 to 250 watts and from 1 kw. to 5 kw., the number of stations in the United States each year since General Order 40 on Nov. 1938. As of June 1, 1938, Mr. Ring said there were 226 Class IV stations, 307 Class III, 51 Class II, and 1 Class I—total of 735 in all classes.

He declared, after questioning by Mr. Patrick, that under General Order 40 made 90 channels available, the proposed rules would make 92 available. In response to Mr. Patrick's question whether the proposed rules contemplate an increased supply of channels in rural areas, Mr. Ring said that in increasing the power allowance for locals from 100 to 250 watts and from 1 kw. to 5 kw., the number of stations in the United States each year since General Order 40 on Nov. 1938. As of June 1, 1938, Mr. Ring said there were 226 Class IV stations, 307 Class III, 51 Class II, and 1 Class I—total of 735 in all classes.

Mr. Ring said he considered the increase in power on clear channels a technical development insofar as equipment is concerned, although the actual increase is a matter of advancing allocation regulations.

THE MUSIC OF SHERMAN CLAY

California Sponsor a Heavy User of Radio, and
Sales Volume Reflects the Result

By EDWARD P. FRANKLIN
Assistant Manager KJBS.

A PROGRAM experiment undertaken two years ago on KJBS, San Francisco, and KQW, San Jose, by Miss Goldsmith, advertising director of Sherman Clay & Co., one of the West's largest specialty merchant concerns, today is rated one of Northern California's most successful record sales promotions. An outstanding sales job has been accomplished, enhanced by the recent signing of another 26-week extension.

Known as the Magic Hour, the program is released twice weekly nightly from 10 p.m. to midnight, seven days a week. The broadcast consists of three programs within a program. The opening portion, from 10 until 11:50 p.m., consists of classical music; on many occasions entire operas are presented in transcription form. At 11:50 a.m., a five minute after the show is released, consists of United Press reports. The remainder of the show, from 11:50 p.m. to midnight, consists of latest dance records.

Supplementary Media

Wallace Gade, KJBS musical director, in cooperation with the record department of Sherman Clay & Co., produces and presents the program. Due to the vast record library of the after program, the record selection of records is necessary. The program is believed to have a set of programs for hours of broadcast during its first two years on the air. Its nightly two hours currently aggregated 1,460 hours, equivalent to 61 full days of 24 hours each, or more than eight seven day weeks.

Each advertisement carries a small box, referring readers to the Magic Hour program. Occasional theater trailers are used also.

Sherman Clay knows definitely that the program is selling merchandise. Miss Goldsmith reports that it is not uncommon for listeners to call the stations for the numbers of the recordings played, and then to purchase them the following day at the store. Often the complete broadcast is purchased.

Westinghouse Adds

ADDITION of a number of new program features for its international broadcasting station WKEK, Pittsburgh, was announced June 22 by Westinghouse, Special French, German and Spanish periods have been scheduled along with a daily report of stock market quotations, and in WVEK, which announces that the Pittsburgh station and WIXT at Boston have been recorded in some listings as "non-verifying" stations. It said this was incorrect and that the stations verify reception reports.

ARTISTS BUREAU Inc., Hollywood talent agency, is now located at 1704 Hollywood Blvd., with George Sherman and Larry Kurts as co-managers.

TO GIVE the farmer a chance to exchange views CBS is starting a weekly farm forum, The Farmer Takes the Mike, on July 11 as a regular half-hour feature.

Emergency Drill Catches

W GAR Staff by Surprise

WIDE-EYED and eager, the entire program and engineering staff of W Gar, Cleveland, was mobilized recently to cover a reported Lake Erie disaster—an explosion on a lake freighter. Arriving at the scene, they found everything quiet. Coast guarders assured the W Gar men there had been no explosion, that no ship was afire.

Since the flash had come directly from the office of John F. Patt, manager, the hoax was not understood until Mr. Patt communicated via two-way shortwave, explaining that the mobilization was an "emergency drill", the first of a series to perfect speedy gathering of the staff for emergencies.

Under the plan Ralph Wood, news editor, is handed a sealed envelope to open at a set time. The message gives data on where announcers, production men, and engineers are to meet, along with details of the mythical emergency. All departments have instructions as to disposition of facilities—management of the two W Gar mobile units, announcers to take studio duty and those to rush to the disaster scene. Announcers' descriptions of the "disasters" are shortwave to the studio and then relayed to an officer of the police commissioned to analyze in a later meeting.

"The emergency drill proved several inadequacies which are now remedied," Mr. Patt commented. "Within a short time we will have ironed out any difficulties in our method of emergency coverage and can expect perfect mobilization of the staff for competent coverage on any emergency."

KORITZERS CLICK

Citizens Advisory Board of WSYR Is Success

ENCOURAGED by a year's effective operation, WSYR, Syracuse, is continuing its use of a program committee made up of Syracuse residents who have no other connection with commercial radio. Composed of a Syracuse University speech professor, a local newspaperman, the head of a motor sales company, and two housewives, the committee acts as an advisory body to the station management and program departments.

Chosen by WSYR executives, the group meets once a month and discusses programs, policies, and station station matters. Station executives and staff members do not attend the meetings. The group is in any way to prejudice the decisions of the advisory body. After the meetings, the program committee chairman submits a complete report of the discussion, with suggestions and the vote of each member on individual programs, and station officials accept or reject the suggestions.

