OLD FRIEND...

New Style

As long as everybody else is nominating the literary champions of the year, crowning them with encomiums, bay leaf and tender laurel, we might as well take a crack at it ourselves here at WOR. Our award for the best literary effort of 1938 goes to a Mrs. Bait, a little old lady whose letter fate, or our mildly forlorn mailman, decreed should be the 1,000,000th WOR received so far this year. Lately, tiring of the wars and the uneasy times, Mrs. Bait's letter reaches us in a mood for kind reflection. "I've listened to WOR as long as I can remember," she writes. "It is an old friend to me." That, reader, is the perfect touch—to be known as an old friend. Let life eye us with the gaze of a broody bird, or the moths build bombproof shelters in our old dinner jacket, all's well with a station that can pull 1,000,000 letters within the ten-month and be called old friend. Come to think of it—1,000,000 people buy things, too—particularly if they're recommended by an old friend! He holes up at a place known as 1440 Broadway, in New York. Catch on?
NOW

WLS HAS ALL THREE

Maximum 50,000 Watts Power
100% High-Fidelity Modulation
Efficient 586 ft. Vertical Radiator

The new WLS Transmitter, in use since November 12th, combines the above three elements for maximum coverage and best reception—in the nation's second largest market.

RESULT:

1. It will increase the station's ½ MV/M area to add 862,000 radio homes—a 42% increase; increase the same factor in Iowa 100%; 198% in Indiana and 407% in Michigan.

2. The 2 MV/M area is increased to add 31 more cities of over 5,000 population, totaling 683,000 people. And in addition provide even better reception to Metropolitan Chicago and midwest markets.

Note: While these figures are based on preliminary engineering projections, we believe them to be, if anything—conservative.

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Los Angeles

THE PRAIRIE FARMER STATION
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager
IT'S an olden custom, this ringing of bells at holiday time, and yet it reminds us that old days, old ways, are constantly marching into oblivion to make way for new days, new ways.

Through the years The Yankee Network has kept pace with the march of progress, extending its facilities, perfecting its equipment, building and maintaining a coverage so complete that it embraces all major New England markets.

As 1938 merges into history and 1939 appears, challenging and bold, The Yankee Network gives cordial greeting to all those it has served in the past and pledges to its patrons of the coming year every effort to transform 1939's eager aspirations into glorious realizations.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
Pictures are in five dimensions

People paint pictures in their own minds. Radio uses such pictures to sell silverware...cigarettes...soap...and everything else.

These pictures are printed in five dimensions. They fill the three dimensions of the eye...and a fourth dimension of time (for the mind holds these pictures a day, a week, a month, a year). Then add a fifth dimension, more important to advertisers than the other four put together: the dimension of desire. For people paint pictures in their own mind with emotion. They see, in the mind, only that which they want to see...as they want to see it.

The pictures people paint with emotion, are the greatest advertising illustrations in the world. They are, indeed, the only pictures that sell goods.

Radio 'prints' millions of such pictures each minute...yet it allows each picture to be individual and personalized. Each is a selling picture, cut and colored by the listener to fit himself...highlighted with his own desire!

That is why radio sends so many people into stores and dealers' show-rooms. For such pictures are a restless spur. They make people get out and do things. They make people buy things!

As a Columbia client has put it: "Radio prints a more alluring picture...tells a better story in a shorter space of time...gains a more appreciative audience."

May we send you proof?

Columbia Broadcasting System
The World's Largest Radio Network
WABC is the biggest new force in local advertising in New York... the world's largest market

Local programs with already established audiences are available. For information, write or call WABC, 485 Madison Ave., New York, or any Radio Sales office.
The Hooper-Holmes Bureau, Inc. announces a new method of checking radio programs—one which produces more information and more accurate information about a radio program.

Heretofore most checking of radio programs has been done by the telephone method—largely coincidental. This method necessarily omits a large part of the radio audience from consideration since we have about 27 million radios in the United States and only 17 million telephones. This new Hooper-Holmes method is conducted entirely by personal interviews by our regular full-time salaried men. Furthermore, it covers not only the period of the broadcast, but also the periods immediately preceding and succeeding the broadcast. In addition we determine the economic level of every family interviewed so your results will show for which group your program has its greatest appeal.

Some advertising agencies are checking all of the programs they broadcast each month. This enables them to establish trends and note changes in their audience.

By the new Hooper-Holmes method broadcasters can easily determine the selling points of their sustaining programs.

Send for your copy of “Information” which gives the results of a study of “Information Please” by this new method.

What is the Hooper-Holmes Bureau?

For 39 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. These are made and written by trained Inspectors, all of whom are full-time salaried men. Their work is supervised by 80 Branch Offices. They regularly cover 11,075 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

The Hooper-Holmes Bureau, Inc.
102 Maiden Lane, New York

www.americanradiohistory.com
KSCJ hit upon its PERPETUAL SURVEY about a year ago.

There wasn't anything PERPETUAL about it at that time, not particularly unique. It was simply a combination house-to-house and telephone survey by research experts asking, "IS YOUR RADIO TURNED ON? IF SO, WHAT STATION ARE YOU LISTENING TO?" and designed to show what programs people in the KSCJ area listened to period by period, day after day. It was intended to show KSCJ program builders the popularity of any given period on KSCJ in relation to ALL of its competition.

That daily survey was intended to continue several weeks. But it proved so revealing, so helpful, that it has continued ever since. Each day sees its quota of fresh canvasses (averaging about 200 daily). Each day KSCJ and its clients, have access to this best-of-all program popularity gauges.

38,350 contacts were made in this way during the first four months of 1938!

That's the KSCJ PERPETUAL SURVEY!

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!

THE QUESTION:
"Is Your Radio Turned On? If so, What Station are You Listening to?"
They asked Minneapolis and St. Paul dealers, "WHAT SELLS GOODS"

2 to 1 they answered "WCCO"
1½ to 1 they answered "WCCO"

In the prosperous and populous Twin Cities, WCCO was selected by twice as many druggists and by one and one-half times as many grocers as the next ranking station. In the rich Northwest, WCCO jumped to a 5 to 1 lead over the second ranking station by vote of Northwest grocers and druggists.

And when you reach consumers through WCCO, you reach dealers too. 82% of the druggists and 71% of the grocers have radios in their stores. This was just reported by the two leading trade papers of the Northwest—the Northwest Druggist and the Grocer's Commercial Bulletin—who asked every druggist and every grocer in the entire Northwest which radio station advertisers should use to move goods off the dealers' shelves.

Last April, Crossley Inc. proved that WCCO is the most popular station in the Twin Cities. Year after year, study after study has proved that WCCO's dominance is never challenged in the Northwest. Now dealers add their voice—WCCO alone provides the key to economical selling in a big dual market: urban Twin Cities and the rich Northwest.

A CBS STATION
WCCO
TWIN CITIES
50,000 WATTS • MINNEAPOLIS-ST. PAUL
Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES.
SELLING "MORE THAN SIMPLY AIR TIME"

MODEST SUCCESS STORY OF STATION WGAR

WORD went the rounds. It was reported that certain radio advertisers had rolled up sensational sales in northern Ohio by use of WGAR in Cleveland. How and why, others asked? True, the station had joined the Columbia network, been granted a power boost to 5000 watts, covers Ohio's richest market with a half-millivolt signal in fifteen counties. However, even all of these advantages hardly seemed the complete answer.

But consider for a moment how WGAR merchandising men know wholesalers, retailers, trade association executives by their first names: how when Bob asks Bill to see a salesman, put in a product on trial, or give counter space for a display, the request meets favorable response. Consider the WGAR letter service too, by which advertisers tell their story over Bob's signature. Consider (at the right) other promotions (1) a mobile unit with sound equipment publicizes a program and distributes samples (2) car cards with imprint space for use of the WGAR advertiser (3) movie trailers for the sponsors with screen-radio talent (4) theatre program advertising listing station's dramatic shows (5) window displays that help tune dials.

Informally speaking before an advertising group, Headman John Patt modestly pointed out the success story of WGAR. "We try to sell more than simply air time," he said. And that's why more and more advertisers are buying WGAR. Cleveland's Friendly Station.
Radio Probe by Congress Deemed Certain

Senator White to Revive Resolution of Last Session; New Deal Team Said to Be Drafting New Law

AN "anything - can - happen" attitude about radio regulation is being taken by Washington's radio officials as the new session of Congress approaches, with the view prevailing that nothing can stop a general radio investigation. Having thwarted a Congressional inquiry in the waning hours of the last session, when the Con- nery Resolution was defeated in the House, the Administration is still believed to be opposed to Congres-sional scrutiny of radio affairs until it is ready to project new legislation. On the changed complexion of the Congres-s, with the recent important Republican gains, may provide suf-ficient strength to pass through inquisitorial legislation.

Despite general denials, it is learned that the New Deal legis- lative drafting team of Thomas G. Corcoran and Benjamin Cohen, is studying the idea of a proposed new law for broadcasting, which presumably would set up a new regulatory agency. There appears to be enough substance to back this report though it still is con-tended in official circles that they have not been given the "green light" and that there is no definite plan for submitting a bill early in the next session.

One-Man Control

For what it may be worth, the report is that the proposed new bill would set up a one-man con-trol of communications through an administrator. Then there would be a three or possibly a five-man appellate board. Broadly, this would follow the pattern of the Atomic Control Board, which was looked upon as an experiment in the field of independent agency administration when enacted last year. The fact that even this board has not worked out as had been hoped leads to the view there would be some alteration of that basic plan.

As things now stand, the first tangible Congressional development will be in the action and, tion by Senator Wallace White Jr. (R-Me.), recognized as the out-standing authority on communica-tions in Congress for a far-reaching "objective" inquiry. Senator White informed Broadcasting Nov. 15 that he had not made up his mind as to the scope of his proposed resolution but stated it would be along the lines of his measure last session, which failed of enactment, except that it might be shortened to a few fundamental policy questions.

Asserting that he regarded the FCC as a "relatively and quasi-judicial body rather than a policy-making group," he said he felt it was up to Congress to "implement policy," to guide the Commission. He observed also that in the ten years of the Commission form of radio regulation, it has not shown any substantial contribution in the way of legislative recommenda-tions.

Accordingly, Senator White said he felt there are a number of matters of policy on which Congress should act. These he enumerated as (1) network broadcasting; (2) concentration of ownership and control of stations through direct ownership, contract relations or affiliations; (3) superpower; (4) international broadcasting, in- cluding the question whether the Government should be authorized to operate a station in the Virginian side, south of Washington, to the Mary-land side north of the city. It is logically anticipated that the precedent established in authorizing maximum power on the 1460 kc. high-power regional also will open the way for similar power grants to other stations on such frequencies which can make the technical cases.

Also in that classification are WLAC, Nashville, and KGA, Spok-anke, operating on the 1470 kc. channel, and KOMA, Oklahoma City; and WKBW, Buffalo, operat-ing full-time on the 1480 kc. high-power regional, likewise would ap-pear to be qualified, assuming tech-nical prerequisites having to do with interference can be met. WLAC's application for 50,000 watts was set for hearing Nov. 16. Recently, the FCC authorized without hearing, increase in power of KRLD, Dallas, from 10,000 to 50,000 watts. The new 50,000-watt outlet is now under construction.

WJSV, KSTP, WCKY Boosts To 50,000 Watts Are Granted

THREE stations—WCKY, Cincin-nati, WJSV, Washington, and KSTP, St. Paul—soon will join the ranks of 50,000-watt outlets, the maximum for single LICENSE holder, under authorization of the FCC.

The Commission on Nov. 28 au-thorized WCKY, located in Covington, across the Ohio River from Cincinnati, to boost its power from 10,000 to 50,000 watts with a di-recional antenna, protecting KPBR, Sacramento, also assigned to 1400 kc. Completion of the new installation is expected in 60 or 90 days. L. B. Wilson, well-known indus-try figure, is president and chief owner of WCKY.

While no formal announcement has been made of the KSTP-WJSV power increases, well-founded re-porters were current to that effect. Formal announcement, it was said, was being withheld pending writ-ing of the statement of facts and grounds for decision. Preliminary action, according to the report, was taken Nov. 16.

Now operating full-time on the 1470 kc. channel, which is not in the high power regional category, the stations now use 10,000 watts each at night. KSTP, however, employs 25,000 watts during daytime. The channel, under the Havana Treaty allocations, would become a 1-b or duplicated clear, moving to 1600 kc.

KSTP, NBC Red outlet, is owned by the National Battery Co., with Stanley Hubbard as executive head. WJSV is owned by CBS, and is moving its transmitter location from the Virginia side of the city, south of Washington, to the Mary-land side north of the city.
Arnold Disclaims Advertising Threat
U. S. Official Says Hubbub Due to Misinterpretation

APPEARENTLY retreating from an earlier position indicating large-scale advertising as “fostering monopolistic,” Assistant Attorney General Thurman Arnold, head of the Anti-trust Division of the Department of Justice, has declared the Justice Department’s no-action policy regarding voluntary advertising restrictions might be reasonable, there was no reason to doubt the law which permitted the regulation of advertising by the Department,” he declared.

“In my judgment, sound advertising is a creative effort, and would not be an appropriate subject for coercive regulation. Even when the economic validity of its use is questionable, the situation

Every Radio Station Needs Its ‘No’ Man

NEWS NOTE: What every radio station needs, says C. W. (Chuck) Myers, operator of KOIN, Portland, Ore., and former president of the NAB, is a “No” man. He should be the “meanest man on the staff,” according to Mr. Myers, and a sense of public responsibility and commercial responsibility must be imposed by everyone from the boss down. Mr. Myers reports that his station has such a man, whose name he won’t reveal. This “No” man has consistently turned thumbs down on all alcoholic beverages, spot medicals, advertising dentists, small loan companies, etc., and years ago said “No” to the idea of “extra,” “flash,” “bulletin” or other simulated news. With the industry looking toward self-regulation, as recently proposed by David Sarnoff, RCA president, the “No” man looms as a “necessity”, aside from “public interest and convenience”.

Conversations With Mexico to Salvage Havana Treaty Are Being Considered

WHN Power Boosted
WHN, New York, on Nov. 28 was authorized by the FCC to increase its night time power from 1,000 to 6,000 watts to offset interference to Cuba caused by a Quito station operating on the same frequency. Licensed for 6,000 watts day and 1,000 watts night, the station was seriously interfered with at night because of the Cuban transmitter. According to the FCC, the new power will result in a “mutual understanding” between WHN and the Cuban station operating on the 1010 kc. channel, which, under the North American Broadcasting Agreement, is assigned to Cuba.

The treaty, under its specific terms, eventually would lead to the elimination of border stations.

Paine and Miller To Hold Meetings
Amicable Relations Basis of ASCAP-Inspired Proposal
A POSSIBLE settlement of the antagonism which has long existed between the broadcasting industry and the American Federation of Musicians, is foreseen as the result of a series of face-to-face conversations between Neville Miller, NAB president, and John G. Paine, ASCAP general manager, which will be held early next year.

Proposal that the two industry spokesmen get together to talk over the whole field of relations between broadcasters and copyright holders came from Mr. Paine, who has long held the view that there are no insurmountable problems in the way of peace between the two groups and that present difficulties are largely due to a lack of understanding.

“If refuse to believe that there is any basic problem between ASCAP and the broadcasters,” Mr. Paine told BROADCASTING, “or that real problems are any more than economic. We are both in the entertainment business and while there is a lot of misunderstanding on both sides, I am sure that a real exchange of views between Mr. Miller and myself will result in a mutual understanding and a permanent base for future relations.”

No date has been set for the meetings, but it is expected that Mr. Miller will meet with Mr. Paine following his meeting with the board in mid-December, at which time it is expected that the point a copyright committee to advise with.

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Cuba, Canada has not yet acted; but there are no known serious differences in that country. Action on the part of the Senate could affect the whole North American problem.

Meanwhile, the view was strengthened that operators of Mexican border stations probably had considerable to do with the Mexican Senate’s adverse action. They were charged with having been instrumental in frustrating another effort to reduce the border problem.

The treaty, under its specific terms, eventually would lead to the elimination of border stations.

Because broadcast allocations in this country are interwoven in this situation, it is of great importance. The treaty already has been ratified by the U. S. Senate and
Trammell Moves Up in NBC Shakeup

Now Ranks Next to Lohr; Other Top Changes

Are Foreseen

WITH the elevation of Niles Trammell, vice-president in charge of the Central Division, as executive vice president, effective Jan. 1, a number of important changes in the NBC high command are expected to take place soon. Coincident with Mr. Trammell's election as first assistant to President Lenox R. Lohr, Alfred H. Morton, manager of the NBC operated stations department, was elected a vice president by the board of directors.

While no formal announcements were made beyond these two promotions, reports were current in Hollywood that Don E. Gilman, vice-president in charge of the Western division, would move to Chicago to succeed Mr. Trammell as Central Division head. Mr. Gilman's successor on the Coast, according to Chicago reports, will be Sidney Strotz, program director for the Central Division, who presumably is slated to become western manager rather than a vice-president.

In the realm of speculation but nevertheless unofficially reported were several other moves. These included the transfer of Philip, Carlin, manager of the sustaining program division in New York and one of NBC's first announcers, to Chicago to succeed Mr. Strotz as program director and second-in-command. Clarence L. Munger, production manager in Chicago, was reported to be slated for transfer to New York as Mr. Carlin's successor.

Trammell's New Post

Mr. Trammell is one of the veteran executives in the RCA-NBC organization and a well-known figure in the industry. With his removal to New York, he will occupy a newly-created post. He will be the first executive vice-president of NBC since the resignation in 1928 of Richard C. Patterson Jr., now Assistant Secretary of Commerce who served under M. H. Aylesworth, first NBC president, after his appointment on Oct. 1, 1932.

Mr. Morton's promotion becomes effective Dec. 1. He continues the same functions as executive in charge of NBC's 15 owned and managed stations. His promotion was in recognition of service. He had been manager of operated stations since Jan. 1, 1937.

As executive vice-president, it is expected Mr. Trammell will relieve President Lohr of a number of functions to permit the NBC president to devote more time to policy and organization matters. Mr. Trammell will be in complete charge at headquarters when Mr. Lohr is away.

Under the present NBC organization, there is no seniority among vice-presidents in the absence of the president. With Mr. Trammell's designation as executive vice-president, his position corresponds to that held by Edward Klauber at CBS as senior vice-president. With Mr. Morton's elevation to a vice-presidency, NBC now has an even dozen officers bearing that title.

Fourty-four years old, Mr. Trammell joined RCA in April, 1923, and has been with the organization or its subsidiaries ever since. He was born in Marietta, Ga., July 6, 1884.

In 1925 Mr. Trammell was named assistant sales manager of RCA for the Pacific Coast and in March, 1928, was transferred to NBC. After two months he was named manager of the Central Division headquarters in Chicago, and was made a vice-president the following March.

Mr. Trammell has been responsible for the development of many of NBC's leading radio programs and is credited with inaugurating commercial network daytime programs from Chicago. Among the personalities credited to him are Amos 'n' Andy, who got their start in network broadcasting in 1929 from Chicago; Lum & Abner; Phil Baker, Al Jolson, and such outstanding daytime program features as Clara, Lou and Em, Betty & Bob, and Maisie.

Mr. Trammell is a member of the Chicago Civic Golf, Racquet & Saddle and Cycle clubs. During the World War, he was commissioned a second lieutenant and at the close of the war was a first lieutenant. When he entered the radio field, he remained in the army as a member of the staff of Maj. Gen. Charles G. Morton.

Other impending transfers in the NBC executive organization may not develop until after the transfer of executive vice-president Mr. Gilman to New York. Mr. Gilman left Hollywood Nov. 28 for New York on what West Coast network officials described as "routine business." He joined NBC in 1927 as manager of the Western Division and two years later was elevated to the vice presidency. In 1937 he moved West Coast headquarters from San Francisco to Hollywood.

Mr. Morton is a graduate of the University of Illinois, which he left in 1917 to attend the First Officers Training School. He was commissioned a second lieutenant and two days prior to his planned sailing for France, he received orders to report for duty as an artillary instructor. He ended his wartime service as instructor in military affairs at Columbia University where he received a Master of Science degree. Resigning from the Army as a captain, Mr. Morton joined General Electric Co. and two years later was named manager of the Washington office of RCA. In 1923 he returned to New York to become commercial manager of RCA Communications and a year later was transferred to Paris as European manager of RCA.

Mr. Morton returned to NBC as business manager of the program department in New York in 1934. Three years later he was named manager of NBC's operated stations.

As a radio engineer, Mr. Morton supervised construction of WBC in Washington and also the two 50,000-watt RCA-equipped broadcasting stations near Rome and Floyd, Va. He is a member of the Military & Naval Club, the Institute of Electrical Engineers, Radio Club of America, Institute of Radio Engineers, and the Association of Ex-Members of Squadron A, New York. He was honored by the French Government by being made a Chevalier of the Legion of Honor.

FIVE AFFILIATES ARE ADDED TO NBC

FIVE more stations are joining NBC networks during December, bringing to 165 the number of its station affiliates. Three are in New England and the other two in Pennsylvania.

WNBC, New Britain, Conn., on Dec. 4 becomes an NBC-Blue optional outlet. The station recently went to full time in a new plant, and operates with 1,000 watts day and 260 night on 1380 kc.

WLJZ, Bangor, and WDDO, Augusta, are scheduled to become supplementary outlets Dec. 11, when CBS programs are finally heard. WLJZ, will be shifted to WABI in Bangor. WLJB operates with 1,000 watts day and 500 night on 680 kc and WDDO operates with 100 watts on 1370 kc.

In Reading, Pa., the NBC Basic Red Dec. 4 will begin serving both WEEU, 1,000-watt daytime station on 530 kc, and WRAW, 100-watt full-time on 1310 kc, both operated by Clifford M. Chafey.

KVAN are the call letters assigned by the FCC for the new local station in Vancouver, Wash., across the river from Portland. It was recently authorized by the FCC "IN BROADCASTING, Nov. 15."
Self-Regulation Move Comes From Inquiry

FCC's Net Probe Is Endurance Contest

By SOL TAISSOFF

SELF-REGULATION of broadcasting, through a voluntary code embodying program standards, seems as the first tangible outgrowth of the FCC inquiry into network operations and alleged tendencies toward monopoly which got under way a fortnight ago and now seems to have become an endurance contest.

Proposed by David Sarnoff, president of RCA, who appeared as the first witness in his capacity as chairman of the board of NBC, the self-regulation proposal has been picked up by the NAB immediately following his testimony Nov. 14, Mr. Sarnoff discussed it with Neville Miller, NAB president, who in turn promptly took it up with his executive committee of six, meeting in Washington at the time. A special NAB committee was named Nov. 25 by Mr. Miller, to meet in New York Dec. 5, and then report with recommendations to the full NAB board in Washington Dec. 12-13.

McNinch Favors Idea

Although the Sarnoff proposal was hardly greeted with enthusiasm by the FCC committee of four conducting the hearings, McNinch, Brown, Sykes and Walker, it nevertheless appears to have struck a responsive chord in the industry. Chairman McNinch, who heads the committee, in effect has endorsed self-regulation, and he more or less took the lid toward setting up program standards in his conference last month with the heads of the three major networks following the Orson Welles War of the Worlds broadcast. The public announcement following that session, was simply a hurried sense of "flash" and "bulletin" would not be used indiscriminately hereafter, but the conference went deep into voluntary action by broadcasters in eliminating undesirable program matter [BROADCASTING, Nov. 1-15].

RUNNING account of the FCC network-monopoly hearings which started Nov. 14 will be found beginning on page 60.

The investigation itself is running far behind schedule. Aside from the Sarnoff proposal, nothing of a sensational nature has developed. When the hearings convened, there were nearly 200 spectators. By the third or fourth day, the audience had fallen off to two dozen.

Some misgivings about the proceedings already have developed. In many quarters it is being described as a "dress rehearsal" for a Congressional investigation in early 1939—an inquiry which the Administration and the FCC majority have been working for.

Before the proceedings got under way, it had been estimated they would consume six weeks. Later this was enlarged to three months. Now, based on the pace during the first two weeks, the guess is that perhaps twice that time will be required. The committee is meeting on Tuesdays through Fridays, sitting 4½ hours daily. NBC has been on the stand for the entire two weeks and only five of its sixteen witnesses have been heard—two of them subject to recall for cross-examination.

And the most detailed testimony is yet to be submitted.

From the bench, Chairman McNinch has been leading examination of witnesses. He has cracked the whip several times, not only in his questions but in radio addresses. He has called forth, among others, using the hearings as a "sounding board". And he has criticized "after-dinner" speeches by witnesses.

With John F. Royal, NBC vice-president in charge of programs, and one of the country's outstanding showmen, on the stand he tossed a bombshell by asking book setting aside of definite periods for labor groups. CIO is one of the non-operating groups which has filed an appearance for the hearings.

Dempsey Chief Counsel

Making his first hearing appearance in his year with the FCC, and also his initial one as general counsel, William J. Dempsey, 33-year-old head of the law department, is handling examination of witnesses, other than those who will testify on purely technical matters. George B. Porter, assistant general counsel for broadcasting and veteran of nearly a decade in radio regulation, has taken over cross-examination of several witnesses. Mr. Dempsey, in parts of his examination, has snapped his questions, and has given the definite impression that he proposes to make the inquiry a thorough one.

Thus far, only preliminaries have been covered by NBC. Extensive testimony on duplication of chain programs, NBC's ownership of a group of important stations, its program management of others, its contractual relations with affiliates, its sales activities, its financial structure, its operating policies, its activities in transcriptions, and sundry other testimony are yet to be presented.

To date, NBC has presented only the opening statement of Mr. Sarnoff, who is yet to be cross-examined; testimony on its Artists Service by George Engles, vice-president and managing director, who became ill and is subject to recall of cross-examination; additional artists' testimony by Daniel J. Tuthill, assistant managing director of the Artists Service; program testimony by Mr. Royal; engineering by O. B. Hanson, vice-president and chief engineer; and routing of network traffic by B. F. McClane, traffic manager. Frank E. Mason, vice-president, appeared briefly to present organization charts of the network and will testify later on international broadcasting, which he supervises, while Hugh Beville Jr., chief statistician, introduced a series of exhibits preparatory to Mr. Royal's appearance.

Other NBC Witnesses

Yet to appear for NBC will be Alfred M. Monrad, managing director of WTMJ, who will testify as an NBC affiliate with respect to duplication, since his station is in the orbit of the 50,000-watters in Chicago; Dr. C. B. Jolliffe, RCA engineering executive and former FCC chief engineer; Philip K. Merryman, of the station, as the first tangible outcrop of the three major networks following the Worlds of Tomorrow, "a "waste of time," the committee ruled out such statements altogether, and decided that all future witnesses' testimony be "on a question-answer basis."

The original procedure permitted
NAB Acts on Sarnoff Recommendation
For Self-Regulation by the Industry

REVIVAL of the "self-regulation" thesis for the broadcasting industry, given new impetus by RCA President David Sarnoff in opening the FCC chain-monopoly hearings, has become a paramount topic in industry circles and will be presented to the Dec. 12-13 meeting of the full NAB board of directors in Washington.

This became evident following a two-day session of the NAB executive committee in Washington Nov. 15-16, at which the subject was fully discussed but with no crystallization of policy. President Mr. Miller was urged to be open-minded with Chairman McNinch and other FCC members in connection with regulatory trends, outlined to the committee his views on the subject.

Committee is Named
Mr. Miller announced appointment of a committee to consider procedure leading to self-regulation and development of program standards for the industry. The committee will hold its first meeting in New York Dec. 5. Results of its studies will be made direct to the board at its meeting Dec. 12-13.

Named on the committee, with Mr. Miller serving as chairman, were Edward Klauber, executive vice-president, CBS; Lenox R. Lohr, president, NBC; Theodore C. Streibert, vice-president, MBS; Paul W. Norcross, WTIC, Hartford; Edgar L. Bill, WMBD, Peoria, and Ed Craney, KGIL, Butte.

It was only one of many matters discussed at the session which was called because members of the committee were urged to be in Washington for the opening of the chain-monopoly hearings and the Committee meeting of Independent Radio Network Affiliates.

Copyright Bureau
Sale of the NAB Bureau of Copyrights, encompassing its transcription library, was discussed. The board meeting is expected to be in a position to take final action on disposition of the public domain project, which has as its objective creation of an industry-owned reservoir of tax-free music.

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In addition, several other directors present in Washington, including C. W. Myers, KON-RALE, Portland, and John Shepard 3d, Yankee Network, met with the committee.

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President Neville Miller of the NAB has accepted an invitation to head the radio council of the Committee for the Celebration of the President's Birthday, conducting its annual campaign against infantile paralysis. As NAB president, Mr. Miller urged broadcasters to cooperate in the creation of a permanent field organization to fight the disease. Pat. J. Goode, President of WELI, New Haven, was the first station executive to notify the Committee of his willingness to act as a member of the radio council.

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prepared statements provided they were submitted two days in advance.

Possibility was seen that the committee might call upon so-called "gypsy" or special networks, such as those used by Father Coughlin and Judge Rutherford's Jehovah's Witnesses, to present testimony. While not established networks, they Nevertheless are engaged in network broadcasting and consequently could be construed as falling within the scope of the inquiry.

Much Statistical Data

Statistical data gathered by the FCC's accounting department, describing programs and networks, interrelating transmission companies, in a document released by William S. Ashby, FCC chief counsel.

Jehovah's Witnesses, Coughlin and NBC-RCA have engaged in piecemeal contracts and related affiliations of a subject to the National work.

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Joint Potato Drive

Nine potato producing States have joined with an equal number of grocery chains and independent, voluntary and super-market associations in the food field for a national campaign on white potatoes, and have set aside the period Dec. 2-10 as National Potato Week. The campaign will be promoted on the radio through the Maine Development Commission's weekly program Girl From Maine heard on 17 Mutual stations, which features Margorie Kinnan on participating series on the Yankee network. Hugh B. Tabb, president of the National Potato Association, will discuss potatoes on the program, advertising and publicity for which is under the direction of Stuquam Dorrance, president of Brooke, Smith, French & Dorrance, New York, agency handling the account of the Maine Development Commission.

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The committee was urged to be open-minded with Chairman McNinch and other FCC members in connection with regulatory trends, outlined to the committee his views on the self-regulation of the broadcasting industry, given new impetus by RCA President David Sarnoff in opening the FCC chain-monopoly hearings, has become a paramount topic in industry circles and will be presented to the Dec. 12-13 meeting of the full NAB board of directors in Washington.

Mr. Miller announced appointment of a committee to consider procedure leading to self-regulation and development of program standards for the industry. The committee will hold its first meeting in New York Dec. 5. Results of its studies will be made direct to the board at its meeting Dec. 12-13.

Named on the committee, with Mr. Miller serving as chairman, were Edward Klauber, executive vice-president, CBS; Lenox R. Lohr, president, NBC; Theodore C. Streibert, vice-president, MBS; Paul W. Norcross, WTIC, Hartford; Edgar L. Bill, WMBD, Peoria, and Ed Craney, KGIL, Butte.

It was only one of many matters discussed at the session which was called because members of the committee were urged to be in Washington for the opening of the chain-monopoly hearings and the Committee meeting of Independent Radio Network Affiliates.

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COMMISSION COUNSEL and staff conducting hearing were headed by William J. Dempsey, FCC general counsel (extreme right). His staff, right to left: George B. Porter, asst. general counsel; DeQuincy V. Sutton, head accountant; Andrew D. Ring, asst. chief engineer, broadcasting; William J. Norfleet, chief accountant.
TRIAL IS DEFERRED BY PAYNE ILLNESS

GEORGE H. PAYNE, FCC member now said to be in Florida, is suffering from a very serious hyper-tension complicated with a valvular heart disease," according to an affidavit of his physician, Dr. Hugo Einstein of Washington. This became known Nov. 25 when counsel for the Commission in his $100,000 libel suit against Broad- casting and its publisher and editor, sought at least a three-month postponement of the case from Nov. 16. The District Court in Washington granted a post-ponement until Jan. 15.

Roger J. Whiteford, Payne counsel, told the court his client was "physically incapacitated to under- go the ordeal of an earlier trial," William E. Leahy, chief counsel for Broadcasting, who made the charge, said his client was ready. Dr. Einstein stated in his affidavit he had recom- mended to Payne, for the preser- vation of his health, not to proceed to avoid possible serious results, "immediately discontinue all active duties" and take a complete rest for a period of at least several months. He added that pursuant to this ad- vice Payne, for "the purpose of a complete rest from all matters of a burden- some or distressing nature," which Payne believes is necessary to avoid a breakdown and probable severe illness with it."

THE FCC on Nov. 25 authorized transfer of ownership of WFDG-WFDJ, by Way- scotee Broadcasting Co., from Dr. E. S. S. and E. S. S. and B. S. S., his son, to Jack Williams, publisher of the Wacoyoke Journal- Herald. The deal in- volved $50,600.

Movie Video Group Sees Vast Market For Films When Television Arrives

ALTHOUGH television research is being intensified, emphasis is shif- ting to economic and social aspects, according to the annual report of the scientific committee, Research Council, Academy of Motion Pic- ture Arts & Sciences. Report, issued Nov. 25, is titled Television From the Standpoint of the Motion Picture Producing Industry.

Reviewing progress made during the last year in the United States and foreign countries, the report was compiled for information of film executives and others interested in television's relation to the motion picture industry. It is point- ed out that the public, as specta- tors, will become participants in the project, and on the extent and manner of that participation the effects on the film industry will de- pend.

That such effects will be evident in the next two years is to be ex- pected, the committee states. Belief is expressed that it is unlikely re- percussions will result in revolution- ary changes in motion picture production and exhibition within that time. Complexity of the television field and magnitude of its ar- tistic and financial problems are an automatic brake in this report, it is stated.

When television comes into its own it may well open up a vast market for films especially de- signed for television distribution, the report continues. "Should com- petition factors predominate, it is quite obvious that the strongest in- terests in the television field cannot afford to ignore their own very substantial stake in the business of aural broadcasting. Although radio is nowhere near the end of its growth, financially it has become a mature industry, mindful of its investment in the present while looking into the future. This ten- dency constitutes a protection, if one is needed, for other entertain- ment industries as well.

"Modern technology has its own dynamic imperatives. It will not and should not stand still. New in- dustries are needed. If their com- ing is troublesome, it will be far more troublesome if they do not come. Television is one of them and it is a year nearer. The situa- tion is one which calls for con- tinual observation and analysis by the motion picture industry, and to an increasing degree as events take their course. Accordingly the Committee is of the opinion that the Academy Research Council should immediately proceed to a more thorough consideration than has been undertaken in the past of the prospective relationship between television and motion picture production and exhibition."

The investigation should cover

Stahlman Advises Radio-Press Union

Freedom of Speech Is Common Heritage, Says ANPA Head

"THE RIGHT OF free speech is a common heritage of both press and radio," said James G. Stahlman, president of the American Newspaper Publishers Association, in an address Nov. 28 before the sixth district meeting of the NABA in Nashville. Mr. Stahlman is publisher of the Nashville Banner. Mr. Miller, NABA President, also ad- dressed the gathering. It was the first time the two men had spoken from the same rostrum.

