WHO offers
$433,352,000
EXTRA
RETAIL SALES!

Iowa is a big state—larger in area than New
York and New Jersey put together.
Yet WHO, in the center of Iowa, not only
covers this big state—WHO goes so far be-
yond Iowa that actually 40% of our mail
comes from OUTSIDE the state!
Big Iowa does big retail business—$650,029,000 per year. But that's only 60% of
the retail business done in our primary lis-
tening area. The other 40% amounts to
$433,352,000 per year—an EXTRA 433-
million-dollar market—a bonus market that
makes WHO one of the best “buys” in the
advertising field.

WHO
FOR “IOWA PLUS!”
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representative.
Homer is a drummer. He plays in the band on KLZ’s Homemaker’s Program. Homer never talks... he quacks like a duck. And what he can do with a set of drums has Denver’s jitterbugs sent solid!

Homer is a master salesman. He’s sold himself and the products he represents to Denver’s housewives. Every morning the Homemaker’s Show plays to a capacity studio audience as well as to a peak level of listeners at home.

The Homemaker’s Program would be a good show without Homer. Homer gives it that added touch which makes the difference between a good show and superb showmanship.

Homer is typical of KLZ... and of all KLZ’s productions. The difference between KLZ showmanship and ordinary good radio is summed up in the difference between Homer and an ordinary drummer. It beats the band how that difference sells goods for KLZ advertisers!

KLZ Denver
CBS AFFILIATE 560 KILOCYCLES

The Homemaker’s Program is on the air from KLZ five mornings a week. Against a background of music by one of Denver’s favorite radio bands, a procession of household hints, recipes and food news keeps housewives attentively tuned to this station.
Like Beavers—
The Colonial Network Builds and Builds . . .

The beaver, master engineer of the animal kingdom, knows that great structural strength can be obtained from a network of boughs, bound together securely.

By the same method you can build a strong, forceful sales campaign in New England by intertwining the radio facilities reaching each of the individual trading areas in this vast, major market territory, extending from southern Connecticut to northern Maine.

The Colonial Network provides 16 stations, all strategically located, and together comprising a group that assures extensive, effective coverage.

No other network offers so much coverage at such low cost

The Colonial Network
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Representatives

Columbia sets the table

A few of the subjects discussed on "The People's Platform"

Public Opinion and the Press
Public Opinion and the Radio
Public Opinion and Magazines
Is There Politics in Relief?
Should We Spend Our Way to Recovery?
What is a Liberal?
Do We Need a Larger Army and Navy?
What Should We Do About Our Surpluses?
A Third Term for Presidents?
Do We Need a League of American Nations?
Should We Admit the Refugees?
How Can You Succeed in the Arts?
..and people talk!

Mr. Amos Pinchot dined with a cabby. A housewife from the Bronx and a Connecticut grocer exchanged views with an industrialist and an economist. A pacifist and a rear admiral debated armaments. Secretary Wallace and General Hugh Johnson had coffee—and an argument. A truck driver, a former president of Panama, a policeman’s wife and a famous socialist—all have been Columbia’s dinner guests, all have helped make The People’s Platform, created by the CBS Department of Education, one of the most provocative and most interesting of all radio programs.

Every Sunday night, a little before seven, a small group of people meets for dinner in Columbia’s dining room. Each week it is a different group, men and women from all walks of life, brought together at the dinner table by Lyman Bryson, chairman of Columbia’s Adult Education Board. Each week a subject of particular moment is introduced, and conversation, stimulated by good food and pleasant surroundings, flows smoothly across the board.

No microphones are in evidence. Hidden under flowers, they are suddenly and silently cut in as the discussion gathers momentum. No person in the room knows just when the voices go on the air. Nor does he care. He’s much too interested in what is being said and what he wants to say.

For a half hour, spontaneously expressed opinions and beliefs—and sometimes heated arguments—are broadcast from coast to coast. Unrehearsed and informal, they reveal a cross section of American ideas, the ideas of groups of different occupations, different party affiliations, different economic levels. And Columbia, while having no editorial interest in the opinions expressed, is pleased to present them to the American radio audience as an immediate reflection of American thinking and American feeling.

The Columbia Broadcasting System
On Monday night, November 7th, at 10:15 P.M. Jack Harris stepped to the WSM microphone for his regular broadcast of "The World In Review."* One of his I.N.S. items had to do with a little boy who had contracted tularemia, the dreaded "rabbit fever" that is often fatal. It explained the treatment of the disease required the blood of a previous victim who had recovered, and there were only two such cases known to health officers in the United States, and that while it was known one person lived in Pittsburgh and one in Cincinnati their names or addresses were not known.

As quickly as a long distance call could be completed a man's voice told the WSM operator that he had been listening to WSM in Pittsburgh... and that he was the man referred to! He then asked how to proceed to get in touch with the victim's doctor.

This incident shows, in a dramatic way, what we at WSM have known for years... that the regular listening audience of WSM, extends far beyond the usual primary area which serves as a basis for our rates. The more than 800,000 letters we receive each year, from residents in all 48 states, show that today's radio listener will tune in a distant, superpower station, that gives him what he wants.

*A unique fifteen minute News feature, Monday thru Fridays, which evaluates and presents, from out of the mass of the World's News, those events and incidents which are of lasting significance or unusual interest to all of America. This WSM feature, with its large and far-flung audience, is now open for sponsorship.
HOW CBS SERVES THE BIG 5 PACIFIC COAST "BUSINESS STATES"

WHAT IS A "BUSINESS STATE"...and what is its significance in terms of Columbia coverage? As defined by leading drug and grocery distributors, a "Business State" is a wholesale trading area surrounding a major distributing center. It is the territory in which you must advertise if you hope to send people into the stores stocked by your wholesalers.

PACIFIC COAST network advertising offers the most economical method of paralleling wholesalers' efforts. You not only tell your sales story to the thickly settled metropolitan areas but you can also support your rural distribution as well. At no extra cost! The Columbia Pacific Network makes this completely possible in all five of the Coast's "Business States". Notice how the important CBS stations are located: CBS in every important Metropolitan Center of the Pacific Coast (Los Angeles, San Francisco, Portland, Seattle, Tacoma and Spokane)—plus CBS stations in every important sub-distributing center located beyond the Intense Daytime Primary Coverage Area of the major stations. That insures even penetration of your program throughout the entire area served by your distributors.

MERGE YOUR COAST DOLLARS FOR MORE POWER!

Next time you advertise on the Pacific Coast, lump your several appropriations into one budget. See how easy it is to procure the extra prestige of a Hollywood-produced, pre-tested Columbia Pacific Network show. CBS is now broadcasting on the Coast the biggest and best array of programs in its history—good company for your program—large audiences of your customers.

COLUMBIA PACIFIC NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Owned and operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES:
New York, Chicago, Detroit, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco
CASTING

The Shadow of

FU MANCHU

ACROSS THE NATION

"THE HOTTEST PROGRAM IN RADIO"

UNPRECEDENTED... was the daring to test a program before the most critical audience in radio—over two hundred executives of the leading agencies, networks and stations listened spellbound to the opening chapters of this new program!

SPONTANEOUS... and overwhelming was the applause that followed the presentation of the program at the Waldorf-Astoria last Wednesday!

UNANIMOUS... is the acclaim of the industry!

Read What the Trade Press Had to Say:

"Packed with thrills and suspense... hailed as top-notch by the gathering." — Radio Daily.

"After hearing first episodes, FU MANCHU should have as great a success over the air as he had in print." — Broadcasting.

"Very interesting. Great commercial possibilities." — Billboard.

PHONE — WIRE — WRITE

RADIO ATTRACTIONS, INC.

R. K. O. BUILDING

RADIO CITY

NEW YORK

Telephone - Circle 7-4483
Views to the Right of us...
Views to the Left of us...
Volley and Thunder!

but

NBC Remains Impartial

When it comes to politics, NBC lets others express the opinions. Because, NBC is and always has been absolutely impartial. We feel it is our obligation to provide through radio an instrument of free speech...to give both sides on public questions an equal opportunity to express their views. In so doing, we help create an informed electorate which can effectively express its opinions at the proper times in the truest American tradition. On broadcasts pertaining to political matters, NBC adds no editorial comment of its own...for NBC has no political opinion as an organization and has never expressed one.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Every few months, sick or well, the radio advertising industry finds itself being offered some new Snake Oil for Every Ill, and the guarantee is right there on the label. But looking back over our own history, and that of radio in general, we constantly realize anew the fundamental principle that lasting success is always a matter of good men and hard work.

Hence Free & Peters offers you no Snake Oil. Instead we offer you the eager cooperation of fourteen good men—fourteen workers who are equipped to help you. Their radio and advertising experience totals 165 cumulative years. Thirteen are college men. All average over ten years with outstanding firms in the agency, publication and newspaper fields—average more than three years with our own successful organization itself . . .

This is manpower that any agency or advertiser would be glad to have in its organization—that you do have when you let us work with you.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6978

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8644

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Rena Allen Bldg.
Jackson 1678

Exclusive Representatives:

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<tr>
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<tr>
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<td>WWOOG</td>
<td>Ft. Wayne</td>
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<td>WSMC</td>
<td>Kansas City</td>
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<td>WTVI</td>
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Southeast

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Pacific Coast

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<tbody>
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<td>KSFO</td>
<td>San Francisco</td>
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<td>KVI</td>
<td>Seattle-Tacoma</td>
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BROADCASTING • Broadcast Advertising
San Francisco Gets NAB Session in July

By SOL TAISHOFF

Industry Launches Drive to Raise Program Standards; Disc Library to Brinkerhoff, Pays $25,000 Cash

SELECTING San Francisco for the 1939 broadcasters’ convention, with the exact dates in July and the hotel headquarters to be designated later, the NAB board of directors, meeting in Washington Dec. 12-13, set in motion machinery by which it hopes to avert regulatory or legislative interference with industry operations through self-imposed standards of programming.

Adopting a recommendation made by a special committee on program standards, the board authorized President Neville Miller to appoint a committee which will immediately explore the entire subject with final action to be taken by the membership itself at the San Francisco convention. A number of intermediate steps, designed to tide over any emergency which might develop, also were taken into account and the membership will be apprised in advance of the proposed new self-regulatory methods by the committee.

Disc Library Sold

During its extraordinary session, with 16 of its 23 members present, the NAB board also took the following action:

1. Authorized approval, by a split vote, of the offer of E. C. Brinkerhoff & Co., New York, to take over the NAB public domain transcription library with a $25,000 cash payment and a provision for reimbursement of the some $88,000 invested by the NAB in its Bureau of Copyrights, contingent upon additional sales of the transcription service to stations. It accepted the Brinkerhoff proposal over the competitive proposal of Langlois & Wentworth, tax-free transcription organization, which had made no cash guarantee.

2. Authorized appropriation by the NAB of not less than $5,000 or more than $7,500 for continued operation of the Joint Committee on Radio Research during 1939, with the understanding that the networks would also contribute to the aggregate fund of $20,000 needed for the work.

3. Authorized appropriation of $2,500, equal to the amount appropriated by the Radio Manufacturers Association, for preliminary work on the joint NAB-RMA all-radio promotional campaign [see page 54].

4. Adopted a resolution resolving that stations should not carry advertising of “distilled spirits commonly called hard liquor.”

5. Adopted the report of the Committee on Associate Membership under which a scale of dues is set up for engineers, lawyers, station representatives, advertising agencies, transcription companies and other groups who will have non-voting privileges as associates.

Most of the day session was given over to discussion of the immediate problem of self-regulation and program standards, with the transcription situation running a close second. Current issues, like the Father Coughlin affair, and related controversial program matters, were discussed pro and con.

Data on Program Standards

It was agreed that the Committee on Program Standards should collect all available data dealing with the subject with the thought of broadening the base of the NAB Code of Practice, which was adopted in 1935. Moreover, as part of the operation, the NAB itself will undertake to advise member stations wherever possible on specific accounts and advertising continuities. Particular emphasis was placed upon the desire for flexibility in whatever is done because of the swift pace of radio and the frequent changes in programming tempo.

The whole self-regulation program standards project was revitalized in November by David Sarnoff, RCA president, who made the suggestion in opening the network inquiry before the FCC as an NBC witness. His suggestion promptly was picked up by President Miller.

Selection of San Francisco came as something of a surprise, though it was voted unanimously. A committee that the convention be held in the West Coast City during the 1939 Golden Gate Exposition had been made several years ago by the board. Ralph R. Brun.

(Continued on Page 72)

Canada Brightens Treaty Prospects

Approves Havana Pact; New Overtures to Mexico Urged

LIGHTER prospects for the North American Regional Broadcasting Agreement (Havana Treaty), entailing reallocation of the continental broadcast band, are seen with the receipt of official word that the Canadian Government had ratified the treaty Nov. 29. The United States and Cuba already have approved the important broadcasting document and it remains only for Mexico to signify its intentions of ratifying to bind the agreement.

While the Mexican Senate in secret session in October refused to ratify the agreement [Broadcasting, Nov. 15], it nevertheless has not given any official reasons for so doing and the action generally is believed to have been a preliminary one. The terms of the treaty itself specify that it shall become effective one year after three of the four nations parties to it actually ratify. The fourth, Mexico, simply has to signify its intention of doing so.

The FCC was advised informally that the Canadian Government had ratified the pact Nov. 29. Under Canadian procedure, affirmative action is not necessary but the Minister of Foreign Affairs and the Prime Minister, after consultation, can give approval. This was finally accomplished Nov. 29.

Temporary Steps Proposed

Meanwhile, it is understood, new overtures are being made to Mexico with a view toward clearing up any misunderstanding which might have caused the failure of the Mexican Senate to approve the pact. While formal information was lacking, it is understood a collateral agreement, affecting use of the so-called clear channels, is being considered as a temporary expedient. Presumably this would not affect terms of the treaty governing allocations among the four North American nations but would simply complete one phase of the Havana discussions on which some misunderstanding might have developed and which in turn might have caused the Mexican Senate to withhold its approval.

Should there be an amicable adjustment, the Mexican Government simply would have to advise Canada, Cuba and the United States that it proposes to ratify the treaty and would become effective one year from that date under its own terms.

The FCC then would be in a position to follow through on the sweeping reallocation plans embraced in the agreement. Proposed new rules and regulations governing broadcasting, which encompass the reallocation, were the subject of hearings before the FCC. Inter-Country Committee last June and a preliminary report is now being drafted. The report probably will not be ready to the first of the year and then will be only a recommendation to the Commission itself.

The unofficial advices from Mexico Oct. 26 were that the Senate approved three treaties agreed to at the Havana Conference in December, 1937, but declined to ratify the broadcast agreement on the ground that it “imposed limitations upon Mexico without affording any benefit in return.”

When this word was received the matter was referred to the FCC by the State Department, it was learned, which in turn designated Commissioner T. A. M. Craven, who headed the American delegation to the Havana Conference, and Judge E. O. Sykes as a committee to investigate. No other formal advice has been received from Mexico, as far as can be determined. This committee in turn conferred with the Commission after which it is believed the State Department

(Continued on Page 72)

www.americanradiohistory.com
Two More Locals, Power Rises Given

NEW daytime locals in Emporia, Kan., and Rock Hill, S.C., have been authorized by the FCC in grants that bring the total number of construction permits issued for new stations thus far this year to 51.

In Emporia the Emporia Broadcasting Co., Inc., local residents, was authorized to erect KTSW with 100 watts day-time at 1370 kc. Head of the company is Dr. C. S. Trimble, physician, with 20% of the stock. Dr. D. P. Trimble holds 10%. Another stockholder owns more than 10%. The new station, on Rock Hill, to be known as WRKL, will operate with 100 watts daytime on 1600 kc. Its licensee will be F. W. Spencer, local banker.

KATE, Albert Lea, Minn., operating daytime only with 250 watts on 1420 kc., was granted full time with 100 watts night and 250 day. WDZ, Tuscola, Ill., was authorized to boost its power from 250 to 1,000 watts for its continued day-time operation.

In other decisions, the Commission denied the applications of Sam Klinker & N. M. Rudd, for a new 100-watt full-time outlet on 1500 kc., in Omaha; Roberts-McNall Co., for new 100-250 watt outlets on 1330 kc. in Livingston, Mont.; KGDW, Stockton, Calif, now operating with 1,000 watts daytime only on 1150 kc., in Florida West Coast Broadcasting Co., of operating WFLA, Tampa, for 260 watts daytime on 1300 kc.; Pawtucket Broadcasting Co., Pawtucket, for a new 1000-watt outlet on 1390 kc.

Organizing Transcribers

WITH organization of the two plants, recognition as sole bargaining agent for all employees of Allied Phonograph & Record Manufacturing Co., and American Record Co., of California, in Hollywood, has been asked by Verne R. Kennedy, district representative of Los Angeles, Advertising Age, 421, United Electrical, Radio & Machine Workers, CIO affiliate. Former firm employs 20 men on its production force. The 38 employees in the Hollywood plant of RCA are being organized and Kennedy stated that with Inclusion of that firm, the industry in Southern California would be 100% organized. Louis Goldberg, general manager of AL, was in Chicago on company business during the organization.

LeRoy Mark

LE ROY MARK, 61, owner of WOL, Washington, and a pioneer broadcaster, died at his home in Washington, Dec. 13, of heart disease, following a protracted illness. He is survived by his widow and two sons and two daughters.

Mars Candy Placing

MARS Inc., Chicago (candy bar) plans to start Doctor I.Q., a half-hour twice weekly program, on a number of stations. Time has been cleared on KDKA and WJZ. Agency is Grant Adv. Inc., Chicago.

Richfield Plans Spots

RICHFIELD OIL Corp., New York, is planning a one-minute transcribed announcement contest based on photos secured from Richfield distributors, to start early in January on a list of about 25 stations in the East. Announcements will be heard five nights weekly. Sheldon K. Reynolds, New York, handles the account.

Sale of Recording Firm To CBS About Complete

ALTHOUGH CBS declines to comment on the situation beyond its statement that in negotiation, it is reliably reported that the purchase of American Record Co. by the network is assured and will be announced as soon as the necessary legal work on the papers has been completed. Ownership of the record company will give CBS an outlet for its artists on the phonograph field under the Columbia label.

Adding veracity to the story that the sale was practically consummated was a recent CBS press release which announced that the Columbia Broadcasting Symphony under the direction of Howard Barlow, would make its first appearance on phonograph discs in a January Columbia album of Through the Looking Glass, a suite composed by Deems Taylor, CBS musical consultant.

Jello, RCA and Wrigley Net Hookups Are Largest, Program Survey Reveals

MORE stations currently broadcast the Jello Program, featuring Jack Benny, than any other commercial network program, according to network's most widely broadcast sponsored series is RCA's Magic Key, and third is the Laugh Liner for Wrigley's gum.

It is interesting to note that the three leading programs as far as number of stations is concerned are broadcast on three networks: Benny on NBC-Red; RCA on NBC-Blue and Wrigley's gum. Another interesting angle is that all three programs are broadcast on Sundays.

Programs listed as having the most outlets are also those programs ranking highest in most popularity polls, another obvious relationship, but one that is seldom mentioned by the conductors of those polls.

Station totals in the following list include stations used in broadcasts of programs and Canadian stations, which are also shown separately in parentheses.

Network programs with more than 50 outlets include:

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Outlets</th>
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<tbody>
<tr>
<td>NBC-Red</td>
<td>Benny</td>
<td>90</td>
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<tr>
<td>NBC-Red</td>
<td>Magic Key</td>
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<tr>
<td>ABC</td>
<td>Laugh Liner</td>
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<td>CBS</td>
<td>Wrigley's Gum</td>
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Programs as broadcast on Canadian stations, which are also shown separately in parentheses:

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<td>ABC</td>
<td>Laugh Liner</td>
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<tr>
<td>CBS</td>
<td>Wrigley's Gum</td>
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Larus Spots on 7

LARUS & BROS., Richmond, on Dec. 1 started a 13-week spot campaign for Domino cigarettes and Edgeworth tobacco on the following eastern stations: WCHS, Richmond; WZEV, WPTF, WTIB and WBAL, Cecil, Warwick & Legler, New York, is the agency in charge.

Jello is broadcast on 71 stations; RCA is broadcast on 65 stations; Wrigley's gum is broadcast on 60 stations.

Programs listed as having the most outlets are also those programs ranking highest in most popularity polls, another obvious relationship, but one that is seldom mentioned by the conductors of those polls.

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San Francisco Chronicle

"My kids stay home since I had the radio installed."


General Foods Corp., Al Pearce, NBC, Red, 70 stations; Firestone Tire & Rubber Co., Voice of Firestone, NBC-Red, 79 stations; Chrysler Motor, Major Bowes, CBS, 78 stations; General Foods Corp., Kate Smith Hour, CBS, 78 stations; Caravane, Gordon, Contended Hour, NBC-Red (15), CBS (26), 98 stations.


General Foods Corp., Joe Penner, CBS, 64 stations; Procter & Gamble Co., Gaylord's Own Midget Show, NBC-Red, 64 stations; Gulf Oil Corp., Passing Parade, CBS, 60 stations; California Milk Company, Voice of Experience, MBS, 59 stations.


Rutgers-Myers Corp., Fred Allen, NBC-Red, 51 stations; Lambert Pharmacal Co., Grand Central Station, CBS, 50 stations.
Hearings Are Concluded On Bulova’s Application For Purchase of WPG
RALPH WALKER, FCC attorney, has under advisement the application of Arnold A. Zelkowitz, New York watch manufacturer and station owner, for purchase of WPG in Atlantic City, New Jersey, in consolidation with WOV and WBWL, New York, into a single fulltime high-power station, following hearings which ran from Nov. 23 to Dec. 8.

The project represents an aggregate investment of about $1,000,000. Mr. Bulova and his associates appeared before Mr. Walker, presenting their side of the story. Mr. Zelkowitz, already in possession of similar facilities in New York, plans to operate WPG from the city of Atlantic City for $250,000. WOV and WBWL, both of which Mr. Bulova owns, would be thrown into the combination, enabling the new station to operate on the 1100 kc. channel with 5,000 watts. The new station would now operate on 1130 kc. but to make way for the fulltime operation, New York, that arrangement would be reestablished. WPG and WBWL now occupy 1100 kc. on a time-sharing basis.

The project was developed to a highspot of the hearing as zled Dec. 8. James P. Kiernan, former owner of WGW, WPLW, and WBLW, which later became WBIL, had subpoenaed Edward Klauke, executive vice president of York, and Harry C. Butcher, CBS Washington vice-president, in connection with the transaction. Edward Galley, president of the Edward Galley Society of St. Paul the Apostle, former owner of WGW, which was sold to Mr. Bulova for $600,000, explained when the hearing was convened Dec. 8 that his client had decided not to call the CBS executives, despite the subpoena.

He said his clients were in receipt of a letter written by counsel for Mr. Bulova regarding the Society’s appearance at the hearing, and that since his clients desired to protect the Society’s “proprietor interest” in the matter they did not wish to call the witnesses at that time.

Stauffer Joins Lyons
DONALD STAUFFER, who resigned from Young & Rubicam, New York, effective Jan. 1, will join A. S. Lyons production agency, in March after a vacation. With William Stuhler, who also left A. S. Lyons to Young & Rubicam, Hollywood, on Jan. 1, Stuhler takes the same position in the New York office of Young & Rubicam, Hollywood, on Jan. 1. The takes the same position in the New York office of Young & Rubicam, Hollywood, on Jan. 1. Stauffer, brother of Donald, has been named as successor to Tom B. K. Atkinson, who resigned as manager of the Hollywood office of Young & Rubicam, having managed talent in the Hollywood office for the past few years [see earlier story on page 52].