WSYR declares that a great number of worthwhile projects, ideas and suggestions have come to the station through these "critical listeners", along with definite contributions for the welfare of the industry.

K QW SAN JOSE CALIFORNIA

Santa Clara has more farm tractors than any California county

It's an excellent tractor and farm machinery market too.

Full Mutual Don Lee Network Schedule

Representatives John Blair & Company

*The rich Wichita Market—completely covered by KHF—"a honey of a station" offers Time-buyers real occasion for merriment as "Advertising Dollars" reflect themselves in profitable sales.

KHF WICHITA KANSAS

Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

SCHOOL YOUR DOLLARS TO WORK ON

"Money is honey, my little sonny, And a rich man's joke is always funny.

Thomas Edward Browne "The Doctor"

*
Late Personal and News Notes

CHARLES D. LIVINGSTONE, for the last four years assistant dramatic director at WXYZ, Detroit, has been named WXYZ's director of dramatics to succeed James Jewell, resigned. It was announced June 27 by H. Allen Campbell, general manager of WXYZ. He will have charge of all dramatic shows originating at WXYZ, including The Lone Ranger and The Green Hornet both heard over the Mutual Network. Tom Dougall, writer and assistant director on the WXYZ staff for the last four years, will be assistant to Livingstone.

LENOX R. LORH, president of NBC, said, "The present president of General Electric Co., will be among the speakers at the dedication of the new studios of WGY, Schenectady, on July 9, which will be broadcast on NBC Red, 10-10:45 p.m.

CHESTER H. MILLER, formerly in New England radio and later with CBS, has been named head of the newly created radio department of Metropolitan Advertising Co., New York. Mr. Miller’s most recent work was on You, the Unseen Jury sponsored over WEAF, New York, by Morris Plan Industrial Promotion.

ARCHI MACDONALD, sportscaster of WJSV, Washington, fractured his ankle in three places June 26 as the result of an auto accident. The injury caused postponement of his appearance as The Old Book in a Washington theater group production and forced him to carry on the baseball broadcasts from a hospital bed.

DICK FISHELL, special events director at WMCA, New York, has been transferred to the station's public relations department as account executive. He will also continue his daily Sports Report. The special events department will be absorbed by the publicity department under Leon Goldstein.

HENRY LIEBSCHUTZ, art director of Broadcasting, is the father of a baby boy born June 25.

CLASSIFIED ADVERTISEMENTS

HELP WANTED - FROM THE PRECEDING PAGE - Continued

Situations Wanted

Employed announcer wants change. Will go anywhere, according to request. Box A20, Broadcasting.

Announcer-licensed operator, experienced, with college voice training, desires new situation. Voice recording on request. Box A24, Broadcasting.

Broadcast engineer, operator first class now employed in small station wants change. Will go anywhere. Box A25, Broadcasting.

Engineer, operator, Graduate in electrical engineering. Eight years in the field. Prefer West. Best references. Make offer. Box A21, Broadcasting.

Wide-awake local-national contact man available. Local and national representative experience. Can sell service locally. Box A21, Broadcasting.

Employed all around announcer. Five years experience including writing. Wants change to present station. Single. Box A14, Broadcasting.

Young man, age 23, college graduate, experience stage and radio, desires position announcer-proposer. Single, will go anywhere, salary incidental. Box A12, Broadcasting.


CHIEF ENGINEER

Capable of designing, constructing, operating and maintaining full responsibility of any power station. Ten years experience includes field strength surveys, recording, television, antenna design, etc. Age 28. Box A19, Broadcasting.


FOR RENT-PROPERTY

Approved equipment. RCA TMV-76-B Fieldstrength measuring unit (new), direct reading; Bostline Automatic Selector for feeding on distant stations; G. R. radio frequency bridge; radio oscillator; suitable for reasonable rental. Allied Radio Research Laboratories, 260 East 61st Street, New York City.

FRANK W. ASPER, tabernacle organist for the Mormon Church, heard over KSL, Salt Lake City, and on CBS Sunday mornings, has been awarded an honorary degree of Doctor of Music by Bates College, Lewiston, Me.

MEREDITH WILLSON, NBC West Coast musical director, will conduct the British Broadcasting Co. orchestra July 11 during his European tour. The program will be short printed on NBC.
New Port Huron Station, WHLS, to Take the Air At Dedication of Bridge

PRESIDENT Roosevelt's visit in mid-August to dedicate the new Blue Water International Bridge over the St. Clair River, linking Port Huron, Mich., and Sarnia, Ont., will be the occasion of the formal opening of the new WHLS, Port Huron, authorized last March by the FCC to operate with 250 watts daytime on 1570 kc., according to Harmon LeRoy Stevens, who with his father Herman LeRoy Stevens, will be co-licensee of the station.

The younger Stevens, a graduate of the University of Michigan and the American Academy of Dramatic Arts in New York City, will be active in the operation of the station. Its general manager will be Angus Pfaff, now with WJK, Detroit, and formerly with WJX, Detroit, and WLW, Cincinnati. Wayne McDonnell, formerly with CKLW, Windsor, Detroit, WJDD, Detroit, and WTW, Toledo, and Leslie Comant, an amateur and former police broadcast engineer of Port Huron, are supervising the engineering construction. WHLS will be known as the Blue Water Station. It is constructing studios in the Port Huron downtown district, which will occupy an entire three-story building. From the sidewalk passersby will be able to see the main studio. Above the street observation window will be a six-foot neon sign bearing the call letters. An RCA transmitter is being installed along with a 204-foot Lehigh self-supporting radiator just outside the city limits.