The two men asserted it was the duty of press and radio, as the two great channels for the communication and exchange of news and opinion, to remain "free and unfettered from bias and control from interference." If the right of free speech on American radio is ever challenged, he said, "the American press will fight side by side with American broadcasters to retain the right of the American people to hear the news and to read the truth if it happens, unvarnished, uncen- sured.

"We pointed out that the first step in the dictator's hand- book was to take over control of print and press in order to control the thoughts and actions of the people.

Mr. Miller thanked Mr. Stahlman and declared that the 200-year fight of the press for the right to print the truth has given "radio new armed forces to develop in accordance with American traditions." It has renewed our deter- mination," said Mr. Miller, "to fight for a free radio for we know that in so doing we are fighting for a free American press."
Buolva's Plan to Move WPG
To New York Draws Objection

PROPOSAL of Arde Bulova, at present interested in six radio stations in the New York-Boston area, to merge WPG and Atlantic City, draw fire from the FCC as being an act of the FCC legal staff, prejuring.

Following a strong protest against the applications of Greater New York Broadcasting Corp. to buy WPG from the City of Atlantic City for $27,000 and Atlantic City Broadcasting Corp (WOB) to operate WBI at 1100 kc. with 5,000 watts, full-time, substituting one full-time for three part-time stations, was WHN, New York, supported by WOR, WQXR, WNYC, WEDV, WBNN and WDEL, Wilmington.

Under the Bulova proposal, as evolved at the hearings, a new company would be formed, Greater New York Broadcasting Corp., which would absorb International Broadcasting Corp. (WOB); WBI, purchased by Mr. Bulova from the Paullin Fathers in June, 1937, and WPG. The three part-time stations would be merged and operated as a full-time station, with WBI as the call letters.

Investment of $1,000,000

Mr. Bulova, who estimated his net worth, exclusive of radio interests, as "up to $2,000,000," is at present sole owner of International Broadcasting Corp. and WBI, and will form the new corporation, of which he would be sole owner, and which would be capitalized at $750,000.

Incidentally, the Bulova group would take over the Junior League of New York stations, which it was expected to purchase for $275,000 for purchase of WPG, its entire interests in WBI and WOB, and nine other stations, which the New York station would represent a total investment of about $1,000,000.

Testimony revealed that Mr. Bulova, whose experience is in real estate and in controlling interest in WPEN, Philadelphia, is pending, is now interested in one full-time station, WNBC, New Britain, Conn., and five part-time stations—WOB and WHNL, of which he is sole owner, controlling interest in WCCP, Boston, and minority interests in WELI, New Haven, and WUNE, New York.

Norman Reed, manager of WPG, testified that operation of the municipal station since it began operating Jan. 5, 1925, has cost Atlantic City $75,000, in addition to $2,600,000 at the expiration of a five-year lease to CBS it has lost an average of more than $10,000 annually in lease. He stated that the station could not operate at a profit as a part-time station. He stated that the City of Atlantic City was selling the station because it wanted to eliminate this loss, relieve the tax burden foreseen with the coming obsolescence of the transmitter, remedy the danger factor of location nearer the airport and relieve the paradox of paying newspapers for operation of a radio station. He said that funds received from sale of the station are to be used for needed municipal improvements. No real estate is included in the transaction with Mr. Bulova, he added.

Engineering testimony was given by Paul F. Godley, that the present WBL station could be used for the full-time station if antenna alterations estimated to cost $15,000, were made. He said a "substantial increase in New York coverage" would result for WBI if the change is made.

Miss Hilda Kiezales, general manager of WOB, stated that WOB's program and station-management details, along with Harold A. LaFont, former radio commissioner, now general superintendent of Bulova radio interests. WOB.

The hearing was continuing.

Three Stations Refuse Coughlin Talks
For Allegedly Inciting Race Prejudice

THE whole question of selling time for religious or quasi-religious broadcasts was brought forcibly to the attention of the broadcasting industry during the last fortnight as a result of the widely publicized controversy growing out of the Sunday afternoon addresses of Father Charles E. Coughlin, Detroit radio newscaster, breaking over his independent hookup of some 50 stations Nov. 20 and 27.

The furor began so acute just before the Nov. 27, one-hour broadcast that WMCA, New York, WBZ, Chicago, WLW, Cincinnati, Ind., declined to carry Fr. Coughlin's speech when he failed to submit his manuscript for advance study. WMCA.

Fr. Coughlin immediately was quoted as charging that the stations were Jewish-owned, hence refused to license his talk, the fourth of his new 52-week series placed on a regular basis through Airceiners Inc., Detroit agency.

The controversy began immediately after the Nov. 20, dissertation by the Detroit priest, titled "Persecution—Jewish and Chris- tian", in which he dwelt on the Jewish and Communist ques- tions and intimated that the Nazi Government of Germany was based on their alleged association with Communism. He spoke chiefly of the part of the Russian Revolution, in which he said millions of Chris- tians' lives were lost without as much as a note taken of the plight of 600,000 Jews in Germany. He quoted alleged documents to the effect that the Communists were leaders in Communist activ- ity. He asserted he was opposed to all forms of religious and racial persecution, but the tenor and con- text of his remarks were inter- preted in many quarters as defi- nitely anti-Semitic.

Immediately after this speech, WMCA's announcer stated over the air: "Unfortunately enough, Father Coughlin has uttered many misstate- ments of fact. The announcer did not identify himself, and Mr. Flamm at once asked Fr. Coughlin to supply a copy of his folio, which he failed to do. The audience could not have heard the speech.

Fr. Coughlin let it be known that it was impossible for him to supply the facts of the speech's hearing through his superiors and that by an extension of the deadline until noon Sunday, but the speech was still not forthcoming. WMCA then did not carry the talk, instead broad- casting a statement by Mr. Flamm [full text on page 75].

Mr. Flamm maintained that he had been provided with an advance copy of the Nov. 20 speech and that he had his sources, William W. Bullen, had pointed out v arious claimed errors of fact to the priest.

Fr. Coughlin, it was stated, twice changed the speech when pro- vided with factual information or critical information, and his final text as delivered contained innumerable which reflected upon the quality of his pre- ceeded incited racial hatreds. WWJD and WIND, owned by Ralph Attias, stated to BROADCASTING that they would refuse to carry further talks by Fr. Coughlin, merely asking that he conform by submitting script in advance of the broadcast.

Fr. Coughlin then went on his network, Nov. 27, minus WMCA, (Continued on page 76)

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Responsible persons everywhere will approve the action of those radio sta- tions that refused to broadcast a special hour-long program of Father Coughlin's, and the stations were not alone in their act, on their own responsibility. But it is clear that we are only at the be- ginning of the struggle for true freedom, dealing with the whole question of freedom in broadcasting.

The amazing development of the radio has presented us today with problems of a nature that were never encountered before. The hospitals of liberty were unable even to imagine. When Father Coughlin argued with unfor- gettable eloquence against censorship, he was writing chiefly about books. To the average radio listener, the government does not have to perform any affirmative act, the mere passage of time from interference. When John Stuart Mill wrote his carefully reasoned es- say on liberty, the most dangerous immediate situation he could think of was that of an individual addressing a large audience. Mill could not envisage our present-day situation of being heard at once by a whole station. He could not foresee thousands of groups, in homes, in public places, on the streets, cities, only dimly aware of each other's presence, working in the exclusively affected by the voice of the same man. He could not foresee the immense possibility of quick collapse of omnipotent pan, through an in- stantaneous reaction of the whole.

There is still another aspect of the radio that distinguishes it from the book, the magazine, the newspaper, the ordinary unamplified speech to a single assembly. The existence of one publication does not make physically impossible the existence of another. Practically we can print as many copies as we like. But clear air chan- nels are limited in number. The gov- ernment, so to speak, by the physical destruction of the medium, grants each radio station a monopoly of some particular part of the air time. This monopoly selection process is then based on the applications and is determined only on grounds of public policy. But because it makes such a selection among applicants we must assume certain responsibilities toward the broadcasters—and toward the audience—and toward the individuals.

The right of free speech has never been unlimited. There have always been laws against obscenity and libel. But the Holmes opinion, "curred to the free use of speech, has carried freedom of speech cannot be reversed. An error, as the "free" of a crowded theatre. The particular prob- lem we confront today is that of pre- serving the precious principle of free- dom of speech while at the same time preventing the irresponsible abuse of a new instrument of tremendous infl- uence and power. That problem calls for great common sense and careful thought than it has yet received.

Vallee Shift Rumored
REPORTS are being circulated in Hollywood that Rudy Vallee will switch over from the current NBC series to the program on the Kellogg Co. program which starts on NBC Jan. 16. It is said the Standard Bleach Co. program which Vallee is now featuring will be discontinued until fall of next year. Although execs of J. Walter Thompson Co., Hollywood, are giving the account, denied such moves were contemplated, Tony Stanford, and George Faulkner, chief writer on the Rudy Vallee program, have been notified by the agency that the cereal company show, John U. Reber, vice-president of J. Walter Thompson Co., now in the market for a radio show to fill the Vallee slot, will be dis- continued.

New Listeners Digest
FOllowing the pocket-book-size format of Readers Digest, a new popular publication called Listen- ers Digest, which begins its bow in the newstand this January, published monthly by the Conde Nast Publications Co., for 26 cents a copy, will carry no advertising. Its con- tentm will include material that has appeared in the popular magazine. Editor is George T. Eggleston, who is also president of Listeners Digest Inc. Other officers are F. C. Foy and H. F. Nast Jr., vice-presidents; F. E. Hagelberg, secretary-treasurer; D. K. Hauser, circulation director; H. F. Nast Jr., general sales manager; W. E. Hill, sales manager; H. C. Loggins, advertising sales manager; W. R. Price Jr., business manager.

Gulf Series Pending
WITH Tom H. Lewis and Clarence Olmstead, supervisor of radio and head talent buyer, respectively, of YWCA, New York, it appears, with the Gulf Oil Co. announcing, now in Hollywood, disposition of the Gulf Oil Co. sponsorship of the series. The broadcast of a radio program was expected to be announced momentarily. Although negotiations and activities are yet to take shape, the new series, if it deals with the activities of a company, will be sponsored. The Gulf Oil Co. will be paid $10,000 weekly for talent. This will be added to the Motion Picture Relief Fund. It is understood Lewis may remain in Hollywood to produce the series.

www.americanradiohistory.com
IRNA Polls Network Affiliates
On Basic Operating Subjects

Questionnaire Covers Commercial Copy, Station Breaks, Free Propaganda and Other Topics

A POLL of all network-affiliated stations on a half-dozen basic operations questions, including limitation of commercial copy, standardization of 20-second station break and 30-word station break spots, has been ordered by Independent Radio Network Affiliates.

Culminating negotiations begun last August for revision of network-affiliated station relations, the IRNA executive committee Nov. 19 sent to all affiliates through the NAB a questionnaire dealing with these subjects. Affiliates were asked to approve, disapprove or otherwise comment on each of the six points and return the questionnaires to IRNA in care of the NAB, so that further deliberations may be had with NBC, CBS and MBS.

Six Points Covered

The six points are as follows:

1. All network commercial announcements except those of the designated sponsoring products to be eliminated.
2. Limit commercial copy in network sponsored programs to 10% of the total program time in weekdays, 15% daytime, except quarter-hour programs paid for at the quarter-hour rate may have one-half minute additional commercial copy.
3. Station identification breaks between network programs to be not less than twenty seconds.
4. The above—No. 3—to apply regardless of the number of consecutive sponsored programs contracted by an advertiser.
5. If networks agree to provisions above, affiliates to agree not to broadcast more than one thirty-second announcement between network sponsored programs and such announcements shall not be competitive to an adjacent program's sponsoring product.
6. All network programs run as sustaining, containing program and advertising content on behalf of commercial interests, such as for example as would give free promotion of motion pictures, etc., to be eliminated.

Action was taken by the IRNA executive committee at a meeting in Washington Nov. 14. A report to IRNA members was prepared by the committee, with L. B. Wilson, WCKY, Cincinnati, as acting chairman due to illness of both Samuel E. Rosenbaum, WFIL, Philadelphia, chairman, and Mark Ethridge, WHAS, Louisville, the last-named confined to his hotel in Washington by a cold.

Whether there will be an unanimity of view among affiliates on the points raised in the questionnaire is doubtful. Some affiliates in the past have expressed the view that a hard and fast percentage basis of determining advertising content is not workable. This is on the theory that flagrant advertising can be just as easily incorporated in a short selling blurb as in a long one. Moreover, it is contended that a lengthy commercial message can be entirely unobjectionable if it is handled in deftly.

Thus, it is anticipated, that there will be a split reaction among affiliates down the line and that some compromise will be reached.

In its report, the committee brought out that several meetings were held in New York during late September and October in connection with network policies. It was after the discussions with the networks that a sub-committee, comprising Messrs. Rosenbaum, Wilson and Arthur B. Church, KMBC, Kansas City, reached the conclusion that the practice of permitting network commercial announcements between programs has already assumed such proportions that it is an economic danger to affiliates.

The subcommittee said it could not subscribe to the networks' expressed fears that tightening of regulations to place a limitation on commercial copy and eliminate network spot announcements "will antagonize advertisers and drive them to magazines and other media than radio. The subcommittee," said the report, "feels radio advertising is able to stand on its own merits, and that advertisers will welcome uniform, sensible regulations which will make broadcasting better for listeners and therefore more effective for their use."

The practice of bulk sale of time, permitting the advertiser to break up long periods such as one hour, or longer programs into shorter periods, was "viewed with alarm" by the subcommittee. This practice, it contended, results in throwing aside the usual commercial copy limitations for long periods, and permits perhaps double the commercial copy in four programs in an hour as ordinarily permitted in an hour program.

Moreover, it was said, it "permits the networks to cut the three announcements in half and place them in one place."

"The subcommittee further views with alarm the admissions of certain network officials, both as to the possibility of further dividing bulk time into ten minute or one-sixth hour program periods and as to the possibility of as many as five contiguous announcements between program features, (1) closing commercial of sponsored programs, (2) network spot announcements, (3) station identification with voice signal or other brief 'break' announcements, (4) network-owned announcements, (5) program sponsor's opening commercial."

Announcements Between Programs

The report added the subcommittee was forced to admit that affiliates have been making network "too long announcements between network programs, contrary to the best broadcasting practices. It said it was unable to answer the network officials satisfactorily on an effective policing method to assure that if the IRNA committee's requisites are met, affiliates will limit to 30 words announcements between network sponsored programs.

The above represents results of its deliberations with the networks. On Sept. 30, it pointed out, the joint meeting of the executive committee and representatives of the various network committees was held in New York. Discussion centered around the growing practice of networks in permitting commercial announcements to be used by sponsors to purchase time for programs advertising products other than those referred to in the sponsored program itself. It was emphasized this did not refer to tie-in or cut-in announcements made by local stations during network time for which the stations were separately paid. The complaint related to announcements made over the network either during program time or between continuous programs of the same sponsor.

Also discussed were other matters which culminated in their conclusion in the six-point questionnaire to affiliates. At this meeting, a resolution was adopted reading as follows:

"Recognizing the demands made to the networks by agencies affecting the interests of advertisers affecting the affiliates as well as the network companies, some of which demands are detriments to the interests of listeners and damaging to the economic interests of listeners and damaging to the economic interests of advertisers, the IRNA proposes to assist the network companies in

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BROADCASTING • Broadcast Advertising
Opining the Radio Door Into Canada

STILL in his twenties, Ken Soble is synonymous with Canadian radio. He started as a time salesman ten years ago. Today he owns and personally supervises a large program building and time placing agency in Toronto, manages a successful radio station in Hamilton, and conducts the most popular amateur program in the Dominion. He knows Canadian radio, as you are about to learn.

While leading American news commentators are welcome guests in many Canadian homes, the principal voice is the regional commentator. The Canadian views the political world in a somewhat different light than his American neighbor. Canada, as a member of the British Commonwealth of Nations, watches the actions of Great Britain far more closely than the general is inclined to interpret them more sympathetically.

News, Custom Built
In Toronto, Newspaperman Jim Hunter has won a large following with a forcefully presented version of news. Alka-Seltzer recently undertook sponsorship of this feature through its Canadian agency, Cockfield-Brown, and is satisfied with the results. In Montreal, Christopher Ellis has conducted a commercially sponsored news review for several years. The secret of the success of these features is the fact that the personalities, the subjects with which they deal, and the manner in which they handled them, are familiar to the listeners. In brief, the audience is receptive. Several types of program have been adapted for Canadian consumption by Metropolitan Broadcasting Service, a Canadian agency that specializes in radio.

An experimental policy on the part of the government-owned Canadian Broadcasting Corp. has resulted in vast strides being made in the field of educational programs. New types of educational broadcasts have been sought from one end of Canada to the other, and very effective use of drama has been made, in presenting to Canadians facts about their country's natural life, its resources, and its population.

Program building in Canada presents the radio advertiser with a far different series of problems than does program building in the United States. The territorial extent of the country is great, the population is comparatively small. There is a stem of religious, economic, and racial groups, and of the British Empire perspective of the vast majority of the population.

Although, the task of discovering or developing a radio program that will appeal to the Canadians is well worth while, for the market is one in which rich returns are the reward for an intelligent, well-directed radio campaign, as well as discovering the proper program the advertiser must design his commercial announcements so that they will appeal to a public that is not conservative than that of the neighboring republic, but which at the same time is inclined to be more loyal to a commercial product once their patronage is won.

Many American corporations are being attracted to Canada; economically it is much more stable than the United States, the local market is well protected by tariff, and there is a very considerable advantage of Imperial preference. By reason of the country's preoccupation with primary products, the dizzy heights of American boom years were never quite attained, but at the same time, the depths of American slump periods have been avoided. Long established Canadian firms, as well as newcomers to the market are discovering daily the advantages of advertising made-to-measure for the Canadian market.

E. S. Fentress Heads Buyers of WACO, KNOW
E. S. FENTRESS, publisher of the Waco News-Tribune, has been disclosed as the principal in the proposed purchase of WACO, WAC, and Fort Worth's KAMU and Hearst Radio Inc. local for which applications for transfer of ownership have been filed with the FCC. They will offer $40,000 each under the plan of Hearst Radio to liquidate all but a few of its station holdings.

At first it was stated that a group of Texas oil men had agreed to buy the two stations. When the applications were filed, it was shown that the purchaser was Frontier Broadcasting Co., with headquarters at 1119 W. Lancaster St., Fort Worth, and that the stockholders are Mr. Fentress, 50%; S. W. Richardson, rancher and capitalist, 25%; and Charles P. Reeder, oil man, 25%.

Would Acquire WCAX
VERMONT Broadcasting Corp., reported to have been organized to purchase WCAZ and WCBQ in Burlington, VT. and the Burlington Daily News Inc., has applied to the FCC for permission to transfer the license of WCAZ, a local outlet on 1200 kc. The station is now licensed to the newspaper firm, of which Mr. F. James and Bertha W. Jackson are the stockholders. Principals in the Vermont Broadcasting Corp., are F. James and Bertha W. Jackson, with $89 out of 700 shares of stock, and Clarence Cowles, attorney.

BROADCASTING • Broadcast Advertising

December 1, 1938 • Page 19
GOING on its air from its new 50,000-watt plant Nov. 19, WLW, New Orleans, is about to meet a 4 a. m. test coverage by asking listeners for verifications and requests of 3,000 terminals from every state plus four foreign countries. The new plant is located at Kenner, La. It will stand upright through with a 396-foot iodide radiator.

Formal opening of the new WLW plant, General Manager Vincent Callahan announced, has been scheduled for Nov. 30, with ceremonies in New Orleans and the principal speaker, and CBS was to dedicate a special program that evening.

The new WLW plant was erected at a cost of $220,000 and is of the latest type. Its construction required six months under the direction of J. D. Bloom Jr., WLW chief engineer.

Canada Boosts Powers

FIRST of a series of wavelength and powers shifts recommended by the board of governors of the Canadian Broadcasting Corp. and officially announced by the Department of Transport in Ottawa will permit CKVL, Kirkland Lake, Ont., to change from 3130 to 560 kc. and increase its power from 100 to 1,000 watts; CKGB, Timmins, Ont., to change from 1420 to 1440 kc. and increase its power from 100 to 1,000 watts; CKMC, Cobalt Ont., to increase its power from 50 to 100 watts; and KKBO, Pigeon Lake, Ont., to increase its power from 50 to 100 watts.

The first two stations plan to move to transmitters and will build new plants, according to Owner Roy Thompson, and are not expected to be ready for operation with their new facilities until May 1. More power boosts for other stations are anticipated, nearly all 100 watters having made applications for 250 to 1,000 watts.

WBCM, Bay City, Sold

PROPOSED sale of two-thirds interest in WBCM, Bay City, Mich., for $100,000, has been made public by the FCC Nov. 21. James E. Davidson, owner of the Canadian national committee for Michigan, is disclosed as having agreed to sell 3,332 out of 5,000 shares to Harley D. Peet, head of the Peet Packing Co., of Bay City. It is understood that the remainder of the outstanding stock, owned by a former U. S. radio inspector in Detroit and recently in the consulting engineering business, was also sold to J. A. Kendrick, world vice-president and general manager of WBCM, a station which was launched Sept. 15 with 25 outlets, has now doubled its membership, will tell some 76 outlets in primary markets.

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WHO offers
$14,736,000 EXTRA
DRUG SALES
from "IOWA PLUS"!

The drug-store merchandise sold annually in Iowa represents a value of twenty-two million dollars—but that’s only 66% of the sales that are made every year in WHO’s Iowa Plus!

The EXTRA coverage that WHO offers you outside the state of Iowa represents an EXTRA market worth $14,736,000 per year to manufacturers of drug-store merchandise.

With WHO, you cover a surprisingly large slice of the entire Midwest, at surprisingly low cost. Without WHO, you can’t cover the Midwest, no matter how much you spend. . . . May we prove it for you?

WHO
FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

www.americanradiohistory.com
Some Sidelines on Radio's Infancy

In 1916 Mr. Sarnoff [David Sarnoff, now president of RCA and chairman of the board of director of the proposed “Radio Music Box” scheme. Mr. Nally’s reply, dated Nov. 9, 1916, is in evidence. Elmer E. Bunzel, at the time head of the Marconi Co., was with Mr. Sarnoff in 1916 when the latter dictated the following statement.

“I have in mind the development which would make radio a ‘household utility’ in the same sense as the piano or phonograph. The idea is to bring music into the house by wireless. While this has been tried in the past by wires, it has been a failure because the people did not supply themselves to this scheme. With radio, however, it would seem to be a self-supporting field. A single button operated radio telephone transmitter having a range of say 25 or 50 miles can be installed at a fixed point where instruments or both are produced. The problem of transmitting music has already been solved in principle and therefore all the results attained to the transmitting wave length should be capable of receiving such music. The receiver can be designed in the form of a single button ‘Radio Music Box’ and arranged for several different wave lengths, which should be changeable with the throwing of a single switch or pressing of a single button.

All in One Box

“The ‘Radio Music Box’ can be supplied with amplifying tubes and a loudspeaking telephone, all of which can be made part of a single box. The box can be placed on a table in the parlor or living room, the street switch set accordingly and the transmission can be made to the individual 25 to 50 miles. Within such a radius there can be a total of hundreds of thousands of families; and as all can simultaneously receive from a single transmitter there would be no question of obtaining sufficiently loud signals to make the performance enjoyable. The power of the transmitter can be made 5 kw, if necessary, to cover even a short radius of 25 to 50 miles; thereby giving extra loud signals in the home if desired. The use of head telephones would be obviated by this method. The development of a small loop antenna to go with each ‘Radio Music Box’ would likewise solve the antenna problem.

“The same principle can be extended to numerous other fields as, for example, receiving lectures at home, which can be made perfectly audible; also events of national importance can be simultaneously announced and received. Baseball scores can be transmitted in the air by the use of one set installed at the Polo Grounds. The same would

How David Sarnoff at 25 Foresaw ‘Radio Music Box’ and Networks

be true of other cities. This proposition would be especially interesting to farmers and others living in rural districts remote from cities. By the purchase of a ‘Radio Music Box’ they could enjoy concerts, lectures, music, etc., which may be going on in the nearest city within their radius. While I have indicated a few of the most probable fields of usefulness for such a device, yet there are numerous other fields to which the principle can be extended…

A Source of Revenue

“The manufacture of the ‘Radio Music Box’ including all the large quantities, would make possible their sale at a moderate figure, perhaps $75 per unit. The main item of profit would be derived will be from the sale of ‘Radio Music Boxes’ which if manufactured in quantities of 100,000 or so could be sold at a handsome profit on the price mentioned above. Secondary sources of revenue would be from the sale of transmitters and

LETTERS and memoranda made public at the current network hearings before the FCC throw fascinating sidelights on the inception of radio broadcasting services as they are known today. They were dug out of dusty files by Gleason Archer, president of Suffolk University, while writing his recent book on the “History of Radio to 1926.” The excerpts and texts, as introduced at the FCC hearings, are here republished by BROADCASTING for their historical value and present appeal.

from increased advertising and circling of the Wireless Age. The company would have to undertake the arrangements, I am sure, for music recitals, lectures, etc., which arrangements can be satisfactorily worked out. It is not probable that the initial cost of business obtainable with this plan until it has been developed and actually tried out but there are about 15,000,000 families in the United States alone and if only one million or 7% of the total families thought well of the idea it would, at the figure mentioned, mean a gross business of about $75,000,000 which should yield considerable revenue.

A Sales Prophecy

“Aside from the profit to be derived from this proposition the possibilities for advertising for the company are tremendous; for its name would ultimately be brought into the household and wireless would receive national and universal attention.

When the Radio Corporation of America took over the business of the American Marconi Co. in the latter part of 1919, Mr. Sarnoff was commercial manager of that corporation. Upon the merger Mr. Sarnoff became commercial manager of RCA. It is apparent that he had abundant faith in his “Radio Music Box” idea and that in the winter of 1920, months before broadcasting began at East Pittsburgh, he revived the idea by laying the same before Owen D. Young, chairman of the General Electric Co. and RCA. On March 3, 1920, E. W. Rice Jr., president of General Electric, requested Mr. Sarnoff to submit an estimate of prospective radio business based upon his “Music Box” idea. A significant portion of that reply is as follows:

“The ‘Radio Music Box’ proposition (regarding which I reported to Mr. Nally in 1916 and to Mr. D. Young in 1921) requires a considerable experiment and development; but, having given the matter much thought I feel confident in expressing the opinion that the problems involved can be met. With reasonable speed in design and development a commercial product can be placed on the market within a year or so.

Let their premises be correct, it would seem that the two fundamental problems calling for a solution are:

1. Who is to pay for broadcasting?
2. Who is to do the broadcasting?
3. Many suggestions have been made by well intentioned persons on the inside and outside, in an endeavor to solve both the above problems but to my mind none of the suggestions yet made, with which I am acquainted, are sufficiently well worked out, with the result of withstanding the test of real analysis and this largely because the major portion of the suggestions thus far offered have been on a foundation which calls for voluntary payment by the public for the service rendered through the air.

Who Is to Pay

“With respect to problem No. 1. Attractive as the above suggestions are, I am of the opinion that the greatest degree of radio-universality and, generally speaking, its ability to reach everybody everywhere—in themselves limit, if not destroy, any system of payment of control essential to any program calling for continued payment by the public.

1. Stated briefly, it seems to me where failure to make a payment does not enable a discontinuance of service—as, for example, the failure to pay for gas or water supply—the temptation to discontinue payments on the ground of poor service, etc., is too
The Nation's BEST MARKET
and
The Market's BEST STATION

CERTIFIED COVERAGE IN SQUARE MILES

<table>
<thead>
<tr>
<th>WREC</th>
<th>81,600 Miles</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Station</td>
<td>54,756 Miles</td>
<td>66%</td>
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STATION POPULARITY (1936)

<table>
<thead>
<tr>
<th>WREC</th>
<th>50.7% of ALL Retailers</th>
<th>45% MORE than 2nd Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Station</td>
<td>34% of All Retellers</td>
<td>47% MORE than 2nd Station</td>
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</table>

STATION POPULARITY AMONG BUYERS (1938)

<table>
<thead>
<tr>
<th>WREC</th>
<th>64% of ALL Listeners</th>
<th>54% MORE than 2nd Station</th>
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</thead>
<tbody>
<tr>
<td>2nd Station</td>
<td>32% of All Listeners</td>
<td>47% MORE than 2nd Station</td>
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RETAIL DRUG TRADE SURVEY (To Drug Store Owners)

<table>
<thead>
<tr>
<th>WREC</th>
<th>50% of ALL Listeners</th>
<th>43% MORE than 2nd Station</th>
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</thead>
<tbody>
<tr>
<td>2nd Station</td>
<td>35% of All Listeners</td>
<td>54% MORE than 2nd Station</td>
</tr>
</tbody>
</table>

WREC 2nd Station
81,600 Square Miles 54,756 Square Miles
Survey by Jansky & Bailey, 1937

WREC 2nd Station
64% of Total Audience 32% of Station Audience
Survey by Oliver P. Cobb & Co. (Sept. 17, 1936). 5000 Postal Cards mailed City and Territory. Question: "Which Memphis Radio Station Do You Listen To Most?"

WREC led 2nd Station by 43%.
Survey by Cole and Company, Inc. (Sept. 23, 1938). 11,553 interviews among purchasers in 434 retail stores throughout city and trading territory. Question: "Which Memphis Radio Station Do You Listen To Most Regularly?"

WREC 2nd Station
50% 34%
Survey by R. L. Polk (Feb. 23, 1938). Question: "What Memphis Radio Station Do You Prefer to Carry Advertising of a Drug Product?"

Figure it ANY way, WREC covers the greatest territory; is the most popular station among RETAILERS, and covers the most people in the market, which, as the map from Nation's Business shows, is the greatest "White Spot" in America.

WREC IS ALWAYS YOUR FIRST CHOICE.

A CBS STATION • NATIONAL REPRESENTATIVE, E. KATZ CO.

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AFRA Seeks Standard Wages For Net Commercial Artists

Negotiating Committee Is Empowered to Offer Concessions in Dicking on National Contracts

NEGOTIATION of a standard scale of wages and working conditions for artists employed on commercial networks is the next goal of the American Federation of Radio Artists and every effort will be made to achieve this result within the year. A resolution unanimously adopted by the AFRA convention, held Nov. 14-15 in St. Louis, set this agreement for talent on commercial programs as the most pressing piece of business confronting the union, and the national board is planning to exert all possible pressure to put it through as soon as possible.

Delegates from various parts of the country met to coordinate local differences during the convention and AFRA officials feel that they can resume their meetings with agency executives and the committee of the American Association of Advertising Agencies and present demands that have the backing of the entire union membership.

Strengthened Position

To speed the progress of these negotiations the board has empowered the negotiating committee on national matters to draw up contracts and make concessions, such as time off to attend a national board and the ratification of the final contracts by the membership. It also conferred on the national board the power to strike whenever the board may believe such action necessary to the welfare of its members. The effect of such power is seen as putting AFRA in a much stronger position to enforce its demands against stations and networks employing its members.

In her report as executive secretary, Emily Holt reviewed AFRA negotiations which have resulted in an agreement to have all CBS covering all artists engaged on network sustaining programs; agreements for announcers at WEA P, WJZ and WNY, New York, WCFL, Chicago, KJBS and KGO, San Francisco, and an agreement for all AFRA members at WJR, Racine. AFRA now negotiates with WHN and WVEO, New York, WGT, Salem, and KD N, Los Angeles. There are plans for the coming year calls for negotiations with stations in Cincinnati, Denver, Detroit, and St. Louis, and the convention instructed the national board to investigate the situation and to make recommendations at the next convention for an order for an order to be submitted to the station next August. The board was also instructed to confer with Equity, the Screen Actors Guild and the American Federation of Musicians to coordinate the activities of all these organizations.

AFRA also held its first convention meeting in St. Louis, Nov. 12, at which it was voted to establish a scholarship fund for promising young radio artists.

A FEW of the 16 CBS Hollywood staff members who participated in the Nov. 19 transcontinental broadcast of "The War of the Worlds" have been found to have broken the law. The CBS crew was scattered over the 252-mile length of the project—from Parkersburg, W. Va., to Long Island, to pro- 

Pear Spot Drive

PEAR SPOT DRIVE MAY BE EXTENDED

T H E Oregon - Washington - California Pear Bureau, with headquarters in Seattle, recently launched a radio campaign in three cities, KWK, St. Louis; WIFIL, Philadelphia; and WTCN, Minneapolis with the possibility of expanding the campaign extending to stations in numerous other key cities.

Launched Dec. 1, the drive has already been selected in case there is a shift in the advertising budget funds. The Bureau will spend $54,000 for this season's advertising in all media, with radio claiming the major share of the budget at the requests of the local committees in the various markets. Started Dec. 1, no rework is being used, of which some was a series begun last year, along the theme of a "radio game" called "What's Wrong?"

Funds for the Pear Bureau campaign are raised by a per box assessment among the members of growers being assessed 3 cents per box on Anjou, Bosc and Comice pears and 4 cents per box on Nelis, Howells and Easters (subsidary varieties) paid via growers' associations into the Pear Bureau, by those shippers signed to contracts. The account is hand- 

Hayes Heads WABC Sales

ARTHUR HULL HAYES has been named manager of the WABC, CBS New York key station. Formerly manager of the National Bureau of Radio announcers, CBS sales organization for the network's owned and managed stations, Hayes has been specializing on WABC for the past year and recently has had several salesmen assigned to his staff. Mario L. Biros formerly with Hearst- 

Newspaper Radio Drive

A CONTRACT calling for 18 one-hour Sunday morning transcription concerts has been signed by the New York Evening Post with WOR, Newark, under which the copyright of the complete newspaper plans to give away thousands of records of musical masterpieces in an intensive circulating campaign. The drives started Sunday, Dec. 27, and is heard 10:30-11:30 a.m. under the title of Symphony Concerts, and player is the current user of WOR in its drive during the last four years which was received from subscription for approximately 50,000,000. Amos Pfarr & Co., New York, is agency.

Skidoo Tests on Coast

SKIDDOO Co., Columbus, O. (household cleanser), in a 16-week Southern California campaign which commenced Dec. 1, is using participation in Art Baker's "Notebook on KFI, Los Angeles, placing through Jaap-Orr Co., Cincinnati.
WWJ Scores Again with Listener Preference of More Than 2 to 1

According to an independent and unbiased survey made by the Ross Federal Corporation, nationally-known research organization, 57% of the radio audience interviewed during the University of Michigan-Northwestern football game were tuned to WWJ. A broadcast of the same game by another Detroit station attracted the next largest audience, or 26% of the total, showing a preference of more than two to one in favor of WWJ.