Whiz Candy May Extend
PAUL F. BEICHC, Co., Bloomington, Ill., (WHK-AM) (WBBM, Chicago. The series may be extended to other cities. N. W. Ayer, Chicago, is agency.
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LIMA SPOKESMEN COVER MEETING

BOTH NBC and CBS have sent representatives to Lima to cover the Pan-American Conference, now in session, and to direct broadcasts from Edward Tomlinson, authority on South American affairs, is acting for NBC, broadcasting frequent reports and interviews with leading delegates. Expert for CBS which is also broadcasting regularly from Lima is Samuel Gyll Inman, who was advisor to the U. S. delegation to the Buenos Aires conference and who has lectured at universities on both sides of the Rio Grande and written articles on Latin America in both English and Spanish.

J. P. Royal, NBC vice-president in charge of programs, flew to Lima Dec. 5 as unofficial observer for RCA and NBC. Mr. Royal’s last visit to South America, in 1936, has resulted in numerous South American broadcasts heard in this country via NBC, and the current visit is likewise expected to produce further exchange of programs. Following the conference, Mr. Royal will return by way of Guatemala and Mexico City.

Boscul Adds Six

WM. S. SCULL Co., Camden, N. J., which has been sponsoring Sunday evening programs over WBNX, Portland, Ore., featuring Peter Grant on WLW, Cincinnati, for the past year, on Nov. 13 enlarged its campaign for Boscul Coffee by adding six stations to the quarter-hour news program. Stations included are: KAM, Kalamazoo, Mich.; WSYR, Syracuse; KYW, Philadelphia; KDKA, Pittsburgh; WIBL, Baltimore; WDEL, Wilmington; WORK, York, Pa., and WGAL, Lancaster. A series of spot announcements promoting Boscul Coffee are also being used on WFBR, Baltimore; WCAU, Philadelphia; WCAE, Pittsburgh, and WOR, New York. The account is handled by W. Boscul & Co., Philadelphia.

Grayco Back on Air

MARION R. GRAY Co., Los Angeles (Grayco shirts, End-lock ties) out of radio for approximately three years, on Jan. 2 will start a national campaign using the original Frank Waterabe & Honorable Archie, on transcriptions. Thrice-weekly quarter-hour program, featuring Eddie Holden as Waterabe and Begnauld Shartland as Archie, is being cut by Recordings Inc., Hollywood, daily. Program will be used with a silk premium offer. Campaign will be concentrated on the west coast for the first several weeks and then the other territory, according to Miles Gray, advertising executive of the firm.

Axton-Fisher to Place

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), is planning a campaign to start about Jan. 16 consisting of three or five quarter-hour news and sport programs weekly on a list of about 10 stations in various industrial areas. McCann-Erickson, New York, is the agency in charge.

KSD Publishing Facsimile Newspaper

KSD FACSIMILE receiver and front page of St. Louis Post-Dispatch was turned off first after test of ultra-shortwave operation which started Dec. 7 and will continue on a daily basis from 2 to 4:15 p.m. At left is an experimental receiver; at right is the first of nine pages comprising the radio edition, reproduced about half size. RCA transmitting apparatus is used, together with 15 RCA receivers placed in homes of the station staff. Similar sets are to be offered for about $260.

KSD Publishing Facsimile Newspaper Every Afternoon Using High Frequency

WITH 15 receivers placed in the homes of members of the station’s staff, KSD and the St. Louis Post-Dispatch on Dec. 7 began a regular schedule of facsimile broadcasting from 2 to 4:15 p.m. daily, using RCA transmitting and receiving equipment. A 100-watt ultra-high frequency transmitter, authorized to operate under the call letters WXYZ and to use 31800, 38800 and 41000 kc., is being used rather than the regular KSD frequency of 550 kc. First experiments were on 31800 kc.

Vol. I, No. 1 of the Post-Dispatch’s first “radio edition” consists of nine pages, one deep and four columns wide, using the newspaper’s regular seven- to eight-column reproduction. Reproduction was exceptionally clear, particularly of art such as photographs and cartoons, but George M. Burbach, advertising manager of the newspaper and director of KSD, stated that “it is too early to express any opinion or pass judgment on facsimile.”

Receivers to Be Offered

“The only way its merits can be proved or disproved,” said Mr. Burbach is through experiments such as that being undertaken.

Within a month, it was stated, receivers will be supplied to the St. Louis public at about $279 each. The reception range was said to be 20 to 30 miles from the transmitter at the KSD plant. The equipment being used by WXYZ was said to be the first for high-frequency facsimile operation.

On the first page of the “radio edition” were the leading news articles of the day. Then followed sports news, several pages of pictures, Fitzpatrick’s editorial cartoon, a summary of radio programs and radio gossip, and a page of financial news and stock market quotations.

The original copy of the facsimile newspaper, on being printed by regular processes, was placed one page at a time on the cylinder of the sending apparatus. As the cylinder revolves at the rate of 75 times a minute, a small beam of light is lashed at a pin point and a photo-electric cell commonly known as an “electric eye,” moves across the page. The amount of reflected light reaching the “electric eye” varies with the black or white of pages of type and with the depth of shading in the photograph action.

These light variations control the amount of electric current flowing through the electric eye. The varying electrical current is amplified by the transmitter and regulates the rate of change in intensity with the result that out of the copy in the “electric eye.”

The antenna of the receiver set in the home picks up these waves. The receiver, a closed cabinet with no dials to be operated or adjustments made by the listener, contains continuously feeding rolls of paper and cardboard paper which pass over a revolving metal cylinder from which a small stylus projects.

Scanning Operation

Pressure, varying with the intensity of the radio waves, is exerted on the stylus which is parallel to the cylinder, beneath which the paper and carbon is fed. Thus the blank copy of the original copy scanned by the “electric eye” is duplicated on the paper passing over the cylinder of the receiving set. This is synchronized with that of the sending mechanism.

Printed on only one side, the copy may be cut or folded to make pages of the facsimile newspaper. It is unnecessary for the reader to watch the receiving set as it begins, since a clock, set for the scheduled time, will automatically start the receiving set and “stop” at conclusion of broadcasting. It requires 15 minutes to transmit one page.

One of the receivers has been set up in the engineering department at Washington University which is in cooperation with station WXYZ in a study of problems incident to actual broadcasting outside of the owner’s laboratory.

While nine broadcasting stations have thus far been authorized by the FCC to operate on their regular broadcast channels between midnight and 6 a.m. for facsimile, nine others hold ultra-shortwave experimental licenses, besides the Post-Dispatch, are the Yankee Network, Radio Pictures Inc. (John V. L. Hogan), William

G. H. Finch, Sparks-Withington Co., WOR, WWJ, WHK and KKB.

Authorized to use their regular wavelengths are WBEN, WGN, WHK, WWL, WHO, WOR, KFBB, KJM and WSM.

WLW Is Refused Delay of Hearing

Petition for Postponement Is Denied Approval by FCC

APARENTLY intent upon rushed application of WLW for renewal of its special experimental authority to use 3000 kc., the FCC Dec. 12 denied a petition filed by the station which, if granted, would have had the effect of postponing oral arguments scheduled for Dec. 15. The Commission said the oral argument will take place as scheduled.

The so-called Superpower Committee, composed three members of the Commission, made public its decision to grant WLW renewal to operate with the additional experimental power on Oct. 17. On Nov. 21 WLW asked for oral arguments in a detailed brief stating numerous exceptions. The Commission on Nov. 25 set oral arguments for Dec. 15.

WLW asked that it be granted leave to withdraw the request for oral arguments on the exceptions without prejudice to its right to renew the request; that the Commission modify and amend its report to include specific and proper findings of fact under new procedure outlined in the new rules of practice recently approved by the Commission, and that the Commission adopt the report of the Superpower Committee as amended and modified as its “proposed report” in order that WLW might be advised of the position of the Commission as well as of the Committee with respect to the issue.

Observers have commented on the alacrity with which the Commission denied WLW for oral argument following filing of its exceptions to the Superpower Committee’s report. In ordinary cases, several months usually elapse after the filing of the Examiner’s Report (now eliminated under the new procedures) before oral arguments are heard.

THE COMMISSION

CONTINUE THEIR TALKS

By John E. Raper

Continued from Page 13

James W. Ward, of New York, representing WGBS, by appearing before the Commission and stating that their “latter observations were made because we could not find out how the maximum efficiency and economy could be obtained in this particular case.”

James W. Ward, of New York, representing WGBS, by appearing before the Commission and stating that their “latter observations were made because we could not find out how the maximum efficiency and economy could be obtained in this particular case.”
Coughlin Storm Is Revived As His Talks Draw Replies

Other Clerics Enter Disturbed Radio Picture; NBC Denies Time; Shepard Explains Stand

FATHER Charles E. Coughlin, the former radio priest of the Royal Oak, Mich., who became the center of renewed controversy during the last fortnight because his Sunday afternoon broadcasts over NBC network have been interpreted in some quarters as anti-Semitic in character. He became a headline subject and was following the final five of his 52-week series Dec. 11 when various churchmen and laymen undertook to reply to him, particularly the venerable George Mundelein, Archbishop of the Chicago diocese, who had only recently returned from an audience with the Pope in Rome.

In a formal statement over an NBC network, Cardinal Mundelein and others state that they might shell, Vice General and Auxiliary Bishop of Chicago, to read a statement which asserted that “as an American Catholic, as a priest, Father Coughlin has the right to express his personal views on current events, but he is not authorized to speak for the Catholic Church, nor does he represent the doctrine or sentiments of the church.” Fr. Sheil gave emphasis to this part of Cardinal Mundelein’s statement, reading it twice and slowly.

Coughlin Answers Mundelein

Thereupon Fr. Coughlin issued a statement saying: “Father Coughlin is in agreement with the Cardinal when he said that Father Coughlin does not speak for the Catholic Church. No priest speaks for the whole church, and no cardinal speaks for the whole church. Only the Pope speaks for the church.”

Meanwhile, the stations carrying the Coughlin talks from 4 to 5 p.m. Sundays found themselves between fires of criticism from those supporting Coughlin and the bishops. The objector was the Jewish question, although in his Dec. 11 discourse he insisted that his alleged anti-Semitism “in no way resembles the great sin of the Jewish question. He has frequently linked Jews with communicative activities in this country and abroad, particularly in Russia, which has been the major source of objection to his talks—objections reflected in threats by some of his listeners to withdraw from the stations carrying his speeches and by some listeners that they would boycott advertising on the stations cutting Fr. Coughlin off.

Obviously due to his broadcasts, many other speakers expressing abhorrence of Communism and Fascism were booked on networks and stations during the last few weeks. Some significance was seen in the fact that the NBC Red Dec. 11 under the auspices of the Federal Council of Churches of Christ in America in observance of联合国 Day, which is observed annually on Dec. 1, featured, among other things, Frank R. McNinch of the FCC warned against the “destruction of all religion” if intolerance of the sort now loose in Europe comes to America. Mr. McNinch did not mention Fr. Coughlin nor did he even hint at censorship of his talks. Similar views were expressed the same day in the New York Times by Secretary of Commerce Roper and Dean Carl W. Ackerman of the Columbia School of Journalism.

Four Quit Hookup

Fr. Coughlin’s hookups Dec. 4 and 11 were much the same as before, numbering around 40 stations. As on Nov. 27, however, stations WMCA, New York, WJJD-WIND, Chicago, and WEDG, Philadelphia, refused to carry him although they were under contract with Aircrests Inc., his Detroit agency handling his talks. Fr. Coughlin, on a card rate basis. They all explained that he had again failed to furnish advance copies of his talks in each case as they had requested, and that they would no longer carry him unless he agrees to do so. In the New York area Fr. Coughlin’s outlet was WHIL, a part-time regional in Newark, and

Many Carry Eden Speech

MANY of the important speeches made at the annual convention of the National Association of Manufacturers were made in Dec. 7-9, at the Waldorf-Astoria Hotel, New York, were broadcast by the major networks. Featured among them was Mr. E. E. Eden, former British Secretary of State for Foreign Affairs, who spoke on the theme of “The New World.” Mr. Eden’s address was broadcast on CBS, NBC, MBS, W.S.A., New York, and the Franklin city network, and was shortwave all over the world by stations W.S.X.A., W.S.X., and W.L.X.

in Chicago he was switched over to WHIP, 5,000-watter in Hammond, Ind.

Part of the result of the character of Fr. Coughlin’s speeches, virtually the same independent hookup that regularly carries his talks was enabled a. L. WCB, at four p.m. Dec. 11, immediately following his discourse, for an address in reply by Frank J. Hogan, a noted Catholic organizer and former president of the American Bar Association. He did not mention Coughlin by name but refrained altogether from speaking about Communist activities and generally deplored religious persecutions at home or abroad. He pointed out that the American people would

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Dies Charge Networks Are Influenced Refuted as Congressman Gets Hookup

CHARGES that Administration pressure had been used to ban Representative MacCollum’s speeches from the air were refuted when Mr. Dies was heard in an address over the NBC Blue network Dec. 13 from 8 to 8:30 p.m. He charged that the use of misfire of the government’s control of radio arose following a luncheon of the American Defense Society on Dec. 3 with Mr. Dies as speaker, at which it was stated that six of New York’s broadcasting stations had rejected requests that the talk be broadcast. On Dec. 8 the Hearst-owned New York Sun published the full text of Mr. Dies’ remarks and an editorial implying that he had been silenced though governmental control over radio. The same day WINS, New York Hearst station, read a copy of the talk on the air.

Also on Dec. 8 the Committee for the Defense of American Constitution, then in New York City, held a protest meeting against radio monopoly and censorship, to be held in New York City. A new letter, written by listeners to the Dies talk, that the talk was being considered of “speakers of national repute will discuss radio censorship as control by a self-appointed American - minded propagandists who have deprived the Rev. Charles E. Coughlin, Boake Carter and Hoyle Smith of the right of free speech.”

Turn-Downs Claimed

At committee headquarters it was stated the speakers would include Mr. Dies; Justice Herbert A. O’Connor of the Economic Relations Court of New York City; George U. Harvey, borough president of Queens; D. I. Scharf, publisher of the Brooklyn Tablet, Catholic periodical which vigorously denounced the cancellation of Rev.

McNich Refutes FCC Bill Rumor

Press Statement of Legislative Draft Draws Hot Denial

EMPHATIC denial of reports that legislation is being drafted to abolish the Federal Communications Commission was made Dec. 7 by FCC Chairman Frank R. McNinch following publication in the New York Post of a story this morning. The statement that any such legislation had its approval was likewise untrue.

“To the best of my knowledge,” said his statement, “no one is drafting any legislation affecting the organization or set-up of the Commission. I did not disavow the statements in the article prior to publication because I was not given the opportunity. This misinformation must have come from a source of a dubious character. I am seeking to discredit the functional organization which is best equipped by a more effective administration of the Communications Act.

The effect of Chairman McNinch’s statement was to refute widely circulated reports that the House legislative drafting team was engaged in writing a new bill. In Congress, however, reports persisted that thought is being given to the idea of revising the FCC setup. Primarily because there is a desire to change in the operation of the communications aspects of its operations. While there is believed to be no serious intention of doing this, it is pointed out that the President plans to press his Government reorganization plan of last session. That original plan encompassed transfer of the radio regulatory functions from the Department of Commerce but afterward it was made clear by congressional spokesmen the FCC, along with the Federal Trade Commission, would probably be retained as independent agencies.

Some talk about a Congressional investigation at the next session, which convenes Jan. 4, 1939, but the general attitude is that anything can happen at the next session.

New Horlick Spots

HORLICK Malted Milk Corp., Racine, Wis., has started a short transciption announcement campaign extending six weeks for ORB, air week on WNB KXO WSB WENR WBZ, WHAM WTMAT KDAE WMMR WAPL in live morning programs on ORB and 15-minute daily live program on WLB. Agency is Roche, Williams, Chicago.

Case Has Operation

COMMISSIONER Norman S. Case, of the Federal Communications mon- tory at the Episcopal Hospital in Washington, D.C. and was re- leased Dec. 11. He plans to return to his home in New York City. He had been liquidator in the case of the New York City, which his name. His health was good.

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### Whiteman Quits Recording Case; RCA Starts Suit

**Two Defendants Default and RCA Prosecution Starts**

SUTS of Paul Whiteman against the WBO Broadcasting Corp., owner of WNEW, New York, and Elin Inc. and Rand of Rand, both plaintiff and defendants of the first suit, which came to trial Dec. 12 in the U. S. District Court for the Southern District of New York, opened with the withdrawal of the Whiteman action and the default of WNEW and Elin on their defense against RCA Mfg. Co. This company then began the prosecution of its case against Mr. Whiteman and of proving, inquest its claims against the station and sponsor.

The original Whiteman suit was filed by his name by the National Assn. of Performers, Artists, of which Mr. Whiteman is vice-president, against the station and Elin Inc. (Newark) and RCA under air conditioning, refrigeration). A test case to establish the rights of an artist in a phonograph record made by him and the manufacturer. Federal Justice John Knowlton in this court said that RCA could not intervene but that it could file a separate action against both parties to the controversy. But both suits as this existing suit and that both suits could be heard concurrently.

**Whiteman’s Position**

In dropping his case, Mr. Whiteman wrote to Fred Waring, NAPA president, explaining his withdrawal of the suit against WBO Broadcasting Co., owner of WNEW, because of the lack of a demand for the controversy. He wants to have his claims against the corporation, the recognition and protection of the artist’s interpretations, and also, to assure you of my cooperation to have these violations of the RCA Victor suit would prove.” Judge Vincent G. Murphy dismissed the suit without prejudice.

J. D. Rosenthal, of the firm of S. A. Rosenblatt, counsel for WNW and also for Elin Inc., admitted the charges made by RCA and offered no defense. In proceeding against Whiteman, however, RCA also said it would attempt to prove its claims against the corporate defendants. David Mackay, attorney for RCA, explained that under the Whiteman suit against the station and sponsor listed only nine records, RCA’s suit uses as an illustration of the fact that WNEW broadcasts a great many RCA records and RCA.

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### Networks Completing Extensive Plans For New Year Programs

**EXTENSIVE plans have been made by the major networks for Christmas broadcasts and for programs to celebrate the close of 1938.**

MBS has scheduled programs from the Vatican, the White House, Honolulu and London among others from Dec. 15-31, the most outstanding of which are as follows: Complete series of Christmas carols singing from churches throughout the country; America Sends Greetings to Europe program from London, England; Cardinal Manzolini of Rome sending greetings to Americans compelled to spend the holidays outside the United States; carols to King’s Chapel in Cambridge, England; lighting of the National Community Christmas Tree at the Roosevelt; musical program from the Vatican with singing by the Sistine Choir. RCA will welcome the New Year with its annual parade of leading dance bands, and WOR have scheduled a Boy's Charity Football game will be carried exclusively by Mutual from San Francisco.

**TELEVISION Christmas Card, said to be the first of its kind, is carrying the season’s greetings to the J. Valentine’s distribution of toys, advertising and sales promotion manager of NBC.** Photo, taken from the screen of an RCA television receiver, shows Mr. James posed with his card before the television camera.

Mrs. Roosevelt participating and the program Headlines of 1938 dramatizing the outstanding news stories of the year at AF, at which time the new Associated Press Building in Radio City will be unveiled.

This program is an annual event on NBC, which this year will dramatize the International and national events of the last century, such as the founding of the AF, 90 years ago, the assassination of President Lincoln, The World War and others.

### Brooklyn Grants Baseball Pickups

**New York Area at Last Will Permit Diamond Programs**

The longest holdout in the annals of baseball has been finally overcome by both New York Giants and Yankees and the Brooklyn Dodgers to permit microphones to enter their parks—has come to an end. But the minor league meeting in New Orleans, Dodger Manager Larry MacPhail announced that arrangements had been completed for the broadcasting of all the games, both home and his team during the next season.

Whether the other two clubs of the metropolitan area will follow the Dodgers' lead and also maintain their aloof attitude toward radio will join the rest of the country's big leagues in letting the fans at home listen in as a moot question as this is being written. But it is certain that before the end of the majors in New York's Waldorf-Astoria on Dec. 13-14 and the Drivers League in New York, on the 15th, are over an announcement one way or the other may be made by the odds that the answer will be an acceptance of the radio announcer as a regular member of the lineup.

**Station Not Announced**

MacPhail's announcement merely that No. 2 Brooklyn baseball club will broadcast all games at home and on the road in 1939 and 1940. The facilities and details of the broadcast are to be publicized "announced later." This statement was not amplified at the Dodger executive conference where it was revealed that General Mills would be sponsor, probably in conjunction with Mutual, WOR, to cooperatively broadcast play-by-play descriptions of the national pastime on 26 stations last season. Contract is said to have been placed by Knox-Reeves, Minneapolis, which is acting as the sports broadcasting of General Mills, and to call for a payment to the Dodgers of $1,000 a game. Which station will carry the game is another point still to be announced.

**Sponsoring Basketball**

GENERAL FOODS Corp., New York (Post-Toasties), on Dec. 2 started a series of broadcasts of the scores of basketball games throughout the country on WINS, Indianapolis. The quarter-hour programs, heard Friday nights for 13 weeks, are conducted by Morris Hicks, the sponsor. General Foods is also planning play-by-play broadcasts of the final games of the season at Indiana and Butler universities in March, described by Tony Rackley, coach at Butler University.

**Regional Reductions**

THE executive committee of the National Assn. of Regional Broadcast Stations, meeting in Washington Dec. 12-13, decided for the ensuing year that dues will be half those of last year, or twice the initial contribution of the member stations. Dues will be payable in January and July, it was announced by John Shepard 5d, chairman of the meeting in addition to Mr. Shepard were Walter Damm, WMJ, Milwaukee; Hoyt Lawlor, WJOA, Des Moines; E. M. and the Festival Committee of Campbell Aronox, WATC, Norfolk; Ed Craney, KGIR, Butte; Edgar H. Twalan, WBBN, Buffalo.

**PHILIP MORRIS & CO., New York, has changed the dramatic part of its program of that year four pickup programs on CBS from the Thrill of the Week to a new series of dramatization of some of the greatest radio directing stories, adapted for radio by Max Marcin and produced by Jack Johnstone. Russ Morgan's orchestra continues to supply the program's music.** Agency is Blau Co., New York.
Otherwise Network Inquiry Proceedings Are Listless; Possible Dragging Out Until Spring Is Foreseen

By SOL TAISHOFF

DEVOID of the fireworks that had been advertised widely, the FCC’s inquiry into network operations and purported monopoly has set a snail's pace, down to a crawl as the intricacies of broadcasting development. And as the inquiry entered its second month, with the last respondent—NBC—still on the stand, it appeared likely that Washington’s famed Japanese Cherry Blossoms will be in full bloom before the final gavel sounds.

Not knowing what the FCC has in mind, NBC is presenting a most complacent case. It has been true of a liberal education on broadcasting’s development. Despite official proceedings that the proceedings will speed up, NBC’s high command apparently feels it cannot afford the risk of anything less than a full frontal assault on all the points raised in the FCC’s notice for the proceedings.

NBC to Finish by Holidays

As things stand now, NBC hopes to have its case in chief completed by Dec. 23, when the inquiry will be recessed to cover the New Year’s holidays until Jan. 5. It will be followed by CBS and then by MBS. Then comes the score of so-called “negligible” stations to complete the first phase of the inquiry.

It is difficult to estimate time on completion of “Topic One” over- ing networks, but at best it is not expected to wind up until the end of January. And the networks will come back later in connection with management contracts and leases—an important aspect of both NBC and CBS’ operations, listed as “Topic 3” of the five-phase in- quiry. The other phases are tran- scriptions, last on the list, nature and extent of common ownership of stations which is the fourth topic, and the plans of persons and organizations outside of broadcast- ing, like CIO, and the group representing concert artists, which have filed appearances pursuant to the notice of hearing.