College Gives Up CP

HOLDER of a construction permit since 1936 for a new full-time local station in Middlesboro, Ky., authorized to operate on 1210 kc., has decided to surrender its call letters, according to Robert L. Kincard, executive vice-president of the university. The station has been available as a minimum frequency 818 kcs. A two-month's lease had expired, and until next July 15 to run. Several approaches by private individuals to operate the station under lease had failed to materialize, it was learned, and the university had found itself unable to secure sufficient funds to build and operate the station.

Charlottesville, Va.

Dr. ERNST F. W. Alexander, noted inventor and consulting engineer of the General Electric Co., recently received an honorary Ph.D. in absentia from the Royal University of Upsala in his native Sweden.

ADAM HAT STORES, New York, on Oct. 5 resumes Madison Square Garden fights on 57 NBC-Blue stations, a schedule of 14 to 18 Wednesdays and Friday nights matches at approximately 30 p.m. Agency: Glucksman Adv. Co., N. Y.


Renewals

QUAKER OATS Co., Chicago (puffed wheat & rice), on Sept. 20 resumes for 35 weeks Dick Tracy on 29 Pacific Coast Don Lee network stations. Mon. thru Fri., 5-30-6:30 a.m. (PST). Agency: Fletcher & Ellis, Chicago.

LAMONT, CORLISS & Co., New York (Grauer Soap, Brand: Those We Love), dramatic serial, June 27 on 23 NBC-Blue stations. Mon., 7:30-8 p.m. for 13 weeks thru J. Walter Thompson Co., Chicago.


ALHERS HROS. MILLING Co., Seattle (cereals), on Oct. 4 resumes for 26 weeks Good Morning Seattle. Mon., 9-9:30 p.m. (PST) on five NBC Pacific stations (KPO, KFI, KGW, KOMO) and Agency: Erwin Winowy & Co., Seattle.

SWIFT & Co., Chicago (All-Sweet Mushrooms), on Sept. 27 reviewed Horrie Mills on the Yankee Network for 13 weeks effective July 15. J. Walter Thompson Co., Chicago, is agency.


Network Changes
GENERAL FOODS Corp., New York (Huskey), on July 4 moves Banke Center on 51 CBS stations to 7:45 p.m. on Mon., Wed., Thurs., Fri. He will be heard on the Coast only on Tuesdays. Present schedule is Mon. thru Fri., 6:30-6:45 in the East; 7:15-7:30 in the Midwest, and 8:45-9 on the Coast.

GENERAL FOODS Corp., New York (Bran Flake), on Aug. 16 moves to West or NBC network of 71 NBC-Blue stations from Tues., 10-10:30 p.m. to Mon. 8:30-9:30 p.m. (repeat 10:30 p.m.).

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm), on Sept. 2 moves Horace Heidt's 44 National broadcast stations effective to CBS, Fri., 8-8:30 p.m.

LAMBERT PHARMACAL Co., New York (Listerine products in 164 three-color prairie brushes), on July 5 moves Grand Central Station on 25 CBS stations from Thurs., 10-10:15 p.m. to Thurs. on Sept. 30 it will move to Fri., 10-10:15 p.m.


Grauer for Winchell
ANDREW JERGENS Co., Cincinnati (Jergens lotion), sponsoring Walter Winchell on 51 NBC-Blue stations, on July 3 replaces the program for four weeks with Winchell's Column Quiz conducted by Ben Grauer. Prizes will be given to those who are best versed in what the columnist writes while he is off the air. Agency is Len- nen & Mitchell, New York.

JOHN S. CARLISLE, production chief of CBS, is writing a book on "The Production and Direction of Radio Programs," due for the publication in October.

WBNR
ASHVILLE, N. C.
Full Time NBC Affiliate
1000 Watts
Banner Business
Just Ahead in WBNR Area!

July and August are peak business months in cool mountain Carolina—where WBNR offers the only blanket radio coverage to doubled population — double business—double opportunities for YOU! Let's have your schedules!

P & G Pipes to Canada
PROCTOR & GAMBLE Co., Cincinnati, on July 4 starts piping its four daily NBC-Red programs, comprising a full hour, to a coast-to-coast Canadian Broadcasting Corp. network of 27 stations. Some of the commercials will be changed for Canadian listeners; those for Ivory soap, Camay, and White Naphtha will be rotated on Story of Mary Morris and Pepper Young's Family; those on Guiding Light will be for Chipso, instead of White Naphtha, as they are on NBC. In the latter case, the show is Compton's while the product is handled by Pedlar & Ryan. The other sponsor is Ma Perkins, for Oxidyl. Lee Graves of Compton and Gregory Williamson of Ped- lar & Ryan, spent several days in Toronto arranging for the pickup of the programs from New York and Chicago. Oxidyl is handled by Blackett-Sample-Hummert, I. Vory and White Naphtha by Compton, and Camay by Pedlar & Ryan.

WBRE Granted Boost; KVAC Goes Unlimited
WBRE, WILKES BARRE, Pa., secured its 150,000-watt license, while the product is handled by Pedlar & Ryan.