Such outstanding preference is due largely to the fact that for 18 years, WWJ has rigidly adhered to the policy of presenting the listener with the best balanced programming, not only through its network affiliation but also with news, sports, music, drama and other entertainment originating within the WWJ staff organization.

Result of Survey by the Ross Federal Corporation on November 12. The University of Michigan-Northwestern game was being broadcast on WWJ and WJR at the time,

57% Listening to WWJ
26% Listening to WJR
12% “All other Stations”
5% No information
WHO Plans Tests Of Collins System

New Transmission Method Said To Cut Power Consumption

PRELIMINARY installation has been started at WHO, Des Moines, in connection with an experimental investigation of a radically new method of transmission," according to an announcement Nov. 25 by Arthur A. Collins, president of Collins Radio Co. of Cedar Rapids, Iowa.

The new system is a development of Collins and predicated on an invention of Dr. J. F. Byrne of the technical staff. It employs polychromatic radiation to make possible a much higher modulation and normal reception with conventional broadcast receivers.

"The chief advantage promised by the new development is a realization of the theoretical minimum of power consumption and the tube capacity amounting to a substantial reduction in the tube cost of even the most power-hungry devices," said the announcement.

Operations To Start Soon

The present WHO transmitter site, designatec as 'collinear WHO radiating system, is being utilized for the experiment, which has been approved by the FCC. Experimental transmissions will begin in the near future utilizing the call sign WHO, with a power of 1,000 watts on WHO's regular frequency of 1,000 kc. WHO's regular operating power is 50,000 watts.

The experiments will be conducted between midnight and the beginning of WHO's normal broadcast day and at times when its experimental facsimile apparatus is not in operation. The work is being carried on for engineering data only under the direction of Paul Loyet, technical director of WHO. Members of the staff of Collins also are collaborating in the work.

"The definition of the work being made at this time by Collins Radio as to the ultimate application of the system and the extent of the development when perfected will most likely find its principal application in stations of 50 kw. or greater," said the announcement.

Elliott Roosevelt on Air

With Texas News Series

ELLIOTT ROOSEVELT, son of the President and president of the Texas State Network, who makes his home in Fort Worth, returned to air Nov. 23 for his regular weekly program, broadcasting every Friday at 6 p.m. on Texas in the World Networks. The program also is broadcast under sponsorship locally on each of the 23 TSN outlets.

A second Texas booster, Mr. Roosevelt on Nov. 23-24 directed a statewide good will tour in a Gulf Air Co. plane, headed by Gail Norie, TSN director of women's activities. Mayors and local dignitaries in each city on the network were invited to ride in the plane and participate in the event for a half-hour over the hoist. On the return trip to Miss Norie, were Truett Kimsey, TSN chief engineer, and Charles Rowe, pilot.

FTC's Scrutiny of Radio Advertising

Yields 1,544 Potential Cases in Year

OUT OF 1,069,944 pages of type-written network and station scripts comprising 490,612 continuous, the Federal Communications Commission developed only 1,544 significant cases involving allegedly false or misleading advertising, the Commission's public relations director said in its annual report covering the fiscal year ended June 30, 1935.

"The chief fact underlying the Commission's purpose is to prevent false and misleading representations, it merely indicates that advertising may mean more than what he shall say," said the announcement.

During the 12-month period the FTC was receiving questionnaires to periodical and radio advertisers in 733 cases, negotiated 383 stipulations and was involved in 617 adjudications involving 1,544 cases as to compliance with actions, stipulations, and orders of the Commission in connection with the bases of 1,544 prospective cases not previously set aside for investigation.

The Commission has developed from its continuing broadcast review data analyses showing the principal sources of false and misleading advertising, segregated as to network, transcription, and individual station type of broadcasts, the latter being further broken down as to zone location and transmitting power. Such information has been made available to the Commission's use in this type of work.

The request for copies of advertising have been received from radio stations for advice and information concerning certain advertisers and their products. The Commission cannot give the information demanded because the matters may be under investigation or it is not fully advised of all the facts and cannot render opinion therein. It is the Commission's policy to treat as confidential all information relating to acceptance of a stipulation or issuance of a complaint.

The Commission is developing a bulletin, the latter being used as the basis for the public record and available to anyone who may request them.

RUSSELL E. PIERCE, editorial director of Cecil, Warwick & Legler, New York, announced that Lou Nova, contender for the heavyweight boxing title of the world, at 215 pounds, will start his training with Tommy Farr, Dec. 18, at Madison Square Garden.

Nitrate in the South

CHILEAN NITRATE SALES Corp., New York, on Dec. 3 will start a series of transcribed programs featuring Uncle Natchel on the air on WBT, WLS and WSB, Atlanta, Saturdays, 6:30-7 p.m. Thirteen other Southern stations will carry the half-hour programs starting Dec. 4, to be heard Sunday evenings at various starting times. Stations are: WIS WBT WJDX WMC WAGF WSFB WBYJ WPCT WKWH WRVA WWL WDBO and WJJD. The program will consist of songs and observations by Uncle Natchel, including a dramaticized story dealing with early Southern and musical history. Account is placed by O'Dea, Sheldon & Canada, New York.

Cook Tours Resumes

THOMAS COOK & Son-Wagon-Lits, New York, will begin its annual radio campaign for its winter activities on an NBC-Blue split network on Dec. 18. As in previous years, the quarterly-hour Sunday afternoon program will feature travel over the air to Malcolm La Prade, advertising manager for the company, who is introduced on the air by the Rev. W.F. Cook's. Program also includes organ music by Lou White. Series was placed through Newell-Emmett Co., New York.

Sheaffer Pen Spots

W. A. SHEAFFER PEN Co., Ft. Madison, Ia., has started a pre-Christmas campaign on a four-city, four-station network and a one-week spot campaign of five to seven announcements weekly on other stations. The network title is The LifeForce Featurer featuring Harold Stokes' orchestra and originating at WGN, Chicago, WBBM, 680, WXYZ, 1010, and WCCO, 815, m. E., and on WGN WOR CKLW WAAB. Russell M. Seeds Co., Chicago, has the account.
To Colorado Springs

Where Greater Ability to Buy Makes Greater Demand for Cars

With Colorado Springs 91% above the U.S. average in automotive sales and with filling station sales 72% above the U.S. average, automobile-selling-time takes on real meaning in Southern Colorado. KVOR, home station of this high-income region surpassing eighty larger cities in total automotive sales, is the logical choice of automotive advertisers who wish to completely cover this market from within, receiving the extra benefit of broadcasting their sales messages over the station preferred by dealers and listeners alike. Fast freight from Detroit finds fast home delivery in Southern Colorado through KVOR, the station which best serves and satisfies this region.

CITY OF GOOD SPENDERS

<table>
<thead>
<tr>
<th>PER CAPITA SALES</th>
<th>U. S.</th>
<th>Colorado Springs</th>
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<tr>
<td>Automotive</td>
<td>$37.52</td>
<td>$71.97</td>
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<tr>
<td>Filling Stations</td>
<td>15.03</td>
<td>27.62</td>
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<tr>
<td>Total Retail</td>
<td>270.10</td>
<td>449.62</td>
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<tr>
<td>Food</td>
<td>68.11</td>
<td>110.47</td>
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<tr>
<td>Eating Places</td>
<td>19.47</td>
<td>26.48</td>
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<tr>
<td>Drugs</td>
<td>10.04</td>
<td>31.17</td>
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<td>General Merchandise</td>
<td>37.63</td>
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<tr>
<td>Apparel</td>
<td>21.64</td>
<td>33.66</td>
</tr>
<tr>
<td>Furniture, Household</td>
<td>10.51</td>
<td>21.24</td>
</tr>
</tbody>
</table>


KVOR Colorado Springs

COLUMBIA NETWORK • 1000 WATTS • FULL TIME

AFFILIATED WITH RADIO STATION W K Y, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
NAB Sales Group To Exchange Ideas

Commercial Men of Fourth District Gather at Roanoke

A “ROUND ROBIN” exchange of program ideas among stations in the fourth district of the NAB, comprising the states of Delaware, Maryland, Virginia, West Virginia, North Carolina, and South Carolina, was decided upon at the meeting of station managers’ district division held Nov. 21 at Roanoke.

The session was opened over by John W. New, commercial manager of WTAG, Norfolk, chairman of the district. Junius P. Fishburn, president of the World Business Corp., publishers of the Times and World News and operator of WSB, Roanoke, discussed relationship of newspapers and radio.

Neille Miller, NAB president, outlined the facilities of the newly organized NAB and urged cooperation of station owners and executives in developing a broadcasting association. Purnell Gould, commercial manager of WFFR, Baltimore, stressed the importance of improving program quality in attracting more business for broadcasting.

Exchange of Ideas

The afternoon session was devoted to a roundtable discussion of various problems of sales management. Program ideas were exchanged and it was decided to start the “round-shin” among stations.

One of the distinct advantages to the host to the station executives, with a luncheon meeting where entertainment was provided by the station artist bureau. New studios and transmitter of WDBJ, recently installed, were shown. Station representatives attending the meeting included:

S. C. Ondarche, WBTM, Danville; Campbell of the newly organized NAB and United NAB and urged cooperation of station owners and executives in developing a broadcasting association. Purnell Gould, commercial manager of WFFR, Baltimore, stressed the importance of improving program quality in attracting more business for broadcasting.

Arco Skate’s List

ARCO TUBULAR SKATE Corp., New York, will start sponsoring a quarter-hour program, Behind the Scenes in Sport, featuring Bill Stern, once a week live on WJB, New York, starting Dec. 1, and via RCA’s World-Wide Network on WBC-WBZA WDRG WNBW WMFF WKB and WEGC-AM, KSTP, KSTP KQLX, KOMA. WOSX, Px., KSTP WOW WAXA KODY and KJR, Gussow-Kahn & Co., New York, is agency.

Florists Plant Spots

MEMBERS of the Florida Tele- graph Delivery Assn., ran test spot announcements twice nightly Nov. 21 and Nov. 22 on 26 stations to stimulate pre-holiday sales of flowers. If the idea receives favorable response, which will be reported by florists early in December, broadcasts will be repeated before Christmas and then continued the rest of the season. Santa Claus & business, New York, handles the account.

Express Drive

RAILWAY EXPRESS ADVERTISING Co., New York, has started its annual pre-Christmas campaign of spot announcements. It is a continuous plan throughout the country to promote its speed and efficiency in delivering Christmas packages. Campaign will air on the network stations and is placed by the Caples Company, New York.

RESPONDING to demands of the local Greek sponge-fishing colony at Selinus, SICILY, the World-Herald Publishing Co., that city, which currently has a population of approximately $60,000, has been negotiated, subject to FCC approval. An application for the license was filed with the FCC during the week of Nov. 28.

WAB, which was on the air for more than a year. Earlier this year, an arrangement had been made for the station to move to Central States Broadcasting System for approximately $5,000. But after the application was withdrawn without prejudice. The station operates on 660 kc. daytime, with 560 watts power and is one of the pioneer stations to have engaged in a gun operation in 1922. The World-Herald several years ago sought to buy WAAB but the deal was dropped.

Toscanni Plans

ARTURO TOCSANNI will leave the NBC Symphony Orchestra for a vacation of several weeks following the broadcast of Dec. 3. Arthur Rodzinski, who directed the orchestra in a number of broadcast last season, will again take over the podium during Toscanni’s absence. Speculation concerning his non-appearances in the future has been heard, but it has been denied.

D’Arrigo Placing

D’ARRIGO BROS. Co., Boston (labeled vegetables), on Dec. 2 will start a new pre-Christmas campaign on WTAM, Cleveland, and on Dec. 16 on WBB-WBZ-BBA, Boston-Springfield, Harold F. Lewis, Boston, placed the account.

December 1, 1938

BROADCASTING • Broadcasting Advertising
RADIO ATTRACTIONS
INCORPORATED
PRESENTS AS ITS FIRST RELEASE FOR 1939
Sax Rohmer's

The Shadow of FU MANCHU
A FIELDS BROTHERS PRODUCTION

BRINGING TO RADIO:

1. This superb dramatization of the thrilling exploits of fiction's famous character, the amazing FU MANCHU.

2. An awaiting audience of over 25,000,000 persons who, since 1914, have paid to follow the adventures of FU MANCHU.

MAGAZINES
Adventures of FU MANCHU have been featured in Colliers since 1914.

BOOKS
Millions have followed FU MANCHU through "best sellers" published by Doubleday Doran.

SCREEN
Movie fans everywhere have thrilled to "hit" films produced by MGM and Paramount Pictures.

STAGE
The success of FU MANCHU plays has increased his legion of followers.

Gala Trade Preview
Waldorf-Astoria
December Seventh

Recorded for
for
Spot Release

To be released in
January
in seventeen Eastern states

RADIO ATTRACTIONS
INCORPORATED
RKO BUILDING — RADIO CITY — NEW YORK

BROADCASTING • Broadcast Advertising
Canada Lacks a Policy On Television Licenses

The Canadian Government has not yet formulated its policy regarding television licenses. Jack Chepkow, the Consul learned when it asked through Canadian Broadcasting Corp. for a television license. The request was turned down for the time being on the grounds "that it is not the time to grant television licenses." Officials of the station stated they were prepared to spend $85,000 for that purpose. Following the decision of Louis E. Leprohon of CKAC stated "although nothing definite has been decided they will consider the matter later on."

While not officially announced, it is believed the government will allow the CBC to retain the right of television for itself, not recommending demand for privately owned television stations to the Department of Transport. It is not expected that Canada will do much with television till it has proven itself in the United States, despite developments by the British Broadcasting Corp. in London.

GE at World's Fair

VISITORS to General Electric Co.'s building at the New York World's Fair will see not only, but will participate in television programs. According to a joint announcement by R. W. G. Baker, managing engineer of the G-E radio division, and Chester H. Lang, advertising manager, the company will publish a set equipped with transmitting equipment, and television receivers, which will be available for viewing the many television programs broadcast during the fair in the New York area. Visitors will be allowed to set up the receiver and tune into the television camera for their own amusement. Difficulty in installing the television equipment has been foreseen because of the concentrated electrical devices incident to staging and lighting the Fair, but engineers will solve all these problems before the Fair opens.

NBC Video at Fair

A SERIES of test television broadcasts from the grounds of the New York World's Fair, which will be under the control of the company, was started Nov. 7 by RCA-NBC. Plan is to make experimental broadcasts from all parts of the grounds, determining best camera locations for shooting all important exhibits and other happenings, and covering spots where electrical interference might interfere with good transmission of visual sig- nals. Purpose of the tests is two-fold: First to continue experiments with the two-truck mobile unit and second to train the fair goers so that during the summer all points of the exposition may be televised. NBC plans the first time for setting up the station for viewing by owners of homes or visitors at the RCA exhibit on the grounds.

A New publication of the electrical appliance trade, Electrical World, today announced it would make the Fair a part of the show under the editorship of O. H. Caldwell, former Federal Radio Commission chairman. "Radio at the Fair," M. Clements, publisher with Mr. Caldwell of Radio Today, will be publisher and M. E. Herring, general manager._

GROUP CONSIDERS COURT BROADCASTS

RULES to govern coverage of court trials and other judicial proceedings by the press and radio will be considered by a special committee on cooperation between bar, press and radio, named by Frank J. Croke, president of the Chicago Bar Association. The committee is scheduled to hold its first meeting on Dec. 2.

Opposition to broadcasts of trials as well as the trend toward greater cooperation is of particular interest to the committee, which was appointed to study a decision of the American Bar Association holding radio broadcasting from courtrooms illegal, despite the absence of radio representation.

NAB President Miller announced appointment of a committee comprising Philip G. Lucks, former NAB managing director and Washington attorney; Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; and Louis G. Caldwell, Washington attorney, for the broadcasting industry. The chairman of the committee, who was selected by the Association, is Jerald S. Patterson, of Jacksonville, Fla. Paul Bellamy, editor of the Chicago Daily News, is chairman of the committee representing the American Newspapers Publishers Association.

Gates Northwest Account

THE Western Agency, Seattle, recently was appointed to handle national community advertising for 101 of The Evergreen Playgroup Assn. Membership in the organization is composed of cities of the Pacific Northwest and Columbia. Much of the 1939 tourist campaign will be directed to tourists taking in the Golden Gate International Exposition in San Francisco. An invitation will be extended to visit the Northwest while on the Coast.

New P & G Serial

PROCTOR & GAMBLE Co., Cincinnati (Oxylol), on Nov. 21 replaced Ma Perkins program with a new dramatic serial, "The Desire of the Heart," on NBC-Blue, Mondays thru Fridays, 10:45-11 a.m. Program presents the inter-related lives of persons living in a typical American industrial city of 50,000 population. Mutual network continues on the NBC-Blue network, Mondays thru Fridays, 3:15-3:30 p.m. Audience is increased by Maillet-Sample, Humchiet, Chicago.

Samuel Store Stouts

SAMUEL STORES, New York (chain clothing), is running an extensive campaign of spot announcements in its quarters in over 700 news broadcasts, and one-minute recordings on 22 stations in cities where the company has a chain store. Account is handled by Sawdon Co., New York.

CAPC COD Broadcasting Co., authorized to construct a 100-250 watt local on 1210 kc. in Barnstoolie Township, Illinois, to serve the city ofaton the air on or about April 3, 1939, operating under the editorship of O. H. Caldwell, former Federal Radio Commission chairman. "Radio at the Fair," M. Clements, publisher with Mr. Caldwell of Radio Today, will be publisher and M. E. Herring, general manager.

Medicos on WKY

IN CONJUNCTION with the Southern Medical Assn. convention held in Oklahoma City as the week of Nov. 14, WKY, Oklahoma City, opened its doors to visiting physicians and surgeons. To promote the conference, and impress the value of the organization on listeners, WKY presented several daily broadcasts during the week, featuring specially-prepared papers composed and read by outstanding Thomasian men of the South and Southwest.

WHEN the new WPIC, Sharon, Pa., signed on it looked like a big affair, owned by the same interests, conducted a poll to determine what listeners were interested in and what music they knew. Listeners were surprised to find classical music such as "Songs of Russia," "The Elegy," "Shining Hour," and "The Winter Song" topping the running second. Dramatic shows, both serial and complete, received no votes whatever.

Bosy Boston Baseball

COLONIAL Network and WAAB, Boston, recently purchased exclusive broadcasting privileges to all home games of the Boston Bees baseball team for the next two years, John Shepard, present of the Yankee and Colonial Networks, has announced. WAAB, only first broadcasting the Bees (then Braves) games in 1928 and every year thereafter until 1937 when the newly-organized WAAB-Colonial Network took them over. Mr. Shepard also said that similar arrangements are being discussed with the Boston Red Sox but that no decision has been reached.

TRANSFER HEARINGS DESIGNATED BY FCC

ANOTHER indication of its undeclared policy of designating practically all transfer applications for hearing was given by the FCC Nov. 21 when several pending transfer proposals were placed on the hearing calendar.

Application of James W. Baldwin for transfer of WJZ - its over-the- air operation, to WMCA, New York City, involving a $32,000 hearing docket. Mr. Baldwin is former managing director of the NAB and owner of the year-old station.

Also set for hearing was the application for voluntary assignment of the license of WSXAA, international broadcast station in Chicago, from the Chicago Federation of Labor to Radio Service Corp. of Utah, also operator of RSL, along with transfer of the station location to Salt Lake City. The application seeks the right to use between 500 watts to 10,000 watts.

A motion of WWSW, Pittsburgh, 100-watter, for reconsideration and granting without a hearing of the application for transfer of the license from Walker & Downing Radio Corp. to Pennsylvania Newspaper Co., publishing the Paul Revere, Western Penna., Press. It is claimed the license, which already owns the station, was denied.

PIERSTONE TIRE & Rubber Co., for the second year is sponsoring "The American International Lifestyles" program, Chicago, on NBC networks, Nov. 28 through Dec. 2. William E. Drip, NBC director of network promotion, and Everett Mitchell, NBC Chicago announcer, handled the announcing.

Buy a Boston Baseball Club at KGGM Lists Nearly 5,000

A WOMAN'S CLUB AT KGGM Lists Nearly 5,000

UNIQUE are the tie-ins developed by KGGM, Albuquerque, N. Mex., for its KGGM Woman's Club of the Air, a program originated and produced by Mike Holland, manager of KGGM. Broadcast from 8-11 six mornings weekly, the program has a big interest of active club members in its organization.

During the program, any member's name may be announced on the air and if she phones the station within a minute and proves she was listening to the Woman's Club of the Air she receives a gift valued at $1. If the member has no telephone, she is allowed five minutes to call KGGM from the nearest phone. Out of town club members are required to send a postal card showing the date and time their names were called and the sponsor's name and program preceding the calling of their names.

Tom is present given away each morning and seldom does KGGM announce more than 14 "Toms" to find out who is listening, according to Mr. Holland. By this method each member is offered 50 "Toms" per year. The gifts include hoisery, groceries, silver salad forks, floor lamps, throw rugs and other items of $1 value.
TSN offers Advertisers

PROGRAMS TAILOR-MADE-FOR-TEXAS

Whether you want a hillbilly trio or a 23-piece band, a newscast or a serial drama, TSN can produce it for you. TSN sustaining broadcasts to its 23 member stations have scored a real hit with listeners.

Texas State Network offers sponsors and their agencies a complete production service for building shows that will do a job in prosperous Texas. Your own program ideas will be capably handled by Production Director Steve Wilhelm and his staff. Or you can take over one of TSN's own tailored-for-Texas programs—comprehensive UP news periods; the Woman's Page of the Air, a three-a-week participation show; hillbilly acts; Elliott Roosevelt's weekly news commentary; and many others. We will be glad to give you full details about TSN production facilities if you'll write, wire, or call.

Elliott Roosevelt's "Texas in the World News" is one of many news and news-comment programs regularly scheduled over Texas State Network.

TEXAS STATE NETWORK, INC.

ELLIOTT ROOSEVELT, President    NEAL BARRETT, Executive Vice-President

GENERAL OFFICES: 1119 West Lancaster, FORT WORTH

Represented by INTERNATIONAL RADIO SALES, INC., New York, Chicago, Detroit and Los Angeles

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Affiliated with MUTUAL BROADCASTING SYSTEM
The number of stations subscribing to THESAURUS Service continues to increase. More station operators, seeking the best transcription service available at a price they can afford, are learning about the many advantages offered by NBC THESAURUS. Have you inquired?
1. **MUSICAL WORKSHOP**—Popular Music for the Family. ½ hour—3 times weekly. A program of Rainbow Rhythms created by Bill Winkies, noted conductor, arranger, and pianist with the very capable assistance of some of radio’s top rank artists including: Frank Novak, Frank Pinero, Ed Brader, Vincent Peppe, John Cali, John Gart with vocal solos and duets by Walter Preston, baritone; Evelyn MacGregor, contralto; Carol Deis, soprano; Floyd Sherman, tenor.

2. **CONCERT HALL OF THE AIR**—Music of the Masters. ½ hour—3 times weekly. Featuring Rosario Bourdon and his great symphony orchestra.

3. **CHURCH IN THE WILDCOOD**—Familiar old hymns beautifully interpreted. ½ hour—5 times weekly. Featuring John Seagle, popular baritone with the Dallas Werner, NBC’s famous organist.

4. **MELODY TIME**—Popular music arranged by a master. ½ hour—3 times weekly. Featuring Nathaniel Shelkey and his orchestra assisted by The Melodeers, outstanding network quartet.

5. **MUSIC GRAPH**—Graphic music pictures of the American scene. ½ hour—3 times weekly. Featuring Pete Cole, his music and his concert orchestra with the Buccaneers, widely known male octet.


7. **THE MASTER SINGERS**—Vocal music of distinction. ¼ hour—3 times weekly. The Master Singers themselves—a mixed group of 14 voices in a program of fascinating choral effects.


11. **MUSICAL CLOCK**—For the early birds. 1 hour—6 times weekly. A program packed with a variety of bright music, singing and dance tunes. Presenting an imposing array of colorful entertainment to start the day with a smile.

12. **ALOHA LAND**—Authentic Hawaiian music. ¼ hour weekly. Featuring the Royal Hawaiians, a group of twelve members of the Royal Hawaiian Choral Society from the world famous Royal Hawaiian Hotel and noted for the interpretations of the colorful, romantic songs of their native Hawaii.

13. **OLD REFRAINS**—Reminiscent with the popular songs of yesterday. ¼ hour—6 times weekly. The Dreamers Trio—three beautiful female voices in harmony.

14. **STUDIO PARTY**—a weekly half hour variety program of radio headliners including: Harry Reser & His Boys, Ranch Boys, Betsy White, Fields & Hall, The Buccaneers, Green Brothers Orchestra.

15. **SUNDAY SONG SERVICE**—a half hour weekly with the family. Presenting a program appropriate for Sunday—dignified and entertaining in its content and mood.

**DANCE SECTION**

Featuring nationally known radio and record orchestras including:

- Blue Barron
- George Hall
- Ozzy Nelson
- Rhythm Makers
- Xavier Cugat
- Jan Savitt’s Top Hat Hoppers
- Vincent Lopez

**COMEDIES—NOVELTIES—SPECIALTIES**

- Senator Frankenstein Fisspace
- Honeymooners, Grace & Eddie Albert
- Joey & Chuck, comic cut-ups
- Pinky Lee, the Sailor
- Dr. Sigmund Sparkt, Tune Detective
- Raymond (Cuckoo) Knight, popular m.c.
- Howard V. O’Brien, commentator
- Arthur F. Paul, gardening authority
- A large array of individual stars with other units:
  - Dolly Dawn
  - Carol Deis
  - Dorothy Miller
  - Carmen Castillo
  - Buddy Clark
  - Peg LaCentra
  - Johnny Hauser
  - Johnny McKeever
  - Don Reed— and others

**HOLIDAY PROGRAMS**

Another NBC Thesaurus “First.” These programs both in script and recorded form are furnished gratis to subscribers. The list of programs furnished to date include:

- Christmas—Charles Dickens’ A Christmas Carol, 1 hour dramatic
- Shakespeare’s Taming of the Shrew, 1 hour dramatic
- Thanksgiving—The First Thanksgiving, ½ hour dramatic
- Proof of the Pudding, ½ hour musical and dramatic
- The Rich Kid, ½ hour dramatic
- Armistice Day—For Us the Living, ½ hour dramatic
- Lincoln’s Birthday—Lincoln’s Gettysburg Address, dramatic reading
- Washington’s Birthday—George Washington Drama, ½ hour dramatic
- St. Patrick’s Day—Three Magic Words, ½ hour dramatic
- Fourth of July—The Jestin Go Fourth, ½ hour musical comedy
- The Glorious Fourth, ½ hour comedy

Have you inquired about NBC Thesaurus Programs or Service? Write to:

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
Electrical Transcription Service • 30 Rockefeller Plaza, New York • Merchandise Mart, Chicago
Pacific Talent Agencies 
Seek Eastern Affiliates

MOVEMENT has been started to organize a New York firm to handle eastern radio deals exclusively for West Coast talent agency clients. The firm, it is claimed, will operate along lines similar to ASCAP which will enable it to pay off dividends to its members.

Myles Lasker, representing the New York group, was in Hollywood in mid-November to confer with talent agencies and has returned to his headquarters to report reaction on the proposed setup. Figuring that many of the major sponsors will switch originations of network programs to New York for 1939, and with a representative on hand to negotiate deals for clients, many Hollywood talent agencies are reported in favor of the plan. Mr. Lasker is scheduled to return to Hollywood in early December.

Oppose Censorship

STUDENTS and faculty members of Drake University, Des Moines, registered overwhelming opposition to radio censorship or Government interference in radio control in a recent poll taken by the Drake radio school in which 844 of the 667 individuals queried opposed government regulation and only 29 favored it. Senator Clyde L. Herring, ardent advocate of government supervision of radio, is from Des Moines.

More Candy Spots

CHERRY SPECIALTY Co., Chicago (boxed chocolates), is using seven weekly spot announcements on WTMJ, WBBM and WMAQ. The account will soon expand to 10 stations on a national basis, according to L. Fischer, radio director of Oscar L. Coe & Associates, Chicago agency in charge.

Two Take Blue Rate

TWO MORE advertisers to take advantage of the discount rate offered by NBC for the use of the Blue supplementary groups are Canada Dry Ginger Ale, New York, and Mustero Co., Cleveland. Canada Dry, whose Tuesday night Information Please broadcast was scheduled to be carried by the Blue Southern group, entitled this sponsor to a 5% discount on the stations of the Blue basic and this supplementary group, has added the Blue southwestern and Blue Mountain groups, earning a 15% discount for all stations of the Blue basic and of all three supplementary groups. Mustero, on Jan. 2, will add the Blue Southern, southwestern and Mountain groups to its Monday evening schedule for Coron Robinson & His Buckaroos, earning a 15% discount for the stations in these groups and the Blue basic.

NAB-RMA Promotion

THE FIRST meeting of the Joint NAB-RMA Committee on industry promotion will be held at the Stevens Hotel, Chicago, Nov. 30. Organized several weeks ago, the committee will seek to evolve a joint industry plan for radio promotion whereby broadcasters and dealers will cooperate in publicizing the medium. NAB members are Neville Miller, NAB president; chairman, Edward Klauer, CBS executive vice-president; I. R. Lounsbury, WGR-WKBW, Buffalo; H. B. McNaughton, WTBO, Cumberland, and Theodore C. Streibert, vice-president of MBS and WOR. RMA members are James M. Skinner, president of the Philadelphia Storage Battery Co., chairman; Henry C. Bonfig, RCA Mfg. Co., Camden; Powel Crosley, president, Crosley Radio Corp., Cincinnati; Conde E. F. McDonald Jr., Zenith Radio Corp., Chicago, and A. S. Wells, Wells-Gardner Co., Chicago.

NAB to Move

NAB will remove its headquarters in Washington Jan. 1 from the National Press Bldg., to the NAB-RA Home, newly under construction, at 16th and K Streets, under a lease negotiated in mid-November. It will occupy the entire ninth floor of the building, which is about a mile northwest of the present downtown location.

Correction

HENRY JAFFE, attorney for the American Guild of Musical Artists, was incorrectly identified in the Nov. 15th issue of Broadcasting as the partner of Sol. A. Rosenblatt, former NAB executive in charge of the broadcasting industry code. Mr. Rosenblatt's partner is William B. Jaffe, formerly counsel for Columbia Pictures and motion picture artists, including Paul Muni and Bryan Foy. The firm of Sol. A. Rosenblatt & Wm. B. Jaffe occupies offices at 630 Fifth Ave., New York. Henry Jaffe, who also acts as counsel for American Federation of Radio Artists, has his office at 608 Fifth Ave., New York.

Argus Camera Spots

INTERNATIONAL Research Corp., Ann Arbor, Mich. (Argus cameras), on Dec. 1 was to start a spot campaign of 15 weekly one-minute announcements on six stations. Campaign may be expanded if the test proves successful, according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency.
Many of you have received KWK's booklet, "It's About Time". Extra requests for it have required a second printing. Now, KWK is mailing—"The St. Louis Zone of Radio Influence". As "It's About Time" presented an original analysis of Metropolitan Audiences so "The St. Louis Zone of Radio Influence" is original and constructive with Coverage Evaluation.

Some may think it presumptuous that a single station originate standards. Truth in a business world is never discovered as a hole in one. Many must shoot at it and they must stand on different tees.

Radio is between two ports. It will remain there until an acceptable system of reckoning emerges. It would be good to be told that KWK has brightened the middle passage.
LEADERS of roundtables and such at the second annual Northwest Educational Broadcasting Conference held by KSTP in St. Paul Nov. 11-12, which was attended by nearly 400 teachers, students and civic leaders, are shown here: (back row, 1 to r) J. O. Christianson, superintendent of the Minnesota School of Agriculture; Allen Miller, director of the University Broadcasting Council, Chicago; Harold Kent, radio director of Chicago public schools; Ed Keith, library bureau of educational research, Ohio State University, and Tracy Tyler, University of Minnesota; (front row, 1 to r) Miss Sidney Baldwin, WMDB, Peoria, Ill.; Blanche Young, Indianapolis public schools, and Judith Waller, NBC central division educational director.

Your sales message is carried into five star agricultural states when it goes on WNAX. The powerful 570 kilocycle signal goes effectively into Nebraska, Iowa, Minnesota and South and North Dakota. Columbia's listening area study gives a population of 3,917,100 for the primary daytime coverage. We will be glad to show you a mail response map to support these figures. There is no obligation.

WNAX

Represented by
Howard Wilson Co.

OHIO educators, recently named to the U.B.C. Educational Council, will advise on educational programs carried by U.B.C. stations (WHK-WCLE, Cleveland; WHK-R, Columbus), include Dr. Russell Morgan, of the Cleveland public schools; Edith M. Kuhar, Ohio State department of education; W. F. Bohn, assistant to the president, Oberlin College; William E. Wickenden, president of the Case School of Applied Science; Grazella F. Shepherd, Cleveland College; and George Davis, music supervisor of the Bedford public schools.

So far favorable have been the reports of the Network of the Air of WHIO, Dayton, in broadcasting regular classroom exercises during the Dayton school days, that permanent civic radio educational committee, the General Education Board, will advise, and that the program will be given twice weekly which is the broadcast schedule.

SPEAKING on "Radio and Education" before the Omaha Parent-Teacher's Assn. on Nov. 2, Bill Wiseman, publicity man of WOW, Omaha, discussed program ideas and audience appeal as applied to radio educational programs.

Among education features carried regularly on KLPM, Minot, N. D., are a noon series of discussions of the work of the local county agent, direct from his office; a weekly WFA musical program, a weekly quarter-hour of talks and music by local junior high school students and instructors; another featuring high school students; and the Standard Symphony Hour, sponsored by Standard Oil Co. of California, heard Thursdays at 8:15 p. m. (PST) over NBC-Red network on the Pacific Coast, which will originate from various West Coast cities during the winter and spring seasons.

DEBATE representing various Northern California universities are appearing weekly on KRSF, San Francisco in a new series, which started Nov. 3.

DESIGNED for use in regular curriculum of Los Angeles schools and tuned into classrooms as part of junior and senior high school class work, Around the World With Frank Andrews has been added to educational features of KFI, Los Angeles. Weekly quarter-hour, featuring Andrews in dramatization of globe-girdling current events, is presented through Los Angeles Board of Education cooperation.

IN COOPERATION with the San Francisco public schools, KRSF, San Francisco, recently launched a new series of broadcasts every Saturday morning, The broadcast, Vocation and Guidance, features interviews conducted by Keith Reavis of KRSF with local teachers of adult education classes.

DR. JAMES ROWLAND ANGE LL, educational counselor of NBC, on Nov. 25 delivered the principal address, entitled "The Service of the University and College to the Public", at the 31st Annual Convention of the Middle States Association of Colleges and Secondary Schools and Affiliated Associations at Atlantic City. Dr. Angel also represented NBC at a luncheon at the Waldorf-Astoria, New York, Nov. 30, in connection with the convention of the Association of Grocery Manufacturers of America. Another speaker on the program was Edgar Kohak, vice-president of Lord & Thomas.