Unlike the first two weeks of the hearing, there has been little sharp- shooting from the bench during the last fortnight. Vice-Chairman Brown of the Committee has been sitting as acting chairman because of Chairman McNinch’s rather frequent absence to handle other duties. Commissioner Sykes has been present at practically all sessions, while Commissioner Walker has been present most of the time.

If any improvement can be drawn from the proceedings at this stage, it is that members of the Commit- tee, and Commission Counsel William J. Hedges and Commissioner Porter, are looking somewhat askance upon the dual network opera- tion of the NBC Red and Blue. It appeared to observers that the most penetrating questions were on the operation of these networks as separate entities and as competi- tors. NBC’s basic position is that Blue is a separate entity, while NBC maintains that the Red and Blue are competitive, but that the supplementaryaries are assignable to either.

Because the Commission and par- ticularly Chairman McNinch has laid so much emphasis upon fer- retting out every expres- sion by any ex- ists, the feeling from the start has been that the Blue might be vul- nerable. This is so despite the legalistic view that it probably shouldn’t do anything about it any- way, though, of course, legislative recommendations definitely constitute a main objective of the in- quiry.

Compensation to Stations

The NBC rate structure, the manner in which stations are com- pensated for network commercials and how they defray the cost of sustaining service, were covered by NBC witnesses, chiefly William S. Hedges, vice-president in charge of station relations, and NBC has been criticized by one of the groups of supplementary stations that the FCC does not have jurisdiction over rates, this data has been pro- duced, evidently with the intent of unfolding the entire story of net- work development, operation, and relationship with affiliates and with clients.

New NBC Rate Card Changes Method Of Identifying Supplementary Groups

IN ITS new rate card, dated Dec. 1, NBC returns to its former cus- tom of identifying certain supple- mentary groups of stations with Blue and the Red networks, dis- carding the system of numbered supplementary groups inaugurated last spring. No changes in basic rate structure are shown on the card, No. 25, except the new dis- counts for advertisers using one or more Blue supplementary services in ad- dition to the basic Blue.

The Northcentral group, com- posed of WTMJ, WIBA, and WIB, Madison, has been elimi- nated. WTMJ is listed as a mem- ber of the basic Red, and WIBA, Madison, has been elimi- nated. WIBA, Norfolk, is likewise listed as a basic supplementary station available with either Red or Blue. WIBA, Norfolk, is likewise listed as a basic supplementary station available with either Red or Blue. WIBA, Norfolk, is likewise listed as a basic supplementary station available with either Red or Blue.

Another change in NBC proce- dures is in the manner of establishing the Blue as a sep- arate network, independent from the Red, in a return to separate listing of monthly billings for the two networks.

The previous system of listing separate Red and Blue gross billings had been dropped at the be- ginning of 1938. Since then only a combined figure has been reported monthly by NBC. The new figures are made up on the basis of sta- tion affiliation with the Red and Blue networks, all network reve- nue received by Red supplementaryaries being credited to the Red network revenue even if received from ads using the basic Blue and revenue on Blue supplementaryaries, including that from ad- vertisers using the basic Red, credit the Blue network. Stations available to both networks will credit their revenue to the network of origin.

These new Red and Blue billing figures, which were reported for October and will be for each suc- cessive month, are not comparable to the Red and Blue figures reported in previous months. Frank E. Hedges, vice-president, on national broadcast- ing, Roy C. Witmer, vice-president for sales; Mark Woods, vice-president for finance; and Thomas W. Lohr, on policies.

Running account of the FCC network hearings will be found beginning on page 57.

Philip J. Hennessey Jr., chief counsel for NBC, has carried each of the half-dozen NBC witnesses thus far have testified in detail. Every phase of operation, every technical term, has been defined for the informa- tion of the Committee. Mr. Hen- nessey is being flanked by A. L. Ashby, vice-president and general counsel of NBC; Henry Ladner, of NBC legal staff in Red, and John Hurley, his Washington assistant.

Highlights of the last fortnight’s testimony included the statements by Mr. Hedges that NBC is ap- proaching saturation in adding stations to its networks. Only where it is economically feasible to add stations and thereby afford more complete coverage will new outlets be signed.

With regards to compensation to advertisers, NBC alloca- tions engineer, spent the better part of a week on the stand in con- nection with the program duplica- tion phase. His conclusion, after analyzing a ponderous exhibit which represented an outlay of possibly $50,000, was that no ex- cessive duplication exists, general-

ly speaking, and on the contrary, improved secondary coverage is needed in the more remote areas.

One of the significant aspects of network relations with stations, relating to clearance of time, was cleared for local programs of importance, and whether the network had the “absolute right” to such expansion, explained that any affiliate can cancel a network commercial if it demonstrated that the local program is more in the public interest, but that in his ex- perience he did not know of a single dispute on it.

The entire rate history of NBC, leading up to the introduction of the existing contract in 1935 in which guaranteed hours are avail- able to NBC stations, traced by Mr. Hedges. He advised the Committee that if the old system of no guar- anteed time had continued, dire results would have been evident, and that the development of national spot business was an important contribu- tory factor in forcing alteration of network relationship with affili- aites, he said.

Exclusive Affiliations

The question of exclusive affiliation contracts was raised by the Committee with Mr. Hedges on the stand. Referring specifically to NBC outlets which also accept MBS programs, Mr. Hedges de- clared NBC had not approved these exceptions and that it has found it impossible to understand why MBS should pick the NBC affiliate in Philadelphia (WFIL) when another full time station without network affiliation is available, and that it is to attach itself as a parasite to benefit from the prestige which NBC has developed for its affiliation with the network.

Non-exclusive ownership is ex- pected to become an important phase of the inquiry, particularly since a number of MBS outlets are associated with the major networks.

After Mr. Hedges’ outburst on the WFIL affiliation, Commission Counsel Dempsey moved that the remark be stricken as not responsi- ble to NBC, but again Chairman Brown overruled him.

Still scheduled to appear for NBC are A. H. Morton, vice-presi- dent in charge of management and operated stations; possibly Walter J. Damm, managing director of WTMJ, Milwaukee, Roy C. Witmer, vice-president, on international broadcast- ing; Roy C. Witmer, vice-president for sales; Mark Woods, vice-president for finance, and Thomas W. Lohr, on policies.
Wheeler Warns Congressional Review
Of Radio and Regulation Is Immminent

BROADCASTERS and the FCC were given notice Dec. 10 by Senator Robert H. Wheeler (D-Wyo.) that a Congressional committee "should review both the activities of the industry and its regulatory agency." While not calling for a Congressional investigation at the outset of the session, he made it plain that a "study" must be conducted, not with a view to "muckraking" but of an objective nature.

Addressing the Federal Communications Bar Association's annual banquet in Washington, the chairman of the important Senate Interstate Commerce Committee, lambasted again against superpower. He also admonished broadcasters on presentation of both sides of controversial issues; sharply took to task increased Government demands for free time "under the guise of being educational"; and criticized local ownership of stations, and other discussion controverted topics in broadcasting.

Three Commissioners Present

Senator Wheeler did not make his investigation statement in his address before the lawyers though it was contained in his prepared speech. As a matter of fact, he talked extemporaneously before the law group but with the exception of the investigation statement, his ad lib remarks followed closely the prepared speech.

Senator Wheeler facetiously observed that only three of the FCC members (McNinch, Symes and Walker) were present. He said he had asked Duke M. Patrick, retiring president of the Association, about that and that he had been advised that evidently it is not possible "to get them all at the same table."

Hits at Superpower

In lashing out against superpower, Senator Wheeler said that if stations were properly located, listeners would get all the programs they want. "If you are going to create 20 or 25 high power stations, you are going to be a monopoly," he said. "Chains probably would own 15 or 14 of them and may control the rest. If it was about much others would be going to destroy the locals and the regionals." He called for broadcasting to exercise "troubling selfishness."

"If you are going to have 24 or 25 high power stations, people will say 'let the Government run it,'" he said. "We might get a President in line who want to pay tribute himself in office. We should look at this whole question from a point of view of the welfare of the country."

Discussing the "turmoil" on the FCC, Senator Wheeler said the reports on it were particularly bad. While he declared it may be a good thing to have some conflict because it energizes people, nevertheless observed that reports he received were that dissension was being "sown fast and furiously."

The Senator criticized so-called commentators who present only one side of a controversy, claiming that all programs should be "well-mixed and well-heard," in the interest of "a return of the 'town hall' type of discussion."

A Political Football

None too gentle with the FCC, Senator Wheeler said charges have been made that the Commission "is a political football, and that unscrupulous politicians and special interests, and others who are dictating and underwriting the performance of its duties. Because of this and because constructive additional legislation may be necessary, he said he has taken the view that Congressional committee should review the industry and its regulatory agency.

To his audience of lawyers and members of the FCC, he said that the attorneys should spare no effort "to insure the appearance of outstanding and qualified persons to the Commission."

Talking about radio's tremendous power as a medium of public opinion, good or bad, Mr. Wheeler said that because of this responsibility broadcasters cannot reserve their facilities for the presentation of a single viewpoint or creed. "Radio must not have an editorial policy," he said. "It must be an instrumentality by which the public can be reached in the presentation of the pro and con of issues and views. If in the first instance, a station permits its facilities to be employed as an instrumentality in opposition to a particular viewpoint, in my judgment, it must afford opposing factions an equal opportunity. Whether or not he be labor seeking to answer capital, liberal who desires to oppose the conservative, or Catholic who does not see eye to eye with the Protestant."

Abuses may come from within the industry itself from "self-regulation or over-regulation by Government licensing agencies", the Senator stated.

The high power and clear channel station loses its local status, Mr. Wheeler argued, adding that we are a nation of talent but a few lines of thought emanating from larger centers. Those "warmed-over areas" are entitled to both day and night service from their local stations kept "busy" with local news and developments through network service. He declared. The "fallacy" of high power, he said, can be easily demonstrated. If one has a particular local, "it would be necessary for me to broadcast my campaign speeches equally everywhere."

Senator Wheeler pointed out that Utahans are not interested with his qualifications for the Senate, Montana "can be won, and the large station therefore would not be serving the interest of the majority of its listeners by broadcasting such campaign speeches."

Criticizes Commercials

In advising broadcasters to clean house in spotting, Senator Wheeler extemporaneously called attention to what he termed bad practice in spot announcements. Use of "three or four spot announcements in a row," he said, was disastrous. There will be "drastic legislation to prevent it unless prompt steps are taken," he suggested to the attorneys that they advise their clients to stop this practice.

Responsibility rests at the source on all programs, Senator Wheeler asserted. "It is with those who prepare and originate programs that responsibility for their content must reside," he declared. Responsibility must be placed where responsibility lies — where errors can be corrected — that is, at the source of origin of programs." This was interpreted by some to mean that copyright clearance should be at the source in all instances.

Too much radio time is consumed by commercials, said the Senator.

(Continued on page 70)
FCC Reorganizes Law Staff; Koplovitz Assists Dempsey

Two Broadcast Units Consolidated to Increase Efficiency; Assignments of Legal Personnel

With the appointment of William C. Koplovitz as assistant general counsel, William J. Dempsey, youthful FCC general counsel, on Dec. 8 was formally reorganized the Commission's law department, reassigning a majority of staff members to different duties.

Mr. Koplovitz, 29, has been Mr. Dempsey's teammate in the Government service since 1933. He was appointed Dempsey's assistant at the time he resigned as acting general counsel of the Federal Power Commission. As chief assistant to Mr. Dempsey, he will be in charge of litigation and administration, and presumably will devote most of his time to broadcast matters.

George B. Porter, assistant general counsel for broadcasting, remains in that status with a newly-organized staff. Before last month, assistant general counsel in charge of common carriers (telephone and telegraph) became a continuation of that category. W. H. Bauer, who has been acting assistant general counsel in charge of litigation, reverts to his rank as junior attorney but will remain in litigation work until he completes pending cases. Then he is slated to return to the common carrier division.

Fletcher Resigns

Frank U. Fletcher, FCC attorney for the last four years, and a native North Carolinian, has resigned effective Jan. 1 to enter private law practice. He has worked highly in Commission circles, Mr. Fletcher is first of the attorneys to take advantage of the repeal of the so-called two-year rule [Broadcasting, Dec. 19], which permits FCC employees to enter private practice before that agency provided they do not participate in cases in which they had an interest while on the Commission. Mr. Fletcher will join the law firm of Stephens, Spearman and Roberson, in Washington. Paul B. Spearman and Frank Roberson were former general counsel and assistant general counsel, respectively, of the FCC.

Mr. Fletcher is a cum laude graduate of Wake Forest College and of Duke University Law School. While in private practice, he edited the FCC Reports of which Volumes 1-4 have been published. In addition to legal research he assisted in the preparation of the cable bills in appeals cases, and has represented the Commission at numerous hearings. He was responsible for the preparation of FCC regulations which shortly will be printed. He is a nephew of Maj. A. L. Fletcher, assistant administrator of the Wage & Hour Division, Labor Department.

The reorganization, it was stated, involved no changes in personnel grade, salary or status. While it is designed to be a permanent structure, nevertheless, it is understood that members of the law department will be closely observed and changes, if necessary, will be effective in the future, according to the administration of the reorganization, Mr. Dempsey said it was geared for increased efficiency.

Three new divisions have been formed. New divisions are: New Stations; Changes in Existing Facilities; Renewals; Section 310 (b) Matters, involving assignment of licenses and Revocation and Service Complaints.

"This new arrangement will enable the attorneys or agents assigned to a matter to handle it from the time it reaches the Law Department until it is finally acted upon by the Commission," the statement said.

The litigation and administration division is divided into four sections: Hearings, and General; Hearings and Legislation and Rules and Regulations. Two conference rooms have been set up for conferences, consultation and conferences of attorneys and persons not connected with the Commission. Other staff members will not hereafter be used for conference purposes, the announcement stated. This was done because of limited housing accommodations and because two or more lawyers now are sharing offices.

Other Section Heads

The New Station Section of the Broadcast Division will be headed by Ralph Walker, veteran Commission attorney. Others in the section are George Hill, former examiner, and Walter Johnson, and Mr. Dempsey in the renewal section is headed by James Cunningham. Other members are Max A. Aronson, Russell Rowell, and James McElwee.

The Section 310 (b) assignment is comprised of David Deibler, Basil Cooper, M. W. Whorton, and John Stowell. The coordination and Service complaint section comprises P. W. Seward, former examiner, James McDowell, Brian Teahan and Mrs. A. E. Erickson.

Under Mr. Koplovitz in the litigation and administration division will be: Mr. Dempsey, who is in charge of the division; W. H. Bauer and A. Haley; Legislation, Rules and Regulations.

New FCC Counsel

WILLIAM C. KOPLOVITZ

William C. Koplovitz, T. L. Bartlett, and John Litzelman, an Administrative Unit, headed by Harry Oehrenhauzen was set up under Mr. Koplovitz. Mr. Oehrenhauzen is former assistant minute clerk.


Roslye Hyde, former examiner, is now assigned to work in connection with the network inquiry of the Commission and later will be assigned to a definite division. He is functioning directly under Dempsey.

With Mr. Koplovitz's appointment, the Commission named S. King Funkhouser, of Roanoke, as temporary special counsel to assist Mr. Dempsey in the network investigation. Mr. Funkhouser, in his 50's, was given a 90-day appointment and will probably be assigned technologically into the transmission phase of the current inquiry. He is a graduate of Ohio State U. and has practiced extensively before the FCC.

Dempsey-Koplovitz Team

Because Messrs. Dempsey and Koplovitz have constituted a sort of legal team for the last five years, it had been anticipated that the latter would join the FCC staff. However, Mr. Koplovitz was slated for appointment as general counsel of the Commission, a post which pays $8,000 per year as against the $7,500 salary of an FCC assistant general counsel. He is the third Power Commission official to join the FCC staff—Chairman McNich and Mr. Dempsey having preceded him.

A sum laude graduate of Harvard Law School in 1933, Mr. Koplovitz is a native of St. Louis. He was graduated from Washington University, St. Louis, having won a four-year scholarship from his high school as the highest ranking student. He also attained a scholastic certificate at Harvard. Mr. Koplovitz received his A.B. degree in Washington in 1929 and his M.S. degree in 1930. He majored in applied sociology. While engaged in a research study for the Russell Sage Foundation in New York in 1930, he co-authored a book titled "Emergency Work Relief"—said to be the first study of its kind and which eventually was used as a guideline for Federal work relief. The thesis of this study was that paying wages to the unemployed instead of instituting the dole.

Mr. Koplovitz joined the Public Works Administration in 1933, where he met Mr. Dempsey. They became known as "Big Bill" (Dempsey) and "Little Bill." In early 1937 Mr. Dempsey joined the Power Commission as assistant general counsel and Mr. Koplovitz became senior attorney. When Mr. Dempsey moved to the FCC, Mr. Koplovitz, in October 1937, Mr. Koplovitz was named acting assistant general counsel of the Power Commission and in January 1938, was made assistant general counsel. When Oswald Ryan, Power Commission general counsel, was appointed a member of the Civil Aeronautics Authority last July, Mr. Koplovitz was named acting general counsel. He was named to St. Louis May 50, 1938, and is single.

PAYNE IN CAPITAL

Despite Illness

Despite a physician’s affidavit that he was suffering from a "very marked hyper-tension complicated with a valvular heart disease," advising a "take a complete rest for a period of at least several months," George H. Payne, FCC commissioner, was in Washington during the week of Dec. 5 after a stay in Florida.

The illness affidavit was filed in the District Court in Washington by Payne’s counsel in seeking that a rehearing be granted in the case. He asserted reasons for the rehearing on the basis of this affidavit and the statement by Payne’s counsel that his client was "unavailable to undergo the ordeal of an earlier trial," it was postponed until Jan. 16 [Broadcasting, Dec. 1].

Dempsey-Koplovitz team, in each instance advised the court his clients were ready.

FCC Issues Order

The Federal Trade Commission on Dec. 17 ordered the labor contractors of St. Louis (Bromo Quinine), to cease representing that its preparation is a cold remedy, or a "complete" treatment for colds, and that it will kill, fix or expel colds, or give the final touch in expelling colds. Certain statements also are to be discontinued. Oyster Shell Products Corp., New Rochelle, N. Y., has agreed to discontinue the certain claims regarding the qualities of its poultry supplement. Wm. Woodbury Sales Co., New York, has been ordered to cease claiming it manufactures certain products unless such is actually the case and to cease certain claims for its Turtle Cream Oil.

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Interest Subsides in Federal Station

U. S. Group's Report Fails to Mention Shortwave Plan

AS PART of a broad program of cooperation between the United States and the other American republics, the Federal Government has been assiduously building up its own shortwave broadcasting service. The FCC has invested major efforts in promoting and facilitating shortwave broadcasting service by the United States and other countries to improve international relations and cooperation. The program has been designed to enhance understanding and cooperation among nations through the sharing of information and knowledge.

Study by FCC Committee

The projects listed were as follows:

1. **International shortwave broadcasting project**—A special committee appointed by the U.S. commission on the chairman of the FCC has been given very careful study to the entire field of international broadcasting, and a report is in the process of preparation for submission to the President in January. The committee is also engaged in informal conferences with the American radio industry to facilitate efforts to develop further cooperation with Latin America and to establish permanent programs transmitted abroad, especially to the American republics. No additional funds are required for further conference attendance or expenses.

2. **Establishment of better engineering standards and reduction of interference**—Through conferences, the work in the interest of international cooperation has been held in Havana in 1937, the FCC has already performed very valuable work toward the establishment and better engineering standards and the elimination of interference. In addition, the spirit of cooperation and mutual effort displayed by the communications services has promoted a better understanding among the American republics with respect to radio problems. Such additional funds as may be required for further conference attendance can be sought as occasions arise.

3. **Visits by Commission experts to foreign communications departments**—The Commission stands ready at all times to cooperate with respect to such visits and to arrange, when it appears desirable, to bring together experts to various capitals in Latin America, such visits, of course, to be made on the invitation of the interested Governments, in order to discuss problems of mutual interest. Similarly, the FCC is prepared to cooperate at all times by arranging for visits of its own communications officials who express an interest in making a visit to the United States. No additional funds are required.

Candy Firm to Expand

CHERRY SPECIALTY Co., Chicago, Illinois, the manufacturer of ' accidentally' brand chewing gum, has announced its intention of establishing a candy factory in Midwestern markets after Jan. 1. Oscar L. Coe & Associates, Chicago, is agency.

NBC and Mutual Reach Record Highs With CBS Showing a Slight Decrease

ALL-TIME highs in advertising revenue were reported by NBC and Mutual in November, while CBS billings lagged somewhat behind, although the same month last year. Combined billings of all three companies for the month were $3,715,717, an increase of 6.7% over the 1937 month of $2,564,176. Cumulative combined billings for the 11 months of 1938 were $64,975,895, a gain of 3.2% over the $62,609,213 billed in the first 11 months of 1937.

NBC combined networks had billings of $3,880,915 for the month, a gain of 15.3% above the Nov. 1937 total of $3,431,246. Under the new network's policy for showing separate figures for the Red and Blue, the November income was divided into $2,949,850 for the Red, and $950,065 for the Blue. These figures cannot be compared with those for the same month of 1937, however, as the new system of computing the combined billings of Red and Blue is based on the affiliation of individual stations to each network and not entirely on the basic network used by the advertiser, as formerly done. For the year to date, NBC's combined total billings are $37,576,003, an increase of 7.3% above the total for $35,316,420 for the same period of 1937.

CBS for the month of November showed a gross income of $2,453,410, a drop of 7.6% from the previous November total of $2,608,791. The 11-month period, CBS billings in 1938 total $24,816,337, or 4.3% lower than the $25,385,600 for the same period of 1937.

Celebrities Join WWL

In 50 Kw. Ceremonies

FORMAL dedication of the new 50,000-watt plant of WWL, New Orleans, was observed Nov. 30 with ceremonies attended by state and Federal officials and visiting celebrities in the University Room of the Roosevelt Hotel.

Mr. Callahan presented its own 18-piece orchestra under the direction of Irvinitch Vadacovic, together with Dorothy Fields the Xyger and the Dreamy Melody Trio and Jimmie Wilson.

WWL received 1,150 congratulatory telegrams, according to Vincent C. Callahan, general manager. Speakers included Charles I. Donechaud, leading New Orleans attorney; Ben L. Williams, president of the American Association of Commerce; John T. Ryan, president of the YMCA; Rev. H. A. Hett, president of Loyola University, licensee of the station; Commissioner Fred A. E. Hart; Herbert V. Aker, CBS vice-president; Paul M. Segal, W. W. Washington counselor, and Gene Katz, president of the Katz Agency.

On Dec. 1 WWL received the following congratulatory letter from President Roosevelt: "I congratulate Loyola University upon the improved facilities which it is now enabled to operate on 50,000 watts. This development should be source of great satisfaction to the radio industry, and it is worked so assiduously building up the station from a small beginning. I trust that its future will be one of great usefulness in the service of God, of Home and of Country."

WAPI Asks for 50 Kw.

DUE to move to a Class L channel under the Havana Treaty, WAPI, Birmingham, has applied to the FCC for 50,000 watts on 1070 kc., and has been granted permission to apply for FCC authorization in order to use that channel simultaneously at night in cooperation with WWL.

Elliott's New Sponsor

ELLIOTT ROOSEVELT'S comments on the situation in the World, News, recently resuming over the Texas State Network which he has been taken for sponsorship by Brewster Motor Co., operating bus lines throughout Texas. Account, placed direct on 19 TSN stations, will run from Dec. 9, 1938, to Dec. 9, 1939, Mondays and Fridays, 5:45-6 p.m.