For a Perfect Vacation
Enjoy Chicago's outstanding program of summer sports and entertainment while living in the midst of beautiful surroundings at Chicago's Finest Hotel.

A. S. Kirkey, Managing Director
The Blackstone
MICHIGAN AVENUE, CHICAGO

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BROADCASTING • Broadcast Advertising

3,000th broadcast June 27 of NBC's Farm & Home Hour featured Lenox R. Lohr, NBC president (left) and Frank E. Moon, RCA public relations director who originated the program about 10 years ago as NBC farm director in Chicago. Other speakers included Henry A. Wallace, Secretary of Agriculture, and Dr. Fran- cis D. Farrell, president of Kansas State College.
WOR, Newark, recently completed an agreement with the Extension Service of Rutgers University to receive three weekly broadcasts from Rutgers on a guaranteed time basis. The programs involved are those of the Radio Garden Club, and an Earth Science Hour, both of which are heard on Mondays and Fridays, and the Homemakers Forum, on Wednesdays. Fred H. J. Baker, Extension service director, estimated the time guaranteed Rutgers total as $35,000 on a yearly basis.

TECHNICAL side of broadcasting is being reduced to simple language in a series of weekly quarter-hour programs, What Is Radio? on KXN, Hollywood. Arranged by Fox Cran. CBS Pacific Coast special events direct broadcasts are recorded and distributed to schools for classroom use.

FEATURING news of municipal playgrounds, delivered by juvenile reporters, and a safety bulletin prepared by the Rochester Police Department and the Chamber of Commerce Safety Council, the Saturday half-hour of WHAM, Rochester, N. Y., McFarlin's Boys & Girls Club of the Air, promotes sportsmanship and recreational and safety education. Commercials are worked into the middle of the program. Membership in the Club is free, and applicants receive a membership card and button.

CATCHING an unexpected cross-section of actual classroom procedure, WBT, Charlotte, sends an announcer to Charlotte schools to attend classes for extraneous classroom broadcasts. Unpremeditated programs, for which neither teachers nor pupils will be warned, are considered by WBT and school officials to present studies of school life and promote enthusiasm for lesson preparation on the part of students.

REVITALIZING date-and-name history with personalities, WOW, Omaha, brought to an Omaha grade school its portable turntable and public address system and gave the pupils a transcribed interview with the two living Civil War veterans in Nebraska. The interview was handled by Fowle's May, WOW's news editor, and had previously been used on his man-on-the-street program.

COOPERATING with the Northern State Teachers College, Denton, Texas, WFAA, Dallas, sends staff members to lecture weekly at the college's summer radio course. Ralph Sisson, WFAA program director, has discussed "Program Building" and Cecil Hale, continuity editor, "Script Writing," with Martin B. Campbell, manager, and Alex Keese, regional sales manager, also scheduled for appearances.

INCORPORATED services to the public along educational lines are reported by WILL at the University of Illinois, Urbana-Champaign, with 477 individuals and 125 groups appearing before its microphones during the first 495 hours of the school station on the air during the last year, broadcasting an average of 60.4 hours a week, from 7:30 a.m. to local sunset daily except Sunday. In addition, the educational broadcasting system through WILL brought 60 programs from Purdue University. Other Illinois colleges have also presented regular weekly features.

DR. JAMES ROWLAND ANGELL, education counselor of NBC, has announced a Great Plays series, tracing development of the dramas from the Greek era to the present. Twenty-eight plays are to run from October to May at a time best suited to school hours.

NBC's competition for junior and senior high school broadcasts was won by students of South High School, Columbus, O., with their play, "The Price We Pay." Second prize went to Bellingham, B., High School, and third to Englewood High School, Portland, Ore. Awards were gold, silver and bronze-shielded NBC microphones.

COOPERATING with the U.S. Forest Service, KDLY Salt Lake City, has scheduled a new series of Saturday morning programs featuring interviews and talks by Wasatch Forest Rangers. The Recreational Division of Wasatch Forest has planned Sunday events, which will continue throughout the program.

TWO serial script shows, Midstream and Mod Hatterfield, which have been broadcast on WJW, Cincinnati, were extended to the MBS network on June 27 for a nationwide test.

TO CHECK on the results of the daily school broadcasts over CKY, Winnipeg, the Manitoba department of education is circulating teacher with a questionnaire, asking them for their opinions on technique, time and style of programs, and inviting them to offer criticisms and suggestions.

EDUCATIONAL activities of Syracuse blind are carried on the monthly Lighthouse Program series of WYSH, Syracuse. The feature, written and produced by The Lighthouse, a local institution for the blind, includes talks and interviews with Lighthouse members.

STATIONS controlled by U. S. Senator Cooper-WIBW, Topeka, and KCKN, Kansas City, Kan., were brought under a single corporate control with the June 28 decision of the FCC authorizing their transfer to Cooper Publications Inc. Both stations also had their licenses renewed.

Howard H. Wilson
New York
Chicago
Kansas City

National Representative

Broadcast Advertising

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COVERAGE AND SERVICE

Resulted in WCBS receiving more advertising for the first six months of 1938 than the entire year of 1937.

WOR
ILLYNOIS 2nd MARKET

REAP YOUR SHARE
Of This Thirty Million Bushel Wheat Harvest!