HARRIET HESTER, educational director of WLS, Chicago, will serve as judge during the Illinois U High School Music and Drama Project, Urbana, Ill., Jan. 3-6, 1938.
WNBC

New Britain - Hartford
Connecticut

takes pleasure in announcing
its affiliation with

NBC Blue
effective
December 4

Serving the Rich Connecticut Valley
SMALL OR LARGE — LOCAL OR NATIONAL

For the first time in radio advertising, a complete broadcasting service from one headquarters is available to every type of advertiser—local, sectional, or national. This broad service is made possible through two distinct mediums, each an original conception of World Broadcasting System.

The first is World Program Service comprising 185 stations which regularly receive from World studios the latest and best in music. With this rich library of instrumental and vocal music World Program Service stations build programs in endless variety for their local sponsors. To insure the faithful reproduction of world programs these stations have matched-quality reproducing equipment expressly built and installed to broadcast World transcriptions.

The second is the newly formed World Transcription System. Made up of selected stations in market centers, this group—called the Gold Group—is rapidly expanding its coverage to embrace the first centers of the nation. The Gold Group is designed to serve both national and regional advertisers to buy selective casting “in a package”—combining the network operation with the market flexible transcription broadcasting.

Serving both the library service and the transcription system, World records in acoustically perfect condition under ideal circumstances. World vertical range quality, long recognized as the ultimate in the recording art, has been developed through combined resources of Bell Laboratories, Western Electric Company, and World Broadcasting System.

World offers still a third transcription service—complete facilities for the production of World's vertical-cut transcriptions. World's vertical-cut transcriptions have been accepted as the standard by advertisers. Only World delivers true Western Electric Wide Range World records on Western Electric equipment, by the Western Electric

WORLD BROADCASTING SYSTEM
ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Transcription Headquarters
ICE for Every Advertiser

For Local and Regional Advertisers

World Program Service

Available Through 185 Stations

Each member station in the World Program Service is a subscriber to World's constantly growing transcription library.

- 2500 separate musical numbers comprise the library—the finest in radio.
- New numbers are sent to member stations each month.
- Outstanding orchestras and artists constantly contribute to World Program Service.
- Music ranges from classical and symphonic groups through the old favorites, both vocal and instrumental, and rounding out the wide appeal of World programs with the most modern dance tunes.
- Every new musical work, every type of performing group that creates a vogue, goes to swell the library of member stations.

Through this service, local and regional advertisers may provide for their audiences the finest in musical programs.

For National and Regional Advertisers

World Transcription System

Market Center Stations of the Nation

The first completely flexible coast-to-coast group of radio stations... offering the advantages of:

1. One headquarters for responsibility and service.
2. Few or many stations, as needed.
3. Absorption of mechanical costs in whole or part.
4. Network simplicity of operation for the convenience of advertiser and agency.
5. Major market coverage.
6. Timing of broadcasts to capitalize on local listening habits.
7. Unified merchandising support.
8. World identification of each program as a hallmark of quality.

Both national and regional advertisers who heretofore have found no radio coverage pattern to fit their markets may now buy flexible transcription campaigns on a group basis through one headquarters—just like network operation.

www.americanradiohistory.com
Facts or Friction

If it accomplishes nothing else (and the prospects do not appear very bright) the FCC's network inquiry already has served a useful purpose. It has tended to focus industry attention on self-regulation and the development of voluntary program standards.

In the past broadcasters talked listlessly about instituting voluntary methods. There was no element of compulsion, however. The NRTA brought a spurt in that direction but when NRA was relegated to limbo, the old order prevailed.

At the opening session of the FCC's inquiry, David Sarnoff, RCA president and NRTA chairman, revitalized the voluntary self-regulation thesis. In what we regard as an effective and well-conceived statement (though certain of the FCC's factotums seemed to disagree) he advocated an industry code to be administered by an agency representative of the industry.

Very properly the NAB executive committee, then in session in Washington, picked up the ball. Neville Miller, as the NAB president, appointed a representative industry committee to draft a plan. The NAB board of directors meets this month to act on it.

Certainly that action can hardly be criticized as anything but expeditious. Certainly, the FCC can't object. As a matter of fact, Chairman McNinch has encouraged industry action in his two recent radio addresses. Such a step will not interfere with the FCC's functioning as the ether traffic cop. If properly pursued it should relieve that agency of its recent tendencies to become a "morala squad", what with the Mae West, Eugene O'Neill and other incidents on the books.

As for the current inquiry, there is little reason to toss hats in the air. In the first place, it looks like a marathon that may run well into next spring or summer. Much of the data the FCC already had in its files. And much more of it could have been procured by questionnaire or in written statements.

Perhaps it is too early really to appraise the proceedings. Yet we have seen and heard enough to risk the view that there will be whip-cracking aplenty and attempts at hardboiled cross-examination; in fact, it may be anything but a cream-puff affair. The FCC desire, we are told, is to get all the facts, and to draft whatever recommendations the legislative recommendations may be necessary in the light of those facts. Thus far the procedure has hardly pointed in that direction.

Chairman McNinch asked Congress at the last session to give the FCC a chance to investigate industry affairs before it took a hand in the matter. Few are existed outside as a dress rehearsal for a Congressional study, in which the FCC rather than the industry would likely draw the heaviest fire.

All in all, it looks like a busy winter, spring and summer for all things radio.

Religion Via Radio

FEW PEOPLE take time out to commend radio for the preponderantly magnificent service it is performing. But they do pick flaws, and by constant repetition have created certain impressions on the public mind.

Step by step broadcasters have plugged this third rail. Few are existent now but as long as we are blessed with reformers and crusaders, we will hear them harp and carp.

One of the last remaining weaknesses, in our judgment, is the commercial religious broadcast. In recent weeks one or two of them have become particularly repugnant, preaching intolerance and fomenting religious intolerance. Repulsed by the established networks, they now are using "gypsy" chains or special hookups.

The major networks have an unalterable policy of refusing to sell time to religious groups. They allot periods to the recognized clergy which through their associations they divide among themselves. Many independent stations are doing the same on a local basis, using their local ministerial associations as clearing houses. That is the sensible course.

It is true these commercial preachers are willing to pay premium rates for time and even line charges for special networks. Evidently they realize handsomely by their direct or indirect solicitations. Perhaps they are subsidized to carry on their campaigns of inductive and rabble-raising.

In his radio address from White Sulphur Springs, FCC Chairman McNinch, alluding to Nazi doctrines, said that if an attempt to debase radio as an instrument of racial or religious intolerance were made in this country, the FCC would employ every resource at its disposal to "prevent any such shocking offense."

We agree with the chairman's position. The FCC is fortified by the decision in the case of the Los Angeles preacher, Rev. Bob Shuler. The station over which he broadcast was deleted partly because Shuler was charged with preaching religious intolerance. The Supreme Court declined to alter the lower court's decision upholding the Commission.

Stations are equally liable with speakers for statements uttered over their facilities, under established legal precedent. It behooves all broadcasters, therefore, to avoid any possibility of the fate which befell the station that carried the Shuler broadcasts. The best way we know is simply to decline to carry religious "commercials".

We realize that many of the smaller stations can ill-afford the loss of revenue from this source. "By their fruits ye shall know them", said the court in another station deletion case. Radio should never be used to preach intolerance or to self-sell even men of the cloth, a few of whom might well heed the Biblical injunction so aptly used by the courts.
IF YOU HAD entered a grocery store at the corner of Harriston and Main streets in East Orange, N. J., about the time Europe was plunging into the World War, very likely you would have noticed a slender, eager-eyed American boy digging into the cracker barrel to fill Mrs. Jones’ order. And several years later, if you had visited the campus of Princeton University and chanced to notice a long-legged, young fellow taking the steps to Nassau Hall four at a time, your host would have informed you that the young man was William Reginald Baker Jr., business manager of Princeton Pictorial Review and campus correspondent for United Press.

Should you walk into the Hollywood offices of Benton & Bowles today, you would find that the same keen-eyed, energetic, long-legged youth, now a man of 40, is a vice-president of the nationally-known advertising agency and manager of its West Coast radio activities. Bill Baker, as he likes to be known, assumed charge of the West Coast offices Oct. 12, 1937, shortly after they were established in Hollywood. In that short year he has established himself as an important figure in national radio.

That is the current climax of an advertising career, but there are many previous anti-climaxes and they provide an interesting story. Not every man finds his chosen work in the family tree, but in this case the Baker’s son found a branch of business in the family tree that won him interest from childhood and led to his present position. Bill Baker’s grandfather owned one of the first chain grocery stores in New Jersey—Charles M. Decker & Bros. It was in one of his grandfather’s stores that young Bill worked and learned all that he could of the food and grocery business, knowledge which he put to use later when he became an advertising agency executive.

He might have been content to lend his pursuits to the food industry and grocery business had he not, at an early age, been bitten severely by the advertising bug. Bill showed a flair for creative advertising and he cultivated it with study and actual work at Princeton. The two avocations, food and advertising, proved to be a happy combination as indicated by his present position.

William R. Baker Jr. was born Oct. 13, 1898, in Madison, N. J. He attended grade school in that city, and prepared for his entrance to Princeton University at Newark Academy. He was graduated from the university with the class of 1919 and in early 1920 went to work for Batten, Barton, Durstine & Osborn (then Barton & Durstine), in New York as office boy for Bruce Barton. In 1921 he was sent to the Boston office as assistant to Paul M. Hollister, now executive vice-president in charge of advertising for Macy’s, New York. There he spent four years, 1921 to 1925, returning to New York to take over his first food contact as account executive. During the next few years he worked on the Walter Baker (no relation) Chocolate and the United Fruit accounts. By 1930 he was handling a group of food accounts for BBDO.

His first contact with General Foods Corp. came in 1927 when that organization bought the Walter Baker Chocolate business. Contacts made at that time were renewed in 1933 when Bill Baker resigned his BBDO post to join Benton & Bowles, New York, as assistant to A. W. Hobler, president. He took over contact on such General Foods accounts as Maxwell House Coffee, Log Cabin Syrup and Certo. His responsibilities increased and in recognition of his excellent work, the agency, in August, 1935, elected him a vice-president.

Association with the General Foods accounts naturally led to radio. Four of the five years that Maxwell House Show Boat was sponsored by General Foods Corp. on NBC-Red, Bill Baker was closely associated with the program and with the sales work generated by the weekly broadcast, which monitor on CBS—the Joe Penner Show—gained additional national activity in the program.

J. REUBEN CLARK Jr., president of the KSL, Skyline City, addressed the 61st annual convention of the American Business Association in Houston recently. Earl J. Gilde, KSL manager, also recently filled four speaking engagements in one week in four different Utah and Idaho cities.

MAX C. BEE, assistant to the advertising manager of Broadcasting, Inc., was promoted to the position of executive assistant to Mrs. Bee, became the parents of a 7 ½ ounce son, Robert Douglas, on Nov. 22.

CAROL BOWERS, recently in the radio department of Benton & Bowles, is now with WNYC, New York, as assistant to Bernice Judie, sales manager. She was formerly assistant to Kirby Hawkes, radio director of Blackett-Sampson Broadcasting, Chicago.

R. H. PICK, for the last 13 years with the Canadian Marconi Co., has joined the engineering department of the Crosley Broadcasting Co. attached to the Winnipeg office of the company, according to an announcement by R. M. Brophy, general manager.

LINCOLN DELLAR, manager of WWCX, Kansas City, has been elected a member of the Exchange Club in mid-Nor- thwestern, speaking of "Radio and Public Service." The meeting was concluded with an open forum session in which Mr. Dellar answered questions on radio.

H. G. WELLS Jr., general manager of WCOX, Pocahontas, Ia., will have charge of the new WJHP, Jack- sonville, Fla., as long as personality ads and publishing interests are recently authorized to construct.

HUGH PEITZS, commercial manager of KOMO-EAR, Seattle, at a meeting of the Seattle Junior Ad Club presented a description of the recent AAAA convention at Del Monte from a media man's standpoint. He was also, in Late April, one of the speakers at the convention of the National Advertising Association at an advertising agent's point of view.

WINSTON L. CLARK, former manager of WLA, Lexington, Ky., has joined the sales staff of WTMV, E. St. Louis, Ill.

ARTHUR CHURCH, operator of KMBC, Kansas City, has been elected a trustee of Graceland College, La- frey, Iowa, and the Methodist Church were graduated, and will act as chairman of its finance committee.

DUANE PETERSON has been named sales manager of the Iowa Broadcasting System, succeeding Robert Tischer, assistant station manager of WNAX, Yankton.

Since going to the Coast Mr. Baker has doubled the office facilities and net sales, as well as the personnel by approximately 50%. He believes in organization and in assigning duties to his assistants, giving them the opportunity to carry through on a job.

Mr. Baker is 6 feet, 2 inches tall, and weighs 190 pounds. He has blond hair and penetrating eyes. In 1926 he was married to Ruth Kinnicutt, of Cleveland. They have two boys, Mark and Richard. In his hobby-carnival运营管理 bil—transfered to Hollywood, was his Cape Cod, Mass., cottage and the simple life. Since coming to California, he has gone in for rodeo ranching and when occasion arises goes to the Santa Barbara territory of Southern California for weekend. The Baker family lives in Beverly Hills.
CORNELL LEAVES WINS; Biow Quits WNEW Post
ALBERT A. CORNELL has resigned as general manager of WWIN, Newark, N. J., effective December 31. On the same date Mr. Cornell will also retire from the vice-president and general manager of Hearst Radio Inc., owner present of the station, which has been sold to Milton Biow, subject to FCC approval. Mr. Cornell came to WWIN two years ago from WIP, Philadelphia. Previously he had been general manager of WNOX, New Orleans, but the station had been announced nor has the station named a successor.

Walter M. Moran
NEW ENGLAND radio lost a second prominent broadcast official Nov. 18 when Walter M. Moran, 46, commercial manager of WORC, Watertown, died suddenly at his home following a short illness. A few weeks earlier Lewis S. Wincomb, former manager of WEEL, Boston, passed away after a brief illness.

Mrs. Ralph L. Atlass
MRS. PAULINE ATLLAS, 33, wife of Ralph L. Atlass, veteran husbandman, died of a heart ailment on Christmas Day while giving birth to a child. The baby girl survived, Mr. and Mrs. Atlass also have a son, 11.

Howard Marcusson, former manager of WORC, New York, has joined the announcing staff of WJK, St. Louis, and has joined the KXOK, St. Louis, broadcasting department under direction of Everett Whiteman.

Ted Hill Heads WTAG
EDWARD E. (Ted) Hill, general manager of WORC, Worcester, has become succeeding announcing manager of WTAG, in the same capacity, announcing the program "Worcester Telegram & Gazette," and station manager. Mr. Hill, a veteran amateur, has been with WORC since 1930. He succeeds the former Paul Winfield, presently general manager of the station.

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CBC IN CANADA
Takes Your Message To
THE ONLY MARKET OF ITS KIND IN THE WORLD

Over 2,500,000 Canadians Who Think, Speak and Buy In French

No responsible Captain of a Ship would enter a strange port without a pilot. Similarly, no responsible advertiser should think of entering the French-Canadian market without some guide as to its peculiar requirements. For the French-Canadian people are Canadians with a difference . . . speaking a different tongue . . . having different habits . . . susceptible to different appeals.

That is why the CBC in Canada performs such a notable service to advertisers. Through its basic 50,000 watt Station CBF . . . one of the five CBC Regional Systems which cover all Canada . . . and local Stations CBV, CBJ, CJBR, and CHNC . . . the CBC reaches a potential French-speaking audience of over 2,500,000. It appeals to them in their own language . . . in their own idiom . . . caters to their own French-Canadian ways and customs . . . and thus provides every advertiser who uses the CBC National Network with friendly and productive entry to the heart of one of Canada’s richest markets.

CANADIAN BROADCASTING CORPORATION

Commercial Department
1 Hayter Street, Toronto
1231 Ste. Catherine Street West, Montreal
FESTIVITY reigned at WLS, Chicago, during mid-November as its much-heralded new venture, Feste-Val, was dedicated. Above is a scene at the National Barn Dance with (1 to r) Jim Ledger, Baker of RCA; W. J. Gillies, conductor; H. Field, architect; Tom Pangle, electrical contractor; Burridge D. Butler, president of Prairie Farms- WLS; George Biggar, WLS farm program director. In lower photo are Glenn Snyder, WLS vice-president, Mr. Rowe, Mr. Boone, and Joe Kelly, Barn Dance m. c.

Vanda to Gateways

EXECUTIVE personnel in three departments of CBS, Hollywood, have been shifted to production to share duties of Charles Vanda, program director, who has taken temporary leave to produce the talent-hour program "Days to Hollywood" which starts on the network this fall. The sponsorship of William Wrigley Jr. Co. (Doublmint gum). Vanda replaced W. A. Moden, producer of "Radio Venture," which moved to production are John M. Doh, assistant to Don- ald W. Houghton, CBS Pacific Coast vice-president; Russ John- ston, continuity editor and Ben- not technical ainom. They continue their own duties in addition to sharing production responsibilities. Gateway's to Hollywood, to be heard Sunday, 8:30-7 p.m. (EST), on 75 CBS stations, replaces the Laugh Liner series. [BROADCASTING, Nov. 15.]

Ayer V-P's Placed

WARNER S. SHELLY, newly appointed vice-president of the Home of N. W. Ayer in 1926, was transferred to the New York office in 1926, remaining there until 1937, when he was returned to the Philadelphia office in an executive capacity. James M. Wallace, with the agency in the Philadelphia office since 1926, was elected vice-president in charge of plans-merchandising, and Thomas H. Gilliam Jr., with the agency since 1925, was named vice-president in charge of Philadelphia office.

VISUAL audiences throughout the country for the first time are now seeing the excitement and action of the anti-crime program Gang Busters exactly as produced in the CBS studios, now that the actors on the program have started on a personal appearance tour carrying with them a simulated radio set, complete with all paper work. From New York, the program is sponsored on the air by Colgate-Peanut Oil, West Orange, and is broadcast through Benton and Bowles, New York.

Mrs. Vernice Boullienne Marries Earle T. Irwin

AT A QUIET ceremony, attended only by members of the family and close friends, Mrs. Vernice Boullienne, president of KVI, Tacoma-Seattle, and Earl T. Irwin, radio executive, were married Thank- giving Day in Vancouver, Wash. The ceremony was performed in the First Methodist Church by the Rev. Fred C. Taylor. Attended by their sister, Miss Dorothy Doern- becher, Mrs. Irwin was given in marriage by Charles W. Meyers, president and general manager of KVI, Portland. Acting as best man for Mr. Irwin was H. Preston Peters, of New York, executive of Free & Peters, national radio representa- tives.

Mr. Irwin is the daughter of the late E. M. Doernbecher, founder of the station's Seattle studio, was a radio executive with Free & Peters in Chicago before going to Seattle. He is a graduate of Colorado State College and a member of Phi Delta Theta. Mrs. Irwin is a graduate of the University of Washington and a member of Chi Omega sorority.

Employe-Ownership Plan

BROADENING of the employe-ownership plan of the Journal Company, operators of WTMJ, Milwaukee, make more than 85% of that station's staff owners of or designated for ownership of stock units. The employe-ownership plan, set up in 1937, has worked out so satisfactorily that employes are now enabled to own 40% of the compa- ny's stock. Units are allotted to employes who qualify as to length of service, with all WTMJ depart- ments represented — announcers, musicians, operators, continuity writers, salesmen, traffic clerks and others. The plan, which is a stock program for em- ploye control of the Milwaukee Journal and WTMJ is not a profit-sharing plan but outright owner- ship.

AN EMERGENCY drill program by a group of long distance radio operators known as the Susquehanna Emergen- cy Network was heard Nov. 20 on WBOC, Ocean City. The drill was made by Lieut. E. K. Jett, FCC chief engineer, and Lieut. Frank R. McElroy.

THOMAS SMITH, caretaker of the WEF station on Sullivan Island, died Oct. 6, apparently as a result of a hurricane. It is supposed he was attempting to pump out his flooded cellar by hand and collapsed with a stroke of apoplexy two days after the storm. He is survived by his wife.
**TRANSCRIPTIONS**

WBS is adding a new studio at its headquarters at 711 Fifth Ave., New York, to take care of increased program activity. Program production and continuity departments have been shifted from the 15th to the 13th floor in the former NBC headquarters to make room for expanding sales and market analysis staffs.

A ONE-HOUR recording of Dickens’ Christmas Carol, with Alfred Shirley as Scrooge, has been prepared by NBC's electrical transcription service and was sent to Theatres Radio subscribers on Nov. 15.

RADIO rights to The Spider's Web, Columbia Pictures movie serial, have been obtained by WBS, which has already recorded an audition disc. Story is being adapted for radio by Stewart Tertling, author of the Eno Crime Club series. World has also secured rights to Marie Nordstrom's radio serial, Three Women.

RADIO programs division of Walter Biddle Co., Los Angeles, has taken sales rights to programs of California Productions, Hollywood transcription firm.

EARNSHAW RADIO Productions and Earnshaw Young have moved offices from Hollywood to 1081 So. Broadway, Los Angeles.

STANDARD RADIO announces KANS and KEFQ have subscribed to its Standard Library Service.

NATIONAL Transcription Recording Co., San Francisco, has cut two dramatization and announcement transcriptions for the new Philip Mystery Control set, which are being offered to stations for local dealer sponsorship.

MERTENS & PRICE, Los Angeles production concern, has started to produce a three-ring style merchandising service for department stores, titled Fashion Frolic. Series, being cut by Radio Recorders, Hollywood, will consist of 240 quarter-hour programs.

Firm is also cutting a new quarter-hour serial titled Leisure House, which features Agnes White, Los Angeles home economics expert, for electrical utility sponsorship. Frank Nelson is producing.

C. P. MACGREGOR, Hollywood transcription concern, has cut 18 quarter-hour narrations for the Resonated Order, San Jose, Cal., to be placed nationally.

**Lucky-Fields Split**

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), and W. C. Fields, Hollywood film comedian, have cancelled contract arrangements by mutual agreement after four weeks. Fields' last appearance on the CBS Your Hit Parade was Nov. 12. The contract, which still had 22 weeks to go, was amicably settled by George McGarrett, radio executive of Lord & Thomas, New York, which services the account. Fields is reported to have received $5,000 weekly for his appearance on the program, which consumed about 12 minutes. Mr. McGarrett, who produced the Fields Hollywood insert on the weekly program, has returned to his New York headquarters.

THE title of “Senator” was bestowed upon Thomas M. Storke, Santa Barbara publisher and operator of KCSM in that city, by virtue of his appointment in November by Governor Merriam as interim successor to Senator McAdoo, resigned.

**how program directors use THE PRESTO RECORDER**

In the early days of radio, thousands of dollars were wasted on unsuccessful programs. Among the many reasons for failure, one was most common. The producer could never hear his show exactly as it would later sound on the air. It might look perfect in rehearsal. But as it came over the loudspeaker—it showed glaring defects.

Program directors have now discovered how to avoid this pitfall. They record many shows during rehearsal. Before the show goes on the air, they have listened carefully to the records. They have heard the show exactly as it will sound to the radio listener. They have judged it in its own medium—sound alone.

Over 1500 Presto recordings were made this past year by Young & Rubicam while producing the programs of Jack Benny, Fred Allen, Kate Smith and others*. . . programs that have retained their popularity year after year with both listener and sponsor. The Presto installation at the New York office of Young & Rubicam is typical of recording facilities now used by leading advertising agencies.

There are many less expensive recorders available, including the Presto Jr., a portable recording and playback machine that sells complete for only $149.00.

If you produce radio advertising, even spot announcements, let a Presto representative demonstrate the advantages of pre-recording your broadcasts. Keep the recorder for a ten day trial if you wish. Write us for the name of your local Presto representative.

**PRESTO**

Recording Corp. 147 W. 19th St. New York, N.Y.

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT

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* Al Pearce, Sam Bernitz, Silver Theatre, Passing Parade, Lum and Abner, Eddie Duchin, We, the People, Hobby Lobby, Mary Margaret McBride, and Hughes Reel.
Best Shot of the Year!

In hunting, it takes skill and science to bring down the quarry. In selling time or any service related to the business of broadcasting, it takes effective promotion.

The best shot of the year (your best single chance to tell your year-round sales story) is the 1939 Yearbook Number.

To a closely-knit industry, such as radio advertising, the Yearbook Number is all-essential and all-inclusive. Its directories are buyers' guides; its advertisements are reviewed again and again through the year. Within its 400 or more pages are data that provide daily references for radio advertisers, time buyers, account executives, station and network executives, engineers, government radio purchasing agents and executives of each and every service relating to radio advertising.

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Regular issue rates and frequency discounts apply.

RESERVE SPACE TODAY
Forms Close December 15th
Town Buyer!
EVERY TIME the Feld Chevrolet Motor Co., Kansas City, Kan., sells a new car it goes on KCCK. When the announcement is made, listeners hear, 'Feld has sold another car!' if a commercial announcement is used. According to an announcement patterned after a news flash. If the sale happens during a sustaining show, KCCK is ready with, 'Feld has sold another car!' with "Feld has sold another car!" if a commercial program announcement is aired on the next station break. Announcements include the address of the purchaser, type of car sold and name of the Feld salesman.

W
ITH 8,000 school children from the United States, Mexico and Canada taking part in special Armistice Day ceremonies, the Peace Arch at Blaine, Wash., KVOS, Bellingham, originated a broadcast of the event for the second time for MBS and Canadian Broadcasting Corp. The program, which covered descriptions of the Armistice ceremonies and the flag-changing ceremony between U.S. and Canadian children across the international border, was then broadcast to the U.S. and photographed by four American and one Canadian newsreel. Armistice day programs are being made to furnish the program to the BBC next year.

Advice For the Ladies
PERSONAL service and advice program for women. At Your Service, featuring Mrs. Helen W. Dana, started this week on WOR, New York, and is heard Tuesdays and Thursdays, 11-11:15 a.m. (EST). On each program, Mrs. Dana answers listeners' questions on problems ranging from household hints to gifts, advice, and the help of the expert gardener and seedman, an interior decorator, a child psychologist, an architect, a dietician, and other specialists.

Call of the Quacks
THIRD ANNUAL Duck Calling Contest was held this year on KARK, Little Rock, Ark. Finals were broadcast at 3:30 p.m. on the 20th and 21st, at 4 p.m. Out of 50 contestants, six finalists appeared with the three required calls, and from these the winner was chosen during the program. The broadcast was sponsored by Colonial Baking Co., and was handled by Announcer Doug Romine.

Postal Miscellany
WHEN Uncle Sam recently opened his year's accumulation of unclaimed packages at the Seattle post office and center of station news and going-on, an announcer reviews letters and queries from listeners and answers them by air rather than letter.

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BROADCASTING • Broadcast Advertising
**Time Exchange**

CALL REPORTS show a 30% decrease in “correct” queries coming to Western Union Line WSAI, Cincinnati, and the local WU office began exchanging courtesy publicity last week ago. W. B. Wingo, local WU superintendent, and Dewey H. Long, WSAI general manager, made an arrangement whereby WSAI plugs WCTI Union with every thirty-minute, and "Listen to WSAI, 1330" on your dial, and receive the correct time each quarter-hour.

**Slighted Songs**

UNRECOGNIZED tunsmiths who have failed to get songs into print are given the opportunity to be heard during Claude Sweeten’s weekly half-hour Song Search on KFI, Los Angeles. Each week the listening audience is asked to vote on best tune presented. Along with this, Sweeten, a staff of musical judges and representatives from Davis & Schweger, Los Angeles music publishing firm, pass on final efforts. Song chosen is published and placed on sale by the latter firm.

**Inside the Mind**

CASE histories of such psychic phenomena as ghosts, premonitions, mental telepathy and dreams will be dramatized on the Mysteries of the Mind weekly program starting Dec. 4 on WOR, Newark. A psychologist and a psychiatrist will attempt to explain the secrets of these phenomena and discuss different points of view concerning them.

**Aimed at the Youngsters**

PRE-YULETIDE half-hour Under the Christmas Tree, recently originated by WTMJ, Milwaukee, features radio adaptations of famous Christmas stories by Charles Dickens, Victor Hugo, Tennyson and others. To intensify younger appeal, Mickey Harrington, juvenile announcer, m. c.’s the program, which is heard weekly.

**Fun With Movies**

SCENES from recent movies are dramatized, and the listening audience asked to identify the action on the weekly Radio Movie Quiz, started recently on CKL, Toronto. Prizes are awarded for the first correct answers. The program idea is copyrighted by Associated Broadcasting Co., Toronto.

**Shoppers’ Forum**

FRANK answers to personal questions are secured by Ed Murphy, as he interviews women shoppers on a downtown corner without divulging their identities during This Missus Takes the Mike, thrice-weekly feature on WRDK, Rockford.

**Holiday Jollity**

CENTERED about a mythical “Christmas Special” train, WTPF, Raleigh, is Christmas Cheer, five-weekly musical with 100-word spot announcements for the five participating sponsors.

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**Prof. Quiz’ Druggists**

NOXZEMA CHEMICAL Co., New York, on Nov. 26 broadcast its Professor Quiz program with Bob Trout from the Convention Hall, Philadelphia, during the meeting of the Philadelphia Association of Retail Druggists on behalf of drug, chemical and cosmetic interests. As a special feature, participants were selected from the audience of druggists. Ruthrauff & Ryan is agency.

**Tips From the Trolley**

CHRISTMAS suggestions from all the downtown stores are given by a man and woman shopper on The Trolley Shopper, sponsored daily by the Cincinnati Retail Merchants Assn. and the Cincinnati Street Railway Co. on WCKY, Cincinnati. Posters on street cars call attention to the programs.

**Seattle Queries**

SPONSORED by a men’s clothing store, Knowledge Kettle, question-answer program on KIRO, Seattle, is claimed to be drawing equal participation and interest from male and female listeners.

**Free Dancing at WPEN**

WPEN, Philadelphia, on Nov. 11, opened its auditorium for dancing twice weekly to the recorded music which is played on the station’s program, Night Club of the Air, heard Tuesdays and Fridays, 10-12 midnight. A large sale of tickets at $5 each by mail only was reported by WPEN, which expects that the novel idea will add greatly to the popularity of the program.

**Prizes for the Public**

IN connection with the transcribed five-weekly quarter-hour, The People’s Choice, KKOK, St. Louis, has started a $100-word-completion contest for Bachelor and Family Laundry, with a cellophone dress bag going to every entrant and cash prizes totaling $350. The program and contest are promoted heavily with posters and newspaper space.

**Voice of the Lens**

ROMAN HOLIDAY for candid camera fans is The Camera Talks, new show started on WBBM, Chicago, by Candid Camera Corp. of America for its Perfex cameras.

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**Last Minute Tips**

FOR THE bulletin boards of YMCA’s, schools and civic institutions KIRO, Seattle, sends dittoed posters of outstanding individual programs carried by the station. KIRO recommends the medium particularly for publicizing special “eleventh hour” broadcasts.

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**Pepper with Pack**

MAN and woman announce with a pack transmitter and mike call at residence doors to get specific facts about members of the household on Finding Out, new Saturday night feature started by WDZ, Tuscola.

**Morning Screen Gossip**

EARLY morning movie gossip, Morning Stare, is sponsored by local K-B Clothes on WQAR, Cleveland. Jack Paar, commentator, recently started a contest idea with movie tickets as prizes.

**Juridical Justice**

JOSEPH GROSS, Philadelphia attorney, tries to show that law really does have a heart during his discussion of actual legal cases on The Human Side of the Law, new series on WFIL, Philadelphia.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WHO, Des Moines


Good Milling & Elevator Co., Lincoln, Neb., 39 fl, thru Potts-Turnbull Co., Kansas City.

Oyster Shell Products, New Rochelle, N. Y., 50 sp, thru Husband & Thomas, N. Y.

Interstate Transit Lines, Omaha, 47 sp, thru Beaumont & Holman, Omaha.


Skidoo Co., Columbus, O. (cleaner), weekly, thru Jap-Orr Co., Cincinnati.

KFI, Los Angeles
Greco Canning Co., San Jose, Cal. ( canned beans), 2 sp weekly, thru Emil Brischer & Staff, San Francisco.


Swift & Co., Chicago (ham), 50 as and 1a weekly, thru J. Walter Thompson Co., Chicago.

WNAX, Yankton, S. D.
Boots Hatcheries, Worthington, Minn. (poultry remedies), 3 as weekly, directly.

Chicago Technical College, Chicago, 3 as weekly, thru Critchfield & Co., Chicago.

McCormick Deering, Chicago (tractors), 5 sp weekly, direct.

WKRC, Cincinnati
Greyhound Bus Lines, Cleveland, 7 as, thru Beaumont & Holman, Cleveland.

Hudson Motor Car Co., Detroit, 12 as, thru Brooke, Smith & French, Detroit.

WDBJ, Roanoke, Va.

Southern Dairies, New York (sweet), 63 fl, thru McKee & Albright, Philadelphia.

WOAI, San Antonio

WSAI, Cincinnati
Socony-Vacuum Oil Co., New York, as series, 1 year, thru J. Stirling Getchell, N. Y.

WSTR, Syracuse, WJTN, Jamestown, WNBX, Springfield, Vt.


Reid, Murdoch & Co., Chicago, thru Rogers & Smith, Chicago.

Smith Bros., Poughkeepsie, N. Y. as series, thru Brown & Tarcher, N. Y.


WGAR, Cleveland
Remington Rand, Philadelphia (shavers), 3 1/2 weekly, thru BBDO, N. Y.

Smith Bros., Poughkeepsie, N. Y. (mouth drop), 4 as weekly, thru Brown & Tarcher, N. Y.

Standard Oil Co., Cleveland (antifreeze), 8 sp weekly, thru McCann-Erickson, Cleveland.

Socony-Vacuum Oil Co., New York (antifreeze), 3 as weekly, thru J. Stirling Getchell, N. Y.

Thomas Leeming & Co., New York (baume), 5 1/5, thru Wm. Esty & Co., N. Y.

Florida Telegraph Delivery Assn., 4 weekly, thru Young & Rubicam, N. Y.

WOR, Newark

Boston Co., New York (milk amplifiers), 3 sp weekly, thru Kenyon & Eckhardt, N. Y.


Fischer Baking Co., Newark, 3 sp weekly, thru Neff-Rogow, N. Y.

KPO, San Francisco
Flamingo Sales Corp., Los Angeles (nail polish), 0 as weekly, thru Buchanan & Co., Los Angeles.


WBT, Charlotte, N. C.
Maytag, Co., Newton, Ia. (washing machines), 6 as weekly, thru McCann-Erickson, Chicago.

Morton Salt Co., Chicago, 6 as weekly, thru Klaue-Van Peterson-Dunlap Associates, Milwaukee.

International Harvester Co., Chicago, 6 as weekly, thru Acme, Moore & Wallace, Chicago.

Chicory Nitrate Educ. Bureau, New York, weekly, thru O'Dea, Sheldon & Canaday, N. Y.