THIS annual meeting of the Canadian Association of Broadcasters was held Jan. 23 at Toronto. The agenda has not yet been settled.

A FLOOD OF CANADIAN NICKELS

Pours in as Texas Co. and CFCN Back Drive

For Aid of Needy During Holiday

LAUNCHED by the Texas Co. of Canada and CFCN, Calgary, Alta., CFCN's Texaco Nickel Club has proved an immense success. Nickels have been sold in frequent quantities, widely separated in Indiana and California; and many from Montreal, the east coast, under the auspices of the Salvation Army as well as from the neighboring provinces of Saskatchewan and British Columbia.

The first announcement was made Nov. 27 and on following nights at the same hour. On Nov. 28 607 nickels came in; Tuesday, Dec. 20; Wednesday, Dec. 21; Thursday, Dec. 1st; Friday, Dec. 2nd, Saturday, Dec. 2nd. A total of 19,675 nickels for the six days of broadcasting—a stack of unopened small metal boxes.

It was felt by those who launched the Nickel Club that many single men and women could possibly enjoy the children too, would not have a Christmas dinner. It was for this reason that the club was started and the response shows the recognition by the public of its desire to help in this way.

Every man, woman, boy and girl who listens to the news broadcasts from the Twin Cities was asked to contribute a nickel.

They were told that more is not desirable, but the public with a nickel a day until Christmas. Each nickel contributed is acknowledged and the name of the contributor is read over the air during the Club's broadcasts each night. Naturally, with the flood of nickels pouring in, the Club is much behind in the arrears of the contributions will be acknowledged before Christmas.

Christmas dinner with all the privileges will be provided by the Salvation Army itself where it has its headquarters, with the following diners; where it lacks facilities, orders will be issued on restaurants in the district. Texas Co. and CFCN are bearing all the expense of clerical work and station time for the broadcasts and the Salvation Army will contribute all the expense in connection with the management of the distribution.

Feltman & Curme Spots

FELTMAN & CURME Shoe Stores Co., Chicago (national shoe store chain retailers), has started a campaign varying from three to six quarter-hour quarter-hour spots to six to eight per week. WMQK KLZ KGYR KGO, Informal chatter, and promotion of the store and its products. WMAQ, Howard Chamberlain on KLZ, Will Aubrey on KGO, and Bob Roberts on KVOU, McQuinn Adv. Co., Chicago, has the account, with Frank Steel, radio director, in charge.
"SCHOOL TIME" is the term used to designate WLS educational programs, broadcast with the co-operation of national, state and city educators in the interests of education by radio.

1681 Midwest schools have advised us that they listen regularly to "SCHOOL TIME" programs. In November 116 schools were added to those participating. In this same month there were direct broadcasts from four large business institutions: a furniture factory, an electrical appliance company, a leading grocery store in Chicago, and a cereal manufacturer 300 miles from Chicago.

During November, Mrs. Harriet Hester, Educational Director of WLS, conducted Rural Music Clinics for the University of Illinois, at the Northern Illinois State Teachers College and Normal University in addition to speaking before various state educational groups.

The National Evaluation of School Broadcasts Committee chose the WLS "Music In America" as its official music study for the year in the Chicago area. This is the first time a local program has been designated for such study.

The complete educational series on WLS each week includes five quarter hour broadcasts at 1:00 P.M., featuring on respective days: "Current Events," "Music in America," "The World In Which We Live," "Little Lessons For Little Folks," and "Roving the Globe." Additional educational broadcasts each week include: "The High School Hour," Saturday, 10:30-10:45 A.M.; "The International Outlook," Wednesday, 7:00-7:15 P.M.; "Know Your Schools," Thursday, 7:00-7:30 P.M.; WLS Spelling Bee, Saturday, 9:45-10:30 A.M.

WLS is pleased to present these educational programs—proud that they have been so strongly endorsed by leading educators and educational groups.

Burridge D. Butler, President of WLS, says: "We are proud to have a part, with parents and teachers, in shaping the lives of boys and girls. There can be no greater privilege, no more solemn obligation than this. We are putting our best efforts into 'School Time', and if it helps to broaden the lives of our boys and girls, our ambition for it will have been fulfilled."
Agency Committee Considering AFRA Talent Agreement

Proposal Ratified at Recent Artists Session Pondered

A FAIR practice code and an agreement covering minimum wages and conditions for actors, singers and announcers employed on commercial programs broadcast on CBS, NBC or MBS, was submitted to the committee of the broadcasting agencies Dec. 8 by the American Federation of Radio Artists. The agency committee is to study the AFRA proposals and either to accept them or offer a counter proposal not later than Dec. 22.

Agreement, which is dated to run until Jan. 15, 1940, calls for a 15% minimum wage increase for each hour for the rebroadcast; for programs from 16 to 30 minutes $2.00; $2.50 for the half-hour and $12.50 for the rebroadcast; for programs from 31 to 60 minutes, $35 and upwards. An additional 15% per hour may be paid in half-hour increments for programs longer than 15 minutes, unless they are held in two sessions, but each is to be computed and paid for separately. Auditions are to be paid for at half the broadcast fee, with rehearsals for auditions figured at the broadcast rehearsal rate. Singers are divided into four classes. Class I, groups of nine or more voices, are to get $40 for 15 minutes or less; $45 for 16 to 30 minutes; $50 for 31 to 60 minutes, and $55 for 60 minutes, with half payment for rebroadcasts. Rehearsal fees are $4 for the first quarter-hour and $1 for each subsequent quarter-hour.

Class II, five to eight voices, get $30 for 15 minutes or less; $35 for 16 to 30 minutes; $40 for 31 to 45 minutes, and $45 for 45 to 60 minutes, with half scale for rebroadcasts. A fee for the first quarter-hour is $10. Singers for 16 to 30 minutes; $40 for 31 to 60 minutes, and $45 for 60 minutes, with half payment for rebroadcasts. Rehearsal fees are $6 for the first hour and $1.25 each additional quarter-hour.

Class IV, soloists, get $40 for 15 minutes or less; $50 for 16 to 30 minutes; $60 for 31 to 45 minutes, and $70 for 45 to 60 minutes, with half-scale for rebroadcasts. Rehearsals are $6 for the first hour and $1.50 each additional quarter-hour. Rehearsals must come within 24 hours of the original broadcast. No rehearsal can be less than an hour unless immediately before or after the broadcast. However, rehearsals may be required to stand by for 15 minutes before performances without payment of a rehearsal fee. Orchestra rehearsals may not be divided into more than two sessions and there must be a five-minute rest period allowed in each hour of rehearsals longer than one hour.

A member of a group which is employed on the program or network for a term of three weeks, whichever is less, is entitled to a one-time guaranteed fee. A group member is paid a minimum of $15 for 15 minutes or less and $10 for a rebroadcast; $25 for programs of 16 to 19 minutes, with $12.50 for rebroadcast, and $35 for 30 to 60 minutes, with $17.50 for rebroadcasts. Rehearsal fees for announcers are $6 the first hour and $3 each additional half-hour. Where the announcer is guaranteed a term of not less than 13 weeks on a 15-minute program broadcast three times or more weekly, he may be paid on a weekly basis with a minimum of $50 for three broadcasts, $60 for four, $75 for five, $85 for six, and $95 for additional rebroadcasts. In these cases the guaranteed term employment, 45-minute rehearsals are included without extra charge. Announcers employed to broadcast network commercial announcements shall be paid a minimum of $10 each. Auditions are scaled at half the broadcast fee, with rehearsals at regular broadcast rates.

Approved at Convention

All artists are to be paid full wages for broadcasts that are canceled, unless they are notified of the cancellation 24 hours before the first scheduled rehearsal. Individuals whose names are canceled must be paid full wages unless they are discharged for gross incapacity or misconduct. AFRA code and agreement were drawn up and approved at the organization's recent convention in New York City. The AFRA Federal Contract and Documents Committee, Secretary for the American Guild of Musical Artists, Fredric March and Kenneth Thompson of the Screen Actors Guild and Bert Lytell, president of Actors Equity, was composed of nine members. The AAAA committee was said to have included representatives of nine agencies, but CBS, NBC, and RCA, who refused to cooperate, were not represented.

Radio Inspection Of RCA's Exhibit

FIRST contractor's check-up of a building to be made by radio took place Dec. 2, when a group of New York radio engineers equipped with roving mikes, pack receivers and "beer mug" transmitters, toured the RCA exhibit building at the World's Fair and reported on their findings to a "radio central" set up on the third floor of the building. Three teams of engineers roamed through the structure, all the while in easy two-way communication with Ben Grauer, NBC announcer. Each team carried a list of items to be checked and as they inspected the items they reported back by radio, the entire building being checked in a very few minutes in this manner.

Ethel and Richard Young were the first to enter the giant building, a giant steel frame building on the base of the tube, is made entirely of plate glass. In its center is a Michele which will be filled with an animated replica of a metal tube, 25 feet high. Inside the semi-fourth section of the side, are viewing rooms, where television and facsimile reception will be demonstrated. Under home conditions, the rear of the building, representing the tube proper, will contain exhibits of radio and TV rest rooms and storage space on the second floor and a lounge, office space and a broadcasting studio on the third floor. In the garden surrounding the building a 250-foot radio tower and a radio-equipped launch will be displayed.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los Angeles, talking over a special wire from that city, on Dec. 12, was an invited guest at the New York Exhibition Club, meeting in the KOY studio. His subject was "Making Advertising Pay."

Ềng, but also Eddie Cantor, AFRA president; Lawrence Tibbett, AFRA vice-president and president of the American Guild of Musical Artists; Fredric March and Kenneth Thompson of the Screen Actors Guild and Bert Lytell, president of Actors Equity,组成一个包括9个成员的委员会。委员会被说成包括那些不愿意参与的九个机构的代表。
I put on a swell act when the boss came home last night. But he didn't make a pass at me with his briefcase and chase me down the hall like he always does. He didn't even hang up his coat. He just threw it on a chair and sort of dragged his way into the living room where the missus was sitting.

"Well, Harry," the missus said, "how did everything go today?"

"Dammit, Clara," the boss began, "I don't know what's got into the young people—I don't know."

I saw the missus settle herself a little more comfortably on the couch and a smile ran across her lips. She knows she's got to pacify the boss, I thought. I'm only a dog, but I understand things.

"Take this young fellow Henderson," the boss said, stuffing tobacco into his pipe and putting it back in his pocket without lighting it. "You know, the Advertising Manager of Toasty-Tasties—the kid we had out for dinner about three weeks ago? Well, Henderson comes into the agency today and tells me I'm crazy for recommending WOR. Tells ME I'm crazy, mind you—me, who's bought about twenty-million dollars worth of time!"

"You've been called worse things than that," the missus said.

"Anyway, it works out that this kid Henderson's been listening to that potbellied old fourflusher Wingham over at the plant. Wingham knows as much about radio as a hen does about jai-alai. It seems that Wingham says, 'Let's use something NEW... like the comics.' Wingham, you see, had been selling space before he went over to Henderson—Wingham had been selling space since Washington threw the first camp at Valley Forge, I think."

"What about WOR?" asked the missus.

"I'm coming to that—So, I said to Henderson, 'Listen, what do you think WOR is? One of the greatest audience-pullers only in Newark and New York City maybe? Let me tell you that WOR is the nearest thing to a working miracle since Aladdin stumbled on the lamp. In the first place, it covers a territory that any five or six stations would be glad to have a cobbler's patch of. It takes a thing called a Directive Antenna and jabs 50,000 watts into a slab of country that's epidemic with people, cash, radios—about 4,250,000 homes with radios, just to bring you up-to-date. AND WOR'S GOT A GREATER COLLECTION OF TOP FLIGHT SUCCESS STORIES TO BACK WHAT IT SAYS THAN ANY OTHER 50,000 WATT STATION NOW OFFERING TIME FOR LOCAL SPONSORSHIP!"

Maybe I don't buy time. You see, I'm only a dog. But I got so excited over what the boss said that I ran right out to the kitchen and gave Daisy—she's our cook—the ankle number. Daisy screamed, and the boss said, "Quiet! Either you behave decently or you go back in the bathroom on your cushion."

Just the same, I'm glad I worked it out on Daisy.
Broadcasters and Set Makers Start Joint Promotion Drive

Preliminary Funds Made Available for Campaign To Sell Radio Affirmatively to the Public

THE TWO major segments of the radio industry—broadcasting and set manufacturing—have agreed to combine their efforts in a promotion drive to promote radio in 1939 sponsored jointly by the NAB and the Radio Manufacturers Assn.

The drive, re-initiated by NAB President Neville Miller, committee members representing the two trade associations, which met in Chicago Nov. 30, laid the groundwork for the joint campaign, and turned the spade work over to promotion experts representing the two industries. Under the plans, every means of promotion will be employed in the coordinated campaign, handled through the NAB, and with funds contributed through each trade association.

The basic object is to sell radio affirmatively. The combined campaign, benefiting both the broadcast and set industries, would be to broaden the base of radio set ownership, increasing set sales and at the same time widening the circulation of station service.

Funds to Start Work

At the Chicago meeting, attended by committees representing both trade associations, the plan was given its preliminary form. The NAB board, at its meeting in Washington Dec. 12-13, authorized an equal amount. This $5,000 fund will be used for art layout, continuity, advertising and other promotional data.

Meanwhile, Ed Kirby, NAB public relations director, has been in the field with representatives of people representing branches of the industry in an effort to speed preparatory work. The plans will ultimately be submitted to the executive heads of the two associations as a year-round campaign. Committee members are advertising managers of set manufacturers, promotion and public relations officials of stations and networks; program executives and other key figures in the two industries.

'By mid-January, it is hoped, the entire plan will be ready. The amount to be spent is undetermined. It was concluded, however, that the outside advertising agency will be used and that the work will be done through the NAB.

There are many phases to the project, as outlined at the round table. For example, through its committees, agreed at the meeting that the term "radio" now being published by the NAB in radio literature, will be adopted as the single language and the basic story of the American System of Broadcasting, which will be given away with every set sold by an RMA manufacturer.

The Primer, itself, called by the NAB as the "ABC of Radio," will be a 50-page book. Through NAB members copies will be given to members of Congress before they leave their homes for the new session Jan. 3. Because it contains a factual account of the fundamentals of radio, it will lead to a new understanding of the problems of radio.

The promotional campaign itself envisages a month-to-month advance of the 35,000 radio dealers with the 700 broadcasters. Window displays, newspaper, magazine and billboard advertising used by manufacturers and dealers will be designed to tell the story of radio. Conversely, broadcasters would use their facilities to tell the public story of radio and radio entertainment, and what the listeners interest in having the newest developments for the insuring quality listener. Listener contests also are under consideration.

Members of the NAB committee are President Miller; H. Leslie Atlass, CBS Chicago vice-president; L. R. Lowmbush, WGR-WKBW, Buf- falo; J. E. Gail, WABC, New York; E. F. McNaughton, WTBO, Cumberland, Md., and Mr. Kirby. A. R. Gardner, NBC, Washington; R. P. H. Gdades, executive vice-president of RMA, are the moving spirits of the manufacturers group.

NBC Music Appreciation Hour conducted by Dr. Walter Dankroft is aired each Friday afternoon on WOCF, Chicago, by transcription.

RADIO'S REPORT

Millers Proposes Combined Radio Network

"RADIO'S Annual Report to the American Listener," is the title of a proposed radio program under the auspices of the NAB, proposed by Neville Miller, NAB president, and now under consideration.

A telephone call Dec. 7 to President- President Lohn, Paley and Macfarlane, of NBC, CBS and MBS, respectively, by Miller invited them to join him in preparing the program as the first phase of the new industry promotion drive, which broadcasting will tell its own story.

He suggested that the public relations heads of the networks meet with him and Mr. Kirby, NAB public relations director, who will outline the plan, and that the program boards of all three networks later get together.

"Such a scheme gives us opportunity to build the public's confidence, to show the microphone spokesmen of religious, government, education, music and related arts what contributions have been made to American life by radio in the past year," Mr. Miller added the network heads.

"Such a program gives us opportunity to reeducate ourselves to the best interests of the American people, and to outline new goals of achievement we seek in the year 1939. It offers an opportunity to parade before the public the finest talent in America, and by proper pick-ups at home and abroad, to show something of American radio, its ability to lead and international understanding.

On this one occasion too, it would be our suggestion that non-network stations be invited to participate in the program."

ANYTHING GOES ON JAMBOREE

And 16 Sponsors Are Pleased with Silly Routine

On Clearing House for Announcements

ANYTHING GOES on Jack's Jam- boroe, said to be blasting a zany trail of gags, was produced by WFIL, Philadelphia, with 16 sponsors for the present 75-minute daily period and a total of 21 in sight when the feature expands to two hours the first of the year. The program, conducted by Jack Steck, but executed almost at will by anyone on the station personnel from sound-effects man to engineers, claims to remedy the public's complaint of cluttering up the daily schedule with 100-word announcements by providing one long form of announcement for commercials and whatever talent is handy.

This is a unique program and the sponsor Thrust is delighted with the program, which in two months has mushroomed from 80 to 75 minutes daily and quadrupled its original four sponsors, although they have no assurance that they will receive the full 30, 50 or 100 words they are promised. Steck, who reads all the commercials, will use any of the copy furnished him and may be lampooned or ridiculed, depending on Steck's whim. Anybody wanders into the music and may suddenly be wind up in a spot on the program, from the reporter to unsuspecting passersby.

ANYTHING GOES is unique and pursing roundabout course to reach its objective. Jack's Jamboree is said to really being selling cataract lens of a combination of entertainment, commercial, and street value.

Test of ASCAP Laws

PEOPLE of the American Society of Composers, Authors and Publishers (ASCAP) laws of the States of Florida and Washington will be heard by the U. S. Supreme Court in the second week in January. Briefs are now being prepared by ASCAP's attorneys, Schwartz & Frohlich, and will be presented by Louis D. Frohlich. Oct. 1 Justice Hicks, Taylor and Gore of the Federal Court in Knoxville, Tenn., awarded ASCAP a temporary injunction restraining the officers of that State from enforcing the anti-ASCAP law passed by the State legislature in May, 1937, which is a duplicate of the Washington law.

LEON LEVY, director of CBS, disposed of gift of sightly 800 Class B shares in Nov. 36, leaving his holdings at 44,530 shares, the Securities & Exchange Commission announced. He holds 190 Class A shares, acc. to the SEC.

Music School on 25

CHARLIE COOK Corp. New York (music-by-school ear), on Jan. 2 will start its transcribed programs five and six times weekly on a list of about 25 stations. The transcription furnished by Davis & Schweger:&r the firm, will be of programs which have been on the air at different periods in the past few years. H. C. Morris & Co., New York, handles the account.

Tax-Free Supply Of Tunes Favor

Davis & Schweger Proposal Said to Gain Approval

ENCOURAGING reaction to the free-music-for-radio-plan of Davis & Schweger, newly-formed music publishing organization in Los Angeles, was reported Dec. 1 by Carl Haverlin, general manager, after a meeting of the West Coast music publishers.

After calls on station executives and networks in the East and Midwest, Mr. Haverlin said the plan was being well received and that production of popular music numbers is being stepped up. During the first month—November—approximately 60 tunes were published and it is step this up to about 100 tunes per month.

To popularize the tunes, stations are given blanket releases on performances. The publishing concern would derive its revenue through sheet music sales at a standard royalty rate of $1.50 per copy. All arrangements similarly are being made with retail outlets, such as drug stores, chain bookstores, mail order houses, for distribution.

Supply of Tunes Planned

The firm is a partnership of Kenneth C. Davis, Seattle attorney and former broadcasting director, and the Washington State Association of Broadcasters, and Paul Schweger of Los Angeles. Mr. Haverlin, broadcasting manager of KFI and KECA, recently joined the company as general manager with the West Coast office.

The project envisages a supply of popular tunes, tax free to radio, with the thought that eventually the catalog can be used by the industry in connection with its bargaining on copyright royalties with ASCAP and other remaining groups.

It is contended this popular supply, made up of the works of many composers who have been unable to crash ASCAP, would provide a necessary and desirable addition to the conservative programs in use in the East, when another crisis is reached. Mention particularly is the fact that currently broadcast programs in competition with ASCAP expire at the end of 1940.

The original plan announced by Davis & Schweger contemplated transcribing of the musical compositions and the granting of tax free privileges to stations which purchase its transcriptions. To date there has been no transcription done, but Mr. Haverlin said it would start soon.

Sheet music thus far produced by the firm, have been released with the performance by any radio station is free of copyright tax on sheet music. Transcriptions furnished by Davis & Schweger," Mr. Haverlin said this also applies to special arrangements.

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A Record in Mail Pull and Merchandising

One of America's biggest buyers of spot broadcasting included KVOO on a list of 55 leading stations, using a 15-minute daytime script show, five days weekly. An offer was made, requiring the mailing of a carton front. Here is what the agency Account Executive said about KVOO's merchandising activity and subsequent report:

"I do not know when I have seen a more complete and comprehensive presentation of merchandising co-operation . . .

"... in so proudly displaying your co-operative material, it was presented as a model of its kind.

"... present returns on the offer show KVOO in third place on the basis of actual numerical returns. While your merchandising co-operation has always been excellent, perhaps this outstanding effort has something to do with the ranking."

This is but one of many letters from satisfied advertisers on KVOO. With the most power, the greatest audience and full-time service from both (choice of) N.B.C. networks, the logical buy in Oklahoma is KVOO, in Tulsa, the Oil Capital of the World.

KVOO 25,000 WATTS BOTH N. B. C. NETWORKS TULSA
Churches Advised To Protect Radio

Fate of Totalitarian States

Is Reviewed by Lenox Lohr

EVERY democratic principle in the United States would be lost if, as in totalitarians states of Europe, it were possible to regulate the broadcast time, suspend free speech, suppress church activity and exercise complete domination of the press. By a vote of 7 to 4, President Franklin D. Roosevelt in December declared the pressing need for the expansion of the Federal Radio Commission (FRC). According to the President, the FRC is extremely vital to the national security and the defense of the country.

The clergy of the United States are usually concerned with preservation of the American system of broadcasting. They are concerned with the issue of the FRC because it will determine the fate of the Federal Church of Christ in America. The FRC will determine whether or not the broadcast time will be sold to one denomination, it would be all," he said. "It takes little imagination to see the day when the people will have to go around the next does not exist. Even if it did, we would be guilty of making available the powerful weapon of radio to those who have the money with which to present their religion. It is our policy to provide a public service, and, not monetary recompense, to the world's great religious faiths prevailing in the United States and the United States of America, as distinguished from individual churches, or small group movements.

"Again, believing in radio as the people, we turned to the most representative religious groups in the country to aid us in determining what religious programs are broadcast. All our regular Protestant and Catholic programs are scheduled through the Federal Council of Churches; in the field of Catholicism, the National Council of Catholic Men acts as an agency, and, for the Jewish programs, the United Jewish Laymen's League."

Mr. Lohr mentioned that NBC declines to accept "several million dollars of legitimate business every year. In accounts that offer acceptable copy, advertising approved by the Federal departments concerned, and accepted by NBC, the entire cost of the program is met. It includes such items as certain medicines, personal hygiene articles and distilled liquors. One such account, which would have cost close to a million dollars, was offered recently by the maker of a well-known brand of alcohol. The potential client volunteered to put on a program of unquestionably high quality, but NBC would refuse to carry the program. NBC also refused to accept an advertising agency announcement, except, 'Sponsored by Blank Distillery,' as required by law.

"As a protection to the public, a number of products ranging in nature from reducing agents for firecrackers are denied time."
Take them in any order you please—
Only NBC Blue Offers All These!