Cash from the Panhandle's golden wheat harvest has just started pouring into the already prosperous Amarillo market. KGNC offers an unusual opportunity to aggressive advertisers and merchandisers who want to get in on the rich profits which are to be realized from this year's crop. Tell your story to 75,740 loyal, well-to-do radio homes in this cash market who turn to KGNC as their only affiliated network station. Act now, harvest has just begun.

National Representative

Detailed Brochure on Request

The Illinois State Journal Station

KGNC AMARILLO, TEXAS

BROADCASTING • Broadcast Advertising
Advertising Is Cheaper, Way Of Selling, PAC Is Informed

Cooperation Among Various Media Is Advocated Instead of Cut-Through Competitive Methods

"ADVERTISING is the least expensive method of good will," said Dr. Frank N. Stanton, CBS Director of Research, New York, addressing the radio departmental session, had for his subject, "Where the Fun Begins." Dr. Stanton, in his basic jobs now in progress, his talk included a discussion of various types of surveys process, with Dr. John C. Penfold, WCBS, New York, older advertising an executive. The National Association of Radio Advertising Operators, Inc., held in New York. June 26-30. Two of the general morning sessions were devoted en court to discussions of radio as an educational tool and a number of papers on the use of broadcasting in teaching certain subjects were read at the various departmental sessions.

The June 28 meeting, devoted to "Radio—A Civilizing Force," was presented by the Educational Radio Foundation. The programs were broadcast from London and Paris, music by the NBC Music Corporation. Howard Hughes directed the radio program. The unique of broadcasting has been used by educators to instruct listeners in science, health, drama and history, both past and present; Irving Caesar's "Safeguard Songs," and broadcast over the A. J. Angell, educational counselor of NBC; Dr. Joseph Jastrow, noted psychologist, and Forrest Ray Young, professor, American Association for the Advancement of Science. Dr. Angell said that "radio is absolutely contemporaneous. Time and space are both conquered by it. Quite literally it is true that radio is the" child's" friend. Not less true is it that radio brings the listener to his world. Dr. Angell said that radio programs offer the listener new and illuminating insights into areas of social, intellectual and spiritual development. Some other agency has been able to effectively do radio's work. They open new doors of appreciation and understanding into the world which he already imperfectly knows.

On Wednesday morning the educators saw a demonstration of the CBS American School of the Air, both during the day shows. Several of the performers watched the presentation of an "exhibit and entrance" program, devoted to current history, just as it was put on that day and on the other side of the stage saw its reception by a class from the Bronx, New York. Presenting the broadcast, the class discussed what they had heard, under the guidance of Dr. E. R. Wilkins, executive secretary of social studies and public speaking in the Bronxville public schools. In addition, the broadcast included a radio education conducted a round-table discussion on the "school" and of utilizing radio in classrooms.

"Radio Trends in Teaching Science" were discussed at a departmental on science instruction by Dr. Forrest Ray Young, director of radio education, Chicago Board of Education. After briefly outlining the various methods of teaching science by radio used by the BBC, CBS, Iowa State University, University of Mississippi, and the school boards of Rochester, Cleveland and Chicago, Mr. Kent concluded that whatever radio methods are adopted, the listener must be immeasurably and the parent is enabled to listen with the child, seeing the "news," the prime educational relationship—that of mother to child.

Dr. J. E. Gilman, broadcast and to the National Council of Teachers of English on Radio and the English Teacher. The latter group was also addressed by Mitchell Benson, assistant program director of WRBM, who cited the radio adaptation of Victor Hugo's "Les Miserables." He mentioned the development, "the narrative technique," through which the author's own words were retained not only the dialogue but also the scene transition, that the story was presented on the air as nearly as the book was meant to tell it.

At a meeting of the School Public Relations Association, Kenneth T. Webb, chairman of the WRREA, Writers' Guild, discussed "Writing a Script" and James Church, NBC producer, spoke on "Producing a Script." At the same session, Harry Jager of the U. S. Office of Education spoke on "Short Radio Scripts." NBC and CBS had displays in the exhibit space adjoining the registration desk at the hotel, where they distributed pamphlets describing their educational activities.

Radio Legion of Decency Organized in Hollywood

ANOTHER so-called " legion of decency" in reporting is being launched by the revived "Broadcast Listeners' Assn. of America," headquartered in Hollywood, Fla., with Jack Parker, well known in Pacific Coast radio, as manager. The organization, for reform and exposure by BLAA, according to a spokesman, are obnoxious and superfluous. BLAA is said to have formed an alliance with the radio divisions of National Catholic, and National Assn. for Suppression of Obscene Literature. It was founded in 1923, but has been dormant for several years. It is incorporated in Illinois and California as a non-profit organization. The plan is to set up a device in Hollywood for criticisms forwarded by program study units.

Judges Alfred E. Paonesa, Los Angeles, and F. A. Stewart, chairman of the national advisory board. Edward Wheeler, formerly executive editor of "Catholic Radio" and "Broadcasting," Los Angeles weekly radio publication, is vice-president in charge of publicity. Directorate members are: J. S. East, Jr., James Pemberton Jr., Oliver M. Hickey, attorney, who also spoke to the broadcasters; and J. B. Balkin, all of Los Angeles; Mrs. H. Albert Rice, Chicago, and Charles E. E. Sanborn, St. Louis.
Review Petitions Filed With Court

FCC Must Decide Motions for The Rehearing of Cases

MORE litigation involving FCC decisions has found its way to the U.S. Supreme Court. In a notice of September 17, the Court held the petition for review with the U.S. Supreme Court from an FCC decision.