Commercial Solvents Corp., New York (Norway anti-freeze), 7 as, thru Maxon Inc., N. Y.

Castleberry Furniture Products Co., Augusta, Ga., 3 sp weekly, thru Nachman Rhodes & Augsburg.

Havastampa Cigar Co., Tampa, Fla., 7 weekly, thru direct.

Wm. Lemieux & Co., New York (Baume Benge), 5 1/5, thru Wm. Esty & Co., N. Y.

KYA, San Francisco

Japanese Committee on Trade and Information, San Francisco (travel), weekly sp, thru Brewer-Wells Agency, San Francisco.

American Pop Corn Co., Sioux City, 1a (Jolly Time Popcorn), weekly sp, thru Coolidge Adv. Co., Des Moines.

WIN, New York
Vanden Brothers, Brooklyn (religious), weekly sp, 20 weeks, thru Gannett Adv. N. Y.

Ex-Lax Mfg. Co., Brooklyn, fl, thru King & Emmons, Brooklyn, N. Y.

Ford Motor Co., Detroit, daily thru McCann-Erickson, N. Y.

Washington State Apples Inc., Wenatchee, Wash., daily, 3 weeks, thru J. Walter Thompson Co., N. Y.

WTVY, E. St. Louis, Ill.

Hyde Park Brewhouse, St. Louis, thru Ruthrauff & Ryan, St. Louis.

KSFO, San Francisco
General Shaver Co., New York (electric razor), 3 sp weekly, thru BBDO, N. Y.

Progressive Optical Co., San Francisco (eye glasses), weekly sp, direct.


Eops Sales Co., San Francisco (remedies), 3 sp weekly, thru Wm. Esty & Co., San Francisco.

Coca Cola Bottling Co. San Francisco (Coca Cola), 5 1/2 weekly, thru D'Arcy Adv. Agency, St. Louis.

N. A. Sherron, Los Angeles (loans), 2 sp weekly, thru Smith & Ball, Los Angeles.

KFOX, Long Beach, Cal.
Dr. Harry Davis & Associates, Los Angeles (chain optometers), 3 1/3 weekly, thru E. A. Welsey Agency, Los Angeles.

Dr. F. E. Campbell, Los Angeles (chain dentists), 6 sp weekly, thru Allied Adv. Agencies, Los Angeles.

Christ Institute, Oakland, Cal., (religious), weekly sp, direct.

Lagunay, thru W. C. St. Co., Marywood, Cal., 3 sp weekly, direct.

WOW-WBI, New York
Paton Corp., New York (Yuban coffee), 5 sp weekly, thru Associated Broadcasting Co., N. Y.

P. Lorillard Corp., New York (Old Gold), 3 sp sp, thru Lennen & Mitchell, N. Y.

R. Romano & Sons, New York (Cumberland), 3 sp weekly, thru J. B. Baltimore.


CCFC, Montreal
Salada Tea Co., Toronto, sp weekly, thru Thornton Purkis, Toronto.

Metropolitan Products, New York, daily sp, thru Neff-Rogow, N. Y.

Burnett's Ltd., Montreal, daily sp, thru Associated Broadcasting Co., Montreal.


Ogilvie Flour Mills, Winnipeg, 3 fl, thru Associated Broadcasting Co., Toronto.

CRNK, Wingate, Ont.
Western Poultry Co., Wingate (malting stores), 3 sp weekly, direct.

Canada Starche Co., Montreal (Crow brand syrup), 6 sp weekly, thru Vickers & Benson, Montreal.

Carter Medicine Co., New York (proprietary), 630 fl, thru Street & Finey, N. Y.

Ogilvie Flour Mills Co., Montreal, 52 fl, thru J. J. Gibbons, Montreal.

CKCL, Toronto
People's Credit Jewellers, Toronto, 6 sp weekly, thru MacLaren Adv. Co., Toronto.

Gold Medal Products, Toronto, (tea), weekly sp, thru Cockfield Brown & Co., Toronto.

Rolls & Darlington, Toronto (lymoids), 6 as weekly, thru Vickers & Benson, Toronto.

Richards Glass Co., Toronto (Rolls Razors), 3 as weekly, thru A. McKim Ltd., Montreal.

Kسان, San Francisco

WMCA, New York

KFAC, Los Angeles
Paquin Inc., New York (hand cream), 3 sp weekly, thru Wm. Esty & Co., N. Y.

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BROADCASTING • Broadcast Advertising

I WANT A JOB
PROGRAM HELD HERE

"Say a Few Words for Yourself, Announcer—I'm Letting You Go Next Saturday!"

Drawn for Broadcasting by Sid Hix

www.americanradiohistory.com
Luckman Now V-P

CHARLES I. LUCKMAN, former vice-president in charge of sales and advertising of the Pepsodent Co., Chicago, has been named vice-president and general manager of the firm. Mr. Luckman, 31, began as a retail grocery salesman with Colgate-Palmolive-PEET soon after being graduated from the school of architecture at University of Illinois in 1930. He became supervisor of Chicago salesman in 1932, district manager at Milwaukee in 1935, divisional manager in New York in 1936, sales manager in 1935. According to officials of Lord & Thomas, Chicago, Mr. Luckman has taken a keen interest in radio advertising and has been closely connected with the Pepsodent radio business placed by the agency. The success of the Pepsodent Co. has paralleled the growth of radio advertising, beginning with Amos 'n Andy and continuing to the present Bob Hope series on NBC-Red.

GEORGE BELSEY, Co., Los Angeles (U-F appliances), thru Hixson-O'Dell Agency, that city, is using six-weekly participation in the combined Sunrise Salute and Housesticks Protective League programs on KNX, Hollywood, in a Southern California campaign which ends Dec. 10.

BULLOCK CO., Los Angeles (department store) is using a total average of 20 one-minute transcribed announcements daily on WOR, New York, as a Southern California county stations in a 19-day Christmas promotional campaign which started Nov. 25. Stations are KFI KNX KJL KECA KEUE KNX KFBK, AGENCY is Dana Jones Co., Los Angeles.

BARNEY'S CLOTHES, New York, is using a three-hour variety program daily on WJJD, Chicago, to promote its advertising venture. The program, which is placed by Luckman, St. Louis, is being handled direct, on WGN, Chicago, through Lord & Thomas, Chicago.

MACF JONES Co., Kansas City, (department stores), has placed a local spot-time test campaign on KDKC, Kansas City, for two weeks. Time is 9 p.m. to 12 m., and the campaign features two-minute spots announcing the major Southern California stations during the refueling period. E. J. Robinson Adv. Agency, Los Angeles, has the account.

MAE JONES Co., Kansas City, (department stores), has placed a sponsored of a three-hour variety program, seven days, two weeks on KCKK, Kansas City, for two weeks. Time is from 9 p.m. to 12 m., and the campaign will supplement the radio its activities with an extensive two-month spot announcement planning campaign. The major Southern California stations during the refueling period. E. J. Robinson Adv. Agency, Los Angeles, has the account.

FROZEN FUDGE Service Co., Sacramento, distributors in Northern California of Frozen Fudge, is planning a test campaign on radio and will use three quarter-hour periods weekly on KFBK, Sacramento starting an early date. The campaign probably will be expanded to include stations in San Francisco and the San Joaquin valley.

SPECIAL Drug Distributors, Toronto (Kanuus), has placed a dramatic spot series in 10 Canadian daily newspapers, the six-weeks series, for which were cut by Grow & Pitcher Broadcasting Agencies, Toronto.

CHAINWAY STORES Ltd., operating 15 Ontario department stores, on Nov. 16 started a radio for the first time on CKKN, Wingham, which serves the chain's outlets at Wingham, Kincardine and Listowel.

MENTHAT Laboratories, Toronto (cough drops), has placed a transcription series of six stations, the transcriptions for which were cut by Grow & Pitcher Broadcasting Agencies, Toronto.

F. W. PLANET Co. & Sons Co., Chicago (ice skates), has started a Sunday afternoon half-hour series on WJJD, that titling Man on Ice, featuring Jack Drees in interviews with skaters at the Chicago Arena. Place direct.

WAVE DELIVERS LOUISVILLE AND MORE... FOR LESS!

The above story is just another outstanding proof that WSPD is the number one station in northern Ohio and therefore "the best buy."
A LITTLE MORE SOUR NOTES, ZENOPHER!

Fargo’s "home talent" may sound like anarchy to YOUR ears, but — good or bad — it kinda slays our WDAY listeners! In fact, our genius for turning low-cost, homespun talent into paying entertainment is really boosting sales for some big-name advertisers!

If you're interested in making some money in the Red River Valley — and saving some, too — just call in our home-town boys and girls! Want our inventory?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.

NATIONAL REPRESENTATIVES

FARGO

940 KILOGCLES

5000 WATTS DAY

1000 WATTS NIGHT

TRANSCRIBED PROGRAMS

For the Low Budget Account
Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete catalogue

CHARLES MICHELSON

95 FIFTH AVENUE • NEW YORK

A GENTRY APPOINTMENT

PIEL BROS. Brewery, Brooklyn, N. Y., to Sherman C. Ellis, Adv., N. Y.

SWEETS Co. of America, New York, to (Tortina candy), to Bow Co., N. Y.

OYSTER BAY, Inc., New York, to (eggs), to Morgan Reichner & Co., N. Y.

HELENA ROSENBERG, New York, to Pettingill & Fenton, N. Y.


GENERAL SHOE CORP., Nashville, to J. Walter Thompson Co., N. Y.

AMERICAN SALT BOOK CO., Niagara Falls, to BDBO, Buffalo.

MILES LABORATORIES, Elkhart, Ind., to Ault & Detrick, New York, to handle promotion and advertising in Africa and East for 1939.


PULVER USA & Co., New York, to handle the export of radio equipment.

FINE TREE PRODUCTS Co., Newport, New Hampshire (Fine Tree soap), to H. R. Lequett, Portland, Me.

MORRIS PLAN INDUSTRIAL Bank of New York, to Griffis & Bell, N. Y.

ROCHELLE CHEMICAL Co., New York, to handle sales (Fisons), to Halpern Adv. Agency, N. Y.

GUNThER BREWING Co., Baltimore (beer and ale), radio to Bush & Kysae, N. Y.


COAST FISHING Co., Wilmington, Cal. (Pins "n' Brews cat food, Balto Dog food), to John R. & Dan H. (San Diego Angeles.

HAWAIIAN PINEAPPLE Co., San Francisco (Dole pineapple), radio to Young & Ruicman, with new broadcast plans to be announced shortly. R. W. Ayer & Son will continue to handle the firm's advertising in other radio.

JOSEPH HERSHEY MULLIVAN has been appointed national sales representative for KJBS, San Francisco, effective immediately, and for KQW, San Jose, effective Jan. 2, 1939.

John P. NELL, formerly of the sales promotion department of WOR, Newark, has been appointed New York representative for the station's Chicago office in charge of programs contracted by that office.

C. M. BRES, of Eagle Pass, Texas, owner of KEPI, Points Negro, and XELO, Texas, Mexico, having taken over active management, has appointed John R. Briggs commercial manager with headquarters in the San Diego (Cal.) Trust & Savings Bank. Mr. Briggs and his wife, Mrs. W. F. Branch, resigned. William C. Wise with office at 317 W. Ninth St, Los Angeles, has been appointed Southern California representative.

LINDSAY DIPTIG, Pacific Coast manager of John Blair & Co., recently was elected president of the Northern California Oregon State Alumni Assn.

E. L. HEATON has resigned from the Chicago office of International Radio Sales. He has not announced future plans.

ROBERT WOOD, of the sales staff at WOR, Newark, has been transferred to the sales staff of the station's Chicago office. His territory to include Minneapolis-St. Paul, Kansas City, Milwaukee and Chicago.
Diana Bourbon, Hollywood production director of Ward Wheelock Co., will be transferred to New York to produce the weekly CBS Campbell Playhouse with Vernon Wells, which starts Dec. 9, 5½ p.m. (PST), under sponsorship of Campbell Soup Co. Miss Bourbon at present produces the CBS Hollywood Hotel which is to be discontinued following the Dec. 2 broadcast. She also maintains production contact on the NBC Ames "Andy" series. Both are sponsored by Campbell Soup. She is to return to Hollywood to produce the Dec. 23 CBS broadcast of Charles Dickens' Christmas Carol, with Lionel Barrymore as Scrooge, annually sponsored by the soup firm. Ward Wheelock Co. will continue to maintain Hollywood offices, with Mary Garvin, assistant to Miss Bourbon in charge as manager.

Tom Breneman, CBS program director in San Francisco and previous to that with CBS in Hollywood, recently resigned to join Lomut Adv. Service, San Francisco. He was succeeded at CBS by Van Finline, who had resigned from NBC to Join Emil Brincher & Staff.

Phil Carter has been named head of the radio service department of Blackett-Sample-Hummert, Chicago, and Bob Etienne has been transferred from the agency's estimating to the radio service department.

Harmon Nelson Jr., Hollywood talent buyer, has joined the New York staff of Young & Rubicam.

Petersen Kurzter, formerly of Blackett-Sample-Hummert Inc., Chicago, joined the radio department of H. W. Kastor & Sons Adv., Co., that city.

E. T. Morris, account executive of Melkum & Pennoith, Cleveland, has been named vice-president of that agency. Connected with the Cleveland firm for more than six years, Mr. Morris was formerly manager of tire advertising for Goodrich, and now serves the Willard Battery and Serberling Tire accounts.

Renzos Cesana, formerly of James Houghlan, San Francisco agency, recently formed his own agency with offices in the Modashock Bldg., New Francisco, and operating under the firm name of Cesana & Associates Ltd. Bill W. Pierce has been named radio director.

Roy Shultz, on Nov. 14, resigned as media director for Joseph Katz Co., Baltimore.

C. L. Whittier, vice-president of Young & Rubicam, New York, wrote a dramatic skit, "Gone With the Wind," performed by NBC artists at the regional meeting for New York members of the American Association of Advertising Agencies, held Nov. 17 at the Roosevelt Hotel, New York.

Ruchanan & Co., has established Hollywood offices at 1560 N. Vine St. for script writers and Bill Tucker, producer of the CBS Texaco Star Theatre, sponsored by Texas Co. Agency maintains West Coast offices at 1700 W. Sixth St., Los Angeles, with Fred M. Jordan, vice-president, in charge. He also supervises the Hollywood office.

Lawrence B. Epstein has formed the Lawrence Esmond Adv. Corp., at 287 Madison Ave., New York, to handle newspaper and radio advertising. Mr. Epstein is president and manager of the firm.

Larry Triggs, former radio director of Charles Daniel Frey Co., Chicago, and more recently copy director of that agency, has joined the copy department of Ruthrauff & Ryan Inc., that city.

Juneau's Agency

Clarence B. Juneau, for the past 15 years in radio and well-known on the Pacific Coast, has established a general advertising agency at 214 S. Vermont Ave., Los Angeles, under firm name of Clarence B. Juneau Agencies Inc. He will personally supervise radio activities.

Mr. Juneau was manager of KYA, San Francisco, for the past year, and at one time managed KEHE, Los Angeles, both owned and operated by Hearst Radio Inc.


A. Carmam Smith, president of Smith & Drum, after three weeks in New York, has returned to Los Angeles.

C. Church More and Elliott H. Heusel, well known in west coast radio and advertising, have formed their own agency under the firm name of C. Church More & Co., with offices at 117 W. Ninth St., Los Angeles. Mr. More will direct radio activities.

Jes Anderson Adv. Co., Detroit agency, has re-established west coast offices at 1151 S. Broadway, Los Angeles, with T. Beverly Keim as manager. The firm services the Chrysler division of Chrysler Corp.

Bert Butterworth Agency, Los Angeles, has moved to new offices at 1022 N. Highland Ave., Hollywood.
Bringing a new concept of quality, performance, control and universality...
Pick-up Control
you never dreamed of!

It's the answer to a sound-transmission engineer's prayer! — Western Electric's new Cardioid Directional — the microphone that gives you pick-up control never approached by even the best dynamic or ribbon mikes!

The key to this control is cardioid directivity — for all ranges from the lowest bass to the highest overtone. Bell Telephone Laboratories achieved this by combining dynamic and ribbon units in one mike and electrically equalizing and combining their outputs.

In addition to this realization of true cardioid pick-up, a 3-way switch enables you to use either unit independently. This makes the 639A either a dynamic or a ribbon mike at your will. One way or another, it can handle any situation!

Small, sturdy, beautifully streamlined, the 639A is interchangeable with the 8-Ball and Salt-Shaker on stands using the 442A Jack. It greatly simplifies pick-up technique — assures balance, clarity and fidelity of pick-up that will give you a new conception of what broadcast quality can now be!

For booklet giving full details, write to Graybar. Better still, order one mike — put it "over the jumps" — and tell us how many more you want!

DISTRIBUTORS:
Sidelights on Radio’s Infancy

(Continued from page 22)

great to make any system of voluntary public subscription sufficiently secure to justify large financial commitments or the creation of an administrative and collection organization necessary to deal with the general public. “Therefore, if I am correct in assuming that such a foundation is insecure over a period of time, the super-structure built on such a foundation is perfec
equally weak. “For these reasons I am led to the conclusion that the cost of broadcasting must be borne by those who derive profit directly or indirectly from the business resulting from radio broadcasting. This means the manufacturer, the national distributor, (The Radio Corporation of America), the wholesale distributor, the retail dealer, the licensee and others associated in one way or another with the business.

After the Novelty Wears Off

“As to No. 2. When the novelty of radio will have worn off and the public no longer interested in the means by which it is able to receive but rather in the substance and quality of the material received, I think that the task of reasonably meeting the public’s expectations and desires will be greater than any so far tackled by any newspaper, theatre, opera or other public information or entertainment agency. The newspaper, after all, caters to a limited list of subscribers. The theatre presents its production to a literal handful of people, but the broadcasting station will ultimately be required to entertain a nation. No such audience has ever before graced the effort of even the most celebrated artist or the greatest orator produced by the Ages. “Because of these reasons, I am of the opinion that neither the General Electric Co., the Westinghouse Co., nor the Radio Corporation would in the long run do justice to themselves or render satisfaction to the public if they undertook this tremendous job. “The service to be rendered distinctly calls for a specialized organization with a competent staff capable of meeting the necessities of the situation.

Plan of Organization

“With the foregoing in mind, I have attempted to arrive at a solution of both problems No. 1 and No. 2, which, while not completely answering all of the questions which may fairly be raised, at the same time provides, I think, a structure capable of expansion in accordance with the development of the art and business and if subject to objections, at least not to these recited in the preliminary paragraphs of this letter. “The plan I have in mind and one which I respectfully suggest for your consideration and discussion at the first meeting of the broadcasting committee is as follows: “Let us organize a separate and distinct company, to be known as the Public Service Broadcasting Co. or National Radio Broadcasting Co. or American Radio Broadcasting Co., or some similar name. “This company to be controlled by the Radio Corporation of America, but its board of directors and officers to include members of the General Electric Co., Westinghouse Electric Co., and possibly also a few from the outside prominent in national and civic affairs. The administrative and operating staff of the company will be composed of those considered best qualified to do the broadcasting job.

“Such company to acquire the existing broadcasting stations of the Westinghouse Co., General Electric Co., as well as the three stations to be erected by the Radio Corporation; to operate such stations and build such additional broadcasting stations as may be determined upon in the future. “Since the proposed company is to pay the cost of broadcasting as well as the cost of its own administrative operations, it is, of course, necessary to provide it with a source of income sufficient to defray all of its expenses.

“As a means for providing such income, I tentatively suggest that the Radio Corporation pay over to the broadcasting company, 2% of its gross radio sales, that the General Electric and Westinghouse companies do likewise and that our proposed licensees be required to do the same.

“Assuming, for example, that gross radio sales effected by the Radio Corporation for the year 1923, amount to $20,000,000, which would represent roughly $14,000,000 in billing prices for such devices made by the General Electric and Westinghouse Companies and, assuming further, that the gross volume of our proposed licensees’ business for the year will be $5,000,000, the contributions to the broadcasting company for the year would be as follows: By the Radio Corporation of America—2% on $20,000,000 would equal $400,000; by the General Electric Company—2% on 60% of $14,000,000 would equal $840,000; by the Westinghouse Company—2% on 40% of $14,000,000 would equal $112,000; by licensees—2% on $5,000,000, $100,000; total $750,000.

A Modest Start

“While the total of $780,000 may be regarded as inadequate to defray the whole of the expense of the broadcasting company, yet, I think it should be sufficient to provide for a modest beginning. Once the structure is created opportunities for providing additional sources of income to increase the ‘pot’ will present themselves. For example, if the business expands, the income grows proportionately. Also, we may find it practicable to have wholesale distributors pay over to the broadcasting company a reasonable percentage of their gross radio sales for work done in their interest to support broadcasting. It is conceivable...
that the same principle may even be extended to networks.

The broadcasting company may also find it desirable and remunerative to publish a magazine of national scope, which can be made to provide a source of income through subscription advertising columns. (In this,” Wireless Age” can be put into the pot.)

"Since the broadcasting company is to be organized on the basis of rendering a public service, it seems appropriate that the firm should have the ability to do so is conceivable that plans may be devised by which it will receive further public support. In fact, there may even appear on the horizon a public benefactor, who will be willing to contribute a large sum in the form of an endowment. It will be noted that these additional possibilities of income are merely regarded as "possibilities" and do not in themselves form the foundation upon which the broadcasting company is to operate.

"Once the broadcasting company is established, the people and the general public educated to the idea that the sole function of a broadcasting company is to provide the public with a service as good and extensive as its total income permits, they will be quite willing that you quit the profitable activities, such a company will ultimately be regarded as a public institution of great public interest in the same sense that a library, for example, is regarded today.

Public Benefactor

"Mention of a library institution brings to mind the thought that great as it is the public benefactor who endows a library for the purpose of educating the general public, the person who in the future may endow a broadcasting station or a broadcasting service will be a still greater public benefactor because all the advantages which a broadcasting service offers to all classes of people, not only in the matter of education, but in the matter of entertainment and health services, etc. Important as the library is, it can only provide the written word and at that, it is necessary for people to go to the library in order to avail themselves of its services, whereas in broadcasting we have projected into the home where all classes of people may remain and listen.

"This letter is already longer than I had intended it to be and I shall, therefore, omit a number of other possibilities for increasing the revenue of the proposed broadcasting company and confine the time at this time entering into a discussion of its operating details, the working of which may acquire the existing broadcasting stations, etc., etc., but I hope that I have indicated the importance of the fundamental principles involved in this proposal to hear me in the hearing of our distinguished guests.

"If the foregoing suggestions appeal to you as worthy of further consideration, I shall be very glad to discuss the details at our meeting.

"I am sending a copy of this letter to Mr. Robert E. Baldwin, President of the Westinghouse Electric & Manufacturing Company.

"Respectfully yours,

"DAVID SARNOFF,
"General Manager."
GIVE refugee entertainers a chance on the air. WKN, New York, will inaugurate a new program on Dec. 2, known as the Refugee Theater of the Air, presented in cooperation with the American Committee of German Refugees and the National Coordinating Committee for Jews and Christians.

NBC Hollywood Radio City, following a policy started in New York, has charged designation of production representatives on network programs from program directors. First so designated are Joe Parker, announcer and Bob Moss, studio engineer, recruited to be added to the West Coast from New York. Parker will continue to announce while acting as director for NBC on the Amos 'n' Andy and Richfield Reporter programs. Moss will work on sustaining programs.

WLW, Cincinnati, has negotiated a new long-term contract for Lloyd leased wire service of International News Service.

WOW, Omaha, is installing two new high-speed U.P. trunk lines to supplement its radio wire and has provided 1,000 square feet of floor space for a new WOW news room for News Editor Fusier M. Mehl and his staff. Two new news processors also will be added to the staff, in line with the expansion.

The KBOO concept. station's first program for Dec. is a radio version of the KBOO banter, with occasional interviews and music, presented in cooperation with the American Committee of German Refugees and the National Coordinating Committee for Jews and Christians.

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The KBOO concept. station's first program for Dec. is a radio version of the KBOO banter, with occasional interviews and music, presented in cooperation with the American Committee of German Refugees and the National Coordinating Committee for Jews and Christians.

NBC Hollywood Radio City, following a policy started in New York, has charged designation of production representatives on network programs from program directors. First so designated are Joe Parker, announcer and Bob Moss, studio engineer, recruited to be added to the West Coast from New York. Parker will continue to announce while acting as director for NBC on the Amos 'n' Andy and Richfield Reporter programs. Moss will work on sustaining programs.

WLW, Cincinnati, has negotiated a new long-term contract for Lloyd leased wire service of International News Service.

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A NEW TYPE of cathode-ray television receiving tube, with a nine-inch viewing screen and a length of only 16 inches, has been designed by Mar- shal P. Wilder, television engineer of National Union Radio Corp., Newark. Former tubes giving the same performance were 22 inches long, according to the company's announcement, a saving of approximately the length of the present tube with a five-inch viewing screen. Length reduction permits direct viewing, eliminating the need for the mirror-reflection method, and the new tube can be mounted horizontally without increasing the width of the receiver. Bowl-shaped instead of funnel-shaped, the new tube permits machine cutting as is done with ordinary sound radio tubes, a factor that should reduce the cost of manufacturing television tubes, the an- nouncement states.

RADIOWRITERS, Inc., Washing- ton, has supplied two professional recorders, RCA microphone, studio equipment, and Universal Transformer Co. amplifier to Presbyterian College, Clinton, S. C., which has elaborate studio facilities with professional recording unit with Universal amplifier and microphone. RCA has replaced the U of Virginia, Charlottesville, to be used in public speaking courses. Radioscriptions has developed a brochure on recording and its uses in schools.

GENERAL Communications Products Co., Hollywood manufacturers of communications, transmitter, and recording equipment, has elected S. A. Solie, well known in Pacific Coast radio, as president. He succeeds W. E. Brainard, who severed association with the firm, G. Fresham has been elected executive vice-president, suc- ceeding Robert B. Walfer, who also left the organization. R. J. Thompson was also made a vice-president, with H. H. Hanaest, secretary-treasurer.

WIP, Philadelphia, recently acquired a Western Electric machine-gun micro- phone, which it uses for broadcasts of football games and parade.

J. NAT JOHNSON, head of J. Nat Johnson & Co., Chicago tower erect- ing firm, went to Inglewood, Cal., in late November to supervise the erec- tion of a new tower for WBBA.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is offering a new line of bare microphones identified with the model number preceded by letters "MT". New models are for station engineers who want to use varied types of microphones for custom-engineering equipment. They are identical to the usual Universal line, but minus switches, cases, cables, extra fittings and fancy packaging.

WORKING from midnight Nov. 15 until 7 a.m. the following morning, the engineering staff of WHOM, Jer- sey City, moved the station transmitting equipment four miles to its new quarters and installed the new an- tenna without interrupting the Wed- nesday broadcast schedule. Under su- pervision of Joseph Lang, managing director, and Al Burnham, chief engi- neer, the WJH equipment was set up in a new building on the site of the new 857-foot vertical radiator at the foot of Washington St., Jersey City.

NEW 16-tube Hammarlund radio, manufactured for commercial use only, has been added to the transmitting equipment of WNAV, Yankton, for rebroadcasts.

CFAC, Calgary, Alta., has purchased RCA portable sound input equipment, according to E. C. Conner, chief engi- neer.

WJMC, new local authorized in Rice Lake, Wis., has purchased an RCA 250-G transmitter.

MODERN transmitter house of the new 5,000-watt transmitter of KGVO, Missoula, Mont., will be formally dedicated, along with new Truson radiator and new downtown studios, on the station's eighth anniversary Jan. 18.

A NEW gas-filled condenser, available in 54 models and designed for broadcast and radio frequency use, has been released by Lapp Insulator Co., Le Roy, N. Y. It is said to be built along entirely new mechanical principles. Minimum space require- ment, puncture proof, no change with temperature, zero loss are some of its claimed characteristics. A descriptive booklet is available.

WBIG, Glenolden, Pa., has applied to the FCC for a CP to build a new 255- foot vertical radiator and install a new transmitter, to be WE equipped throughout.

RCA 312B Co., Camden, has an- nounced a new type 305-A, ultra-high frequency field intensity meter and a type 305-A noise meter.

Doc Mains is said to have acquired a new Fairchild portable recording out- fit.

WBAR, Norfolk, recently installed a 90-A RCA automatic modulation control.

WFBC Remains on Air Despite Fire in Studio

WHEN all of its studio equipment was put out of commission by fire Nov. 13, WFBC, Cleveland, announced the NBC program it was carrying at the time to the transmitter on a special emergency circuit. Before the program ended 20 minutes later the fire had been extinguished and equipment ordinarily used for remote work was set up in the studios. The local that followed went on without a hitch.

When story of the fire appeared in the Greenville News the following morning many listeners were surprised to learn that at the same time they were listening to Dr. Ralph W. Stockman the WFBC control room was in flames. Hubert Brown, chief audio engineer, was high in his praise of Paul Chap- man, engineer, whose quick think- ing kept the station on the air.

CBS Engineers Devise Program-Failure Alarm

A NEW GADGET to relieve the master-control room engineer of one of his many responsibilities has just been developed by CBS engi- neers, under the direction of How- ard Chinn, in charge of the audio division of the network's engineer- ing department. Called a program- failure alarm, the device is hooked onto a program circuit in such a way a silence of more than 20 sec- onds automatically closes a switch, turning on a light and ringing a bell to call the engineer's attention to the fact that something has gone wrong.

Instruments are now being test- ed in the network's master control room where they are being used to check all programs coming from various studios to the master con- trol board. If they perform as satisfac- torily in actual performance as they have in laboratory tests they will be installed on all circuits and at all OBS stations to give instant alarm of interruption of service.

U. S. PATENT No. 2,180,760 has been issued to William H. Finley, head of Finch Telecommunications Laboratories, for a simplified electro-optical system, suitable for use with high-speed facsimile trans- mission. System is designed to provide a means of vitiation to dis- tinguish the excessive heat generated by the intense light source that telegraph transmission requires, without permit- ting stray light to affect the scanning process.

***

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KGMB-KHBC
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NBC Operation Reviewed at FCC Probe

Network Officers Outline Program Standards

The FCC chain-monopoly hearings were convened Nov. 14 with only three members of the four-man commission present: Commissioners Franklin Brown and Sykes. Commissioner Walker was absent, attending the annual convention of the Association of Railroad Utility Commissioners in New Orleans.

Appearing as Commission counsel were Mr. Dempsey and George B. Porter, assistant general counsel for broadcasting.

About 150 persons were present when the gavel sounded. Of these, possibly 50 were RCA and NBC company witnesses, and staff members with a second 25 newspapermen and photographers. Aside from the commission and commission counsel, other FCC officials present included Andrew D. Ring, assistant chief engineer, and William J. Norfleet, chief accountant, and deputy to Mr. V. B. Sarnoff, assistant chief engineer, both of whom are expected to testify in connection with studies of radio work operations, and with the station ownership phases of the inquiry based largely on questionnaire data.

That the Commission intends to enforce its pronouncement that only facts will be admitted that the proceedings will not be permitted as a "sounding board", became quite apparent early in the proceedings.

After Mr. Sarnoff had read his opening statement, the FCC Counsel Hemmensky sought to read into the record a series of protest memoranda written by Mr. Sarnoff prior to the advent of broadcasting. Commissioner McNinch at first objected on the ground that it was not a fact, but petition. And Mr. Dempsey said there was no objection, with the reservation that if the petition was not material, it could be stricken.

After Mr. Sarnoff had concluded reading his statement, Mr. Dempsey declared he felt it was of no great value to the Commission and that it did not present facts but rather general statements. He asked that Mr. Sarnoff be excused as a witness subject to recall at a later date for cross-examination, which request was granted.

More Appearances Filed At Start of Hearing

One of the score of appearances filed prior to the half of the American Federation of Musicians—was withdrawn, it was learned. Although its Washington counsel, Ansell & Ansell, had filed a strongly worded appearance critical of "canned music" and radio in general as well as the widespread unemployment among musicians for which it held radio was responsible, the request for withdrawal was not disclosed.

Before Mr. Sarnoff was able to file an application to certify his former, U. S. Assistant Attorney General, was asked to be permitted to make or file a statement with the Commission on behalf of his client, Royal Moulding Co. of Providence, R. I., the manufacturer of vacuum tube. Chairman McNinch, however, said the procedure was clearly defined and that his appearance would have to be taken up with Commission counsel.

In advance of the hearings, there was distributed on behalf of Royal Moulding, a press release and a letter to the FCC, setting forth the company's position. In effect, it asked the FCC to widen the scope of its investigation with a view toward examining the broadcasting licenses held by NBC and Westinghouse under the anti-trust provisions of the Communications Act because of alleged monopolistic control of radio apparatus.

In the letter, Harry M. Burt, president of the company, charged that in 1930, he and his company, by agreement "made discriminatory price rebates and allowances to the extent of substantial, in many cases, excessive profit, on vacuum tube. The commission in this field is at present non-existent," the complaint stated. The Royal company, until, since 1928 has manufactured, fabricated and moulded bases for vacuum tubes. It added that, since both RCA and Westinghouse are holders of licenses for broadcasting apparatus, the Commission should take jurisdiction.

Procedure Specified By Chairman McNinch

It was learned that a suit seeking triple damages filed by the Royal Moulding Co. now is pending before the Federal District Court in Providence. The plaintiff claimed a conspiracy to reduce prices in radio tube bases, resulting in a loss to it. The bill stated other things that the "unreasonably low price" of tubes was a factor.

Chairman McNinch formally opened the proceedings by reading the notice of hearing. Order No. 2 which relates to the investigation, and the rules of testimony.

To expedite the hearings, all parties would be permitted to be represented by counsel in presenting direct testimony, he declared. Cross-examination of witnesses generally would be by the committee and its staff, but parties desiring to ask questions could hand Commission counsel the questions in writing. Departure from this procedure would be allowed only where the investigating committee might decide that justice would be served, he said. Fourteen copies of each exhibit to be filed with the Commission must be supplied.

Witnesses could testify from prepared statements, the rules of the statement are furnished to members of the Committee and counsel two days in advance, Chairman McNinch said. Emphasizing that the purpose and object of the investigation is to develop facts significant to the Commission and public concerning the matters at hand, he said that on the basis of the facts developed, appropriate rules and regulations dealing with such matters "will be promulgated by the Commission and if such facts demonstrate the necessity thereof, legislative recommendations made to Congress by the Commission."

The committee will not permit this hearing to be used as a sounding board for any person or organization, Chairman McNinch asserted. "We are after facts and intend to get them. Only relevant and useful testimony will be admissible and what may be admitted for whatever light they may throw upon the problems involved in this investigation. The Committee intends to see that witnesses fulfill their primary function—the giving of evidence—not argument.

"The Committee intends that the hearing shall be conducted in an impartial manner in which will permit a thorough and searching inquiry into all the facts. It will not intend to permit technicalities to stand in the way of getting these facts. It will, however, have well-established rules of procedure so far as is necessary to safeguard the interests of the public and all others directly concerned."