Choice
OF BEST TIME TO BROADCAST
—NBC BLUE

High Percent
OF REGULAR LISTENERS
—NBC BLUE

Lowest Cost
PER LISTENING FAMILY
OFFERED BY ANY NETWORK*
—NBC BLUE

*To provide a wider opportunity for advertisers who want national coverage, the NBC Blue has set up an economy discount schedule. You can now buy the splendid Basic Blue Network plus valuable supplementaries, at rates that permit coast-to-coast coverage for very little more than the cost of the Basic alone. Our nearest NBC office will be glad to give you the whole story. Better Buy Blue!
Sponsors Signing For Facilities at Golden Gate Fair

Extensive Studios Included in $400,000 Radio Building

By ARTHUR LINKLETTER
Radio and Public Address Manager
1999 Golden Gate Intl. Exposition

BY bringing their commercial programs within full view of thousands of persons, and regional and national radio advertisers will materially benefit when the $400,000 broadcasting center opens Feb. 18, 1939, at the Golden Gate International Exposition in San Francisco Bay.

At this early date scores of radio advertisers are sending requests for time assignments from the Exposition studios. With Hollywood, only a two-hour plane trip from the fair, many agencies and advertisers are already planning for the presentation of a number of ace broadcasts.

Work on the radio and auditorium buildings began in September. Construction and installation schedules call for completion of all studio and technical work by Sept. 1. The plans provide for four studios, one of which will house an outdoor audience area capable of seating 3,000 people. The other three will face a central plaza where audiences can watch shadowless, sound-proofed, double-glass windows. From 500 to 500 persons will be comfortably accommodated before each of these studios and microphones are being worked over so that audience reaction may be secured even though performers and audiences are separated by sound-proof walls.

Visible Control Room

The master-control room will also be visible through glass walls and from this master panel 15 remote control lights will radiate. The use of these lines, as well as the central studio and equipment will be provided broadcasters free of charge, with both sustaining and commercial shows welcome. The 11 stations in the San Francisco Bay area are planned to use full use of these new facilities.

With 20,000,000 visitors expected during the 208-day run, radio will be given a tremendous visual boost through the presentation of programs before the people who have never had an opportunity to view productions of any kind. Several times each day we will schedule programs which will not be broad- cast, but will be devised to present the story of broadcasting.

Programs will be designed and produced with occasional aud ience participation permitted. Talks will be given and sound-effect was presented.

More than 8,000 programs will be produced. These include sponsored programs brought to Treasure Island by agencies, sustaining broadcasts produced by networks and stations and programs picked up around the grounds from remote control points in the Auditorium and coastline spots. The Exposition itself is expected to budget a million dollars for music and much of this will be broadcast from the music halls and auditoriums throughout the fair.

Mars Suit Moved

SUIT filed by Sara E. Collins, Hollywood actress, against CBS for nervous shock she assertedly suffered as result of the Oct. 30 broadcast, "War of the Worlds," has been transferred to U. S. District Court in Los Angeles. Originally in California Superior Court, the action, in which Miss Collins seeks $50,000 damages, was termed a controversy between residents of different States after CBS had contended it was a New York firm. Superior Judge Jesse E. Young granted motion for transfer of the suit to U. S. District Court.

CBS Publishes Report

On European Programs

"HERE, as the world heard it hour by hour, for 20 crucial days, is the sound of Europe tearing up its maps," says CBS in the first page of Crisis—a report of the Columbia Broadcasting System. The program department of the network, over a 30-day period, has covered the map of middle Europe; its contents are significant excerpts of the CBS broadcasts during that month—September, day by day and hour, when America sat at its listening center, white teetering on the brink of war.

Profusely illustrated with photographs of persons and placards prominent in the news, and containing at the end a ten-page table of the more than 400 speeches, commentaries, reports and newsmen tilt broadcast by CBS, this volume is a worthy successor to Vienna, March 1938 and, as CBS points out, "a permanent record of what radio is doing today to keep the democratic peoples adequately fully informed on matters of vital concern to them."

WNOX Interference

WNOX, Knoxville, on Dec. 5 was authorized by the FCC to increase its night power to 5,000 watts for an hour to over 100 miles in range from CMQ, Havana. The action paralleled that of Nov. 28 when WMCA is New York, operating on the 1010 kc. channel, was given a similar temporary grant.

MBS, NBC and CBS will broadcast the flags of 36 countries and postmaster-General Finley for annual Jackson Day dinner of the Democratic Party Jan. 7 at the Mayflower Hotel, Washington.

SPONSORED by Elliott Roosevelt, president of Texas State Network, was a recent goodwill tour of cities where the network's stations are located. Called the "Texas State Network—Gail Northe Goodwill Flight," the tour included 22 cities. It was under direction of Gail Northe, TSN director of women's activities. Local officials in each city were greeted. The tour consumed 17 flying hours in a Gulf Stream plane piloted by Captain Henry Rowe. Orchids were presented in.

In photo the reception at House Mayors meeting held at the Mayor Fonville; Miss North; Manager Smith of Metropolitan Theatre; Tilford Jones, of KXYZ, Houston. Also on the tour were Truett Kinsey, TSN chief engineer, and Miss Polly Smith, photographer.

Broadcast Series For World's Fair

Globe Girdling Broadcasts to Feature Sunday Promotions

TO HERALD the opening of the New York World's Fair April 30, 1939, the Fair has arranged with 17 foreign countries for a series of world-encircling broadcasts to be heard Sundays, 1:30-2 p.m. (EST), from Jan. 1 to April 30.

The broadcasts will be relayed throughout the United States by CBS, NBC and MBS, and on around the grounds to television stations, with NBC covering Canadian territory. Fourteen Europe-

French President to Speak

President ALBERT LE BRUN of France will address the main program on New Year's Day. The series will close April 23 with an elaborate broadcast from Paris, Britain, including a speech by Sir Louis Beale, Commissioner General to the voice of France. Other programs include King Christian X of Denmark, Queen Wilhelmina of Holland, King Gustav V of Sweden, and Emperor Victor Emmanuel III of Italy. On April 30, during the ceremonies marking the end of the Fair, broadcasts by American stations and Fair officials will be broadcast to all 62 nations participating in the exposition.

The three networks, CBS, NBC and MBS, will broadcast the Dawn of a New Day program arranged by the Fair to greet the New Year. Local plans in each of the 48 States will be handled by Fair committees who make such arrangements at midnight on New Year's Eve as the flashing of electric signs symbolizing the trylon and perisphere of the Fair, the broadcasting of the Fair's theme song, "Dawn of a New Day" by the late George Gershwin.

On New Year's morning a special religious program will be broadcast by Radio City Music Hall, New York. Two New York stations have arranged preview broadcasts of the Fair, WMCA is carrying a series, also entitled Dawn of a New Day, which presents a group of speakers outlining the events to be carried on New Year's Eve. WMVN is broadcasting the Dawn of a New Day and World's Fair Programs throughout the grounds of the Fair describing the exhibits under construction and interviewing engineers and workers.

In addition to providing a tremendous impetus to world-wide broadcasting, the Fair will introduce television to the public. RCA and NBC will place home receiv ing sets on the market, CBS is installing television studios in Chrysler Building's tower, and, in the General Electric Building at the exposition. A studio will be equipped with television receivers, camera and transmitting apparatus for the reception of all television programs during the World's Fair.
EVERY YEAR
A RECORD!

Every year of this Company's existence has set a new record—a record in service to the stations which avail themselves of our recorded program service as well as a record in achievement for ourselves.

When radio stations for four successive years, or three, or even two years continuously have used our service, there can be but one reason. These stations get from us, year in and year out, the recorded programs they want, their audiences want, and their local sponsors want, at prices that return them dividends.

We originally offered our recorded library to broadcasters in August, 1935. Every year since has established a new record with us, and the record shown below is evidence of satisfaction on the part of our subscribers. Look these records over!

FOURTH YEAR SUBSCRIBERS

| KFWB     | Los Angeles |
| WANE     | Providence  |
| WHEC     | Rochester   |
| WICC     | Bridgeport  |
| WGR      | Buffalo     |
| WKBW     | Buffalo     |
| WXTZ     | Detroit     |

THIRD YEAR SUBSCRIBERS

| KEHE     | Los Angeles |
| KPH      | Wichita     |
| KQMB     | Honolulu    |
| KLZ      | Denver      |
| KMOX     | St. Louis   |
| KSL      | Salt Lake City |
| KTSA     | San Antonio |
| KVOD     | Detroit     |
| WBNNS    | Columbus    |
| WCPO     | Cincinnati  |
| WFL      | Philadelphia|
| WIN      | New York City |
| WJI      | Detroit     |
| WMAS     | Springfield |
| WLW-WSI  | Cincinnati  |
| WTCN     | Hartford    |
| WTHT     | Boston      |
| WTVY     | St. Louis   |

SECOND YEAR SUBSCRIBERS

| KGFJ     | Los Angeles |
| KXN      | Los Angeles |
| KON      | Portland    |
| KATL     | Portland    |
| KYA      | San Francisco |
| WADG     | Akron       |
| WATL     | Atlanta     |
| WAPI     | Birmingham  |
| WFAM-WSB | South Bend  |
| WHBU     | Anderson    |
| WHN      | New York City |
| WIND     | Gary        |
| WIOD     | Miami       |
| WKAQ     | Miami Beach |
| WMPR     | Memphis     |
| WNOX     | Knoxville   |
| WOL      | Washington  |
| WOOD-WASH| Grand Rapids |
| WRLN     | Richmond    |
| WUR      | Sydney      |
| WSB      | Melbourne   |
| WAD      | Adelaide    |
| WIX      | Perth       |
| WIB      | Brisbane    |

FIRST YEAR SUBSCRIBERS

| KARM     | Fresno      |
| KFYR     | Bismarck    |
| KOCY     | Oklahoma City |
| KRCC     | Rochester   |
| KXK      | St. Louis   |
| KYM      | San Antonio |
| WABC     | New York City |
| WBBM     | Chicago     |
| WBZ-WBZA | Boston      |
| WCHV     | Charleston  |
| WFBM     | Indianapolis |
| WFBR     | Baltimore   |
| WGKN     | Punta Gorda |
| WGM     | Wilson      |
| WGRC     | New Albany  |
| WHAS     | Louisville  |
| WHBG     | Kansas City |
| WHP-WWA  | Hammond     |
| WHDL     | Olean       |
| WICA     | Ashland     |
| WIMS     | Ironwood    |
| WJTN     | Jamestown   |
| WKOK     | Sunbury     |
| WLLH     | Lowell      |
| WMBC     | Detroit     |
| WMFS     | Daytona Beach |
| WNAX     | Yankton     |
| WBIE     | Springfield |
| WNEW     | New York City |
| WOL      | Davenport   |
| WOKO     | Albany      |
| WOAK     | Wyomissing  |
| WSJS     | Winston-Salem |
| WSTR     | Syracuse    |
| WTVJ     | Trenton     |
| WPTL     | Toledo      |
| WBBX     | Detroit     |

ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45th STREET, NEW YORK CITY
Remote From Iceland

CJRC, Winnipeg, completed what is believed to be the longest remote broadcast by an independent station when it was carried on Dec. 1. It carried a 15-minute program from Reykjavik, Iceland, 7,000 miles away. The remote was a portion of the 45-minute program, arranged by CJRC, to celebrate the anniversary of Iceland's sovereignty and to salute Winnipeg's community of 8,000 Icelanders, largest outside of Reykjavik itself. TFJ, Reykjavik was the Icelandic originating point.

Press Gallery Showdown Sought by Fulton Lewis

A SHOWDOWN on radio's right to be represented in the press galleries of Congress is expected when the new Congress convenes Jan. 3 as a result of a letter addressed to the Standing Committee of Newspaper Correspondents, which is judge of the membership, by Fulton Lewis Jr., MBS Washington correspondent.

Although both CBS and Transradio in the past have been refused membership, Mr. Lewis asserts that he will demand either that he be admitted to the galleries or that equivalent facilities be made available to him and other radio reporters. He stated that his own news, that it is transmitted via wires and that radio has taken its place along with the press as a new medium.

If the correspondents' committee turns him down, Mr. Lewis intends carrying his demand to the House Rules Committee.

Texaco Makes Changes

TEXACO Co., New York (gasoline), having renewed the CBS Texaco Star Theatre contract for a second 13 weeks, effective Jan. 4, will sever its tie with Max Reinhardt Workshop, Hollywood theatrical school, following broadcast of Dec. 28. Reinhardt is in New York directing "The Merchant of Yonkers", a Thornton Wilder stage show, which was seen by Frances Langford. He will replace Jane Froman, vocalist.

John Barrymore, film actor and master-of-ceremonies on the program since Nov. 23, is expected to withdraw when a suitable successor is found. Bill Bacher continues as producer. Agency is Buchman & Co., New York.

Royal Lace to Place

ROYAL LACE Paper Works, Brooklyn, N. Y. (royal lace, lace fabric), will start a five-minute transcription campaign shortly after the first of the year, discs to be heard once, twice or three times weekly on a list of about 15 stations. Agency is Lawrence C. Gun- minger, New York.

Insurance Tests

INSURANCE Information Service, Chicago (claiming lapse policies), has started a test campaign of 20 independent announcements on OKLW WWVA KMMJ WNAX with plans for expansion after Jan. 1. First United Broadcasters, Chicago, has the account.
Consider all the angles. Analyze coverage maps, sales records, mail returns... check up on station and program preferences and efficiency of merchandising services. You just can't get around the fact that the two geographically isolated Texas markets dominated by KGNC, KFYO and KRGV constitute almost one-third of the area of the state, one-sixth of the population and one-fifth of the purchasing power!

HOWARD H. WILSON CO., REPRESENTATIVE, KANSAS CITY • CHICAGO • NEW YORK
Scophony Video System Explained to the FCC

THE “large screen” television designs of Scophony Ltd., English television organization, were outlined to officials of the FCC Dec. 7 by Sol Sagall, president of Scophony. Escorted by John H. Payne, chief of the Electrical Division, Department of Commerce, Mr. Sagall conferred with Commission engineers and also paid courtesy calls on Chairman McNinch and Commissioner Craven. He outlined plans for large screen projection of television and left descriptive and photographic material with the Commission [BROADCASTING, Nov. 16].

With Lieut. E. K. Jett, FCC chief engineer, Andrew D. Ring, assistant chief engineer for broadcasting, and other members of the engineering staff, Mr. Sagall described the manner in which his novel system of television projection on a large screen would function. He plans to return to this country in January with an engineer and hopes to form an American company. He discussed exchange of information with respect to television and brought out that his system is sufficiently flexible to function as a part of American visual radio at its present stage of development.

THE Radio Manufacturers Association will hold its annual convention and National Parts Show at the Stevens Hotel in Chicago June 13-14.

Ovaltine Spots

WANDER Co., Chicago (Ovaltine), on Jan. 2 will start a new national campaign of spot announcements varying from three to five weekly on about 30 stations including KSPO WJAR WWJ KGIN KPRC. The Orphan Annie series on NBC-Red has been dropped from KHBC-KGMB KDYL WLW WPOR and added to WSAI. Blackett-Sampie-Hummert, Chicago, is agency.

Firestone’s Decade

LENNOX R. LOHR, president of NBC, on Dec. 6 gave a speech extending NBC’s greetings to the Firestone Tire & Rubber Co., Akron, on the Voice of Firestone Tenth Anniversary program, and Harvey J. Firestone Jr. gave a brief response address. The program has been heard on NBC, Monday evenings, 8:30-9 p.m., throughout its ten years since the first broadcast on Dec. 3, 1928. Account is handled by Sweeney & James Co., Cleveland.

CHICAGO Junior League members are attending weekly radio classes under direction of Robert N. Brown, program director of WBBM, that city. Girls are used as talent on the WBBM series, Your Neighbor & Mine, under auspices of the Chicago Council of Social Agencies.

Map Infringement Suits May Follow Roundup of Promotional Campaigns

FEELINGS akin to those of the fabled youth who hung up his stocking on Christmas Eve with visions of the calf and to which he would find the following morning and awoke to discover it full of switches are being experienced by the broadcasters who sent coverage maps and other data in response to a request from Mr. Lewis M. Andrews with expectations of orders and only later found out that Mr. Andrews is head of the American Map Co. and that the return for their trouble may be requests for damages for alleged infringements on the copyrighted maps of his company.

Denying that he had any intention of securing incriminating evidence from unwary broadcasters when he sent his requests on stationery bearing only his home address, Mr. Andrews told BROADCASTING he was collecting the information for a client who wanted a national coverage map showing the extent of overlapping coverage of neighboring stations. Since he wrote to 550 stations, he explained, he did not want this mass of return mail coming to his office with his regular business correspondence and for that reason only used his home address. He was utterly amazed, he said, when he found that a considerable percentage of the 490 maps received had been reproduced from the copyrighted maps of map makers, 32 of them being “pirated” from his own company and in every instance with the copyright notice removed.

Stating that the American Map Co. issued the first radio map ever made, some 15 years ago, and that making coverage maps for networks and stations constitutes a substantial part of his business, Mr. Andrews said that he has no desire to be vindictive but that he cannot overlook such wholesale infringement without being unfair to his other radio clients as well as to himself. He took from his files some 40 maps which his company has prepared for CBS and stations in all parts of the country in evidence of the extent of this business. The 32 alleged infringements have been placed in the hands of his attorneys, Mattuck & Mattuck, he said.

Dodge Spots on 50

DODGE BROTHERS Corp., Detroit, on Dec. 5 started a campaign of 18 spot announcements weekly through December using close to 50 stations to promote the new Dodge autos. Butchrauff & Ryan, New York, handles the account.

WALTER BIDICK COMPANY

DODGE BROTHERS

10,000 WATTS CBS

1,000 WATTS NBC

10,000 WATTS NBC

Page 32 • December 15, 1938

BROADCASTING • Broadcast Advertising
Two World's Fairs . . . biggest shows on earth . . . are keying people's minds to a faster tempo for 1939. In the progressive Salt Lake market area (population more than 750,000) people have long shown appreciation for KDYL's lively local showmanship and NBC-Red network presentations. Now—with greater power and improved facilities, KDYL offers alert advertisers a place in the parade to greater sales volume for 1939 and the years ahead.

KDYL
SALT LAKE CITY
THE popular STATION

Representatives: JOHN BLAIR & COMPANY
Chicago • New York • Detroit • San Francisco • Los Angeles • Seattle
**AT&T Asks Rejection of Walker Report And Change of Communications Law**

The brief took issue with practically every conclusion stated by the Commissioner in connection with broadcasting. Commissioner Walker had suggested a 25% rate reduction as desirable throughout the Bell System.

**AT&T Achievements**

Among claims made by AT&T in its brief of concrete achievement in the public interest was revision of its wire service charges to radio stations, it said effected reductions in charges approximating $530,000 per year and which removed "certain discriminations". These changes were made in September, 1936, by AT&T and also adopted by associated companies during ensuing months. This action was taken entirely independent of the investigation, it was said, and the changes made in rates were not proposed by or discussed with Commission representatives in advance of the filing of the tariffs. "Here again", said the brief, "the Walker Report makes a wholly unwarranted claim to credit for something which took place during the period of the investigation but which came in the normal course of business. The 'investigation' played no part in it."

An entire chapter of the brief was devoted to an answer to that portion of the Walker Report relating to broadcasting. This phase of the Report, it said, "continues the process of indictment and conviction by implication and innuendo employed in the investigators' report." Also attacked were "inaccurate factual material and unfounded conclusions and implications."

The brief stated the Walker Report is correct in including the existence of the System's "exclusive monopoly on the transmission of radio programs" as one of the reasons the System has attained its present position in the field of radio broadcasting. In fact, it added, the existence and availability of this network when first used upon the scene, was the fundamental cause of the ultimate result. It is probably true, it added, that without the use of the Bell System's facilities, "radio broadcasting, as we know it today, would be impossible."

AT&T denied that it had sought to obtain a monopoly in furnishing wire facilities but on the contrary stated it had sought only to provide adequate service for broadcasting development and in doing it took steps to see that its existing patent rights should not be prejudiced.

Referring to the Walker Report charge of discriminatory practices, particularly relating to the prohibition against interconnection between Bell and non-Bell facilities, the brief stated there were a few scattered instances in which difficult situations have been created through the insistence of a broadcasting station on connecting facilities with non-Bell outlets. In no case has it been known or suggested, it was contended, that it has been the policy or purpose of Bell System competitors to favor one broadcasting station over its competitors, or that action was taken in any way in conflict with public interest.

"There is no foundation in the record or in fact for the implication that the policies and practices of the Bell System have in the past retarded the development and expansion in the public interest of this type of communication or will tend to do so in the future," the brief continued. "On the contrary, the Bell System has contributed very materially to the development and expansion of radio broadcasting by providing a comprehensive network system, by keeping abreast of the technical requirements of broadcasting stations and by serving them promptly and efficiently at reasonable charges."

**KTUL Goes to 5 Kw.**

WITH little ballyhoo KTUL, Tulsa, went up to 5,000 watts Dec. 7. William C. Gillespie, vice-president, made the official opening announcement at 8:30 a.m. and Chief Engineer Nate Wilcox spoke from the new transmitter. A 10-second silence marked the boosting of power. The 5 kw. transmitter, first of the Western Electric Doherty type to be installed, is located on a 20-acre site 7½ miles north of Tulsa.

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**WIBW The Voice of Kansas**

Page 34 • December 15, 1938

**BROADCASTING • Broadcast Advertising**
BE TOPS

You're a HEADLINE ATTRACTION when you keep company with THE TOPS IN RADIO!

Place your sales message on the station with the public's favorite stars...the leading NBC-KFI personalities who help you sell the top buying audience in the billion dollar third major market.

EDWARD PETRY & CO. • National Sales Representative
BROADCASTING • Broadcast Advertising

December 15, 1938 • Page 35
SEASON’S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<tr>
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<tr>
<td>KFD</td>
<td>Wichita</td>
<td>CBS</td>
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Also

THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO
No matter what he sells, every advertiser is hoping to sell more of it—and more profitably in 1939. To each and every one we wish a full measure of success.

When it comes to products on sale in the stores and showrooms of Southern New England, we have a more concrete suggestion to make.

We believe your plans for 1939 will prove more fruitful—and impressively so—if they include WTIC. The most impressive reason for our confidence is WTIC's consistent rating as first choice with both listeners and advertisers in Southern New England.

In Listener Popularity by 2 to 1
FIRST
In Number of Network Advertisers
In Number of National Spot Advertisers

Far better than any other statistics, this record shows that WTIC can be a real help in lining up your product for better sales in Southern New England.

50,000 WATTS WTIC HARTFORD, CONN.

The Travelers Broadcasting Service Corporation
Representatives: Weed & Company

Member NBC Red Network and Yankee Network
New York Detroit Chicago San Francisco
PURELY PROGRAMS

Music for Bride
A BRIDE-TO-BE recently wrote Manager John Patt, of WGAR, Cleveland, because her fiancé was unemployed and it was doubtful if they could afford to have their wedding on the following Saturday. Would WGAR play the processional music on their Saturday afternoon? It would, though involving a cut into the Tennessee Mississippi football game. But Manager Patt approved, and at the appointed time football fans were amazed to hear the game fade out and Walberg Brown's ensemble come in with a large selection of traditional wedding songs.

The World's Children
PEACE and glad tidings will still keynote the International Children's Program, despite strained diplomatic relations among nations, when NBC again originates the world-wide broadcast Dec. 20, 4-30 p.m. The program, arranged by the greater National Capital Committee of the Washington Board of Trade will celebrate its seventh anniversary and the first full-assembly of children from diplomatic families ever to participate. Broadcast from the heart of their own country and then in English, each child will send Christmas greetings from their country and their own. The program will be shorted to Europe, South America and across the Pacific via RCA facilities. The program, to originate at the Shoreham Hotel, Washington, will also present the U. S. Marine Band playing the various national anthems of countries represented.