The court on June 15 rendered two opinions covering virtually identical issues, holding in substance that the FCC first must decide motions for reconsideration or rehearing of cases before it can assume jurisdiction on appeals. On that basis it dismissed the appeal filed by WOW, Omaha, from the FCC decision granting WKZO, Kalamazoo, full time on the 980 kc. channel in lieu of its present limited time channel, and dismissed an appeal of WOAI, San Antonio, from an FCC decision authorizing a new station in Greenville, Tex., and instructed the FCC to proceed accordingly.

On June 22, the court denied an appeal filed on motion of the FCC an appeal of KPFU, St. Louis, operated by the Lutheran Synod of Missouri, denying the decision denying it half time on the frequency it shares with KSD, St. Louis. In denying the motion, it said it could do so under none of two considerations—that the KPFU-KSD case had been consolidated with the FCC and that KCSD had a motion pending for rehearing on its full-time application, and that the 20-day period had elapsed.

Saginaw Appeal Asked

Harold F. Gross and Edmond C. Shelders, applicants for a new station in Saginaw, Mich., appealed to the U.S. Supreme Court for a review of the decision of the FCC on March 16, involving the competitive application of Saginaw Broadcast Co., operator of the new station in the city. The question presented, it was contended, is whether the court is without jurisdiction to hear and determine an appeal from the FCC where the appeal was not taken within 20 days after the effective date of the Commission's decision. The Commission had granted the applications of Gross and Shelders for a new station on 950 kc. with 500 watts daytime and had denied the application of the Saginaw company, after which the latter had petitioned the Commission for rehearing. The Commission subsequently denied the rehearing petition and, it was contended, three months after that. Effective date of the decision, Saginaw appealed to the lower court.

New appeals filed with the lower court include those of Gallatin Radio Forum for a new station in Bozeman, Mont., an appeal of the FCC decision granting the competitive application of Roberts-McNab; an appeal of Dr. William States Jacobs Broadcasting Co. from the FCC decision denying it a new regional station in Houston, and an appeal of Arthur Fiske, WCNW Brooklyn, from the FCC decision granting WRML, New York, the facilities of WRGB, Brooklyn, ordered deleted several weeks ago. The Fiske appeal contended that the FCC should have reconsidered its application for increased facilities at the time same.

New Summer Features Released by Standard

SEVERAL new talent features are being released by Standard Program Service for summer transcription fare. Dick Jurgens' popular ball-room orchestra, now featured at the Cantina in Avalon, Santa Catalina Island, will be released in dance numbers starting mid-July. King Manor Male Chorus, well-known for its work with Paul Whiteman, has been expanded to the 12-voice Modern Male Chorus by Ken Darby. The latter not only sings bass with the King's Men, but is their leader and principal arranger.

The concert novelty releases in June by Harry Bluestone, violinist, and George Smith, Paramount guitarist, are soon to be followed by violin-piano novelties featuring Bluestone and Arthur Schutt, of MGM. Bluestone, a new-comer to Hollywood, was No. 1 side-man on networks originating in New York. Cowboy and hillbilly music will be produced by Jim Lewis and the Lone Star Cowboys. In addition to the vocal and yodeling work by Curly Engel, the Lone Star Cowboy also builds a bicycle and holds a washboard, autographs, bells, and other gadgets.

Prompted by a news flash heard via KFIZ, Fond du Lac, Wis., a1 W. C. Cook, state radio license inspector, hurried to Fond du Lac from a neighboring town and arrested W. C. Harper, Chicago, who was allegedly selling an electrical curative device without benefit of either a State or federal license or without license or face prosecution.

KFGC, San Francisco, originated a description of the dedication ceremonies on Treasure Island, site of the 1939 Golden Gate International Exposition. of the Hall of Science, on June 17 for Mutual.

PROBLEMS of the country will be handled in a new CBS series, "The People's Platform," to start July 20. Louman Smith, whether the listener is head of the family or head of the group of four typical citizens. The purpose is to effect a composite of the public opinion on general subjects.

NEWS staff at WSB, Syracuse, N. Y., gets leads on local news stories through an ordinary radio constantly tuned to the police broadcast station. Station engineers have rigged an special shortwave aerial to aid clear reception.

CBS, in association with the Radio Division of the WPA Federal Theater Project, recently began a Men's American Jazz series based on the medical writings of Paul de Kruif. George Zachary, of the CBS program department, directs; Leon Fontaine, of the Federal Theater Writes the scripts; Bernard Hermann, CBS conductor-composer, directs the music. The series is carried Thursdays, 8-8:30 p.m.

MORE than 1,000 delegates to the 45th annual convention of the American Federation of Musicians, held in Tampa June 13-19, were guests of WFLA, Tampa, June 14. H. H. Bas

www.americanradiohistory.com
MISCELLANEOUS—EGBE, Fort Worth, granted license to WPST, Fort Worth, to move to WPST, Fort Worth, etc.; KBRA, Kufkin, Tex., granted extension temp. auth. to WPST, Fort Worth, etc.; KQIC, St. Paul, Minn., granted extension temp. auth. to WPST, Fort Worth, etc.

MISCELLANEOUS—WJW, Cleveland, granted extension temp. auth. to WPST, Fort Worth, etc.