Sarnoff Urges Voluntary Self-Regulation Plan

In reading his 17-page statement, Mr. Sarnoff concluded with a recommendation for a voluntary system of self-regulation by the broadcasting industry. He prefaced his recommendation with a history of the development of broadcasting in this country and of the pioneering part played by RCA in all phases of the development.

In recommending the voluntary system of self-regulation, Mr. Sarnoff urged that the industry take the necessary steps to make that regulation effective.

"The recommendation is that the experience of the different groups within the industry should be combined and directed. An industry code should emerge that advances beyond all previous standards. Such a code should be based of voluntary self-regulation on the part of the entire broadcasting industry in the United States."

"In writing this code, the industry should gather the views of broadcasters, of groups representative of public opinion, and of this Commission. After the code is formulated it should be made thoroughly familiar with it. All broadcasting networks and stations should be involved and encouraged to adopt it. The code should be subject to periodic review by the industry and kept up to date. It should be administered by a suitable agency representative of the entire industry."

Mr. Sarnoff noted in the belief that such self-regulation is the American answer to an American problem. In every consideration of radio broadcasting, the 'public interest' is we pledged to serve is the entire nation. This public interest is reflected directly by the 27,000,000 receivers in a country which represents an overwhelming majority of the country's homes. By their control of the nation's radio dials they give approval or disapproval to radio programs, and decide the ultimate fate of the broadcasting industry."

He also pointed out that if we find legitimate censorship by public opinion, "it is the democratic way in a democratic country."

In opening his statement, Mr. Sarnoff explained he appeared before the commission as the chairman of the board of NBC. He pointed out that NBC is a wholly-owned subsidiary of RCA and that the corporation is owned by a quarter of a million stockholders.

Afterwards, that he welcomed the investigation, Mr. Sarnoff said that he did not propose to advocate a "statoist" conception of broadcasting which would oppose changes in a changing art. "I do not come here to say that broadcast is infallible, that no improvements are possible, that we have no problems, or that the Commission cannot help in their solution. I am here to aid this investigation in any way I can."

"Describes Basic Functions of RCA"

Mr. Sarnoff defined the services of RCA, explaining that its three basic services are communications, manufacturing and broadcasting. Underlying all these, he said, is the RCA financier, which benefits the entire industry. Mr. Sarnoff stated. He said it encountered in the research and development of this like the consistent, able competition it meets in the advertising field, the communications manufacturers and broadcasting."

Declaring that the benefits of RCA research are ready available to competitive services. Mr. Sarnoff said that a case in point is the RCA materials experiment in television for more than ten years and has spent millions of dollars still a product of outgo rather than income. Nevertheless, he declared, 65 radio manufacturers already have been licensed to make use of RCA inventions in this field. CBS, he said, a competitor will use an RCA tracking system of television for years in this country.

Mr. Sarnoff traced the early days of broadcasting, pointing out that the first station formed 19 years ago with the immediate object of providing an American-owned system of national communications broadcasts. He reviewed the steps leading up to the establishment of NBC. After the Red Network was established in 1926, Mr. Sarnoff

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BROADCASTING • Broadcast Advertising
said it quickly became apparent that a single network service was not enough to satisfy the demands of the radio audience for diversified programs of national interest and importance; that radio broadcasting was to be popularized to all, there should be more than one type of program simultaneously available to listeners. Other station owners, particularly in the cities where their competitors had made service arrangements with the Red Network, pressed for network affiliations.

"Therefore," he added, "in less than two months after the first NBC Network broadcast service, we created a second network — the Blue — with WJZ, New York, as the key station. As more networks were expanded, stations in remote, thinly populated areas, that could not be expected to pay the NBC a profit, were added, in the interests of a truly comprehensive national service."

"Looking back at the amazing development of network broadcasting in a little more than a decade, it can be seen that the pioneering undertakings in 1926 were fully justified."

**Networks Credited With Broadcasting Growth**

Mr. Sarnoff said that it is largely owing to network broadcasting that radio in the United States has grown into a billion-dollar industry. He estimated that the American public has invested more than three billion dollars in receiving apparatus and spends a billion hours a week listening to radio. The importance of network broadcasting, he said, cannot be measured in statistics or dollars and cents. He said it must be appraised in the effect on daily lives of the people.

"The American people, Mr. Sarnoff asserted, have a free radio because they have a broadcasting industry that pays its own way. Those who object to commercial announcements on the air," he said, "are apt to forget that it is the revenue from these announcements, which makes it possible for them to hear regularly a symphony orchestra conducted by Toscanini, the broadcasts of the Metropolitan Opera, America's Town Meeting of the Air, the National Farm & Home Hour, the Damrosch Music Appreciation Hour, and many other costly sustaining features of the networks. Sarnoff went on to say that the performance of any one of these programs would be an event of outstanding importance in other countries. I think I am making a simple statement of fact when I say that the people of the United States are provided with the finest and most varied radio programs produced anywhere in the world.

And our traditional liberties have been fortified with a new freedom — freedom of radio — which takes its place with our older freedoms, of religion, speech, and press."

In contrast, Mr. Sarnoff discussed the undemocratic control over broadcasting of the autocracies of the Old World "where broadcasting has been converted into the most powerful instrument of dictatorship." Exhilarating him was the enthusiasm in Europe during the first half of the recent crisis, he said that in order to get the full news of Europe which he had to listen to programs sent by shortwave from the United States. American listeners, he added, were better and earlier informed on all events that it shall adopt no regulation which interferes with the right of free expression. Therefore, he said, a fund of $780,000 to defray the cost of the broadcasting company. While this amount might not be adequate, he said that other sources might make themselves available and possibly some endowment would contribute to the venture. The broadcasting company, moreover, might find it desirable and remunerative to publish a radio magazine of national scope, he said.

In another memorandum, dated April 5, 1923, Mr. Sarnoff outlined what he regarded as the possibilities of broadcasting and at that time mentioned television. He also envisioned the possibilities of international broadcasting, declaring that this service might be expected to materialize sometime between the present and the next five or ten years.

Mr. Hennessey, in cross-examining Mr. Sarnoff after each letter brought out that the first one (1916) was written five years before any broadcasting station went on the air and that the one dated June 17, 1922, respecting national events written four years before the creation of a network and before any telephone interconnection of broadcast facilities and also before the theory of radio advertising support of broadcasting had developed.

**Organisational Setup Of NBC Is Depicted**

Opening the afternoon sessions, cut short by a full Commission meeting called by the FCC, Frank E. Mason, vice-president of NBC and assistant to President Lenox Lohr, appeared along with George...
Engles, NBC vice-president and managing director of its Artist Service.

Mr. Mason introduced a series of questions, the exhibits of the organization of NBC. These depicted its advisory counsel, past and present; directors and officers; those other business interests; officers of the company; a breakdown of employees, showing 1,371, of 1,066 are men and 697 women; distribution of employees by area; functional organization stations owned, operated, leased or program managed by NBC; map of stations on the NBC network; foreign offices of NBC and its rate card.

Mr. Mason explained that NBC itself had not owned subsidiaries. These he enumerated as Civic Concert Service Inc., Artist Service Inc. of Massachusetts, and Artists Service Inc. of Pennsylvania. All are in the concert field.

WTAM Inc., organized to operate WTAM, Cleveland, now is in the process of dissolution.

Radio Music Co. Inc. also is owned by NBC but has been inactive since 1931. In connection with this company, it was brought out by Mr. Dempsey that the FCC did not desire further testimony in connection with it, since it was cooperating with the Federal Monopoly Committee headed by Senator O'Mahoney in matters dealing with music copyright.

Describing corporations previously owned by NBC, now inactive or dissolved, Mr. Mason said these included separate corporations which handle KDKA, Pittsburgh; WABC, New York; KJR, Seattle; WOR, New York; KTRK, Houston; and KTSM, El Paso.

Although Mr. Hennessey stated he saw no importance to these dissolved corporations, Mr. Dempsey said the Commission desired full information in connection with them. He pointed out that the Commission proposed to go into the stock ownership of these companies on the basis of questionnaires sent the networks and that this data would be corroborated under agreement. From this it was understood that affidavits would be taken of directors and officers of the companies and their other stock holdings.

One of the questions in the Commission report concerned the relationship between networks and advertising agencies, users or national representatives of stations. Mr. Dempsey said that apparently NBC counsel had misconstrued this question as it related only to any ownership interest NBC officials might have in such organizations. He said NBC secured data as to the business relationship, Mr. Hennessey agreed that he had not understood the question and would work to develop as much data as possible.

Engles Describes Operation of Artist Service

Complication as to procedure developed when Mr. Engles took the stand. Mr. Dempsey explained that because of the short notice given NBC that prepared statements should be ready in advance, he had been unable to fulfill that requirement in connection with the Civics.

After Mr. Dempsey had waived this requirement because of the short notice, Mr. Engles explained he desired to testify on a question-

WITH his inevitably sneering necktie an object of attention is (left) John Shepard 3d, president of the Warner Bros. Pictures, 1928-1936, and television pioneer in Independent Radio Network Affiliates, as he confers at a hearing with Neville Miller, NAB president.

Engles outlined the manner in which Civic operates, explaining that it is entirely a membership organization. In fact, the concert course may consist of three or four or five concerts per year, depending upon the interest of the membership. All the membership funds remain in the hands of local citizens and are expended by them in the payment of local expenses and artist fees. These civic music associations are locally supported by public subscription, he explained.

Responding to further questions by Mr. Tuthill, Mr. Engles explained that these courses furnish opportunity for employment of artists from the network, and he said it has been instrumental in developing talent throughout the country.

At the outset of the second day of the hearing, it became apparent that Commission Counsel Dempsey would seek a full disclosure of net-

work activities in connection with maintenance of artists bureaus and talent services. This developed with Mr. Engles, and Daniel C. Simpson, assistant director of the Artist Service, as witnesses. The audience had dwindled to about 40 for the second day's session.

Mr. Engles resumed the stand and explained how he began in the study of examination on the organization chart of the Artist Service and the manner in which it functions. When Mr. Engles explained that his assistant, Mr. Tuthill, was in charge of the business end of the operations, Mr. Engles was temporarily released.

Hennessey outlined the Civic Service, Mr. Tuthill explained he had been with NBC since its formation in 1926 and before that with A. T. & T. In connection with his operation of WEAF. He was first assistant eastern sales manager of NBC, later became general sales manager of the networks and finally joining the Artist Service as assistant manager-director.

The Artists Service was formed, Mr. Tuthill said, because of the unusual amount of business acquired by the NBC networks and because of "personal appearance" demands. Therefrom came from 12,000 microphone appearances a month over NBC and these talent needs became a contributing factor in setting up what is now the objective of training and developing new performers.

Tuthill knew of no faster or better means of developing talent than through sustaining programs. The millions of dollars NBC spends on soap operas would not have been possible if NBC did not have the personal appearances. NBC is able to present these to NBC; the most exclusive independent network is developing new artists. This is the same group which is the national organization.

Sells Talent Wherever There is a Market

Mr. Hennessey outlined the operations of the Artists Service, the organization which the entire NBC artist service is run.

Mr. Tuthill explained, Talent "scouting" is a key personnel of the NBC artist service. From service employees NBC from page 62 December 1938 Broadcasting • Broadc.
services of concert and opera stars whose appearance on radio are essential to their success. inter alia, that competition for the services of these artists has been keen.

Mr. Dempsey developed in questioning Mr. Tuthill that the Artists Service itself does not maintain a separate private bank account but does maintain its own audit. Receipts of the Artists Service are Banked by NBC. He explained in detail how responsibility is divided in the Artists Service, pointing out that Mr. Engle is the information superior and that he reports to Mr. Engle who in turn reports to NBC President Mr. Lyons.

Regarding talent charges, Mr. Tuthill asserted that when a definite fee is placed on the services of an artist, it is subject to negotiation if the prospective purchaser figures the price is too high, whether it be the NBC network or any outside organization. Mr. Dempsey sought to ascertain the final arbiter in such instances and Mr. Tuthill explained that different individuals or organizations were involved in connection with different artists. He said it was not unusual for an artist's fee to be fixed at $500 to be offered for $400 provided the contract covered a longer period of time or some other concession.

Reviews Difficulties Of Artist Management

The entire afternoon session Nov. 15 was devoted to Mr. Dempsey's cross-examination of Mr. Tuthill on Artists Service activities, revenues, talent contracts, and related subject matter.

Mr. Dempsey observed, following his cross-examination of Mr. Tuthill in which the service functioned, that he visualized a situation wherein John F. Royal, NBC vice-president, in charge of programs, and Mr. Tuthill are working for the same company but actually have divergent interests. Mr. Tuthill, however, asserted this observation was unfair and that it simply was a matter of different policies.

Mr. Tuthill explained that the Artists Service was developed primarily because of the need of listeners for personal appearances of artists on the network and secondarily in connection with development of talent for the network.

Mr. Dempsey's examination of Mr. Tuthill was marked by frequent colloquies and objections. Moreover, substantial additional data was requested, to be produced during the hearing.

Examining Mr. Tuthill on the consolidated statement of gross sales and revenue of the Artists Service during 1937, Mr. Dempsey sought to bring out inaccuracies in percentages, notably the figure of 8.2% listed as the general average commission received by the service over disbursements for artists and other services. He asked for an accounting of this purported discrepancy, particularly in light of the witness' earlier statement that talent commissions range from 10 to 20%.

Mr. Tuthill asserted that the overall average of 8.2% was traceable to the fact that in many cases the highest commission of 10% or age, or higher, is split with other talent agencies who might actually do the booking and that in some cases the NBC Service even foregoes collection of its commission, when the artists are engaged for national policies.

"Our relations are very human," Mr. Tuthill said, adding "I think you will agree that this is a crazy business."

Mr. Dempsey sought to analyze testimony with the observation that there is no consistent policy and that the talent business is such that it is difficult to establish uniform policies.

"You did not want to mislead the Commission," he observed, "but it just works out that way." Mr. Tuthill sought to explain that there are circumstances existent in talent operations which splitting of commissions and other practices which appear to be out of line with established business principles. "You can't put this business on a dollars and cents basis," Mr. Tuthill said.

When Mr. Dempsey said "you haven't been able to do it," the witness replied that he defined any other to operate on any other basis.

McNinch Queries Contract Provision

Asked regarding electrical transcriptions, Mr. Tuthill said they provide an additional medium through which an artist may make his debut to the radio audience. He added, however, that there was no competition between electrical transcriptions and live talent broadcasts from the standpoint of "preset" live broadcasts add to the value in building up an artist's reputation, he said.

Citing statistics, Mr. Tuthill declared that during the week Nov. 6-12, 225 sustaining artists appeared on NBC networks of whom only 80 were under management contract to the Artists Service, representing 35.5%. Sixty-eight or some 30% were not engaged through the Artists Service, he said, adding that this total did not include announcers, accompanists or hotel dance orchestras or speakers on educational programs.

 Asked by Mr. Dempsey to break down the sale of talent during 1937 to commercial radio advertisers as between networks, Mr. Tuthill said that of the $4,028,187 in receipts $,600,424 represented sales to advertisers on NBC, $408,808 to CBS and approximately $50,000 to MBS. Thus, he said, NBC represented 88.5% of the total; CBS 11% and MBS 0.5%.

Chairman McNinch joined in the interrogation in connection with a provision in the NBC talent contract that artists under contract cannot appear over another network. Mr. Tuthill explained that while the provision is embodied in the contract, it is not exercised and that the Artists Service construes it as its duty to place talent wherever possible.

Mr. Tuthill said as far as he knew, the Artists Service had never refused to place an artist on another network because of the terms of the contract. Chairman McNinch inquired whether it was his view of the fact that the practice is to ignore the exclusive provision Mr. Tuthill was witness claimed that the Artists Service would recommend to his superiors that they abandon that provision.

Mr. Tuthill responded affirmatively.

Disclosure of Source Of Questions Discussed

To Mr. Dempsey's question whether the Artists Service ever quoted a different rate for talent when used on NBC than on other networks, Mr. Tuthill said there was no differential on talent as such, but that different rates were asked depending upon the type of program and the duties demanded of the performer. For example, the witness said, the rates for a soloist are different in a program and can be called upon to sing, act and perform as a master of ceremonies in another, all of which functions are taken into account. The network used, he said, has no bearing whatever on the price.

Regarding recording services of NBC contracted artists, Mr. Tuthill said that artists were sold for recordings on the basis of the best terms that could be made and that there was no exclusive arrangement with RCA Victor despite its association in the RCA-NCB family.

To a motion by Mr. Hennessey that Commission Counsel Dempsey disclose the source of any questions he might propound to witnesses if the questions were not of his own was overruled by Acting Chairman Brown. Mr. Hennessey said that he had been the Commission's practice at other hearings and it seemed to him improper not to identify them.

The colloquy grew out of the requirement laid down by the committee that all questions of private groups attending the hearings be through Commission counsel.

Mr. Dempsey said that questions have come from many sources and he did not see where any useful purpose would be served. Mr. Hennessey, he said, was in a position to submit questions for him to ask other witnesses.

When Mr. Dempsey observed that NBC counsel could object to questions, Mr. Hennessey said it was important from his standpoint to know where the questions were coming from before he could state his objections.

Commissioner Brown observed that the proceeding was not an adversary one and that disclosure of the sources of questions would be left entirely to Commission counsel.

When examining Mr. Tuthill on redirect, Mr. Hennessey observed that the Artists Bureau operation of NBC is distinctly an intrastate business, whereas the operation of stations is interstate.

Seeking to clear up confusion regarding auditions, Mr. Hennessey asked whether it was not a fact that different types of auditions

KFRU

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A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

BROADCASTING • Broadcast Advertising

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Listener Preference for Net Programs
Is Claimed by NBC at Federal Inquiry

LISTENERS by and large prefer network programs, both commercial and sustaining, to locally originated independent stations, according to testimony offered the FCC Chain Broadcast Committee by Mr. Beville, NBC chief statistician.

One exhibit showed that the American family, with an average income of $3,998, comprises about one-half of the radio families in the country, expends only about 8 1/2 cents a week for recreation. This study was based on compilations made by the National Research Committee, Beville stated.

Many of the exhibits were based on data introduced at previous FCC hearings dealing with broadcast networks. One of these showed that the average listening time per family was about 4 1/2 hours, while families listen on an average of 4 7/8 hours and urban families 4 7/8 hours.

Foreign Ownership

Exhibits dealing with foreign radio in comparison to American showed that in the United States there are 290 sets per thousand population against 420 sets in France and 220 sets for Denmark, Great Britain, New Zealand and Sweden; and 100 to 300 for Japan, and 18 for Italy.

A steady decline in the percentage of the total audience not represented by NBC networks in New York and a corresponding growth of NBC-originated material from other points was depicted. In 1930, 35.6 percent of New York's stations received NBC programs and in 1937, the figure was only 37.6 percent. In 1939, Chicago produced 7.7 percent against 24.4 percent in 1937. From Hollywood, first program network, 0.3 percent of the programs emanated from the movie capital. In 1937, approximately 20 percent of the programs came from San Francisco and the balance from network stations.

Results of telephone surveys made in connection with broadcasting time and program reaction in Chicago and Los Angeles were analyzed by Mr. Beville and concluded in testimony. The study was a comparison based on commercials in New York, Chicago and Los Angeles, broken down by program classification and all programs, sustaining and non-station programs. The broadcasting time was determined by a survey made in March, 1936 and the program mentions were obtained by a special tabular analysis of Cooperative Broadcast Analysis (CAB) based on interviews during the period from October 1, 1935 to October 31, 1935.

In the three cities, combined network commercials during the day totalled 11,017 mentions by listeners. Network sustaining programs consumed 646 hours and received 7,266 mentions. Network stations consumed 1,620.75 hours and received 2,778 mentions.

During the evening, network stations broadcast 217 commercial hours and 29,167 mentions. Sustaining programs consumed 448 hours and received 594 mentions. Network programs amounted to 971 hours and received 1,783 mentions.

Commercial Hours

Broken down to percentage of total audience and network commercials during the daytime accounted for 8.3 percent of the audience, 62 percent of the audience was interested in Network sustaining programs accounted for 26.1 percent of the hours and 34.6 percent of the mentions mentioned which is accounted for 66.5 percent of the hours and 13.2 percent of the mentions.

During the evening, commercials represented 12.2 percent of the hours and 68.5 percent of the mentions. Network sustaining programs accounted for 25.4 percent of the hours and 25.3 percent of the mentions. Non-network stations represented 9.8 percent of the hours and 6.2 percent of the mentions.

Totaling these figures, for both day and night network commercials represented 10.3 percent of the hours and 61.5 percent of the mentions.

Network sustaining programs accounted for 26.3 percent of the hours and 29.2 percent of the mentions. Non-network stations accounted for 9.4 percent of the hours and 9.2 percent of the mentions.

These figures were based on a total national audience that was half made during the day and the other half at night.

Corresponding with the showing generally similar results were presented for the 23 stations in metropolitan New York, contrasting the network stations against the non-network stations and also comparing the program reaction to the hours from Jan. 1 to March 31, 1937, showing a total of 19,422 program hours; analysis of NBC program hours by major type; a chart showing NBC network program hours by major type; an analysis of NBC nationwide network program production; a map showing an example of NBC program production distribution; an analysis of local program production distribution; an analysis of NBC audience mail response from 1922-1937; countries having more than 1 radio sets per 1,000 population according to rank; countries having more than 1 radio sets per 1,000 population according to rank; proportion of time devoted to major program types by NBC and six European broadcasting systems, based on data compiled by the International Broadcasting Union and the National Research Committee; Mr. Beville, NBC chief statistician, based on a foundation of a study of the previous informal arrangement respecting the records of NBC and six European nations; percentage of per cent of time devoted to dance music and serials, radio ownership of NBC and six European nations; percentage of radio program production; the NBC network stations origin stations; origin of NBC network programs as a per cent of total hours; origin of NBC network program hours by hours; cities from 1930-1937; originating points for NBC network stations; in New York during 1937, showing a total of 19,422 program hours; analysis of NBC program hours by major type; a chart showing NBC network program hour totals by major type; an analysis of NBC network program structure of 635 U.S. stations; an analysis of NBC network program production by NBC key stations; a chart showing the week of March 6, 1938; an analysis showing broadcasting hours; an examination by listeners to networks compared to non-network stations in New York, Chicago and Los Angeles; an analysis of NBC networks in Oct., 1937 and April, 1938; a chart of the morning audience in New York, Chicago and Los Angeles; March 25, 1938, and a breakdown of program schedules of metropolitan New York stations March 25, 1938.
Royal explained, do not include fees paid artists, commissioned programs or programs originated in other ways, such as transoceanic features.

He estimated the cost of talent on commercial programs amounts to about $15,000,000. If this figure were combined with the labor costs of the advertising agencies, costs involved in other program pickups both here and abroad, and the expense entailed in maintaining the organizations putting on these programs, the tabulation would probably amount to $100,000,000 a year.

Tracing the development of programming operations, Mr. Royal said that in the early days the stations themselves produced own programs, as well as commercials. In many cases, the talent cost is far in excess of the time cost. He estimated that he paid two programs which cost between $20,000 and $30,000 to produce for a single performance. The expense factor, however, dropped to $500 or $1,000 for other programs which do not use name talent and where perhaps only one individual is involved.

Many Broadcasts
For Federal Departments

Mr. Royal explained in detail the ramifications of the Program Department operations not only in New York but in Hollywood and Chicago. Recently there has been great expansion by virtue of the new program development departments over to international broadcasts under Vice-President Frank E. Madd. Mr. Royal pointed out, approximately 1,000 programs regularly are broadcast for governmental agencies and departments. That, he said, could not happen anywhere else in the world.

D emaning into television, Mr. Royal explained that the Program Department is cooperating with NBC engineers on a 24-hour basis. The effort is to develop programs for this budding offshoot of radio. He explained there are various experiments in clothing, make-up, light, sound, color and light. Asserting the work was most interesting, he said, however, it takes a lot of service given over time. "We hope for great things in the future," he remarked.

Mr. Royal described the functions of various other officials in the Program Department. Phillips Carlin, sustaining producer, is, his chief assistant, he declared. He explained that Mr. Carlin was one of the "great announcers" of the National Broadcasting Corporation. Following his assertion that NBC was constantly on the alert for new talent and that it did not limit its search, he said, was to find material which NBC felt was suitable for the radio audience.

Networks have created and developed a vast amount of talent in many cases, and some of the artists who might never have appeared here otherwise. In the program era, a $50,000 show was booked in many events in towns. Now the radio brings the minstrels and the circuses to the bedside every night. Mr. Royal, who is a great advocate of all-black talent, explained, "This is one of the great opportunities for developing color talent."

He said, however, that the program would be a failure unless it were properly presented. "The program will make stars but stars do not make material," he added, "and the man who can write and make entertainment is valuable to radio.

Mr. Royal explained Paderewski's recent and only radio performance for the American audience. In the past, he said, Paderewski refused to make a radio appearance. When it was learned that he was interested in a radio appearance, Mr. Royal engaged an experienced managing Director Engles of the Artists Service who helped him make arrangements. Mr. Royal quoted a $10,000 figure and two hours Mr. Engles contacted Paderewski in Switzerland and made the arrangement.

Educational Programs
Of NBC Are Listed

Contributions of NBC in various cultural fields, including music, education and the other arts, were announced by Mr. Royal. The NBC orchestra developed for the Toscanini broadcasts costs $75,000 per year, but it has to make the maestro's fee.

Placed in the record were lists of educational programs broadcast over the NBC Network; special pickups on the National Farm & Home Hour, radio cooperating organizations on the National Farm & Home Hour, and agricultural leaders who have appeared over its networks.

Mr. McNinch inquired whether NBC has any regular arrangement with labor groups regarding broadcasts. He asked, "If you have a regular arrangement, can you have your union representatives in the control room on the air?"

Mr. Royal explained that labor groups are accommodated whenever special requests for time are made. But that the "lack of uniformity in labor" has not been conducive to a regular arrangement. Labor is spread over a very wide field, he pointed out, citing an instance recently in which the Pullman porters union wanted time. If they had been given a regular period, every other subdivision under the American Federation of Labor would be in a position to make similar requests. Matters of that kind, he said, are handled with heads of labor organizations.

In making his examination, it was learned that the FCC unofficially checked with the American Federation of Labor headquarters in Washington to ascertain whether it had had any difficulty with NBC or other networks in connection with clearance of time for labor talks. It was learned authoritative-ly that the response was that it had never had any trouble in that regard.

**Effort Made to Diversify Programs**

Resuming his testimony at the afternoon session Nov. 17, Mr. Royal said every effort is made by NBC for program balance. For example, he said it would rarely be found that a program featuring a comedian would be followed by another of the same type. Diversification is sought throughout the program day.

Respecting duplication of programs, he said that only outstanding events such as an address by the President, World Series games, or similar events, warrant duplication of the same performance over more than one network. For example, he said, when Chairman McNinch made his address Nov. 12.

*World's Greatest Tobacco Market*

*President PLATS:*

"Just announced: The Wilson Tobacco Market has paid out over $15,000,000 to farmers so far this season."

2300000 New Enganders

Comprise the potential listening audience of station**

WLAW Lawrence, Massachusetts

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on the status of FCC affairs, it was carried by three nationwide networks.

There was no one type of program that will satisfy all of the audience, he declared. In addition to field mail in the form of part of NBC to check with station managers on reactions to programs and in the fact that a program.

Mr. Royal said it was NBC's policy not to broadcast transcription programs over the air. Yet they have a definite place over individual stations for both programming and economic purposes.

A good program by transcription is much better than a live talent program of inferior quality, he added, there is a "psychological factor" in favor of the live talent performance.

Mr. Royal told NBC tries to keep posted on broadcasting conditions throughout the world and that it is his annual custom to visit Europe or some other continent to appraise broadcast operations. Other members of the NBC staff also are assigned for foreign surveys intermittently.

Mr. R. H. Matthews reported from his examination to bring out that on the preceding day it had been testified that the ABC limit on sending letters criticizing programs. He said since then he had discovered that there was a breakdown for 12 hours.

Questioning Mr. Royal apropos this breakdown, he brought out that in 1938 NBC received 3,925,139 letters of complaints, of these, 515,296 related to sustaining artists; 3,257,691 had to do with the FCC's economic performance; to NBC direct came 450,154 pieces of mail.

On this last point, there were 131,920 letters of appreciation; 9,966 letters of constructive comment and 9,627 letters of "adverse criticism." Of the balance, 229,427 were requests for offers made over the air; 7,197 were requests for information; 68,827 were requests for invitations to NBC studio performances, and 35,874 were responses to solicitations of the public.

The letters of criticism were rather general and because the number was so small it was felt there was no point in continuing the analysis. Mr. Royal said that a Mexican criticism are answered as a matter of policy, he said.

**Complaints Received By FCC Classified**

Mr. Royal emphasized that NBC operates under definite program policies set out by the Press and Program Advisory Council when it was created in 1926 at the time of the establishment of NBC.

Assistant General Counsel Porter took up the cross-examination of Mr. Royal, particularly in connection with program complaints. Mr. Porter said the FCC receives a large number of complaints, which can be classified into these as (1) complaints about advertising continuity in programs; (2) complaints about political, moral and the "wire-cracking" category, notably among children's programs; and (3) specific program complaints such as those occurring in programs, "Mexican Love Song" of several years ago, Mac West and the Beyond the Horizon Broadcasts.

Regarding advertising continuity, Mr. Royal said that this type of complaint does not bulk particularly large. If a program is good, the amount of advertising does not seem to hinder the program. Sometimes there is so interwoven in programs that it is difficult to draw the line.

Mr. Royal said, advertising acceptance department under Miss Janet MacRorie and that all complaints are considered. Whenever it is thought that advertising credits are excessive, the FCC is informed and NBC assumes full control, he said.

Asked what method of checking on the amount of advertising continuity is employed, Mr. Royal said that the only rule that is of good judgment is that the animation of advertising in programs.

Mr. Royal said there were complaints about children's programs but that he was not in the standpoint of too much sensation and that NBC is endeavoring to correct the situation. Mr. Royal also in conjunction with the Child Study Association and the Parent-Teachers Association, it is stated that the number of criticisms is not great.

**Strict Rules Govern Prize Contests**

He agreed there are more who praise programs than condemn them, after Mr. Porter brought out that whenever the Commission receives complaints of particular programs these are followed with suitable instructions to stations and individuals which tend to offset the complaints. Declaring he had sought the complaint of programs on the whole were "very good", Mr. Royal said that the small complaints are due to the FCC in connection with prize contests though had been excited for many years—long before radio's advent and that radio should not be blamed for all excitable children— or adults.

Mr. Royal said he is acquainted with many of the prize contests on the air but that he was not familiar with any complaints regarding them. In this connection Mr. Porter brought out that complaints received by the FCC in connection with prize contests usually were that they had not been properly judged and that the FCC as well as writers felt they should have won prizes. Very strict rules on the announcement of prize contests are required by the FCC, Mr. Royal said, and the network insists that the advertisers deliver the prizes.

Considerable cross-fire resulted following Mr. Porter's question regarding the "wire-cracking" marks. Mr. Royal said he felt NBC programs were free from moral factors and in the "wire-cracking" category, notably among children's programs.

**McNINCH VIOLATES**

A Tradition of Radio With Overt Time Speech

**McNINCH VIOLATES A Tradition of Radio With Overt Time Speech**

**McNINCH VIOLATES A Tradition of Radio With Overt Time Speech**

**McNINCH VIOLATES**

*Radio's split second timing was ignored Nov. 19 by none other than NBC's own newsman, Charles Frank R. McNinch of the FCC. Allotted 15 minutes of air time by the Commission for the pickup from White Sulphur Springs during the NAB Fourth Quarter Meeting, McNinch decided the clock had been discharged. The FCC handicaps discovered had not only utilized all of his own time, and about four minutes of the scheduled half-hour. The clock address (see article elsewhere in this issue) he extemporized most of the time and for the moment.

Don S. Elias, head of WWNC, Asheville, who was to have followed Chairman McNinch with the eight-minute talk, began slashing the manuscript over which he had labored all day, as the scheduled time had expired, he eliminated" his speech entirely.

Elias was to be featured on a special NBC program profile Army and the ball was on the one foot line with one minute to play off to make way for another program.

Judge Sykes raised the question of whether the FCC was "taking the name of the Lord in vain" in connection with the recent Beyond the Horizon broadcasts. The Network which provoked quite a furor. Mr. Royal said that if there was any responsibility for the criticism because he had approved the program as conditioned for radio consumption. He maintained in addition "you cannot pollute public minds to hell if you want to" was not profanity because the person who used the line was a "God-fearing man" and that it was in the nature of a religious exclamation. Mr. Royal said the "Beyond the Horizon" program had been performed by 60 or 70 churches, dramatic groups and other organizations throughout the country.

**Methods of Selecting Programs Reviewed**

Taking up the examination, Mr. Porter pointed out that several times during the same program the phrase of God" was employed and he inquired whether that constituted profanity in Mr. Royal's judgment. Mr. Royal replied in the same way—he felt it was not profanity because the person was a religious figure and therefore did not indulge in profanity.

With Mr. Royal still on the stand, the hearings were recessed until Nov. 22.

On Nov. 22 Mr. Porter's hearings were convened Nov. 22 with the fourth committee member—Commissioner Bykleen— present for the first time. He had been in New Orleans attending a utilities convention. The former Supreme Court Division head immediately injected himself into the proceedings by questioning Mr. Royal, who resumed the stand.

Responding to Mr. Dempsey, Mr. Royal said that there was no definite time divide between network and local programs on NBC-owned and operated stations but there was taken into account the fact that a certain amount of programs of local origin

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www.americanradiohistory.com
new high for district meetings of the NAB was recorded by the White Sulphur Springs, W. Va., Nov. 19-20. FCC Chairman Frank R. McNinch and David Sarnoff, NBC's preferred emissary, were impromptu off-the-record speakers at the Nov. 19 session, while Chairman McNinch broadcast over a nationwide CBS network that evening. Seated (1 to 9) around the table were: vice-president; John New, WTA, Norfolk; J. H. Field Jr., WPTF, Raleigh; Maj. Edney Ridge, WBI, Greensboro; Ben S. Fisher, Washington attorney; H. B. Hulse, WJ, Roanoke; Ralph Joseph, WPTF, Raleigh; Joseph L. Miller, NAB labor relations director; John E. Thayer, WWNC, Asheville; C. T. Lucy, WRVA, Richmond; Junius T. Fishburn, WDBJ, Roanoke; Frank Kessler, WDBJ, Roanoke; Chairman McNinch; John A. Kennedy, WCHS, Charleston, NAB director and chairman of the sessions; Neville Miller, NAB president and Mr. Sarnoff.

Standing: Ovilton Maxey, WRTD, Richmond; Howard L. Chernoff, WCHS, Charleston; George W. Smith, WLB, Roanoke; "the others just-" WMMN, Fairmont; Campbell Aronu, WTK, Norfolk; Lincoln Dellar, WBT, Charlotte; E. S. Whittlock, WRNL, Richmond; and F. M. Busaid, NBC Washington vice-president. Arriving too late for the photograph were E. J. Gluck and Paul Norris, WSO, Charlotte.