Talent Hunt in Texas
MEMBERS of Texas Network will offer the best talent of their respective stations, Search for Talent auditions to be heard Jan. 4-6, five winners getting prize money. The program, arranged by Pat Patt, will broadcast to New York and San Francisco to good-sized cash awards. Each of TSN's 23 stations will send two contestants to the semi-finals, to be held in Fort Worth Jan. 1-2, according to Elliott Roosevelt, president. Fifteen of these contestants enter the finals, to be broadcast on TSN the afternoons of Jan. 4, 5 and 6. Local auditions are to end Dec. 20.

Shot Sawers Hunted
FOR its historical series, Your Wisconsin, weekly half-hour heard on WTMJ, Milwaukee, Sears-Roeck is broadcasting in advertisements for an eyewitness to the attempted assassination of Theodore Roosevelt by John Schrank in Milwaukee and the Bull Moose campaign of 1912. Several of the contestants can be heard on TSN from a few stations in recent weeks.

Callings From Periodicals
MAGAZINE digest of the air is the theme of a new weekly show, Off the Magazine Rack, on WSYR, Syracuse. The program features as commentator Mrs. Winthrop Penn- nock, who reports the current magazines, commenting on articles and telling where they can be found.

No End of Sports
FEATUREING all kinds of athletics, Sports of All Sorts, conducted by Dick Bray on WSAI, Cincinnati, is now in its second year. The program presents interviews with sports celebrities, dope on ball players and inside stuff on Big Ten basketball.

Midnight in Winnipeg
A NEW program has been developed by CBIC, Winnipeg, the Night Riders for its mobile unit, which goes out shortly before 11 p.m., and at that hour starts interviews with after theatre crowds in a presentation of sidelights on Winnipeg after dark. Motorists are invited to follow the mobile unit in its tour of Winnipeg's street night life and take part in the broadcast which is presented Tuesday and Friday evenings. The program is sponsored by local stores, Bratwurst Drug Store and Johnson-Hutchinson, jewelers.

For Young Musicians
GEORGE SHACKLEY, conductor of the weekly Moonbeams on WOR, Newark, has invited all music students of New York, New Jersey and Connecticut to attend rehearsals and broadcasts so those who plan to make their living in radio may have an opportunity of seeing how a musical program is produced and understand the technique required to build a musical show.

The Campus Speaks
DIRECTED primarily at students and using college and university talent from its listening area exclusively, Radio Spotlight on KFRO, Columbia, Mo., is built around Eldon Jones orchestra and several vocal groups from Missouri U. and Christian and Stephens colleges for women. Future plans include talent from others of the 22 collegiate institutions in the area.

Salt Lake Sports
ANNOUNCED, directed and produced entirely by personnel of the Salt Lake Tribune-Telegram staff, Sports Flashes, heard weekly on KSL, Salt Lake City, is styled talk, with Bud Ross, photographer, and Marlowe Brandan and Jimmy Hodgson, sportswriters, providing the commentary.

Greetings In Foreign Tongue
FOR ITS Christmas party, WWL, New Orleans, mails invitations to the various consuls in the city to appoint some child to give a holiday greeting to other children of the world in their native tongues.

Melodies for the Ladies
COMBINING transcribed singing and orchestration with live organ music, Music for Midays on KTUI, Tulsa, features Wade Hamilton at the organ tying in with the records.

BROADCASTING • Broadcast Advertising
December 15, 1938 • Page 39
THE Audience Station • San Francisco
KSFO, Palace Hotel, San Francisco • 560 KG, 5000W day, 1000W night
PHILIP G. LACEY, General Manager
National Representatives: FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

All Rules Off!

"THE Announcer's Fondest Dream Come True" is what the call all the remaining annual WTMJ Christmas Party Dec. 23 at WTMJ, when announcers are permitted to re-lease all inhibitions and read commercials as they've longed to read them all year. Good- humoredly lampooning spon-sors' plugs and revealing pet peeves. The whole thing is put together in the form of a running show, recorded and then sprung on studio execu-tives at party time.

Radio Auto Show

COOPERATING with Cleveland Automobile Dealers Assn., WHK, Cleveland, recently presented the Radio Auto Show as a series of 17 nightly quarter-hours, replacing the usual automobile show the dealers had held in previous years. The programs featured station talent in music and drama, together with interviews between Jack Garve-y, WHK-WCLE merchandising manager, and a dealer representa-tive for each of the various cars.

History of the States

DRAMA featuring outstanding characters or events in American history, written by students in high school dramatics classes, is presented weekly on A Salute to the States, sponsored on WRVA, Richmond, by the Dairy Council of Richmond. Contest is conducted between students and schools, with a silver cup to be awarded the winner.

Titles Wanted!

BILL ALBRIGHT, of KSO, Des Moines, has started a new series, You Send the Title, We Write the Song, in which listeners submit titles and listen to the forthcoming song written around it. A re-cording, made as the song is broad-cast, is awarded weekly winners.

Voices in Colorado

MAYORS, chamber of commerce representatives, editors, clubwomen and businessmen from neighboring towns speak on Colorado Canva-sate, new series started on KLZ, Denver, which visited the town and recorded the interviews under direction of Production Manager Howard R. Chamberlain.

Sports of the Week

PREVIEW of a typical football game presented on a different station, then re-presented for the benefit of "hard to reach" people. The series is produced by WXYZ, Detroit, under the direction of Bob McKee.

A Slice of Life

BROADCASTING of an actual appendix operation from one of the city hos-pitals is being planned by WAPI, Birmingham, Ala. A prominent local physician will describe the operation, assisted by members of the WAPI announcing staff.

An Orchid a Week

ALONG WITH an orchid delivered to an outstanding citizen at his home each week comes an ac-count of his life and accomplish-ments on An Orchid to You, spon-sored on KFWF, Little Rock, by Tipton-Hurst Florists.

Crime in Poplar Bluff

POLICE CHIEF Eli Sliker gives a daily 10-minute review of local crimes, arrests and safety cam-paigns on Police Bulletins, carried by KWO, Poplar Bluff, Mo.
Calisthenics Taboo
THE DAILY DOZEN is passe, declares Jim McGrath, NBC announcer in Washing-
ton, who lately has been con-
ducting a morning program of symphony music. Recently he asked listeners if they would object to 15 minutes of setting-up exercises during his regular program. Imme-
diate responses came from 2,884 persons—and only ??
favored the exercises.

AAA Safety Scripts
AMERICAN Automobile Assn. has
announced a national radio script
contest to develop student broad-
casts in the interest of safer use
of the streets and highways. The
contest is based on the Northeastern
Ohio Safety Contest, conducted
by WHK-WCLE, Cleveland, last
year. A recording of the prize-win-
ing Sandusky High School play has
been used as a basis for the
suggestion of the contest to the
AAA by Larry Roller, educational
director of United Broadcasting Co.

Youths on Discs
WEEKLY half-hour, Young Amer-
ica on the Air, sponsored by South-
ern Bearings & Parts Co. on
WBT, Charlotte, features enter-
tainers under 16, brought from
towns in both Carolinas after local
amateur contests. The programs
are recorded at each broadcast,
and the transcriptions used at
chapel periods at schools in the
various towns.

Pix for WAAW Fans
WAAW, Omaha, is sending post-
card photos of popular entertain-
ers to fans writing to the station.
The idea is to build goodwill and
use the names of those writing in to
make a definite mailing list of sta-
tion promotion.

Note to Sponsors
EVERY evening J. E. Reynolds,
commercial manager of WJRD,
Tuscaloosa, Ala., mails cards to all
its advertisers, reading like this:

"... (announcement) (program)
is scheduled over Radio Station
WJRD at... If there are any sug-
gestions that you feel would aid us
in serving you better please attrac-
t this to our attention."

Invalids at Play
TUBERCULOSIS patients of Pine
Camp, at Brook Hill, Va., present
the quarter-hour Pine Camp Pro-
tees twice-monthly on WRVA, Rich-
mond, writing their own material
and putting it across with their
own artists and announcers.

Romance and Melody
BILL PENNELL reads letters
from a collection of romantic epis-
tles against a background of senti-
mental organ melody on Love Let-
ters, originated by WIOD, Miami.

Births of the Day
IMPORTANT FACTS on the lives
of famous persons whose birthdays
fall on each broadcast day are nar-
rated daily, 7:45-8 a.m., on W COP,
Boston.

Salute to NEW advertisers
--who helped make 1938
A RECORD YEAR for WFBR:
Here are the NEW NATIONAL ADVERTISERS (non-
network) whose business, added to renewals by old
advertisers, gave WFBR a record volume in 1938

Assn. of Pacific Fisheries
Axton Fisher Tobacco Co.
Baume Bengue
Bell-Ans
Boscul Coffee
California Walnut Growers Assn.
Florists Telegraph Delivery Assn.
Groves Laboratories, Inc.
Hinds Honey and Almond Cream
Holland Furnace Co.
Hudson Terraplane Sales Corp.
Johns Manville Corp.
Manhattan Soap Co.
Maytag Company
Nucoa
P. Lorillard Company
Pecan Feast Candy
Peter Paul, Inc.
Quaker Oats Co.
Quinlax
Remington-Rand
Rit Products Corp.
Winston Dictionaries
Zonite Products

Plus 86 NEW local advertisers

IN BALTIMORE
THEY LISTEN TO

WFRB
MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

BROADCASTING • Broadcast Advertising  
December 15, 1938 • Page 41
Build YOUR

WOKO
WGST
WBAL
WGR-WKBW
WCKY
WHK-WCLE
WHKC
WIS
KGKO
WHIO
WBIG
WTIC
KTRH
KMBC
KLRA
KHJ

DON LEE
SOUTH'N
CALIF. GROUP

DON LEE
NORTH'N
CALIF. GROUP

COMPLETE DON LEE CALIFORNIA NETWORK

(See Stations In Northern and Southern Groups Above)

WMAZ
WREC
WIOD
WISN
WSFA
WLAC
KOMA
WCAU
KOY

ARIZONA NETWORK

KCBS
KOY
KGAR

WCAE
KOIN-KALE

WRVA
WHAM
KDYL
KTSA

KGB
KFRC

KIRO

KWK

WFBL
WTAG

WMAZ
WREC
WIOD
WISN
WSFA
WLAC
KOMA
WCAU
KOY

ARIZONA NETWORK

KCBS
KOY
KGAR

WCAE
KOIN-KALE

WRVA
WHAM
KDYL
KTSA

KGB
KFRC

KIRO

KWK

WFBL
WTAG

Additional stations are being added regularly to complete the major market coverage of the United States.

WORLD BROADCASTING NETWORK

Bisbee
Phoenix
Tucson

Richmond
Rochester

Salt Lake City
San Antonio
San Diego
San Francisco
Santa Barbara

Seattle
St. Louis
Syracuse

Worcester

See Stations In Northern and Southern Groups Above)
OWN RADIO COVERAGE

with Gold Group Market Center Stations

Network radio is not new . . . spot radio is not new . . . but the “Gold Group” plan, an outgrowth of both, is absolutely new. Flexibility is the keynote. Flexibility of markets, and flexibility in hour of broadcast in each market.

Carefully tested stations in market centers form the World Transcription System “Gold Group.” Sectional and national advertisers may use few or many “Gold Group” stations, as their markets dictate. Good broadcasting periods are provided, regardless of time zones and without rebroadcast.

In addition, WTS offers a uniform dealer merchandising service at point-of-sale . . . substantial savings in production costs . . . and relieves the sponsor and his agency of the many details of individual station contacts, affidavits and billing.

And remember—these new advantages are tied up with World’s famous vertical-cut Wide Range transcriptions . . . joint achievement of Bell Laboratories, Western Electric Company, and World Broadcasting System.

Combining the World quality product, the flexible WTS method, and the “Gold Group” tested stations, we offer the advertiser what we sincerely believe to be the greatest per-dollar value in radio broadcasting. We invite the inquiries of agencies and advertisers. Address the World Broadcasting System, 711 Fifth Avenue, New York City, New York (301 East Erie Street, Chicago, Illinois; 1000 North Seward Street, Hollywood, California).

WORLD TRANSCRIPTION SYSTEM

a service of

ASTING SYSTEM
Radio Complaint No. 1

IT'S STILL bang, bang, bang, over at the FCC. Despite efforts to cover up, the turmoil persists.

Steps are being taken to bolster the staff. The law department, which admittedly has been the weakest link (except the Commission itself), has been reorganized from top to bottom. William J. Dempsey, 33-year-old general counsel, has obtained as his chief lieutenant 29-year-old William C. Koplovitz, acting general counsel of the Power Commission who admittedly has a brilliant Government record despite his youth.

Almost coincident with Mr. Koplovitz' induction as assistant general counsel, Mr. Dempsey effected reorganization. But in so doing he has used the same personnel, several of whom have been under attack. As a matter of fact, one of the best of the group—Frank Fletcher—has resigned to enter private practice. With more efficient administration, it is of course possible to improve the work of the law department, but the impression is that it lacked qualified man power.

But even if all the lawyers were Brandeises or Hogans or Frankfurters, the FCC's fundamental weakness would not be remedied. The basic ill resides in the Commission itself. As long as there is continuing dissenion on the Commission, with definite personal aspects; as long as members think it necessary to take public and private potshots at one another—just so long will the FCC be a futile body.

The broadcasting industry, let alone the telephone and telegraph fields, has a right to expect the kind of regulatory supervision of private industry contemplated by the Communications Act of 1934. Certainly the taxpayers, who foot the FCC bill, have a justifiable complaint.

No Funds Needed

EVEN before the report—due in January—of the special committee appointed by President Roosevelt to survey the whole field of international broadcasting, an interdepartmental committee reporting to the President on a broad program of cooperation between the United States and the other American republics has made clear its views on radio phases. Those views simply are (1) that continued efforts should be exerted to develop further cooperation with Latin America and raise the standard of programs transmitted abroad; (2) that better engineering standards should be established and efforts made to eliminate interference; (3) that visits by FCC experts to foreign communications departments be encouraged.

No one in radio can quarrel with any of these points, and indeed the private shortwave operators are moving fast, with some government help, in the direction of their respective cooperation. Significant in the report, however, was the simple notation after the first and third points: "No additional funds required." After the second point the notation reads: "Additional funds to be sought as occasions require.

While radio was only one of 74 listed projects for binding the Americas closer together, it is noteworthy that the Government does not propose spending any money on radio. That can mean only one thing—that this is to be left to private operation, and that the Government's Latin American experts have abandoned the idea, if they ever had it, of getting the Government into the business of broadcasting shortwave propaganda even on the slightest plea that it is the Government's function in view of similar activities in the totalitarian nations.

Also significant is the fact that Chairman McNinch sat on the committee, which comprised high governmental officials headed by Undersecretary of State Sumner Welles. Mr. McNinch is also chairman of the international broadcasting committee which is to report in January. It is reasonable to assume that the McNinch committee's recommendations are not likely to run counter to the broader-gauged program of the Welles committee.

The RADIO BOOK SHELF

HIGHLY critical of the FCC, particularly of its censorship methods and its extreme leniency so far as the individual commissioners are concerned, is an article titled "Feeding Among the FCC" appearing in the current issue of the magazine Ken under the byline of Michael Frost, Washington writer. The article takes the view that the seven members of the FCC "have finally succeeded in incurring the wrath of both independent radio and of Congress" and that "instead of rectifying their policy, terror of losing cushy $10,000-a-year jobs has only intensified the commissioners' habitual propensity of feuding among themselves."

THIRD edition of the Radio Manual, prepared by George E. Sterling, assistant chief of the FCC field section, was published in November by D. Van Nostrand Co., New York [$6]. Containing 1120 pages, the book covers every branch of radio, including broadcasting, with detailed explanations of the installation, operation, adjustment, testing and maintenance of every type of radio equipment.

DR. GLEASON L. ARCHER, president of Suffolk U. and formerly an NBC commentator, has written a book entitled The History of Radio to 1936, recently published by American Historical Society, New York. Dr. Archer is now working on a companion volume which will trace radio from 1926 to the present day.

Free & Uneasy

LATELY there has been much tumult about freedom of the air. There have been dangerous indications of censorship, dangerous enough to warrant the spontaneous defensive steps taken. The most significant reaction was the forthright assertion of James G. Stahlman, Nashville publisher and president of the American Newspaper Publishers Assn., that the press stands ready to fight shoulder to shoulder with broadcasters against such interference. Mr. Stahlman has no station affiliation. He formerly was a sharp critic of radio.

It cannot be gainsaid that many publishers—probably the majority of them—regard radio as a business competitor. They charge to radio the loss of a substantial amount of national advertising now on the air. Naturally, they don't like it. Comment columns have been deleted from most metropolitan papers. For public consumption the reason given is the high cost of newspaper and labor. It's our guess the underlying reason is that publishers do not look kindly on the idea of building up a competitor, irrespective of what their readers may want.

All that, however, falls in the category of bad, cold business. The publisher has the right to edit his columns. If the public demand is great enough, we suspect the comment columns will return. Many stations have found it expedient to "publish" their own comment columns via a commentator or little house organs.

But we do not want to detract one mote from Mr. Stahlman's courageous expression. He has foresight and takes the long view. He realizes that if government interferes with freedom of radio, the press will be next in line. Thus protection of radio is really the first line of defense for the press.

To those familiar with broadcast regulation, the constant threat of "back door" censorship, that is after the act, is all too well known. The FCC undeniably has jockeyed the industry into a gun-shy attitude. But whenever the threat has become serious, it has been thwarted. Now, with the press fully cognizant of the implications of radio censorship upon their own medium, an added bulwark is assured.

As long as the press and radio can work together on that common ground a formidable defense will be in force. As to competition for the advertising dollar, we feel that the genius and enterprise of the sales brains of each medium will contrive to keep both going in as healthy and lusty a way as ever.

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MOTHER GOOSE’S Nursery Rhymes recount the adventures of a youngsters named Shafto, who went to sea with a silver buckle on his knee. Radio’s counterpart of that tale also involves a youngsters named Shafto, but when he will see it was with a batch of oscilloscope books, earphones and assorted radio gadgets.

By all means, the Shafto of our tale came back, applied himself to the technical and business sides of radio, and today is the directing head of two of South Carolina’s responsibilities—WIS, Columbia, and WCSC, Charleston. He is president of WIS and vice-president of WCSC.

Like many another broadcasting executive, Godfrey Richard Shafto (he’s known as Dick) got his start as a wireless operator. In Dick’s case, however, he has never known any other line of activity, and still retains an active interest in the technical side. Radio is his work and his chief hobby, though he rates as one of the industry’s foremost candid camera addicts. His camera, along with telescopic lenses, light meters, flash bulbs and other complex paraphernalia, is a part of his regular traveling equipment.

To a recent NAB convention he carried a couple of hundred pounds of accessories.

But more about Shafto the broadcaster: currently he is steeped in synchronization. He has pending before the FCC an ambitious plan whereby WIS, in Columbia, would acquire a satellite or booster station in Sumter, S. C., to test the efficacy of that type of operation for regional stations.

“The limited night-time coverage provided on regional channels cannot be cured by raising night power limits now imposed, nor is there any impending promise of antenna developments that would reduce sky-wave radiation and thereby reduce interference from other stations using the same channel,” observed young Mr. Shafto. For that reason, he undertook a load study of synchronous operation of low-powered satellites to render nighttime service in adjacent cities which now enjoy primary daytime service from the master station. Should the Summer experiment prove out, the engineer-manager has in mind other low-powered satellites on the same channel.

Though born in Cliftonwood, N. J., April 25, 1904, Godfrey Richard Shafto is a true son of the South. His parents moved to Richmond when he was 15, and this slight, curly-headed, dimple-chinned youth has since lived below the Mason-Dixon line.

In 1925 Dick Shafto was 15, he joined an amateur radio club at John Marshall’s High School in Richmond. The following year he built his own “ham” station with oatmeal boxes as coil cores. Having gone completely haywire on radio in more ways than one, he got himself a job in Richmond’s first retail radio store, selling such receivers as Adams-Morgan, and Outten and Washington.

It was in 1922, at 17, that Shafto took his fling on the briny deep. For two years he was a radio operative aboard freighters, tankers, sea-going tugs and liners. In 1924 he enrolled in the Radio Institute in New Orleans, to acquire a bit of higher education in his chosen field. In 1925 he took a course in radio theory and practice at Columbia University, while he worked at the RCA Laboratories.

Having concluded his education, Dick Shafto in 1926 joined Westinghouse in Tampa, and sold RCA receivers. From 1927 to 1929 he operated two retail radio stores in St. Petersburg. He hopped to the other side of the radio sales fence when Graybar sales organization for Western Electric transmitters, appointed him radio specialist in charge of the sale of broadcast equipment in seven Southeastern States, with headquarters in Atlanta.

In the course of his sales dealings, Dick Shafto sold the Liberty Life Insurance Co., operators of WIS and WCSC, new transmitting equipment in May 1932. He spent several weeks supervising the installation and the Liberty people offered him the post of general manager of the two stations, with headquarters in Columbia. He took the job. His activities later were enlarged to include supervision of WNOX, Knoxville, and WTFI, Athens, but these stations were sold in 1936.

Under his guiding hand, WIS obtained full-time NBC service three months after he took over. In 1934, the stations underwent complete modernization. The new equipment and commodious new studios. W. Frank Hipp, head of the insurance company, had him promoted to the presidency.

There were other changes in operating status, including removal in 1938 to the choice 560 kc. channel with 5,000 watts of power and the new transmitter. Then, last March, he was elected president of WIS Inc., remaining as vice-president of the corporation owning WSCC. All this at age 34.

Dick Shafto is active in industry affairs. He always has been a stickler for the usual low-power rates. He is of the school which holds that a regional station should base its national rates on a prede-
HOWARD HOLBROOK, formerly of Australia, has been appointed to the board of directors of the Kiwanis Club of Washington.

GEORGE ENGELS, has been named manager of the radio station's engineering staff, and the appointment of John Henry, as the new sales manager, has been announced by the board of directors of the company.

JOHN H. NORTON, Jr., of NBC station, has been named manager of the radio station's engineering staff, and the appointment of John Henry, as the new sales manager, has been announced by the board of directors of the company.

JOHN N. MING, manager of the radio station's engineering staff, has been named manager of the radio station's engineering staff, and the appointment of John Henry, as the new sales manager, has been announced by the board of directors of the company.

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Both stations were formerly KOIL, normally owned and operated by the Catholic Student Union of New York. Recently, the University of Notre Dame, with the aid of NBC, has joined the announcers for the 1939 Notre Dame Bowl game.

ERNIE REA, recent graduate of the University of Missouri School of Journalism, has joined the announcing staff of WJDN, Columbia, Mo. Guy W. Lowe has added continuity writing to his music department duties; Jim Campbell has been advanced to farm director, replacing Wally Moyer, who resigned recently to join George D. Bingham, WLW program director, at Bill Davis Broadcasting.


**NBC Script Service**

NBC Central Division Press Department, Chicago, under the direction of William Ray, has started a radio script service for NBC stations, including program news, features and advertising scripts. Scripts are written to run 12 minutes so that local radio gossip or commercial plugs can be added to round out a 15-minute show. Titled Radio Parade, the show is mailed to stations on Thursday for airing on Friday. Of particular advantage in those areas where newspapers carry little radio news, Radio Parade has been signed by the following stations: WSM KSO WOWO WGL WIRE WXYZ KTBS WRC WSGL KTBG WGBF WPB WFY WWO WWB WMT KFYR KGBX WBOW WLW WTCN WREN WOW WYK WTPD KTSW WSJW WCOL WDAP. To avoid local complications, scripts about NBC-Red shows and people will be sent to NBC-Red stations, those about Blue shows to Blue stations, and stations using programs of both types will receive two scripts which can be edited to fit local schedules.