APPLICATIONS GRANTED—WPST, Fort Worth, granted extension temp. auth.

GEOG., Miss., granted auth. to WPST, Fort Worth, etc.

KQIC, St. Paul, Minn., granted extension temp. auth.

MISCELLANEOUS—WGGE, Fergus Falls, Minn., granted continuation of grant for WPST, Fort Worth, etc.

This concludes the announcements of the Commissioners for the week. The next meeting of the Commission is scheduled for June 21, 1938.
Midwestern Group
To Convene Again

SO SUCCESSFUL was the Midwestern
Broadcast Conference held in Chicago June 18-19 and
attended by representatives from various states in the
section from 12 States that a second conference has been
suggested for October. Representatives from 13 or 14 stations attended the conference, given under auspices of the
Chicago Radio Council (Broadcasting June 15) and directed by Harold Kent.

The highlight of the conference was the reaction that utilization of the classroom broadcast must be
throughout. Present studios were built
in the fall.

A great deal of additional interest was
created in the educational use of the classroom
broadcast loop in the fall. The number of
WSB grandchildren of teachers was tremendous.

The conference was held in the fall. The
number of classrooms of teachers was tremendous.

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things needed—sunrise terps—funds for fun—a book of programs—paternal verses—stamps

General Foods Corp., New York (Jell-O) made a promotional tie-in with the community of Van Nuys, Cal., which maintained June 25-26 as Jell-O Week. It was a voluntary gesture on the part of Van Nuys, which had applied to Angeline, a Jell-O community, for permission to hold the festival. Officials of the community, from grocery stores to undertakers, carried individual advertisements in the Van Nuys News during the week, saluting Jell-O. In addition they gave away free copies of Jack & Mary Recipe Books and also lapel buttons with Devine’s picture. The town was decorated with Jell-O banners and the week of festivities opened with a parade and beauty contest.

Help for the Needy

CKLW, Detroit, Michigan, broadcasts Good Neighbors, a weekly program with dramatizations of case histories of needed things, such as new pairs of shoes, ice box, two living room chairs, old wheel chair for feeble-minded boy, magazine for hospital patient, small gas stove, dishes, baby buggy, and clothes. Five telephone operators take calls from listeners who want to help, and by the time the program is finished, most of the items have been provided. One listener opened a $150 a month charge account for items needed by the Good Neighbors Society.

Booths For Sale

WNOX, Knoxville, Tenn., recently sponsored a National Home Show, sold booth space locally and broadcast two programs daily from the show. Tys Terwey, WNOX announcer, handled the broadcasts and J. T. Newman, Jr., WNOX salesman, was in charge of the booths.

Tags for KFYR Cars

KFYR, Bismarck, N. D., has placed license tags on cars of employees. The tags fit into the state license plants and are red in dot lettering on white background.

NBC's Year

NBC has issued its Yearbook for 1937, which is largely devoted to exploring the make-up of the 70% of the American public who are not commercial. It points out some of the technical improvements of the year, lists the advertisers, includes photographs of stars, and description of television advancements. NBC has sent out a program to the members of the network direct entry card, listing the holds scheduled to run in the Massachusetts Hamptons, which NBC has exclusive rights.

Jitter Bug Boiree

GLOBE INVESTMENT Co., Los Angeles, Calif., sponsored a six weekly early morning Musical Clock on KEHE, that city, had 5,000 persons dancing at 6 a.m. on June 18 when the monthly Swingaree session of the program was staged in the Renovous Ballroom, Balboa, Cal. and broadcast by remote. Swingaree is held every Saturday as a promotion stunt by the movern who invites swing enthusiasts to join the party. Swing music is played for dancing. Coffee and doughnuts are served.

Bucks for Jokes

SKINNER MFG. Co., Omaha, offers $1 prizes every day on Ray's Bits of News program on WHO, Des Moines, for jokes, original or second-hand, accompanied by Railfan-Box top. Prizes of $1 are awarded for five best jokes each day and the grand prize for best joke of the week is a 1-foot aluminum kitchenware set. Stan Widdeny, WHO producer-announcer, voices the Bits of News, concentrating on the human side of human nature and the amusing side of mather nature.

Mike to Merchants

INVITING LOCAL MERCHANTS to appear on its Woman's Program, WLEU, Elizabeth, N. J., is using its picks from the local merchants to advertise their businesses to the public. The merchants are given a good public for WLEU, good display in his show windows. WLEU is producing a lot of new contracts and building up old ones.

Reprints of ray D. O'Dell's Broadcast system has reprinted a number of Ray D. O'Dell cartoon advertisements in a colorful 40-page booklet pre pared under the supervision of Robert A. Schmid, promotion director. The character Ray D. O'Dell is designed to advertise the flexibility of the Mutual network setup.

Along With the Victuals

The time of its program on WGY broadcated its campaign of giving away a brand new refrigerator by the Hotel Fort Amsterdam on all its menus in the main dining room.

Columbia Durkee

DURKEE Famous Foods products are pictured on the yellow and black cover of a promotion brochure issued by CBS which is titled "A Columbia-Pacific Network Story," told in five sub-heads. It contains briefly the success story of "My Secret Ambition," sponsored by Durkee’s and also a sales talk on the network. The Columbia-Pacific basic network is mapped on the back page.