Radio Turns to Milk

SWEET MILK is making a bid for recognition as the official broadcasters' beverage. It started the night of Nov. 18 when a contingent of Washington broadcasters boarded the C & S War White Sulphur Springs meeting of the 4th NAB District. The group was comprised of the FCC, guest speaker and ardent milk addict, joined the broadcast managers of the Club Car, and the milk-rdounds commenced. Several of the broadcast participants admitted they were indulging for the first time since childhood. And, helped the banquet the following evening from which a nationwide CBS broadcast emanated. The guests were the broadcasting community and the other side an opportunity to answer when it presents controversial matter.

Commissioner Sykes asked if WJZ and WEAP present local programs, Mr. Royal replying that they present many local commercials and occasional local sustaining programs.

As another NBC exhibit, Mr. Hennessey placed in the record a program about NBC network covering the year 1937. Of a total grand of 19,842 program hours during the year, only 11,847 of which 10,204 were sustaining; drama made up 3,462 of the total of which 2,606 were commercials; talk had 2,847 hours, of which 1,567 of which 1,156 were sustaining and 411 commercials; and the sustaining and 241 commercials; spots 293 hours, with 222 sustaining; commercial time, with 708 hours, with 336 sustaining and 372 commercial.

Mr. Sarnoff, McNinch At NAB Gathering

BROADCASTERS comprising the fourth district of the NAB—the two Virgins, North Carolina, Maryland and District of Columbia—were treated to a surprise menu Nov. 19 when they were addressed by some 30 assembled broadcasters, upon request of Chairman John A. Kennedy, WCHS, Charleston, Fourth District director. He was followed by Mr. Sarnoff, who was vacationing at White Sulphur and had no notice of the broadcast sessions. Mr. Sarnoff likewise discussed current radio in a confidential and informal fashion.

Business sessions behind closed doors were held Nov. 19 and 20. Neville Miller, NAB president, concurred with the work of the organization and plans for the campaign ahead. Joseph J. Thayer, NAB labor relations counsel, analyzed the new wage-hours law as it affects broadcasters.

Mr. McNinch was the principal speaker at a banquet Nov. 19 broadcast by a nationwide CBS network. President Miller also delivered a brief address in which he carried listeners behind the scenes in broadcasting and explained how meetings are held by broadcasters in the 17 districts of the country which is divided for the purpose of improving broadcast service.

was an "extraordinarily intelligent witness and may not need much guidance."

Mr. Sarnoff, in answering criticisms by managers write in "no unmistakable terms" their opinions of programs and their desires. Mr. Royal added that the 85% of active in their expressions and his department endeavors to excite programs by others by telegrams and such.

Mr. Dempsey returned to the subject of commercial broadcasting and Mr. Royal repeated that NBC has no editorial policy and feels a responsibility of broadcasting to a public to the other side an opportunity to answer when it presents controversial matter.

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Hanson Traces Technical History of Radio

Upon completion of Mr. Royal's cross-examination, Nov. 22, G. B. Hanson, vice-president and chief engineer of NBC, was called and began his reading of a prepared statement, tracing the technical history of broadcasting in this country and the part NBC has played. He resumed reading of the statement the following morning and before he had proceeded very far, Chairman McNinch questioned the advisability of the long dissertation, observing he felt it was "a waste of time" and should simply be placed in the record.

A recess was called to discuss future procedure and it was decided that Mr. Hanson would be permitted to complete his statement but that after all witnesses would be required to give testimony on a question-answer basis.

Chairman McNinch pointed out that while the procedure outlined for the hearing permitted prepared statements it has been found in practice that it is not best adapted for this type of hearing. Consequently, he said, the committee had formally decided to change the procedure and construct an elaborate witness structure to forego prepared statements. Up to that time, it was pointed out, Mr. Sarnoff and Mr. Hanson had actually read prepared statements. Mr. Sarnoff is subject to recall for cross-examination while Mr. Hanson's cross-examination was scheduled for Nov. 29.

The size of the audience in the commodious Government auditorium had dwindled to only 11 spectators or 20 people "behind the rail" as members of the committee or as counsel for active radio companies.

When Mr. Hanson finished reading his statement, which consumed about four hours, the committee recessed until Nov. 29 for the Thanksgiving holiday.

Tell of International Broadcast Development

In his detailed testimony, Mr. Hanson said the purpose of his presentation to the committee members of the FCC with the technical contributions made by NBC to the science of broadcasting; and to trace the technical history of broadcasting in the United States, and to present facts which led to development of sponsored programs as a means of economic support for broadcasting and to present facts which lead to the development of visual broadcasting networks. It was largely a historical presentation except for disapproval of operations by NBC which led to the direction of the public's RCA.

NBC's engineering department now has 45 employees, of whom 6 are engaged in routine technical operations in the field, in studios and in the engineering laboratories, of which 64 are technical specialists at headquarters.

Mr. Hanson traced the history of broadcasting from the time Mr. Sarnoff, in 1915, first forecast its development through the present day. A score of exhibits was introduced along with transcriptions of certain developments.

Mr. Hanson explained that he first joined the staff of WEAF in 1922—four years before NBC was formed—as assistant to the station's engineer. The first trans-continental re-broadcast in 1925, the first outside pick-up by shortwave radio during the same year, and other firsts were enumerated in detail. Significantly, he pointed out that the first 50 kw. transmitter was installed for WEAF and designed by the General Electric Co. Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting, installed in 1927 as a member of the General Electric staff, he pointed out.

Mr. Hanson analyzed the development of NBC's international shortwave facilities which began in 1926 even before the formation of the network and used the existing and to the direction of its parent RCA.

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FIRST television broadcast of a fire occurred Nov. 15, when a blaze broke out on Ward's Island in New York's East River directly behind the RCA-NBC mobile television unit which was taking experimental pictures of a new swimming pool in Astoria, Long Island. Camera and transmitter were transmitted twice, from the mobile unit on an ultra-high frequency of 177 megacycles to the Empire State Bldg., and also by the receiver, transmitting on 46.5 megacycles. This was the second television broadcast from the RCA-NBC television studio in Radio City.

Clarity of the image, which was plain enough to be photographed, was said to be the best yet achieved from pickups from the mobile unit, which must be transmitted twice, from the mobile unit on an ultra-high frequency of 177 megacycles to the Empire State Bldg., and also by the receiver, transmitting on 46.5 megacycles. This was the second television broadcast from the RCA-NBC television studio in Radio City.

Mentions the Problems of Confronting Television

When Mr. Hanson read, "it has been stated and proved that chain broadcasting was the salvation of sound broadcasting" and that "without networks, the expensive programs now available to the American public would be impossible," Commission Counsel Porter objected and asked that the statement be stricken as an "inclusion." Mr. Hennessey agreed to its elimination.

Mr. Hanson stated further that television programming costs will far exceed sound costs because of added cost of studio, make-up, scenery, props, lighting, complicated technique, increased rehearsal time and other factors. For this reason, he said, "networking of television programs is essential from an economic standpoint as well as being necessary to provide spontaneity."

At this point, Mr. Porter again objected. "The network concept was conceived in 1920. Under my supervision an engineering staff of 84 men, independent of the regular RCA technical operating staff of 338, is working up the problem continuously. The work of these men is more effective because of our association with the RCA Mfg. Co. and its research laboratories, so that we will be limited in the number of different types of benefit not only to the two companies but to the industry as a whole.

Within six months we will begin broadcasting in New York City in the first regular television schedules, which will be limited to perhaps a few hours per week, as was the case with early sound broadcasting."

"As chief engineer of NBC, I consider it my duty to see to it that the same high standard of quality and reliability in television as it does in sound broadcasting today.

Documents Refused

Admission as Evidence

Proceedings resumed Nov. 29 with cross-examination of Mr. Hanson. At the beginning of the session, certain NBC exhibits drew objections from Commission Counsel McNinch. The exhibit as evidence, Chairman McNinch declared against exhibits he described as "merely puffing a particular company."

Other exhibits offered by NBC and admitted for the record, listed various developments and operations of NBC in the radio field. A large number of reports, admitted only by title and author and whose text was not considered an admission of NBC's willingness to make the findings of its engineers and technicians available to the industry as a whole.

Mr. Porter questioned Mr. Hanson on patents and other matters, particularly in the early use of telegraph and telephone circuits in television, and the existence and the extent of "cooperation" between different companies in the development of television. Mr. Hanson said that although there is an interchange of technical information between the companies, the NBC RCA engineering staffs do not "formally" work together with the staffs of other companies.

He added that the "coordination" in 1926 made possible the use of the full knowledge of the domi-
Radio Hoax Alleged

A NEAR million-dollar radio hoax was revealed in Hollywood in mid-November with arrest of Leonard Coy, self-styled representative of the American Druggist Assn., who was charged with a suspicion of $2,635,878.11; $1,338,812.45; $111,-

18 Grid Remotes

IN A SERIES sponsored by the Minnesota Valley Natu-
ral Gas Co., KYSM, Mankato, Minn., 20 football teams over three
states, running up a remote mile or more the 20
miles to cover 18 games involving
24 teams. Alternat-
ing at the microphone were Bob Kunkel, KYSM sports
editor, and Fred Just, former U.

New Orleans Pact

WSFU, New Orleans, has entered into an agreement with Joaquin Pilpitone, president of the music-

Chicago College on 15

CHICAGO Technical College, Chi-
cago (instruction), is using five or
15-minute variety disc shows twice weekly on 15 stations. The list will probably be expanded during De-
cember. Critchfield & Co., Chicago, is agency.

Atlass Stock Transfers

STOCK transfers, whereby Philip K.
Wrigley becomes the largest though not controlling stockholder in Atlass, is in process. Mr. At-

cago, explained that his past experience has served him advantageously in his traffic duties at NBC because it is an "interdepartmental" operation. Through his department scheduling and routing of all programs is handled along with maintenance of contacts with communications companies and associated stations on facilities.

Introducted was a contract between A & T & RCA, dated 1926, which Mr. McClancy de-
scribed as the forerunner of program transmission facilities. He brought out that this contract was for a three-year period. When that CBS was formed the following year and procured a one-year contract, the NBC contract was likewise made on a one-year basis. He explained that local loops were furnished by A & T & T subsidiaries and associated stations on the same basis as with A & T & T.

Mr. McClancy offered an exhibit showing NBC payments to AT&T since the network began operation. The figures were: 1926 — $111,
1927 — $123,567,0.48; 1928 — $1,911,547.07; 1929 — $2,183,443.38; 1930 — $2,046,158,09; 1931 — $2,799,
1932 — $2,659,912.05; 1934 — $2,626,427.04; 1935 — $2,635,878.11; 1936 — $3,063,
1937 — $3,424,549.73.

He explained that in 1933 AT&T intro-

Field Intensity Studies

For Industry's Guidance

THE Engineering Committee of the NAB was requested Nov. 17 by the Research Committee to prepare an informative study of field intensity measurements, including if feasible a set of specifications to be used by engineers in making field strength surveys.

This was one of several matters handled by the Research Commit-
tee at its first meeting since re-
organization held in Washington. O. H. M. van Horne, Arthur B. Chesley, KMBC, Kansas City, presided.

Activities of the Joint Commit-
tee on Radio Research also were discussed. Five of the nine mem-

ers of the Research Committee will participate in Joint Commit-
tee activity. No definite meeting of the Joint Committee, at which the whole subject of its activity will be surveyed, has been sched-

uled by President John Benson. Financing of the Committee's operations for 1939 has not yet been arranged.

Present at the Nov. 17 meeting, in addition to Mr. Benson, were

Mr. Advertiser:

If WBRE is not on your station list, then you are not doing business on all six in Wyoming Valley with its half million people within ten miles of us.
McNinch States Free Radio Is Vital; Warns Against the Danger of Monopoly

A SURFACE calm appears to have pervaded the FCC during the last fortnight after an orgy of newspaper headlines screaming "purge" and "internal strife" with Chairman Frank R. McNinch as the chief performer.

The feeling that Congress is laying for the Commission is generally expressed, and all radio eyes are turned to the forthcoming session. It is felt just as strongly, that the FCC may be inclined to move a few resounding "socks" to the broadcasting industry before the session gets under way, perhaps as a means of diverting fire from itself.

Despite reports to the contrary, there appears little to justify the view that the so-called Commission factions have buried the hatchet. Four members of the Commission have been occupied with the network inquiry, while a fifth—Payne—has been in Florida. In one quarter, he was reported as being ill.

He Means Business

Broadcasters found little solace in the Nov. 19 address of Chairman McNinch before the Fourth District NAB meeting in White Sulphur Springs. Like his address of two preceding Saturdays (both were broadcast nationally) he reiterated that the FCC meant business in the chair, and many an FCC investigation. He again said he did not plan to leave the FCC and return to the Power Commission until his "job is done."

Bell System Teletypewriter Service combines speed with accuracy for broadcasting networks.

Two or more offices may communicate instantly back and forth—with written records of every message. Copies are made simultaneously for routing and filing.

Teletypewriter Service helps to smooth out the toughest problems of chain broadcasting. It works fast, when time counts. It delivers the right message—in writing!
Ninch asserted this is so "even if now and then it costs them money". He said he understood the three national networks are studying children's program and bed-time stories to preserve or build up their entertainment value at the same time improving their quality. "If this effort succeeds and I believe it will, the regional networks and the local stations are likely to follow their examples."

Questions to which the FCC seeks the answer in the network inquiry, Mr. McNinch said, include station control, either legal or practical. Charges of monopoly have been made and it is the FCC purpose to ascertain whether they are true, he said. When the investigation is completed, he added, the FCC will know the essential facts about broadcasting, monopoly, and upon the facts will base any necessary regulations and rules and recommendations to Congress, if they are needed.

"This impending investigation, possible new regulations, possible new legislation by Congress, our strengthened Federal regulation without censorship, a greater or lesser degree of self-regulation by the industry, are bound to affect radio in important ways," Mr. McNinch concluded.

No Vested Interest

In his address before the Fourth District broadcasters Nov. 19, Chairman McNinch restated his views on the regulation in even stronger fashion, extemporizing for a portion of the time. After reciting the history of network broadcasting, and pointing out that he has no vested interest in the frequency he felt the FCC wants to cooperate with the industry. He said the investigation already has developed considerable data of value and he felt sure it would develop much more. "It is betraying no confidence, however," he continued, "nor being unfair to anyone to say that we are not entirely satisfied with some of the information we are getting." Then he condemned prepared statements, as against unprepared testimony, and statements chiefly laudatory of the policies of the industry. He emphasized the FCC did not intend to allow the hearings to be used as a "sounding board" and that it was not going to listen to "after dinner speeches".

Declaring it is the duty of the Commission to prevent the development of a monopoly, Mr. McNinch said that if one exists, it will "set about promptly to utterly destroy it". If there is no monopoly, the Commission "shall examine nevertheless the extent to which there may be developing, if at all, a centralization of control. Our actions will be shaped to the end that there may be no centralization of control but that you and your stations retain autonomy within the industry and an adequate measure of self-control in relation to government."

The Chairman boldly struck at dictatorships, asserting that one prospective gain from investigating the possibilities of monopoly is "help in guarding against any such condition as has arisen in Germany, for example. In that unhappy country, it is understood that the strongest control is exercised over all information that goes over the air. God forbid, as he will forbid, through the sovereign voice of the people of this democracy that we shall ever live here under any such or similar conditions."

An Instrument of Democracy

"We have every reason to believe that there is much false propaganda, and horrible as it is to think of, nevertheless, it appears clearly to be a fact that no Jewish or Christian group is allowed any representation on the Nazi-controlled radio. Such a condition in the United States is utterly unthinkable. * * * Any such assault as that upon the political and social fabric of America would mean wrack and ruin to it, and all of us, I am sure, being unafraid that it will be on guard, lest even the suggestion that it might happen in America be made."

"Should there ever be, however, any attempt by anyone to so base radio as to use it as an instrument of racial or religious persecution, the Communications Commission would employ every resource to prevent any such shocking offense. President Roosevelt would, of course, support us to the limit in such a stand for he has consistently sought to safeguard the radio as an instrument of democracy never to be used to injure any racial, religious or other group."

"I am dedicated to that principle and to that policy. And under no circumstances will I sacrifice my conviction that radio must be kept free and never be permitted to become the instrument in the design of any who would like it against the minorities, against the Jew, the Gentile, the Roman Catholic, or any group that is a part of us. The radio must be kept free, and free from abuse, and even the humblest and the least influential group in our community may not feel its heavy hand in persecution."

Returning to the investigation, Mr. McNinch said there is every reason to believe that when stockholdings and other interests are tracked "the actual or ultimate ownership or control of some stations will appear in a different light."

The chairman again referred to bedtime or children's programs. There has been increasing criticism of certain types of children's programs, he said, and commended to broadcasters the careful consideration of all suggestions and criticism which may come to their attention.

Morton Using 6

MORTON SALT Co., Chicago, on Nov. 15 began a thrice-weekly quarter-hour news program on WHO called Herb Plambeck's Farm News and a series of daily early morning spot announcements on WLS WPFA WSM WBT WCDO.

Klau-Van Fietsers-Dunlap Associates, Milwaukee, in agency.
FCC Repeals Two-Year Practice Rule

Regulations Designed to Simplify Appearances
For Counsel

THE "two-year" rule prohibiting attorneys on the FCC staff from practicing law in the field after their detachment from government service, was repealed Nov. 28 by the FCC in adopting new rules of procedure. In deleting the old rule the FCC adopted a substitute prescribing that no man employed as an officer or employee of the Commission within two years after his service shall appear as an attorney in any case heard while he held office, except while with the Commission. This change in substance, was recommended by the Federal Communications Bar Association along with a number of other rules adopted by the Commission. The new rules have been law since December, under the old practice to the public "it is the judgment of the Commission that experience shows the rule actually to be detrimental to the interests of both. Its principal effect has been to restrict the number of attorneys in private practice before the Commission annually and the hundreds of other cases in which attorneys represent clients. An unlarge portion of these cases handled by a relatively small number of lawyers, he said. He added it should result in "freer competition" among attorneys. Also adopted was a new rule governing the filing of petitions for rehearing as a substitute for its former rehearing rule and its protest rule. The new rule applies to orders granting applications without hearing as well as orders disallowing application conclusions. A person objecting to a decision in a case in which there has been no hearing will apply for reconsideration by filing a petition for rehearing instead of a protest.

In its new procedure covering hearings before a "presiding officer," the Commission brought out that hearings may be formal or informal. It brought out that the presiding officer shall have authority to administer oaths, examine witnesses and receive evidence and to dismiss the case for failure of evidence that normally and properly arises in the course of the hearing "but shall have no power to consider any motion to dismiss the proceeding or other motion which involves final determination of the matter in controversy." Within 20 days from the filing of the transcript of record, each party is required under the new rule to file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the proceeding. Within 20 days after the parties file such findings and conclusions, the Commission will enter its proposed report or findings of fact and conclusions which takes the place of the former examiner's report. Then, within

20 days from the filing of this proposed report, the parties can file exceptions and may request oral argument before the full Commission. The request for oral argument is made within the 20-day period all parties will be considered as having waived that right.

It is generally expected that the Commission's proposed findings will in most cases prove to be the actual findings of the Commission. The reports hereafter submitted by examiners have represented only the examiners' judgment and while the presiding examiner in some cases acting alone involving new station grants or important increased facilities has not been so spectacular.

Provisions relating to filing of applications have been tightened up considerably. The rules call for "petition shall," and that each application shall contain complete and full information with regard to the real party or parties in interest, in addition to all financial and other qualifications and as to all matters and things required to be disclosed by the provisions hereof. The Commission may require an applicant to submit such documents and written statements as may be necessary in its judgment may be necessary.

In filing applications for license renewals, the form requires that the file with the Commission on or before March 1 of each year on specified forms, a sworn balance sheet showing the condition of the licensee as of Dec. 31 of the preceding year and an income statement for the preceding year. "Applications for assignment of construction permit or license or for consent to transfer control of a corporation shall," and that at least 90 days prior to the contemplated effective date of the transfer along with the application.

Chains to Key Programs

From Educators Meeting
FROM THE Second School Broadcast Conference to be held in Chicago Dec. 1-3, CBS will broadcast its Autumn School of the Air program and NBC will air a part of America's Town Meeting of the Air. Given under auspices of the Chicago Radio Council directed by Harold Kent, the conference is described by the Chicago Educational Council as "a forum for educational experts in New York as a part of the Town Meeting of the Air program Dec. 1.

Speakers at the conference will include: Dr. E. O. Burtz, former U. S. Office of Education; H. B. McCarthy, director of the Wisconsin School of the Air; Madison; and Dr. Charles McCarthy, educational director, and Miss Judith Waller, NBC-Chicago educational director.

GOLDEN GATE RADIO PROMOTION

Stations and Networks

More Active in Effort

-To Offset Loss of Newspaper Space-

WHEN the San Francisco metropolitan dailies closed their columns to all radio news and art, the NBC local publicity staff, headed by Milton Samuel, found the answer in pictures—portraits of radio people, group photographs, and reproductions of every imaginable type. In addition, the show of personalities and studios were mounted in neat frames ranging in size from 8 x 10's up to the more pretentious six-foot lobby size displays.

Samuel prevailed upon the owner of every available vacant store in the downtown district to permit him to display the photos in the windows. As a result, many of the vacant premises are displaying the NBC artists in附近.

In addition he arranged with Leo J. Meyberg Co., wholesale distributors, to place the NBC photos displayed in the stores of all RCA-Victor dealers in Northern California.

Besides the window displays the San Francisco NBC press staff prepared two daily quarter-hour broadcasts containing NBC program information, presented in the morning and afternoon over KPO and KGO.

KFCR, Don Lee-Mutual network stations in San Francisco, likewise entered upon a vast promotion for its broadcast programs. Among the highlights of the publicity and merchandising outlets for KFCR and the Don Lee network at the current long boards were the West Coast theaters throughout the State; a full-page ad in Coast Magazine; display cards at the Yellow Cabs in San Francisco and 450 in Los Angeles; trailers in three large downtown theaters in S.F., as well as a display of"the California Retail Grocers Association;" advertising space in the San Francisco Examiner and the San Francisco Chronicle.

KJBS is promoting its features with trailers in a number of neighborhood and downtown movies.
Radio Attractions Names Philip Fuss Sales Head

PHILIP FUS, recently New York representative of CKLW, Detroit-Windsor, and formerly a member of the WMCA, New York, sales staff, has been appointed sales manager of Radio Attractions, New York, newly-organized transcription organization. Firm is headed by Robert R. Ebenstein, who entered radio in 1937 as president of Atlas Radio Distributing Corp., which arranged and supplied programs to stations on a system similar to the block booking of pictorial pictures from industry from which Mr. Ebenstein came.

Associated with him in Radio Attractions is G. W. Brandt, formerly with M-G-M and Columbia Pictures and with the Brandt Theatres. Al Feiman, formerly on the publicity staffs of M-G-M and Warner Brothers, in charge of advertising, merchandising and publicity.

Plans of Radio Attractions are to release a new serial program every second month, starting with Dr. Fu Manchu, Ella Cinders and Hopalong Cassidy as the first three. Programs, and produced by Field Bros., on the West Coast. A trade showing of the firm's first transcriptions will be given December 29 to executives of stations, station representatives and advertising agencies at the Waldorf-Astoria.

Goodrich MBS Tieup

B. F. GOODRICH Co., Akron (three), is sponsoring Famous Jury Trials, MBS' conventionally sponsored series, on the six stations of the Oklahoma Network, Mondays, 10-12:30 p.m. Account was placed by local Goodrich dealers in Oklahoma. Stations are KTOK, KVSO, KBIX, KACA, KRCG, KGFF.

U. S. Rubber's Show

UNITED STATES Rubber Co., New York, is planning a new musical series titled One Hundred Men & A Girl to start on CBS, Wednesdays, 10-10:30 p.m. The programs will be produced by Raymond Paige and a 100-piece popular orchestra with the English girl vocalist, Hildegard. Account is handled by Campbell-Ewald Co., New York.

Swift Sausage Test

SWIFT & Co., Chicago (Brookfield sausage), will be assisted in its campaign of station break announcements soon after Jan. 1. Campaign will begin in a few selected markets and following a successful test will be expanded nationally, according to B. G. Riddle, radio director of J. Walter Thompson Co., Chicago agency handling the account.

“Blind Spot” for All Outside Stations

IF YOU WANT TO COVER RICH

Central Pennsylvania You Must Use

WFBG Altoona—Pa.

WPTF Hearing Indicated by McNinch

NBC Explains Exercising of Option

THAT the FCC will likely set for hearing the application for assignment of WPTF, Raleigh, to NBC which recently exercised its option to purchase the station for $210,000, according to NBC Chairman McNinch in a letter to Tyre Taylor, general counsel of the American Federation of Little Business in Washington, who had complained about the action.

WPTF, owned by the Durham Life Insurance Co. of Raleigh, had entered into an agreement with NBC whereby it was authorized several years ago to operate full time on the 680 kc. clear channel, on which KPO, San Francisco is the dominant station. In return, NBC acquired an option to purchase the station for $210,000, which it exercised on Oct. 12 [BROADCASTING, Nov. 1, Nov. 15].

In his letter to Mr. Taylor, Chairman McNinch said the application for assignment was recently filed and had not yet received Commission consideration. "I am aware that several organizations have expressed the desire to be heard before final action is taken and I shall be pleased to see that your request receives the attention of the Commission," he said.

Why Option Was Exercised

Regarding NBC's action in exercising its option, William S. Hedges, vice-president in charge of station relations, declared Nov. 30 that when NBC secured its option the station was restricted by FCC regulation to daytime operation only. He pointed out that KPO, San Francisco, owned and operated by NBC, was the only station in the country entitled to use 680 kc. after sundown.

"Therefore, it was only through the consent and cooperation of NBC that WPTF was able to broadcast after sundown," he added. "Naturally NBC did not desire to make helpfulness to WPTF result in limited service of KPO which is dependent upon thousands of listeners in the Far West who would have no other radio service were KPO's signal not protected."

Mr. Hedges added that Durham readily granted the option as its guarantee that the position of KPO as the dominant station on 680 kc. would "never be jeopardized by any action on the part of WPTF." The Durham company several months ago declared itself unwilling to continue the current arrangement, he said, "giving NBC no alternative except to exercise its option. This has been done and $210,000 has been paid to the Durham Life Insurance Co.

Mr. Hedges brought out that the first option given by Durham was for $75,000. This price, however, was amended with each renewal so that in the course of five years it increased to the $210,000 figure. He pointed out that NBC appears as the assignee of the stock on the voluntary assignment which has been filed with the FCC by Durham.

Mr. Hedges quoted from a letter received from J. R. Weather- spoon, treasurer of Durham and president of WPTF Radio Co., dated June 29, in which he stated that the option was given in good faith and that he was requested by his executive committee to assure NBC that should it decide to exercise its rights under the option, Durham and the WPTF Company will use every means and influence with the FCC to obtain their consent for the transfer of the stock."

When NBC acquires this stock and control of WPTF, it intends to place part or all of the control of the station in the hands of North Carolina interests "whose primary objective will be the operation of the station in North Carolina in the public interest, convenience and necessity as viewed from the aspect of North Carolinians," Mr. Hedges said. "It is our hope that a group can be formed with such a public service viewpoint. However, no negotiations have been completed.

If it becomes impractical for such a group to take over control of the station, NBC proposes to operate it, manned by personnel native to or thoroughly familiar with North Carolina," Mr. Hedges asserted. He said NBC is only conscious of the needs of individual communities.

Radio Recorders

IN THE saucer-like top of Mount Rubidoux, Calif., the KPWS, Hollywood, special events announcers, Bill Ray, Bill Swarts and Stuart Wilson, battled their way through a forest fire they had been assigned to cover and which claimed the lives of six persons from possible death Nov. 18. Evacuating the danger zone on orders, they stumbled upon the family marooned in the path of the approaching fire. They hustled the sextet to safety and then returned to lend assistance wherever needed.

Ethyl on 61 CBS

ETHYL Gasoline Corp., New York, on Jan. 12 will start a new show titled Tune-Up Time on 61 CBS stations, Thursdays, 10-10:45 p.m. Program will feature Walter O'Keefe, Andre Kostelanetz and a 46-piece orchestra, the Kay Thompson-Ryder, and different guest stars. BBDO, New York, handles the account.

WHN

THE INSIDE PAGE, a fifteen-minute program, drama "on the air" in the music that is usually overlooked, "is an exciting program, packed with human interest and different from any other on the air." The "Inside Page" was produced by WHN under the direction of Ray Barrett, and is new available for sponsorship.

NEW PROGRAM

Available!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

PRODUCED BY

HARRIS & BENNETT, INC.

HARTFORD, CONN.

FUND FOR HOUSEWIVES...

If you want to know what your wife does between 10:30 and 11 each morning, she's probably listening to ED EAST'S "HOUSE PARTY" on WHN... a sales-producing showmanship program by Ed East of "Sisters of the Skillet" fame, replete with popular recordings, swingy piano-playing, chatter, give-aways, and so on... Wire or call us NOW about a participating sponsorship.

BROADCASTING • Broadcast Advertising

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for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING!

Quality recordings require quality processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For quality processing—say CLARK.

Congress Probe Deemed Certain

(Continued from page 11)

Senator Wheeler's committee, of which Senator White is ranking minority member, will find a way of investigating radio whether on the basis of a comprehensive resolution of the type proposed by Senator White, the less likely course of an administration-sponsored bill drafted by the Corcoran-Cohen team, or through hearings on the confirmation of an FCC member. The third course seems the most obvious, at this writing, assuming of course that the Administration at the outset of the session may seek to block an inquiry.

The term of Commissioner Norman S. Case expired last July after the last Congress adjourned. He has been serving a recess appointment since then, and despite earlier doubt, it is now felt that he likely will be nominated to succeed himself. His nomination assuming it develops, must be cleared through Senator Wheeler's committee and confirmed by the Senate.

Observers here look for hearings before the Wheeler committee when the case nomination is transmitted early in the new session. The committee, if it felt so inclined, could call all of the members of the FCC before it and thereby institute its own inquiry of that agency.

Governor Case was called to the White House Nov. 14 by the President. While no announcement was forthcoming either from him or the White House, it was believed that Commission matters were discussed. Because Gov. Case appeared quite jovial after his visit, the feeling is that he had received assurances of reappointment. Gov. Case, an acquaintance of the President dating back to the days when they were both members of the Conference of Governors, had been ill for some time and his visit to the White House was the first in several months.

No Mud-Slinging

Although it is admitted the Case confirmation hearing would provide the springboard for an investigation. That resolution which also might provide a staff and funds with which to carry on, whereas a confirmation inquiry would have to be out of current funds of the Senate. Senator White in his interview with Broadcasting emphasized that he favored the objective study of the courts the burden of deciding public policy on such questions. Neither the courts nor the Commission should be required to guess what should be done in these fields.

Senator White had, however, that he felt the FCC had not met the responsibility of giving advice to Congress and pointed out it had failed to make legislative recommendations. In the Communications Act of 1934, Congress instructed the Commission to pass regulations next session with network broadcasting. Now, at this date, he said, the Commission is conducting hearings on this subject.

Senator White felt there would be ample support in the Senate at the coming session for an objective investigation of the character he proposed. He said he planned to discuss the whole matter with Chairman Wheeler shortly and seek to arrange a legislative program.

Baruch's Lobster

ANDRE BARUCH, CBS announcer for the Lucky Strike Hit Parade and the Kate Smith Hour, received first prize in the amateur cooking contest held Nov. 16 at the Hotel Governor Clinton, New York. Mr. Baruch's concoction was named Lobster a la de Zutter.

Revival of the legislative plan of Senator Herring (D-Iowa) to establish a voluntary board of review on programs simultaneously was sounded by the Iowan. He declared he would offer a bill to "tune up the quality of bedtime stories." He otherwise improve programs at the next session, asserting that Chairman McNinch favored the measure. Sporadically during the last session, Senator Herring talked about his plans to introduce his measure but it was never offered.

The composition of both the Senate and House committees charged with radio legislation will be changed at the forthcoming session. There were four Democratic losses in the Senate while in the House there were eight Democratic losses and one Progressive.

The Senate vacancies are Loranger, Connecticut; Brown, New Hampshire; Moore, New Jersey, who retired to become Governor, and Dietrich of Illinois, replaced by a fellow Democrat in his state. There were only three Republicans on the 20-member committee last session and because of the increased G.O.P. representation in the Senate, it is likely that two more Republicans will be added.

The actual appointments, however, will not occur until after Congress convenes and the parties have held their caucuses.

The nine members of the House Committee who will not return at session are O'Brien, Illinois; Pettengill, Indiana, and Eicher, Iowa, who have resigned; Sadowski, Michigan; O'Connell, Montana; Kelly, New York; Quin, Pennsylvania, and O'Neill, New Jersey, Democrats, and Withrow, Wisconsin, Progressive, was defeated. It is expected that three new Republicans will be added to the seven who served last session, which would mean a roster of 17 Democrats and 10 Republicans on the committee.

Whether the FCC will attempt to make definite legislative recommendations to the new Congress, which convenes in just a month, is problematical. Chairman McNinch planned to base most of the recommendations on the result of the network inquiry but it is hardly expected the Commission will be in a position to accomplish that, since the investigation hardly has progressed to that point. At best, it is thought there will be an "interim report" to Congress in which it will be advised that hearings are in progress and that legislative recommendations will be forthcoming at a later date.

WEBF

Tells Your Story In

AMERICA'S SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
IRNA Polls Network Affiliates

(Continued from page 18)

meeting unreasonable demands of agencies and advertisers by entering into agreements designed to assure best possible program service to the public and to protect the licenses of broadcasters.

Network's Position

These matters were then discussed with the networks, which took the position (1) that the question of how to combat the demands of advertisers and the agencies was one the networks were willing to discuss with affiliates but it required a separate conference, (2) that the networks agreed that motion picture promotion should normally be regarded as commercial and not sustaining matter, except to the extent that affiliates may regard it as desirable program material in the absence of commercial sponsor¬ship, and that efforts will be made by networks to cooperate with affiliates in reducing such "free promotion;" (3) to fix responsibility for program content at the point of origination or the first action by either the FCC or Congress; (4) the networks will be glad to grant proper credit for the carrying of public service matter by affiliates; (5) the networks will be glad to limit the network annoyance has been caused by improper cross-reference regarding future programs not carried by the station, bearing in mind that the wishes of the advertisers in this regard must be met in a satisfactory manner and that specific suggestions or complaints on this will be carefully studied, and (6) that the networks will make every effort to make bids the wish of the network advertisers.