**Toscanini in Tour**

CONCERT tours in cities outside New York by the NBC Symphony Orchestra, under the direction of Arturo Toscanini, began Dec. 13 with the first concert given at the Mosque Theatre, Newark, under the auspices of the Griffith Music Foundation, for the benefit of the Essex Conference for Catholics, Jews and Protestants. Two other concerts have been definitely planned, in Baltimore Dec. 27 and in Boston Jan. 10, while negotiations are pending with several other cities within a short distance of New York.

**STORY of Knute Rockne, famous Notre Dame coach, was dramatized on the Du Pont CBS program Calendar of America Dec. 5 and was carried by WFAM, South Bend, not ordinarily on the network, for students at Notre Dame and citizens of the town.

KOIL, Omaha, and WNNC, Asheville, N. C., will change network affiliations next season, leaving NBC and joining CBS. KOIL, now a member of the basic Blue, will make the move April 24, and WNNC, which is affiliated with the Southwestern Group of NBC, will join CBS on June 1. Both stations were formerly on CBS.

**Newcomb’s Son**

LELAND NEWCOMB, 23-year-old son of R. N. (Bill) Newcomb, official of WOCF, Boston, was informed recently that he probably will go to Catalina Island for spring training with the Chicago Cubs, National League champs. Young Newcomb had a brilliant minor and semi-pro record, compiling yearly batting records ranging from .376 low to .450 high.

**Federal Group Projects**

**RadioInstructionManual**

PROFESSIONAL Radio Manual of Instruction for schools and colleges is being prepared by the staff of the Federal Theatre Radio Division, according to Evan Roberts, managing director. More than 100 colleges, through drama department heads and instructors in radio, have offered their cooperation.

The 50-page mimeographed manual will contain a bibliography of the whole field of radio, Mr. Roberts said.

The Division during the spring or summer of 1939, will produce a students’ program with scripts by undergraduates in college radio classes. The scripts will be chosen by a board of judges.

CBS has announced the affiliation of WBRY, Waterbury, Conn., effective Dec. 15. Operating with a power of 1,000 watts day and night on 1350 K. c., WBRY is available at a base rate of $125 per evening hour.

**Palestine from the Air**

Nature gently cloaks the peaceful countryside with her royal robe of ermine. Night falls and Man rests. Yet through the still night, the miracle of radio brings cheer and warmth to countless homes. It is our privilege to be part of Radio: It is our privilege to wish you ... and bring you ... a more abundant year.

WSYR of Syracuse
WJTN of Jamestown
WNBX of Springfield, Vt.

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www.americanradiohistory.com
Radio Brings ALL Music To ALL People

NBC Symphony Orchestra, under the direction of Arturo Toscanini rehearses long hours to achieve perfection on the air (Above... the woodwinds rehearse).

Radio Corporation
NATIONAL BROADCASTING COMPANY
R.C.A. COMMUNICATIONS, INC. • RCA INSTITUTES, INC.
While radio has made outstanding contributions to American culture through educational programs, great plays, news broadcasts, political broadcasts, and scores of other informative programs... radio's supreme contribution is music. Before the days of radio, few were able to hear the music they liked, still fewer to hear the foremost artists. Now you who work in radio, under the American system of broadcasting and network programs, have vastly stimulated interest in music both among those who listen and those who play or sing. You have done this by bringing music into virtually all homes.

Consider, for example, the musical contributions of the National Broadcasting Company, one member of the family of RCA! It is generally conceded that the most brilliant musical accomplishment of radio is the NBC Symphony Orchestra, under the leadership of the great Maestro Arturo Toscanini. And this is but one of the organizations which play great music for NBC listeners.

Another member of the family of RCA, RCA Victor, manufactures fine radio instruments that enable thousands to hear the music they love at its best. And through Victor and Bluebird Records, RCA Victor Vitas, and inexpensive RCA Victor Attachments, RCA Victor offers to all the opportunity to repeat the music they want when they want it.

Truly... giving everyone the music he wants is one of the major considerations of the Radio Corporation of America. Whether his tastes run to symphony or swing... the average American can look to RCA at all times for his kind of music.

All who work in broadcasting today can be proud of the job your industry has done in making music increasingly important in the cultural scheme of things in America.

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

Radio Lets the Nation Enjoy U. S. Army, Navy and Marine Bands

CAPT. THOMAS F. DARCY, Jr.
Leader U. S. Army Band

LIEUT. CHARLES BENTER
Leader U. S. Navy Band

CAPT. TAYLOR BRANSON
Leader U. S. Marine Band

Every village has its band, but Uncle Sam's Army, Navy and Marine Bands rank with those great concert bands which have glorified brass music.

of America

RCA MANUFACTURING COMPANY, INC.
RADIOMARINE CORPORATION OF AMERICA

RADIO CITY
NEW YORK
U. S. A.
WORDLESS LETTER

A FORM letter with personally typed address and salutation, followed by three blank lines, and signed by Theodore W. Herbert, of the WOR sales department, recently drew a response from a New York agency which asked Mr. Herbert to call about an account. Mr. Herbert's wordless letter had a postscript which said: "What difference does it make? You wouldn't have answered me anyway. T. W. H."

CAMPBELL SOUP Co., Camden, N. J., on Jan. 2 starts two five-minute newscasts on WMAC, Chicago, Monday and Tuesday. Ruthrauff & Scher of Chicago, agency, has reinstated the account.

PULTRY TRIBUNE, Mt. Morris, Ill. (magazine), has started its campaign in selected markets soon after Jan. 1. The recent campaign on 12 stations (Broadcasting, Nov. 11) has been discontinued. Albert Kircher Co., Chicago, is agency.

ROSIKRUCIAN BROTHERHOOD, 3632 Calvert St., Philadelphia, Pa., is handling the account for the Rosicrucian Community of Philadelphia, Pa., which handles the account.

ASSOCIATED Hardware Wholesale- ers of Iowa have renewed sponsorship of Hardware News, heard daily except Sundays at 7:15 a.m., on WFO, Des Moines, for the fourth consecutive year, effective Jan. 2. Members of the group include Brown-Camp Hardware Co., Latke Hardware Co., Des Moines Hardware and Cutler Hardware Co., Waterloo. Agency is R. J. Potto & Co., Kansas City.

RATHASWEET Corp., New York (Bathasweat), following a two-week test campaign on KPO, San Francisco, has signed a 52-week contract with the station for three news broadcasts a week by Bob Anderson. H. M. Kissel- vetter Adv. Agency, New York, handles the account.


PEPSODENT Co., Chicago (mouth wash), will discontinue sponsorship of the five weekly quarter-hour afternoon dramatic serial, Coastal Lady, on 5 NBC-Pacific Red network stations, following the Dec. 19 broadcast. Agency is Lord & Thomas, Chicago.

PETER FOX BREWING CO., Chicago, has started "I Want A Divorce," a new series on WGN, Chicago. Show dramatizes actual divorce case records and is handled through Press Radio Features, that city. Expansion is planned, according to Sherrill & Scott, Chicago, agency in charge.

ERNST GRISSOM Inc., Texas firm is sponsoring Famous Jury Trials, Mutual's cooperatively sponsored weekly program, on KBRC, Abilene, and KOKB, Tyler, Tex.

RADIO sets for Christmas presents are provided in five-minute announce- ments broadcast daily by WFBA, Dallas.

GEORGE, OLD FELLOW

—I want to tell you something I get a real kick out of: WWVA was recommended to the client strictly on my sponsor- ship, and here's the pay- off: We are going to can- cell out on a lot of the other stations and yours will be the only (under- scoring not ours) one we'll keep out of the bunch. We're very much pleased with the way WWVA is doing."

We can't begin to write copy with the sock that the above quotation from a letter by an advertising agency executive has. Out of courtesy to the organization and persons involved, we omit names, but the facts are "cross- my-heart true. To us they mean a whale of a lot, because, after all, it's what the buyer thinks that weighs most.

May we get in the gutter of the hackneyed and top off with—"Let your conscience be your guide!"

National Representatives

JOHN BLAIR & CO.
NEW YORK . . . CHICAGO . . . DETROIT . . . SAN FRANCISCO

COLUMBIA Station

5,000 Watts

Send for complete Catalogue

CHARLES MICHELSON
58 FIFTH AVENUE NEW YORK

Www.americanradiohistory.com
PETTINGELL & FENTON, New York, and L. H. Hartman Co., New York, on Dec. 1 merged to form a new agency Hartman & Pettingell, with offices in the present Hartman headquarters at 444 Madison Ave., New York, until after Jan. 1, when a move to larger offices is planned. L. H. Hartman is president of the new firm and Atherton Pettingell and Fleur Fenton (Mrs. Pettingell) are vice-presidents and directors.

CAPLES Co., having increased its Los Angeles staff, has also taken additional office space at 412 W. 6th St., that city. Firm has added Leo Martin to its radio department to write a new series of programs for Union Pacific Railroad Co.

BRAD SIMPSON, formerly of Neiser-Meyerhoff and more recently of the production department of Blackett-Simple-Hummert, Chicago, has been named radio director of John H. Dunham Co., that city, sharing the agency's radio activities with Haan Tyler, time buyer.

HARRY O'NEIL, for many years general manager of the Consolidated Drug Trade Products, Chicago, has been elected secretary-treasurer of Benson & Dall, Chicago agency. He will continue as account executive and general manager of Consolidated, whose business is placed through Benson & Dall. Roland J. Dooley, vice-president of the agency, has been advanced to the presidency and William Goos, for the last two years in charge of sales and production, has been elected a vice-president of the agency. Helga Wernial has been named secretary to Mr. Dooley, replacing Evelyn Cope

BERTHA SAMUELS, former advertising and promotion manager of the Palmer House Co., Chicago, will join Gannett & Morgan, Chicago agency, as account executive effective Jan. 1.

NORMA LIVINGSTON, vice-president, and Field Johnstone, New York, is in Hollywood conferring on two network shows.

TOM WRIGHT, formerly on the M-G-M Hollywood, exploitation staff, has joined Young & Rubicam Inc., that city, to organize Consolidated Drug Trade Products new show which starts on Jan. 5.

KEN DOLAN, executive of Dolan & Donn Inc., Hollywood radio talent agency, is in New York for conference on a proposed national network show. He returns to his desk in Los Angeles after a short trip to New York.

JOHN GORDON, of the radio department of Ruthnaft & Ryan, New York, and director of the Major Broadcast House, has joined Young & Rubicam Inc., that city, as network program director of the Professor Quiz program, sponsored by Novauma Chemical Co.

John C. Dowd Agency
CORPORATE name of Dowd & Osterreicher, Boston advertising agency, was recently changed to John C. Dowd Inc., and the firm has moved to new quarters in the Park Square Bldg., Boston. Staff includes John C. Dowd, president; Dwight W. Norris and C. B. Manf- gher, account executives; Arch Fer- ryn, national manager; and Fred Bichler, production manager; Mary V. Abbott, secretary-treasurer, and Alice G. McPhee, experienced news writer. The agency serves Atlantic Coal Co., Harvard Brewing Co., New Haven Railroad, C. G. Co., Commonwealth Fund, Soapine, Whitty Stokers, and National Leather Mfrs. Assn.

Market Data Book
VOLUME VII-b of Market and Newspaper Statistics has just been released by the American Association of Advertising Agencies, New York. It deals with the 65 cities over 100,000 population in the United States and Canada in which newspapers were audited to March 31 and June 30, 1938. Included are circulation of newspapers, number of families, English reading persons (English speaking persons for Canadian cities), el- ements, English reading persons (English speaking persons for Canadian cities), elements, English reading persons (English speaking persons for Canadian cities), elements, English reading persons (English speaking persons for Canadian cities), e

Rural Survey Ready
ALTHOUGH no date has been set for the next meeting of the Joint Committee on Radio Research, the general survey conducted by this group will be published shortly, according to John Benson, head of the Commercial Radio Research Committee, and president of the American Association of Advertising Agencies. Report on the survey is now being sent to JCR's members for their approval and its publication is expected before the end of the year.

COLORADO SPRINGS Legionnaires were entertained recently by a performance of the Red-Rock Eight Ball program of KVOR, in which announcers are put on trial for blindness on the board. Lloyd R. Sullivan, local commander, paid a high tribute to KVOR and its staff in an article appearing in the Pikes Peak Legionnaire.

T. Harrington Named Y & R Radio Director
THOMAS F. HARRINGTON, manager of the Young & Rubicam office of York and Rubicam, on Dec. 9 was named radio di- rector of the agency and will take up his new duties in New York Jan. 1. Experienced in all phases of commercial radio, Mr. Harrington also has a general ad- dres

Mr. Harrington vertising background. He succeeds D. H. Stauf-

Joining Young & Rubicam in 1933 as a radio production man, Mr. Harrington has headed the agency's West Coast office since 1935. During the last three years he has supervised programs origi-

ated in Hollywood and has been in charge of the Jack Benny-Jello program since its inception in 1934. He has also been associated with the syndicated series for General Foods, Packard Motor Co., International Silver, Gulf Oil Corp., Borden Co., Langendorf Bakers.

CMQ Joins NBC
CMQ, Havana, has joined NBC as the network's 165th affiliate station and the fifth foreign one. Not counting KGU, Honolulu, NBC's foreign affiliates are CBP, CBM and CFCF, Montreal, and CBL, Toronto. New York rates for CMQ, which uses 25,000 watts on 1010 kc., are $200 an hour, $120 a half-hour, $60 an hour, or day or evening. Rate includes all transmission facilities, but not extra an- nouncing or translating services. Because the station will not accept competitive advertising, network programs advertising products rivaling RCA radios, Colgate-Palmolive-Peet soap and denticife, Fleischmann's yeast, Phillips mag- nesia products, Westinghouse cooking oils, Sherwin - Williams paints, Leonard refrigerators and local banks and newspapers, may not be broadcast on CMQ. COCO, short-wave station of CMQ, which covers Central America, and the north- ern part of South America in addition to Cuba, also carries most of CMQ's programs. COCO broadcasts with 1,000 watts on 7940 kc.

WILTON E. HALL, owner of WAIM, Anderson, S. C., while a breakfast guest of Gov. Olin Johnston of South Carolina during President Roosevelt's visit at the Governor's mansion, pre- sented the President with a set of handsome bookends made at Clemson College from timber on the grounds of the John C. Callowhouse.

The Northwest's Best Broacasting B & u

FULLSTATION MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

CHARLES MICHELSHORN, New York transcription company, reports the Mason Dixon Group, KDKA, WRC, and WCAU are the newest subscribers to its Speedy Q sound effects library and also that it recorded the NRC, CBS and MBS for their holiday broadcasts.

JOHN C. PANNAGE, executive of Stannage Ltd., Auckland, New Zealand, radio agency, now in the United States on company business, will headquarter in Los Angeles during January.

NBC has announced five new subscribers to its Transcription service: WBLI, Lima, O.; WSTP, Salisbury, N.C.; WGTI, KLOSE, Bend, Ore.; WJLS, Beckley, W. Va.

MOST recent subscriber to World Transcription, Inc., the radio transcription service of YVOR-YVORC, Caracas, Venezuela, KTHI, Houston, has been affiliated with the World Transcription System as its 51st station.

EDWIN A. PANOCAST, Jr., formerly with Sounds and Brook Transcriptions, New York, on Nov. 7 joined Federal Transcribed Programs, New York, as vice-president in charge of sales.

FENTON EARNSHAW, a director of Continental Radio, has resigned as a director of the Radio Corporation of Angeles, accompanied by Mrs. Earnshaw, is scheduled to leave in late December for Honolulu and thence to Papeete for a year's writing

JACK KAPP, president of Decca Records, is in Hollywood supervising cutting of a set of recordings and is scheduled to leave the West Coast Dec. 10 for New York to lay down material. David Kapp, Decca recording engineer, who accompanied him to Hollywood, has returned to New York.

MILT BLINK, of Standard Radio, Chicago, will sail with his family Dec. 22 from New York for a month's vacation in Havana and Panama

STANDARD RADIO announces the following stations have subscribed for its Standard Radio Service: CHFV, Hamilton, Ont.; WAVE, Louisville; WTKC, Cincinnati; WJHL, Johnson City, Tenn. KVNT, Logan, U. KFDA, Amarillo, Tex.; KRTS, Amarillo, Tex., KEMP, Fort Worth, Tex. Standard also announces new sound effects discs of airplane mass formation, surf, type typography, typewriter in slow and fast action.

KASPER-GORDON STUDIOS, Boston, are now sole owners and distributors of the department store toy promotion transcribed series, Advections in Christmas Town, having bought the interest of Mertens & Price. Los Angeles subdivision firm. The 15-episode quarter-hour series, has a complete merchandising setup.

E. L. BONNAN, Chicago office manager of Radio Transcription Co., America, has also been placed in charge of sales for that territory succeeding J. M. Haye, resigned.

RADIO TRANSCRIPTION Co., America, has also been placed in charge of sales for that territory succeeding J. M. Haye, resigned.

RICHARD M. WOODMAN, Hollywood radio station and television service, has moved to 854 Sunset Blvd.

GEORGE A. TITTS, commercial manager of CJRC, Winnipeg, is joining Inland Broadcasting Service, Winnipeg, recently formed station representative firm. Mr. Titus was formerly with the advertising departments of the Manitoba Free Press and the Winnipeg Tribune, and on the sales staff of All-Canada Broadcasting System.

HOWARD WILSON Co., Chicago, has named KSOO, Sioux Falls, S.D., for exclusive representation.

WIBD, Indianapolis, Indiana, has named Gus Tuckison & Co. exclusive representative.

GEORGE L. MUSKOVICS, Southern California manager of Radio Sales Inc. In Los Angeles, has been recovering from a leg injury received in his garden.

J. KENNETH LAIRD, former vice-president of Decca Production Co., Chicago, has been named account executive of Young & Rubican, New York.
**HERE'S A MAGNET That Draws.... Canadian GOLD!**

CFRB

TORONTO

ONTARIO

When you place your program over CFRB, Toronto, you know you can be sure of an immediate audience in Canada’s wealthiest market. In Ontario, admittedly the greatest buying market in Canada today, CFRB is the favorite radio station! Twelve years of unbiased service has taught Canadian listeners to set their dials at 690 kilocycles — CFRB’s wavelength.

And it’s no idle boast. This popular coverage is not mere wishful thinking. As the latest example of CFRB’s drawing power we offer the outcome of a survey conducted in October by a leading cosmetic manufacturer. This concern has for over two years been sponsoring a nightly fifteen minute local gossip potpourri, conducted by a woman for women! A survey in radio homes produced the startling evidence that this inexpensive feature was outpulling simultaneous NBCASTS (established newspaper favorites) by more than 8 to 1! We offer this as merely another proof of CFRB’s magnetic grip on Canada’s wealthiest market.

An avalanche of letters from listeners gives daily confirmation of our statement that programs sponsored over CFRB, Toronto, Ontario, invariably reap staggering returns. Write now for complete details of CFRB’s popular coverage in Canada’s wealthiest market.

**KDKA, Pittsburgh, along with the local Variety Club, the Pittsburgh Press, and WQAG, again sponsored the Milk Fund campaign to furnish milk to some 3,000 children in the charitable institutions of Allegheny County. Special programs were carried by both KDKA and WQAG, featuring talent from the stations and local entertainment spots, and with the assistance of civic leaders.**

**EDYTHE FERN MELROSE, newly-appointed commercial manager of WJW, Akron, announces that the station on Dec. 5 contracted for full United Press news service and that Bill Griffiths is handling four 10-minute newscasts daily.**

**BRIEF interviews with some of the refugees awaiting entry into the United States at Ellis Island, New York, on Dec. 18 will be the feature of a special and timely program on CBS, to be conducted by George Putnam, staff announcer.**

**NATIONAL LAWYERS’ GUILD, New York, is conducting a series of half-hour weekly broadcasts on WMCA, New York. Prominent members of the Guild discuss The Public Defender in Criminal Cases, with A. Mark Leven presiding as chairman of the forum.**

**LIGHTFOOT ASSOCIATES Inc., industrial promotion and public relations service, has established new executive headquarters at 342 Madison Ave., New York. Newly-elected officers of the firm, of which Warren R. Lightfoot is president, include Milton Stern, vice-president; Walter Wagner, treasurer, and Marie Hughes, secretary. Grady & Wagner, advertising agency, is associated with the company.**

**WORL, Boston, from its booth at the World Million-Dollar World’s Fair Dec. 9-10, broadcast highlights of the affair, billed as a preview of the new year by more than one broadcast operation.**

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THE Hunter Valley News Radio Club, Newf., J., is using WHB's ultrahigh-frequency transmitter, WZQ, New York, for two weekly international broadcasts to its members abroad. The program, produced by the Hunter Valley News Radio Club, will feature talks by outstanding members of the club speaking from the transmitter at Carteret, N.J., or the Newark studios.

INLAND Broadcasting Service, Winnipeg, for Eastern Canada, and Dominion Broadcasting Co., Toronto, announce their establishment of a new studio at 300 Water St., Toronto, Eastern Canada. They have been appointed exclusive representatives in these regions for Du Maurier Productions, Sydney, Australia; Broadcast Enterprises, Ltd., London, England; Metro and Price Inc., Los Angeles; and United Artists Radio Productions, Hollywood.

CLEANERS & DYERS UNION, through Local 239, New York, sponsored a special half-hour program on WMCA, New York, Dec. 8, on behalf of the anti-Nazi drive which the union held that day. The program, a regular commercial feature, was heard at 12 noon on all district meetings in session at that hour so that members might listen.

CBY, Toronto, noncommercial CBC station, has been used commercially only until similar time can be cleared on CHL, Toronto.

CROWNS FOR JOE THE Manager Retains Power Over Rooster

IN 1923, Joseph Oscar Maland, then farm program director of WLAG, Minneapolis (now WCCO), was making radio history with the help of a trained rooster named Billy Lag that crowed at Joe's command.

Recently a new account at WHO, Des Moines, asked for a lusty rooster crow to precede its 6:45 A.M. announcements. The recorded sound effects library was searched in vain. Efforts of a competent sound effects engineer were unconvincing.

Program Director Harold Fair rummaged. He recalled the legend of Billy Lag. Had the vice-president of Central Broadcasting and manager of WHO resigned gifts of the farm program director 15 years ago?

Fair was dubious. Maland was confident. A husky white Wyandotte rooster was secured. Thirty minutes after Joseph Oscar went to work on the bird, WHO's engineers had transmitted six authentic, satisfactory, convincing rooster crowers; and a photographer had made a pictorial record of Producer Maland, directing his one-fowl cast.

CRNT-KSO, Des Moines, are joining the Des Moines Register & Tribune in a series of programs to acquaint the staff with interdepartmental workings of the organization. The first talk was given Dec. 5 by Fred Little, attorney, on law and litigants. Luther L. Hill, CRNT-KSO manager, is scheduled to speak during the series on a radio station's relation to the city's newspapers.

WIBB Norfolk, recently held open house at its new office in Newport News. The new office is in charge of Mr. Delavan Cowles, who broadcasts his own program, Fashion and Thrift, four times weekly.

UNDERGRADUATE periodicals, Harvard Guardian, has inaugurated a series of talks on WEAI, Boston. The Wednesday evenings at 7 to deliver its findings in this field of history, government and economics.

PURCHASE order for one million theatre tickets has been placed by CBS, Hollywood, for use in its four radio theatres. With 25 audience shows originating in Hollywood weekly, according to George W. McCaughna, in charge of radio theatres, these tickets should suffice until mid-July. More than 1,500,000 tickets will be used from Sept. 13 to Sept. 19, in 1939.