Dollar Day in Macon

IN A DRIVE sponsored by WMAB, Macon's AM, members' bureau of the Macon Chamber of Commerce and local newspapers recently took over 2,000 persons on Sunday hours calling attention to city-wide Dollar Day Sales on the third Monday of each month. Each Sunday preceding the Monday sale the Macon Telegraph carries special ad pages and WMAB presents a sales broadcast.

County Court

COVERAGE map showing the distribution of leters per 100 radio homes has been issued by WLS, Chicago, indicating that during 1937 more than 1,159,285 listener letters were received. A folder points out that WLS received 23 letters per 100 radio homes in metropolitan Chicago. A breakdown of mail by counties and states is included.

Program Ideas

PRODUCTION department of CKAC, Montreal, has completed the second edition of CKAC's Program Idea Book, to be circulated soon, containing more than 100 broadcast hints especially adaptable to French Canadian audiences, that can be produced at from $15 per quarter-hour to as high as $1,000 per hour.

Poems About Papa

POEMS ABOUT Father won $5 each in a series of Father's Day contests on WCOA, Penepscotta, Fla. The program, heard daily for one week prior to June 19, were sponsored by local men's wear stores.

Stamps From Sinclair

DINOSAUR stamp albums are offered during the evening Sport Center Shows in New York, under the direction of John Harrington. Motorists are told to call at filling stations owned by Sinclair, the sponsor.

A Super Market

Shouts the Works on Radio—Series in Butte

HOW RADIO is relied upon for grocery sales, is told by Frank Beard. Publisher of the Pay's Save Super Market of Butte, Mont., in the May issue of Super Market Merchandising.

He said: "We use a little newspaper space, but much of our success can be attributed directly to our advertising campaign on the local KGIR station. Our small newspaper copy does not quote prices, whereas on radio we do, and we feel that something saved on everything." And in the newspaper space we use 'tie-ups' largely to save the space, and it attracts a little expense of such publicity. But we shoot the works over the radio.

With no more than our guidance along general lines and control over prices, we leave the writing of the continuity itself to the station, and we also leave to them the selection of time. The station has used a morning program for us recently, plus special announcements and special programs at various times when we have a special sale or for our regular week-end specials.

"The radio in our case produces far greater interest and speeder results than the newspaper. The radio also costs us less, and we are able to get a better distribution of information.

"As an example of the speed of radio advertising: After we had over 500 requests for one week sales of several cans of peaches and apricots we sold 250 hundred crates in one afternoon with all advertising scheduled for one and 12 noon on the radio station."

WLW-WSAI Are Active at Grocers' Convention

STARS of the WLW-WSAI staff entertained with a "radio revue" at the Asparagus Club Banquet of the National Association of Food Distributors, Convention, June 20, at Hotel Netherland Plaza, Cincinnati. Featuring Ray Shannon with Hink Pikes & His Bar Pals; Ralph Nyland; Stephen Merrill; Charles Dameron and the Hit-Makers; Kiner Bennett of WAI program was directed by Joseph Cherniavsky. WLW-WSAI musical director, Rikel Kent, dramatic coach, was stage manager.

In addition three special broadcasts were scheduled by WSAI: An address by Senator Millard Tilden of Maryland on "Fair Trade Law" and by Carlton F. Sturdy on "How to Merchandise Foods"; and Mrs. Bert Hendrickson, of the New York State Federation of Women's Clubs over WSAI and Mutual, June 22.

WGY's New Building

OFFICIAL opening of the new five-studio structure of WGY, Schenectady, has been fixed for July 8, according to announcement of WGY, Schenectady. Built by General Electric Co. for operation by NBC, the new building will be the present quarters of WGY in the International General Electric Bldg. It is located on the main east-west highway through the heart of area, overlooking the Mohawk River. The new 922-foot vertical radiators o. WGY is already in operation.

• Broadcasting • Broadcast Advertising
A good radio station must do more than merely entertain ... it must also provide knowledge and information ... and WLW, being more than just a “good” radio station offers the maximum in public service features ... in fact more than one fifth of the total broadcast time of WLW is devoted to programs of this nature. Heading the Educational Department of the Nation’s Station is a director qualified by a degree in Education intensive practical teaching experience and nine years of educational work on the air ... Under his direction come such activities as: Classroom education—“The Nation’s School of the Air” ... Adult education ... Agricultural information—river, market and livestock reports ... Spray service ... Soil conservation ... Musical education with planned cultural programs ... International broadcasts—to create a better understanding among our neighboring nations and Religious programs for all faiths. It is service such as this that has helped to build and hold a loyal audience. These things, too, we think are part of the story of WLW.
NOW... check your Directional Antenna whenever you wish... with the new RCA Phase Meter

If your directional antenna system is out of adjustment you may be losing valuable signal strength in populous areas or interfering with other stations.

Formerly there was no method of checking a directional array after installation except by an expensive field intensity survey. Now you can make routine checks whenever you wish as simply as reading a frequency monitor. The RCA type 300-A R.F. Phase Meter enables you to read the phase between currents in the bases of the radiators. This value, together with the currents tells you whether your directional system is operating as it should. The 300-A instrument is inexpensive, easy to install and simple to use. It will save countless hours of time during initial adjustments and will provide routine checks during operation. It is valuable for other radio frequency measurements, too! If you have a directional antenna or are contemplating the use of one, write our nearest office for full details about the valuable RCA Phase Meter.

Use RCA tubes in your station— for finer performance