Following the Sept. 30 sessions, the IRNA subcommittee met with the networks on Oct. 4 to discuss specifically policies regarding commercial announcements and limitations of commercial sound products. At this conference, the executives of NBC and CBS held that the advertiser who buys a quarter-hour period has a right to incorporate with it such commercial matter as he wishes and that it is not undesirable to the listening public. It was added there was nothing in the contract which forbids the advertiser to advertise a second or other products and that there is no sound and logical reason for such limitation on the ground that it is desirable to make no more revenue from the advertiser.

Station Breaks

With respect to the 20-second station break, NBC and CBS held, according to the IRNA report, that this time exists wholly by the grace of network advertisers who permit stations to appropriate 20 seconds out of the quarter-hour period paid for by the advertiser. "There is no logical reason the network can advance to refuse a network advertiser, who buys commercial quarter-hour or half-hour periods, the privilege of using the station-week periods between its own programs, even though those programs may advertise different products," NBC and CBS were aid to have informed the IRNA committee.

Sales Managers Meet

THE NAB Sales Managers' Committee will meet at the Palmer House, Chicago, Dec. 2 along with district chairmen, for its first session since reorganization of the NAB last February, under a call issued by Craig Lawrence, sales manager of the Iowa Broadcasting System and chairman of the committee. Plans for promotion of broadcast advertising, to other countries will be considered, among other things.

Union Pacific Plans

LEO MEEHAN, for two years with the Works Progress Administration in San Francisco and Los Angeles, has resigned to join Caples Co., Los Angeles and is scheduled to write a new radio program for Union Pacific Railroad.

questionnaire as promptly as possible in order to facilitate the negotiations.

Attending the committee meeting Nov. 14, in addition to Acting Chairmen Wilson, Mr. Norton and Mr. Church, were Walter J. Damm, WTMJ, Milwaukee; Paul W. Merconcy, WITC, Hartford; John Shepard 3d, Yankee Network; H. K. Carpenter, WHK-WCLE, Cleveland; William J. Scripps, WWJ, Detroit; L. R. Lounsbury, WGR-WKBW, Buffalo; C. W. Myers, KOIN-KALE, Portland.

CBS on Nov. 23 began a series of 18 Wednesday afternoon concerts of the Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, 3-4 p.m. (EST).

Texaco Shift

WHILE changes may be made after the current 13 weeks, Texaco Co., New York (gasoline), will continue to originate its CBS Texaco Star Theatre series from Hollywood, and on Nov. 23 switched its one-hour weekly program from Wednesdays, 9:30-10:30 p.m. (EST) to 9-10 p.m. John Barrymore, film actor, was added to the program as master-of-ceremonies. Executives of the firm are said to be satisfied the program will hit its stride and chalk up a rating commensurate with the expenditure after it has settled in a groove. Bill Bacher will continue to produce.

1938 KVVO RADIO HOMES number 542,236, an increase of approximately 20% over 1937. This means a KVVO audience of 1,789,378 adult people, 64% for KVVO out of a total potential audience of 2,827,011 in the rich market surrounding Tulsa, the Oil Capital of the World.
Richfield Party
RICHFIELD OIL Corp., Los Angeles (petroleum products), a consistent user of radio, as a special promotional feature will sponsor a half-hour New Year's Eve Party on Dec. 31 only, utilizing 10 CBS Pacific Coast network stations and an equal number of NBC-Pacific Red outlets. Program will start at 11:45 p.m. and continue through to 12:15 a.m. on Jan. 1, with New Year Eve festivities picked up from various Pacific Coast cities. Firm sponsors the six-weekly quarter-hour Richfield Reporter on 6 NBC-Pacific Red network stations. Agency is Hixson-O'Donnell Adv., Los Angeles.

We Believe Our Station Representatives Are Doing a Splendid Job for Us in Canada and the United States

CHNS
Halifax, Nova Scotia, has never been so busy in thirteen years.

Jos. Weed & Co., 350 Madison Avenue, New York City, or All Canada Radio Facilities, Victory Building, Toronto, will gladly give you information about the KEY STATION OF THE MARITIMES

RESULT
OF 13 WEEKS BROADCAST ON WFBM SYRACUSE

Here's what H. W. Bush, of the Bush Grocery Company, distributor of Rosebud Foods in the Syracuse area, thinks of WFBM: "During the 13 weeks we've been on WFBM," Mr. Bush says, "we have had a splendid increase in sales on our line of Rosebud foods. Many new dealers have taken on the line and all dealers are giving our products better store displays because of our radio program. We wish to renew our contract as we plan to continue indefinitely."

Mr. Bush is just another advertiser who has found that the most sensitive spot in central New York is 1360—the wavelength of WFBM, the spot to which most radios in this area are tuned every day of the year.

Write for rates and time available to WFBM, Syracuse, N.Y., or to Free & Peters, Inc., National Representatives.

Birth of An Alibi
WHEN Carl Pharis, University of Cincinnati student assistant to and manager of the student-produced U. C. weekly broadcast on WCKY, Cincinnati, failed to appear at program time, another student announcer was hurried into his spot. Next day came Pharis' alibi—30 minutes before broadcast time he became the father of a 7% pound girl—and he didn't remember the program until next day.

Omaha Radio Night
THREE Omaha stations—WOW, WAAW and KOIL—will be hosts at the annual “Radio Night” of the Omaha Advertising Club at Hotel Paxton Dec. 13. Niles Trammell, executive vice-president of NBC, will be guest speaker, and about 250 local advertising men and executives are to be invited to a dinner and cocktail party. The function is in charge of the media committee of the club, of which Frank Pellerino, of KOIL, is chairman, and Howard O. Peterson, promotion manager of WOW, and general chairman of the party.

New Aircheck Service
BOROAUGH Co., with temporary offices in Bulittl Bldg., Philadelphia, has started an aircheck service for spot announcements. Coverage will include all large cities, with advertiser and agency clients permitted to select as many cities as desired. In addition, local programs are checked, as well as tie-in announcements. Currently the firm is checking Feenan-mint announcements nationally for William Esty & Co., New York, agency for White Laboratories, Newark.

Something Doing
LETS DO SOMETHING ABOUT IT Inc., Oak Park, Ill. (non-partisan, non-profit political organization), on Dec. 2 started a quarter-hour program, quarter-hour talks featuring Marie Potter, its president, on WIRE WSAI WR WJID. It is understood that the series will be expanded nationally in the near future. Rutherfau & Ryan, Chicago, has the account.

Shortwavers Combine
CBS will shortly be able to direct its shortwave broadcasts to South America and Europe simultaneously, by combining the services of W2XEX, its international station in New York, and W2XAU, an international station operated by WCAU, Philadelphia. At present W2XAU is operating with a non-directional antenna. When its new directional antennas now under construction under the direction of John G. Leitch, the Philadelphia station, like W2XEE, which has been operating with a directional antenna since May 12, 1937, will be able to direct its broadcasts either to Latin America or Europe.

Visual Education
DON LEE Broadcasting System, Los Angeles, on Nov. 10 inaugurated a weekly half-hour educational series of telecasts on its television station W2XAO. Students from the University of Southern California are in charge of the programs which present dramatic skits, campus vocalists, educational talks, sports activities and interviews. This is the first time that university students have taken complete charge of a local broadcast series, according to Harry Lubcke, Don Lee television director.

Fertilizer Placements
SMITH - DOUGLAS Co., Norfolk, Va. (fertilizer), on Dec. 12 will start a series of quarter-hour programs of musical transmissions to run six times weekly for about 20 weeks on WPTF, Raleigh, and plans to add three more southern stations early this month. Wesley Wallace, WPTF's production manager, came to New York on Nov. 15 to make the recordings for the programs in the RCA Transcription studios. H. J. Baker & Co., New York, exclusive American importers of Peruvian Guano for Travelers Broadcasting Co., New York, has engaged the agency for White Laboratories, Newark.

WTIC Asks Rehearing In Denial of Transfer
A PETITION for rehearing of its decision denying assignment of the Commission's license to one subsidiary to another, was filed with the FCC Nov. 28 by Traveiers Broadcasting Service Corp. of Hartford, present licensee.

Attorneys Louis G. Caldwell and Percy H. Russell, contended the Commission acted arbitrarily and that the decision was "highly inconsistent" with a long line of FCC and Radio Commission decisions. Moreover, it was argued the decision was a denial of due process of law in violation of the fifth amendment in that the Commission has not adopted or announced any standards to govern its application of Section 310 B dealing with interference.

Candid Camera Contest
SPECIAL candid camera contest will be sponsored Dec. 2 by National Dairy Products Corp., New York. amusement milk. Amateur lenamers have been invited to take pictures during rehearsals of the program's Your Family and Mine, sponsored 5 times weekly by the company, and the best pictures, on exhibition in studio 3C at the NBC headquarters, New York, will be awarded prizes.

Seven out of 10 Listeners to BUFFALO STATIONS

three in WGR or WKBW between 5 and 7 P.M., says Ross Federal BUFFALO BROADCASTING CORPORATION RAND BUILDING, BUFFALO Represented by FREE & PETERS

Transradio · News is your best bet
Institute of Radio
On Coast Told of
Regulatory Plans

Industry Self-Control Seen
Big Name Fad Deplored

WITH approximately 350 educators, radio executives and advertising executives attending, the first meeting of the annual Institute of Radio was held Nov. 18 at the University of Southern California, Los Angeles. Arranged by a committee representative of the stations, with cooperation from the university, the one-day session was planned to advance professional radio, the industry and education. A similar series is planned next July.

Don E. Gilmore, western division vice-president, Hollywood, said the future of radio is linked up closely with the social and economic future of the American people.

"As long as these things are unrestrained, governed by individual ability and opportunity, radio in all of its phases in America will go steadily forward and serve only the best interest of the American people," he stated.

Danger of Censorship

Eight committees in attendance reported their findings at the dinner session. Dr. Rufus B. von KleinSmid, president of the University, sounded the word of welcome. John M. Dolph, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, chairman of the Institute of Radio, told purposes of the one-day meeting.

Committees, with their respective chairmen were: Radio and the Church, presided over by E. C. Dillingham, assistant superintendent, Los Angeles County Schools; Programming and Direction, directed by Charles D. Penman, production manager, Don Lee Broadcasting System; Radio and Advertising, Don E. Gilmore, manager, WDRC News Advertising, directed by F. Clinton Jones, CBS; Engineering Problems, Helmer W. Anderson, chief engineer, KFAC, Radio as a Social and Political Force, Jose Rodrigues, editor, KFJ-KEC; Committee on Costs and Legal Problems, Dr. Sheldon D. Elliott, associate professor of law, university of Southern California; Statistics and Surveys, Josephine A. Hollebaugh, director, market research, RKO radio magazine, Associated Press, M. Austin King, editor, RKO magazine, and Advertising, M. Austin King, vice-president, Air Progress, and E. C. Dillingham. Mr. Thornburgh warned against any move to censor radio through social, economic, political or financial considerations. The charge that the influence of stage and screen is smothering radio's initiative, was made by Colonel E. Monroe Cole, "Man's family," radio serial sponsored by Standard Brands (Ten-cent leaf tea), one of the sessions that radio is in the hands of the agencies instead of radio and big money is money written to develop material for screen and stage names instead of developing personal and ideas purely for and of radio.

"Radio has been smothered," he said, "because it has come to rely on names to support shows. In other word's radio's personalities have been ignored. The big publicity built movie picture star. Radio is a mighty special business. Stage and screen picture just like that. The result has been some very poor programs about radio. Most people are fooled, many agencies and sponsors too are still dazzled by the name.

Thomas Freebairn Smith, CBS announcer-producer, suggested a bureau of standards as part of the Institute, which would audit all prospective announcers. The bureau would not present representations from all walks of life, who would pass upon qualifications of the applicant. A certificate of approval, without which no station in Southern California would hire an applicant, would be issued.

John M. Dolph, chairman of the committee which assisted Mr. Dolph, included Don Belden, vice-president, Lord & Biddle, advertising manager, KKDK; H. W. Gambrill, assistant manager, KEHE; Don E. Gilmore, manager, Air Progress; vice-president; Harrison Hollway, manager, KFJ-KEC; Harry Maizlish, manager, WCFC; Allen Weiss, manager, KFAC; Kenneth O. Tinkham, manager, KMTR; Donald W. Thornburgh, CBS Pacific Coast vice-president, and Allen Weis, general manager, Don Lee Broadcasting System, and Dan B. Miner, president, and Dan B. Miner Co.

Late Personal and News Notes

THOMAS S. BUCHANAN, president of Buchanan & Co., New York, and Louis A. Witten, vice-president in charge of television at WJLA, Washington, checked on charged for the CBS Tezger Hearing on Dec. 11.

WILLIAM B. LEWIS, CBS news director of the program, was in Hollywood in late November for conference with William Dolph, acting West coast program director.

FRED J. ROSE, chairman of the board of Columbia Records, New York, on Dec. 31 will retire after 35 years in the recording and advertising field. No successor has been named for the position, which Mr. Ross has held since the company was founded in 1939. Mr. Ross has also associated with the National Advertising Bureau as director and treasurer.

BILL THOMAS, publicity director of Young & Rubicam, New York, is in Hollywood for conferences with Bill Sturt, head of the agency's West Coast exploitation department.

MEREDITH W. WILLSON, NBC Western Division musical director for four years, resigned Dec. 10 to devote his full time to commercial commitments. Willson is currently musical director of Good Morning, Good Night, sponsored by General Foods at the studio of the Signal Carnival, sponsored by Signal Oil Co., both broadcast on station KFWB, Los Angeles. His successor has not been named by NBC.

DR. FRANK STANTON, CBS manager of engineering, also radio consultant at Columbia University on the subject of "Audience Research" on Nov. 25.

E. H. HIGHMAN, formerly of the Reconstruction Finance Corp., in Chicago, has joined the commercial operations of WHIP, Hammond, Ind., which has new RCA-equipped studios in the city.

WILLIS M. PARKER, continuity editor of 20th Century Radio Productions, Hollywood, is the father of a daughter, born Dec. 15.

JIM FLEMING, CBS announcer on WGN, Chicago, on Nov. 9 transferred to CBS headquarters in New York. He will be identified as the voice announcer on the Robert Benchley programs sponsored by Westinghouse.

W. N. CHAPLIN, columnist and world correspondent for INS, is conducting News Behind the News series from New York and Thursday. Program is conducted on Tuesdays by Leo Dolan, city editor of INS.

FORIOE & Co., New York, station representatives, on Nov. 18 was appointed exclusive sales representative (KFVJ), Los Angeles, and KPB, Laredo, Texas.

HARRY BURDICK, formerly of the Central Booking of New York, and WFBL, Syracuse, on Nov. 15, became a member of the management of Furgason & Co., New York. Also added to the company was Frank Boyle, recently in the new business department of Erwin & Wasey Co., New York, as associate of national advertising department of the Furgason agency.

WAGNER BAKING Corp., New York, on Dec. 4 starts sponsorship of Five Star Final, sustaining news report every evening on WMCA, New York, Sundays, 9-9:30 p.m., to promote Mrs. Wagner's Pies. Agency in charge is M. C. Hackett, New York.

SILVER PINE MFG. Co., New York, on Nov. 20 sold WAKT, City, to its present schedule of weekly spot announcements on WHN, New York, Account is handled by Dunnes and Frank, New York.

STANDARD OIL Co. of N. J., New York, on Dec. 1 adds WDRC and on Dec. 2 WLBZ to daily carrying Essex News Reporter fire news reports. Agency is Merschall & Pratt, New York.

WNX, Yankton, has appointed E. Katz Agency as its national sales rep.

ROBERT B. BARTON, of the Chicago office of RBD0, has been elected to a vice-presidency.

Scophony Television Plans

SOL SAGALL, general manager of Scophony Ltd., English television firm, who arrived in New York recently for a two-week stay, has again postponed his return to England. He is planning to leave on Dec. 15, but admits that it is quite possible that he may not get away for another week or two. Mr. Sagall has conversations with Eddie Cantor and others whom he is trying to interest in Scophony Ltd. plans for the manufacture and sale of Scophony television receivers in the States. [Broadcasting, Nov. 15, 1939], but the fact of his delayed departure indicates that negotiations are in progress. He is meeting with officials of the New York World's Fair 1939 about arranging a Scophony exhibit at the exposition, but no conclusion has been reached about this either.

MORE FLOOD HELP

WGY Musters Gang to Assist

In Building Dykes

A BELATED tribute to radio's service during the autumn hurricane and flood conditions in New York was received recently by WGY, Schenectady, from W. J. Holler, district engineer of the New York Dept. of Public Works. Engineered to handle the overflow of water received from West Sand Lake, a New York village, that swollen streams that flooded the territo-

newspapers, which then interrupted a regular program to recruit maintenance men and direct them to the public works emergency, gets a shift of hand made.

"I immediately started a personal automobile journey, winning my way over submerged highways and through fallen trees, a distance of only about 14 miles," continued Mr. Holler arrived at the alarmed hamlet 40 minutes later, due to your assistance, 85 husky men were able to push a pump and tools, together with eight trucks, a power shovels and equipment to any instruction. We were able, through uninterrupted labors of this crew working around the clock to fill a sand and from sublake bags, raise the level of the dykes, and confines waters of the stream to this artifi-

New Beamning Device

A MEANS of changing the direction of a shortwave radio beam by merely pressing a button has been developed by NBC engineers under the direction of Edward F. M. Smith, director of radio facilities engineer. This de-

vice, which by shifting phase can increase or decrease the beam by as much as 20 degrees, is now being installed at 3XL and 3XAL, NBC international stations. Chief use of the invention is in connection with the network's broadcasts to South America, in focussing the beam carrying Portuguese programs on listeners in Rio de Janeiro on Buenos Aires for Spanish language and on listeners in Rio de Janeiro on 20 degrees. This new method of intensifying the signal on a par-

Dakota Account Success

STATE MILL & Elevator Co., Grand Forks, N. D., marketers of Dakota Maid Flour, reports great success in marketing its product via the recently formed Dakota Broadcasting System, a network of 11 commercial stations in the Fargo, Bismarck, Minot, and Williston area, and WDAY, Fargo; KGRU, Mandan; KRM, Jamestown; KOVC, Valley City; KSOL, Grand Forks; KLF, Lakeport, Sand Lake, and KWTN, Watertown, S. D. The regional network on spec-

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BROADCASTING • Broadcast Advertising
FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.
CBS Drops Coast Band
As Union Boosts Scale

WHILE CBS, Hollywood, and Los Angeles Local 47, Musicians Mutually Protective Assn., remain at odds over the union's move to increase scale on all commercials, the network announced discontinuance of WHN and WMCA's 20-man studio orchestra on Dec. 23 and 29, respectively, for the first time in the history of the network. Several sustaining programs using music will be withdrawn from the air concurrently with the orchestra's schedules.

An increase in the number of licensed and registered professional musicians in the United States is expected to be accompanied by a significant rise in the cost of music, according to the American Federation of Musicians, New York Local 802. The stated purpose of the proposal is to provide a scale for licensed musicians commensurate with the services rendered to the network by them, and to guarantee that, in all cases, musicians employed on NBC and CBS networks will be paid according to a salary scale.

Pryor, A.C., the network's general counsel, said that the network is awaiting a decision by the Federal Communications Commission on the matter. "We will respect the decision," he added. "But we feel that the network should be able to engage professional musicians at a fair wage, in the interests of good program presentation and fair competition in the music field, which is closely related to the program field." He said that the network has long been aware of the problem of maintaining professional musicians, and that the current situation is one of forced disbandment.

A.C. Pryor, Jr., chief counsel for the network, added, "We are aware of the problems faced by the musicians and the networks, and we are working hard to find a solution." He said that the network is now considering a number of options, including the possibility of hiring freelance musicians, or entering into agreements with local unions to provide musicians at a lower cost.

Pryor said that the network is in the process of reviewing its current contracts with musicians, and that it will take into account the recommendations of the network's labor relations department. "We are committed to resolving this issue in a fair and reasonable manner," he said. "We want to ensure that our musicians are fairly compensated for their work, while also maintaining a high level of program quality."
NOVEMBER 14

MISCELLANEOUS—Modesto, Calif., and NEW, Thomas R. McMannery, Mo., granted mod license and renewal on KRTG renewal and applications. NEW, William H. Wall, Philadelphia, Pa., granted new license in Reading, Pa. Rates to vacate without prejudice to the orders of the commission.

WWRL, Woodlawn, I. L. granted pet. intervene WWCN renewal; WCQA, Peoria, Ill., denied pet. sanction to vàng in KGNU operations, and time for filing replies extended to 15 days; held no application to take depositions granted.

E. T. S. & C., San Francisco, denied continuance hearing.

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BROADCASTING • Broadcast Advertisin
Scotch Showmanship

W. T. CRANSTON, commercial manager of CJCA, Ed-
monton, Alta., sold to the Mc-
Neil Taxi Co. one half-hour-
travel talk to Scotland for $2
Nov. 30. The sale coincided with
the return to Edmonton of Mr.
Cranston, who had toured Mc-
Neil's largest furniture com-
pany, from a trip to Scotland.
Cranston is urged to do the
McNeil show, making another
travel talk from his own ex-
periences. The furniture store
president liked his own ad-
tion disc so well that he
insisted on a re-run under
sponsorship of his own company.

ALBERS BROS. MILLING Co., Se-
attle (cereals), on Jan. 3 will renew
for 15 weeks Good Morning Tonight
show to 12 NBC stations, Sat.

LOS ANGELES BREWING CO.
Los Angles (beer), on Dec. 12
started a 13 weeks' Jolly Time-
show to 12 NBC stations, Sun.
1:25-1:30 p.m.: Agency: Coolidge

BENJAMIN MOORE & Co., New
York (paint), on Jan. 1, starts pro-
gram to 40 NBC stations, Sat.
11:15-12 a.m. Direct.

AMERICAN POP CORN Co., Sioux
City, Iowa, on Jan. 15, will begin
Jolly Tom-Tom show to 12 Cal-
ifornia stations, Sun., 1:25-1:30 p.m.: Agency: Coolidge

BRADY & CO., New York, on Jan.
25, started a 12 weeks' Today's
Songs, Cal.-Don. Lee network
stations (KHJ, KBFM, KFRC), Tues., Thurs., Sat., 9:15-9:20 p.m.: Agency: Lock-
wood-Shackelford Adv. Agency, Los
Angeles.

MANHATTAN SOAP Co., New York
(soap), on Jan. 12, starts Evening
Hour on NBC stations on
Nov. Time News, on 5 So. Cal.
Don. Lee network stations, Mon. thru Fri., 12 noon-12:15 p.m.: Agency: Milton

ETHYL GASOLINE Corp., New
York, on Jan. 12, started Two-Up Time on 61 CBS stations, Thurs., 10-10:45 p.m.: Agency: BBDO, N.Y.

UNITED STATES RUBBER Co., New
York, on Feb. 25, stars Go.
Hundred Men a day on CBS.
Wed., 10-10:30 p.m.: Agency: Camp-
ell-Embid Co., N.Y.

Renewal Accounts

SUMMER PRODUCTS Co., Bed-
ford (gum), on Oct. 20, will
renew for 13 weeks Battle of
the Bees on 35 NBC-red stations,
Tues., 8-9:30 p.m., and will add more

William J. Monaghan

WILLIAM J. MONAGHAN, 41, vice-president in charge of adver-
sing of the cheese Ice Cream
Division of Borden Co., New York,
died Nov. 26 at his home in Forest
Hills, N.Y.,” after a long illness.
Mr. Monaghan had been with the
company for 12 years, during
which time he served as presi-
dent of the Association of Ice
Cream Manufacturers of New
York, and also had headed the
Metropolitan Association of Ice
Cream Manufacturers. He was a
member and former director of
the Sales Executive Club.

What Listeners Want

TABULATION of a recent radio questionnaire sent out by Metro-
politan Adv. Co., New York, to
savings bank depositors revealed that 80% of the depositors were regular
listeners to the radio and preferred variety type programs, offering a diversity of entertain-
ment. Among the other programs, the
commentator type of program was predominant, although single-
type programs rated comparatively low in the survey. Various
preferences were indicated on those
questions which called for specific
choices of programs as liked.

ALVIN AUSTIN Co., New York,
and Raymond Specter, formerly of Frank-
1, starts Spotlight, with offices
at 32 E. 57th St. Mr. Austin is radio
director.

FELS & Co., New York (Soap
chips), on Nov. 9 added WEBC
and on Nov. 16 added KJOY-
DAY to its Red Star Radio Net-
work. Each station now serves as
its own executive producer.

CAMPBELL SOUP Co., Camden,
N. J. (soup, beans, tomato juices),
on Dec. 9 replaces Hollywood
Hotel with 200 stations on the
Red Star network. Each network
station is its own producer.

WM. WRIGHTY Jr., Chicago (gum),
extends through Jan. 1 the
Twelve Songs to 102 CBS
stations. Mon., 8-9:30 p.m.: Agency:
Frances Hooper, Adv.

WM. WRIGHTY Jr., Chicago (gum),
on Nov. 17, added 24 CBS sta-
tions to Scattered Goodness, previous-
ly heard on WOR, Denver, and
WDAY, Minneapolis. Mon. thru Fri., 11-11:30 a.m. (reb. 3-3:30-4:15 p.m.): Agency: Neis-
ser-Mayerhoff, Chicago.

HOUSEHOLD FINANCE Co., Chi-
icago, on Nov. 20 starts It Can Be
Done in 28 CBS stations, Wed.,
from 10:30-11 p.m., to 10:30-10:30 p.m.: Agency: BBDO, Chicago.

BARNYMORE Co., on Nov. 23
replaced Adolph Menjou as e. c. on
the Teesco Star Theater, program
distributed by Texas Co., New York,
on CBS.

Muzak Commercial Net Starts Variety Series to
Test Program Reaction

MUZAK Corp., New York wired
radio system, is making its re-
cently launched commercial net-
work of bars, restaurants and off-
ices available to advertisers de-
siring to test audience reaction
to new programs as well as to
those who wish to the announce-
ments to advertise products sold
in these outlets.

On Lee 1, the network will accept musical, variety or re-
vue type programs after 11 p.m.,
for the sponsor or agency may send its representatives to the places served by Muzak to watch reaction to the shows. All materials, however, must be included unless the product ad-
vertised is one sold in bars and
clubs. Advantage of this plan over
studio audience tests, says Muzak,
is that the bar audience does not know it is being used as a test and so
reacts naturally to what it hears.

On Nov. 15, the company is
sponded its first rate card for its
program service. Announcements, made every 15 minutes be-	ween 11 a.m. and 3:30 a.m., cost $15 for four, broadcast at lunch, cocktail, dinner and supper
time. Five-minute announcements
and commercials cost $15 each. A five-minute sports review at 6 p.m. costs $25; $15 for 15 new reviews, broadcast
by hour on the half-hour, are
sold at $50 per day, and hourly
signals are $10 per day. No
sponsorship is accepted for the
musical programs. Announcements are limited to 15.

Muzak Sponsored Program Service,
which is sold to the eating and
drinking places, is sold at a sliding scale fee plus a 15 monthly service charge, is entirely separate from the regular Muzak service of
wired music without any commer-
cials which currently serves some
400 class restaurants in the New York metropolitan area.

EMPIRE Broadcasting Corp., record-
ing studio at 26 West 58th St., New-
ington Ave., New York. Arthur J.
Kellinger, partner in the firm of
Arthur Morgan & Co., members of the New York Stock Exchange, is presi-
dent and general manager. Arthur J.
L. Bremer, formerly head of Sound Reproductions Corp., is vice-president and general manager. Edward J. Morgan, who formerly had his own production and re-
cording studio in Dallas, is vice-presi-
dent and sales manager.
ISSUED by The Katz Agency, New York, is a new brochure titled “A Plain Statement about Merchandising Cooperation—from the Central States Broadcasting System,” its 7th joint Plus Plan of KOIL, Omaha, and KFOR, Lincoln, which includes window displays and promotion by a listener publication, monthly dealer bulletins, special letter and bulletin announcements, service, “sample time,” and newspaper advertising, along with nine other “plus” services. The brochure also calls the plan “definite merchandise because the advertiser knows exactly what he is going to get and receives actual proof that it is given” and quotes an advertiser’s comment that “it’s distinctly not a flash in the pan.”

Among advertisers listed as users of the idea since its inauguration March 1 are California Fruit & Vegetable Exchange, Los Angeles Soap Co., Joe Lowe Co., Goetz Brewing Co., Maltos, Fort Dodge Brewing Co., Goodrich dealers, Guarantee Mutual Co., Dr. Caldwell, Chicago, Rolling Mill Co., and Schulze Baking Co., along with the programs they sponsored. The list is followed by advertisers’ comments.

KSAN Big Break
KSAN, San Francisco, has arranged a 26-week tieup with the San Francisco Chamber of Commerce and the Federal Housing Administration. In presenting six programs weekly, the 1939 Golden Gate International Exposition is woven into the picture. The program is produced by the Chamber of Commerce under the direction of C. Wesley Edwards, promotion manager. KSAN receives prominent mention on 50 billboards across the Bay Area. The station will be mentioned in four full-page advertisements in the San Francisco Chronicle and 26 days of space in the Examiner. In addition KSAN is to be mentioned on special stickers which the Pacific Mail Steamship Co. attaches to all bills sent out in the next two months in the Bay area. Similar bank statements and stickers and folders calling attention to the program are being distributed by more than 200 firms in the building industry.

L. B. Greets the Trade
WCKY, Cincinnati, is distributing wall calendars with an advertising message similar to an ad for a polishing pad. The WCKY message is set in 30-point vogue type, black on dark blue background.

Razors for Hockey Players
POSSIBILITY looms large that clean-shaven hockey players will be seen the International Hockey League this season—because Nick Slemmster, sportswriter of WDEA, Washington, D.C., is giving away electric shavers each week to the player voted “outstanding” by listeners.

Serving Youth
HICKOK OIL Co., Toledo, has started to merchandise the Black Flame of the Amazon radio serial, a radio serial for juveniles produced in Hollywood recording studios by Aerogram Corp., according to P. L. Tracy, advertising manager of the oil organization.

The program was launched the first week of school to run five times a week over 11 stations in Michigan and Ohio for six months. As the entire program is a 16-week campaign through service stations centers around the Hi-Speed Explorer’s Club, named after the sponsor’s gasoline, with application blanks, cards, pledges and other ideas.

The opening day of school a million illustrated dodgers were distributed with full information on the broadcasts, including the list of stations, the time schedule and starting date. Youngsters were urged on the program to go to their neighborhood service stations and get an application blank, and the membership pass. Parents were required on the blanks, and parents were also given a card with a six-month supply of gasoline given by the Hi-Speed gasoline stations. Other giveaways, including the map of the South American radio serial, will be used in succeeding weeks.

The Pacific Slope
AN EIGHT-PAGE illustrated brochure which points out that wholesalers and national manufacturers are making a “Pacific Plus Plan” according to distribution areas rather than arbitrarily-drawn geographical areas. The 3200 western agency executives, advertising managers and sponsors are urged to read the sales story of “Five Business States”, the promotional piece outlined in distribution areas used by Pacific Coast drug wholesalers, National Wholesale Drug Association and other distribution areas. The Department of Commerce’s “Atlas of Wholesale Drug Price Indexes” was published by Special Report, the Broadcasting Research Bureau, and indicated that its primary coverage of the Five Business States is 94.6% of the radio Audience during 1938 and 99.1% at night.

KGGK Circulation
WTY, with a press run of 5,600, KGKGK, Fort Worth, claimed a circulation record among regularly published promotion pieces for its monthly house organ, KNOX. About 2,000 copies go to time-buyers and advertising prospects at the rate of 10,000 copies per month to advertising prospects in the Southwest, and the remainder are distributed by clients to their jobbers and re-sellers, the circular containing pictures. KGKGK is also publishing a weekly schedule and open time listing form, using the back cover for its messages.

Ranger Masks
BROK, Rockford, Ill., carrying the t r a n s c r i b e d Lone Ranger program, has decided to give away an electric shaver each week to the player voted “outstanding” by listeners.
Today There Are
4R's in Education...
Readin'...'Ritin'
'Rithmetic and Radio

Educational broadcasts have never been a novelty at the Nation's Station... in fact, from the very first day of broadcast we have felt that among other things, Education definitely contributes to a well balanced broadcasting schedule.

Ten years ago, with the help of the Ohio State Department of Education, we pioneered in presenting classroom broadcasts through cooperation of the Ohio School of the Air. Today, that service, now known as The Nation's School of the Air, is heard in classrooms from coast to coast.

It is our belief that radio, in bringing to the classroom material not otherwise available, is making a definite contribution toward modern education.

In the realm of adult education we have consistently, from year to year, brought to our microphones the best material available in cooperation with many public and private organizations.

No, Education at the Nation's Station is no novelty. Today, as always we feel it is one of the important phases of our existence.

WLW's Educational Director

The Nation's School of the Air is by no manner of means the only program created and produced by WLW's Educational Department. Other regular outstanding features include — Salute to the Cities, Los Amigos, Church Forum, Synagogue of the Air, Lutheran D. X. League, Nation's Family Prayer Period, Weather Reports, Market Reports, River Reports, Safety Bulletins, plus many special feature broadcasts.

An interesting and educational broadcast was found by Joseph Ries in a large Cincinnati milling machine company where workers were interviewed... explained what they were making... what it would be used for... how they made it. Listeners found this broadcast like all WLW Educational programs, very much worth while.

"I Like Music," a regular Friday feature of the Nation's School of the Air, is broadcast from the Cincinnati College of Music. Other musical programs produced by the WLW Educational Department include the Cincinnati Symphony Society, the Cincinnati Zoo Opera and all visiting musical organizations.

... these things, too, we think are part of the story of WLW
You'll like the Efficient Versatility of this RCA CONTROL DESK!

THE new 80-A RCA Control Desk offers broadcasting stations a complete factory wired and tested assembly of speech input equipment for the efficient operation of 1, 2 or 3 studios. The desk is a combination of the equipment usually mounted in a rack and its associated operators' console. Full-sized components, separate standard amplifiers and double jack strips give this desk the same advantages of flexible speech input systems usually associated with rack type installations. With the 80-A desk you'll attain a maximum of flexibility and fidelity at a minimum of expense.

Note the many splendid features of this desk. If you wish further details write to the address below. No obligation, of course.

80-A Desk with amplifier control compartment, doors opened showing easy accessibility of compactly installed amplifier units.

FEATURES OF 80-A

1. Low initial and installation costs. Easily and quickly installed.
2. All necessary facilities for two studios and transcription-announcement booth.
3. Equalizing and switching for broadcasting and cueing remote lines.
4. Auditioning of studios, lines or transcriptions simultaneous with program transmission.
5. Talk-back to studios and remote lines with automatic speaker cutoff.
6. Complete emergency channel quickly connected by means of key switches.
8. Eight watt, high fidelity monitoring and audition system.
9. Simplified single studio design (Type 80-B) available at lower cost for individual control rooms.
11. Instrument’s desk top is polished black bakelite finish. Chromium frame. Control turret and amplifier compartment are two-tone umber gray or black.
12. Illuminated VI and plate current meters.

Use RCA Tubes in your station for quiet, reliable performance.

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