RICHARD B. MASON, John H. Field Jr., and J. B. Clark, manager, sales manager and sports commentator, respectively, of WEAF, New York, on Dec. 12 attended the banquet of the BC Remedy Co., Durham, in honor of the football squads of Duke University and the University of North Carolina.

PETITION bearing 25 signatures, probably first of its kind ever sent a broadcasting station, named Don Lee Broadcast System, Los Angeles, to revise its weekly television schedule on WGOA, that city, to a later hour. Both film and live talent programs are telecast on a 1 1/2-hour weekly schedule.

PROPOSAL submitted by Bernard C. Hayman, associated with radio and the theatre for the last 10 years, was made recently to Lewis B. Lehr, president of NBC; William S. Paley, president of CBS; and Alfred J. McCloskey, board chairman of MGB, whereby all tickets of admission to broadcasts would be subject to a 10c surcharge, with the money collected to be used for charitable work by a special organization to be known as "National Reserve Charity Fund," which would be run by the networks. No action on the proposal has been taken yet.

BECAUSE of increased attendance, Baker County Fairgrounds, Friday night program of WLW, Cincinnati, will move into Music Hall in Cincinnati on Dec. 16. Music Hall accommodates 6,000 persons, while Emery Auditorium, where the show has been staged since Sept. 15, holds 2,200.

"Over 63,000,000 pounds of tobacco were sold in Wilson in the past three months... Wheel! Think of the fertilizer it takes to raise this crop!"

WEBC Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE ITS

WMFG HIBBING

WHLB VIRGINIA

"And Western Electric asked me to be sure you radio folks have a very Merry Christmas!"

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Season's Greetings
Duplication of Signals Queried at Network Hearings

TESTIMONY and cross-examination of Mr. McClancy, traffic manager of NBC since 1926, showed on the morning session Nov. 30 as the FCC continued its chain-moving investigation of the relationship of proceedings from the opening session Nov. 14 through Nov. 30, was printed in BROADCASTING Dec. 1.

Mr. McClancy previously had outlined the functions of his department and described the method of purchase and use of telephone lines. He began the Nov. 30 session by explaining how affiliates are advised of available commercial and sustaining programs and how the traffic department keeps track of routings on its traffic board.

The NBC chimes have been used for cueing and identification from the beginning of NBC in 1926, he said. Used in a fashion Morse lines paralleling the network lines were maintained for cueing until 1936. Since then, the cue technique has been confined as completely as possible to the program itself to save line charges. Dependability of circuits is the key factor in this change in cueing technique, he added, although Morse lines still are used, especially in important circumstances. Monitoring costs have declined in recent years because of the dependability of circuits, operators becoming accustomed to working with a cue and outside information feeding into cueing methods, he said.

speaking of the importance of timing, Mr. McClancy said programs that run short or those likely to run long do not present much of a problem, but an unexpected "slooper" is a great problem when they occur. He cited an instance of a 15-second "slooper" that resulted in a sudden display of the following program. In cases where programs are thought likely to be interrupted, the traffic department bought to protect the program, he added.

Describes Facilities For Foreign Broadcasts

Although reverse circuit facilities are available, most purposes are served generally by the regular dual lines and the reverse circuit ordinarily is used only between Chicago, San Francisco and Hollywood. Repeat broadcasts of network shows he characterized as "an attempt to overcome the problem of time zone changes". Temporary wire facilities, as used for programs on national holiday hookups, cost NBC about $150,000 a year, he said.

Interruptions to service, Mr. McClancy said, have decreased largely due to the increased use of underground cables, which are regarded as better than anything else possible, lost by interruptions during the last year has amounted to only 0.26% of total hours, he stated, of which 80.2% was due to storms, 6.56% to equipment failure, and 12.62% to errors. He also gave a general explanation of the rebates made to advertisers for interruptions.

``Guess Mo's Toned in on that Chicken Feed Program Again.''

Regular AT&T lines used in NBC's Canadian transmission are the only permanent NBC lines outside the United States, according to Mr. McClancy. An RCAC cable to Honolulu is bought only when it must be used, and RCAC or AT&T facilities are used for European programs, depending on "which ever best suits our purpose". He explained that "the purpose in trying up facilities is not to exclude any other broadcaster, but just to make sure we get the program".

Under cross-examination by Commission Counsel George B. Porter, Mr. McClancy said that with the main traffic office in New York and because of the time zone situation, the West Coast traffic manager deals directly with AT&T in routing programs in that section. However, his orders are subject to those from New York, and the main office can spread a program over the West Coast by ordering lines direct from AT&T in New York, countermanding previous orders from the San Francisco office.

NBC sets up a cue circuit on a temporary basis, he said. McClancy said, but no permanent telephone circuit parallels the regular NBC lines. For its transatlantic broadcasts, which are affected more or less by magnetic conditions, NBC checks with both AT&T and RCAC and takes the least disturbed atmospherically. Adding that "it's purely a matter of rates with me" in choosing between the two, he said that with conditions equal, RCAC is ordinarily chosen, and that about two-thirds of the NBC European service is handled by RCAC, one-third by AT&T.

He explained also that RCAC offers the only workable telephone service available, from its receiver at Riverhead, and that the only service from England comes via Canadian Marconi and AT&T facilities. AT&T operates its transmitters and receivers only on its own lines, he pointed out, and will not split its receivers for reception of a program transmitted over another company's line, as will RCAC.

It is about an even break between the two networks in transmitting facilities, he continued as questioning formed around the NBC "scout" in handling the recent Munich pact broadcasts of Max Jordan. Pointing out that both RCAC and AT&T lines were available to other broadcasters, Mr. McClancy declared, "the Munich scoop was a scoop because we had the program information, and not because we had the channel tied up."

RCAC informs the three major networks simultaneously of situations in which its facilities might be used, he continued, but "it is not true" that if RCAC finds it cannot furnish facilities to one network, it goes to NBC. "If that were true, the other networks would not deal with RCAC as they do," he commented.

Growth of Network Reviewed by Merryman

Dr. C. B. Jolliffe, engineer in charge of the RCA Frequency Bureau and former FCC chief engineer, took the stand at the afternoon session Nov. 30 to clarify RCA and subsidiary operations in the foreign field. He explained both AT&T and RCA Communications maintain telephone service to Europe but do not operate transatlantic service over some 1926, the year in which NBC's service was inaugurated by AT&T were WSH, Portland; WDAF, Kansas City; WRC, Washington, and WLIT, Philadelphia.

Mr. Merryman testified that of the program hours actually broadcast by NBC each week, 78,695 were sublicense hours, with the remaining 21,305 being commercial time. The latter 1937, 39.4% were commercial for all stations. Of all programs transmitted during the year, 75% were NBC, only 26.4% were commercial, he said.

Mr. Lent, allocations engineer of NBC, testified as to technical coverage of NBC stations in competition with RCA. Acting as an expert witness, Mr. Hennessey pointed out that his testimony would deal with the extent of program duplication in the primary market where stations on the NBC networks, pursuant to the Commission's agenda for inquiry.

How Coverage and Program Data Were Computed

Mr. Lent explained that he had accumulated field intensity data for stations affiliated with the network. Of the entire study was carried on under his supervision. He said he had prepared all coverage data in connection with propagation and also certain special tests which he had been engaged in for two months. Approximately 45 people worked 12,000 "man hours" from July 15 until the week in which they completed their technical data in shape. He explained that this did not include the time consumed by other personnel in the field in making technical measurements and in computing other factual material. Asked if he got duplicated data, Mr. Lent said it was the reception at a given location of two or more signals from different program sources at different points in the signals of the stations being "serviceable". Serviceability, he said, depends on whether the overlap of the signal peaks and upon a number of other variable factors. Mr. Lent continued his direct

"FCC Scans NBC Program Coverage"

Behind 8-Ball

WHENEVER an NBC witness appears before the FCC Network Inquiry Committee, he is literally behind the eight-ball. It started when O. B. Hanson, vice-president and chief engineer, took the stand in latter November. A miniature button-type eight-ball, black with the numeral in the usual white circle, adorned his buttonhole. Each succeeding witness has been handed the "boutonniere" and relinquished it as soon as he leaves the stand. John F. Royal, vice-president in charge of programs, who to date holds the laurels as NBC's star witness, is reported to have formed the "NBC Witness Club", which hereafter will hold regular meetings.

Mr. Merryman replied, "We have always used only AT&T facilities in making our sweepstakes, which total 8-Ball, and have up to now excluded all other network frequencies."

Queried at Mr. Royal declared, "The program service, 1926, was 24 hours a day, 7 days a week, for the next 68 years it was the same."


capten farmer

www.americanradiohistory.com
testimony Dec. 1, describing the technique of gathering and cum-
puting the findings of individual
coverage and program dup-
lification presented in the 318-page exhibit presented by Mr. Hennes-
sey for NBC.
FCC Counsel Porter, during the
discussion, asked that the findings
be broken down not only on a sta-
tion-by-station basis, but also on a
commercial-sustaining basis, and to
refine the differentiation be-
tween Red and Blue affiliations.
Mr. Hennessey, observing that this
Circular NBC presentation re-
ported 12,000 man-hours of pre-
paration work, voiced his opinion
that such a breakdown was not es-
nential since the Commission order
called for only information on pro-
gram duplication with no apparent
request for a breakdown into com-
cmercial and sustaining traffic, but
he later agreed to comply with Mr.
Porter’s request.

As the bulky exhibit was intro-
duced and Mr. Hennessey con-
tinued his examination of Mr.
Lent, Chairman McNinch em-
gusted that counsel might save
time if they discussed the exhibit
in conference before setting it be-
fore the committee for a ruling on
admissibility. However, both Mr.
Dempsey and Mr. Hennessey rec-
ommended a page-by-page explo-
ation to “save time in the end”,
since the documents were not self-
explanatory, and suggested that
the committee could not otherwise
rule intelligently on its admissi-
ability. Chairman McNinch ac-
tcepted this recommendation but said
he hoped “it will not be unduly ex-
dented, as we want to finish this
investigation”. If comments should
continue, he added, “the investiga-
tion may run into months instead of
weeks.”

Mr. Lent in explaining the pon-
derous exhibit, asserted that of the
23 basic Blue stations, six are
able to rendering secondary
service of the 24 basic Red out-
lets, five render secondary service,
and of the 107 supplementary sta-
tions only seven provide such serv-
ces.

One of the principal maps in the
exhibit plotted the primary day-
time areas lost to NBC Red sta-
tions by deletion of those outlets
causing duplication on the basis of
five millivolt service. In this area
there would be a loss of service to
approximately 17,420,000 people, he
tested.

Station Affected
By Overlapping Programs

Explanatory of this exhibit was the
list of stations which would
have to be deleted from the net-
due to overlapping with other Red outlets. WCSS, under this
theory, would have to be deleted
due to overlapping with WNAG,
WJAR overlapping WNAO; WTIC
overlapping WGY WEA and
WTAQ; WDEL, KYW and WPHL
overlapping WMAQ and
WMAH; WEAF overlapping WMAO
and WQX; WNX and WHQ
overlapping WMAO and
WMAH; WVQ and WYA overlapping WMAF and
WPAW-WBAP; RABK
overlapping KTBS and WMC, and
WST and KPRC overlapping WPAW-
WAP.

Mr. Lent explained that in this
hypothetical analysis, computations
were made on the basis of retain-
ing the stations providing service
to the largest population rather
than the geographical area.

Another series of exhibits dealt
with day-time maps by station groupings of stations caus-
ing duplication within the five millivolt contour. The estimates shown in this
area involved 17,420,000.

Those which would have to be
deleted on that basis, according
to the map, were those used in our
WEAN due to overlapping with
WBZ; WICC overlapping WEAF;
WBY overlapping WCRE; WBB
overlapping WJI and WMAI; W
overlapping WJ and WMAI; W
LRL overlapping KDKA; WHK,
WLW and WKL overlapping
WNK, WSP, KDDA and
WSM; WBC overlapping WIS;
KMA and WMJ, overlapping
WREN, KSO and WENR-
KIS; KMA overlapping KSO and
KOIL; KSOO and WDAY overlap-
ping KFYR and KOIL; KMA
overlapping KAG; KTOK
overlapping KKGO; XXYZ
overlapping KGRO and KFD;
KALA overlapping KLA, KGO;
KMY overlapping KG0 and
KERN; KTMS overlapping KICA,
and KPSD overlapping KG4.

In cross-examination by Messrs.
Dempsey and Porter, Mr. Lent ex-
plained that WLY was shown on
the map as delivering service
to the Red and Blue outlets. The WLY
primary coverage was depicted by a
dotted contour whereas the over-
coverage of WCKY and WSAI, as the
basic stations, were shown by regu-
lar contours.

Other maps introduced showed
overlap areas for basic stations
in the country as a whole, as well as
for the full networks and reflected the
varying degrees of overlapping
based on day and night.

Mr. Lent explained that the
night primary service is that ren-
dered by the ground wave signal
of stations and which are limited by interference on regional
and local channels. He went into a
lengthy discussion of daytime
phenomena and the various fac-
tors, such as sky-wave reflections,
solar activity and other propagation
factors. Primary service, he
said, ends at the beginning of the
following day and when the height
of the sky wave to ground wave is more than two to one.

Methods of Charting
Station Coverage

Resuming the stand Dec. 2, Mr.
Lent continued his description of the
map exhibits showing duplica-
tion, based on hypothetical situa-
tions but designed to conform to
standards laid down by the FCC
engineering department. Asked to
explain a map showing WMAQ
worse than WLY for its larger
coverage area, Mr. Lent said the reason was that the Chi-
ese station was an “optimum re-
tenna” from the standpoint of
height, location and other propa-
gation conditions for night pri-
mary service. On the other hand, WLY, on the
other hand, has an antenna which is “too high to be optimum” for night cov-
erage. Consequently, the secondary
coverage is far greater. He attributed the latter entirely to the power fac-
fors.

Mr. Hennessey explained that in
presenting the exhibits, NBC sought
to show the applica-
tion of Commission standards to
theoretical duplication situations
rather than to apply “sales stand-
ards”. The presentation was of sig-
nificance, he urged, as it projected on maps of the country, he declared.

Hugh M. Bevile Jr., NBC chief
statistician, was recalled to explain
testimony by NBC in
charting station coverage, based on a
combination of mail response and
field surveys. He showed an
example day and night maps for
WMAQ. These graphs, he said,
were made to determine the
response, which totaled 337,458
letters to WMAQ and were broken down by day and night.

Both primary and secondary
areas were covered.

Explaining that the pattern of
mail response varied from the pat-
tern of field strength contours, he
explained that the NBC formula
solves for the combined effects of
these factors plus relating them to
the number of radio families per
county. The latter figures are those
of the Joint Committee on Radio
Research, he said. These studies are
made to show listener habits
what he continued to be an
equitable basis.

Observations Taken

Over Six-Week Period

Mr. Lent then was recalled to
testify in connection with conclu-
sions reached in the map eviden-
ties he had already covered in
his testimony. To gather data for this
purpose, NBC set up a number of monitoring stations—at
Park Ridge, III.; Independence, O.;
Aurora, Ill.; Schenectady, N. Y.,
and Hyattsville, Md. All were
located in suburban areas and the
tests were conducted with high-
quality receivers for six weeks
from Aug. 15 to Oct. 1. A half-
millivolt signal 50% of the time or
more at the receiving point was
regarded as a secondar
county service, he said. In that
manner the monitoring stations
were in position to report on actual duplica-
tion of the same programs in
each area and the degree of reliability to be
expected from secondary service, and related data.

Mr. Lent explained that the
monitoring stations were not typical for the country as a
whole with respect to atmos-
pheric conditions. The Southern
portion of the country was not cov-
ered. He added, however, that the
results were probably the most
impressive with respect to reliability
and that if the South had been
covered, the results would not
have been better but might have been
worse.

Mr. Lent continued his examina-
tion of the exhibits based on these
were made in the Independence listening point despite the

measured amplitude variations which were

well above the noise level and ampli-

tude was acknowledged.

The data presented in the exhibit were gathered during about 1,200 five-minute observations over a period of six weeks, Mr. Lent explained, adding that he believed it was the first time such tests had been conducted. After an individual breakdown for the five listening stations on the number of fair or better signal indications, he prepared a graph indicating the relative percentage of time during which at least one strip was re-

ceived as fair or better at each station.

Effect of Variables

In Coverage Data

FCC Counsel Porter precipitated another discussion in which counsel for both sides and the Committee participated when he requested "graphic representation of just what duplications and dislocations of specific programs rather than programs in general. Mr. Hennessy agreed to supply data covering this phase, computed on the coverage of several of the larger NBC programs.

The session adjourned until Dec. 6, Vice-Chairman Brown an-
nounced the hearings would move to the regular room.

Opening the fourth week of NBC's presentation, Mr. Lent re-

turned to the subject of duplica-

tion exhibiting atypical behavior.

When he sought to explain the many variables involved in judging station coverage, Mr. Dempsey questioned him as to the general accuracy of the computations rela-

ting to coverage and more par-


ticularly to fading. Something in the nature of a 13% error in the computation in connection with WLW's coverage at the test station at Independence, O., construed as

within the fading wall, was raised, after which Mr. Dempsey sought to challenge the reliability of all the computations. Mr. Lent said that in studies of this charac-


ter, in this study the data were divided into "fictitious" and the many changing factors had to be taken into ac-

count, particularly since WLW used a directive antenna.

Mr. Dempsey observed that based on the testimony, WLW had a higher percentage of good signals than any other station observed at the Independence listening point despite the fact that its independence is in the fading zone. Mr. Lent, however, asserted the receiving station was on the outer limit of the fading zone. Seeking to clear

up this testimony, Mr. Hennessy asked if the listening observations were made in 1936 whereas the field intensity contours, on which the listening observations were based, dated back to 1835. The wit-

tness agreed, pointing out there would result a substantial difference in the contours in that length of time and that the fading would move inward possibly as much as 20 miles. He declared that a "reasonable explanation" of this phenomenon


Hugh M. Beville, NBC's chief statistician, was recalled to lay a foundation for population figures used in the Lent exhibit. Generally, he said, the population within the covering area of WLW figures as indicated on the maps, covered the .5 million mile line in cities with popula-


tions over 2,500; 2.5 million mile

areas with populations from 2,500 to

100,000; and the 10 million mile area covering cities of over 100,000. All of the figures, he said, were based on the 1930 population cen-


sus.

Population in Zones Of Duplication Shown

Mr. Lent was recalled to outline duplication in terms of population for the Red and the Blue networks, both basic and nationwide, and broken down covering day and night. WLW figured prominently in these maps, population totals being used both with and without the station alternately on the Red and the Blue Networks.

The first exhibit covered related to the NBC basic Red network showing total population within the .5 million line daytime. Including WLW this total was 9,477,069. Of this, 45,142,754 represented unduplicated service and 21,260,206 duplicated service. The same area, with WLW, was 66,402,960. Using WSAI in lieu of WLW, the

COSTLY EXHIBIT

WHAT IS believed to be the most costly exhibit ever placed in evi-

dence at an FCC hearing is the 16-page document volume prepared by Worthington C. Lent, NBC allocations engineer, during the FCC network inquiry. Made up of field strength maps, many of which are in six colors, and other technical data based on intensive researches, the exhibit constitutes the principal portion of NBC's case on duplication of net-


work programs for the country as a whole.

Roughly, it is estimated that about $50,000 was spent in the preparation of the new data used in the compilation and prepared for the hearing. This is totally aside from the cost involved in field strength studies made prior to the "reasoning" for NBC by con-

sulting engineers and by NBC's own staff.

Mr. Lent estimated it would have taken one man more than five years to prepare the data. The actual cost of printing 50 copies of the book was about $3,500.

When the volume was presented to the four members of the FCC counsel, they were intrigued by the magnifying glasses to aid them in locating station calls in cities and counties and the roads. The Commissioners appeared to be intrigued and for several minutes experimented with the magnifying glasses.

Armour Creamery

Andr's Bakery, Bismarck

Abercrombie & Fitch, Bismarck

Bank of North Dakota, Bismarck

Blue Ribbon Hatchery, Mandan

Bismarck Amusement Co.

Chevrolet Zone Dealers

Johnson & Company, Commerce, Carring-

ton

Kaplix Dairy Co., Bismarck

Chesterfield Cigarettes, Cities Service, A.

Miles, Inc., Bismarck

Engel Rauscher Furniture Co., Bismarck

First National Bank, Bismarck

Farms Union Oil Co., Haslenton, N.

Dak.

Firestone Auto Supply & Service Store

Master Comptroller Co., Carrington

Grand Theatre, Bismarck

Gardiner Commercial Club, Gardiner,

Mont.

Civic & Commerce Aes'n, Harvey, N.

Dak.

Ivarson Implement Co., Murod, S.

Dak.

Integral Livestock Sales Co., Lem-

mon, S.

Ksonian Advertising Co., Bismarck

Central Laboratories, Inc.

Candid Eye Magazine

Chicago Bedding Co.

Corsair, Inc.

Commercial Credit Co., New York

Duckee Atwood Co.

Diesel Opportunities

Ford Motor

J. A. Folger Co. (Folger Coffee)

Folger Beer Co.

Florida Citrus Commission

Lend.Burg Drug Store, Bismarck

Florida Mutual, Springfield, Ohio

R. P. Goodrich Co.

Johnson, N. Dak.

Innovated Yeast

Industrial Training Corp.

International Harvester Co.

Kellogg Co.

Lever Bros.

Lee Bros., Inc., Mpls.

LoneStar Whitman & Co.

Land O'Nod Co.

Lent, National Mills Co., Great Falls, Mont.

The Mavrig Co.

Vick's Chemical Co.

Minnetonka Hotel, Mpls.

Kraft Phoenix Cheese Co.

Lady Esther

Oyster Shells Products Co.

Ogel's Ribs Co.

Premier-Fabst Sales Co.

Proctor & Gunn Tobacco Co.

Red Y Mark Co.

Smith Brothers Cough Drops

Stromberg & Co. Mpls.

Time Test Laboratories

United Drug Co.

Womans World Magazine

KFYR serves a long list of satisfied accounts

NATIONAL ADVERTISERS

KFYR is the clear leader in the broadcast industry

Let us tell your story via the regional station with the Clear Channel Coverage

LOCAL ADVERTISERS

550 Kc.

NBC Affiliate

Meyer Broadcasting Co.

BISMARCK, N. D.

5,000 Watts Day

1,000 Watts Night

National Representatives—Gene Furgason & Co.

BROADCASTING  •  Broadcast Advertising

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Faxon & Gallahar (Butter Nut Coffee)

General Mills (Gold Medal Flour, 8 yrs.; Wheats, Corn Rils, Softasilk Cake Flour)

Jones & Gamble (Drift, 6 yrs.; Jurox, Oskard, Camay, Dress, Soap)

Goodwin Tire & Rubber Co.

Evan Roberts & Co.

Goodman Foods, 6 yrs. (Grape Nuts, etc.)

North Dakota Farmers Union, 9 yrs.

Acme White Lead & Color Works

Mills Mantle Lamp Co., 7 yrs.

N. D. State Mill & Elevator Co.

Philip Morris Cigarettes, 8 yrs.

R. C. Johnson Co., 4 yrs.

Fels & Company

Armstrong Tobacco Co. (Lokey Strike, Roll Tide)

Chesterfield Cigarettes

Cities Service, 5 yrs.

Brown & Williamson (Avalon Cigarettes)

Quaker Oats

Dr. Miles Laboratories

R. C. A., 3 yrs

Lutheran Hour

Standard Foods, 6 yrs.

A. O. U. W. Life Insurance

American Gas Machine Co., Albert

Lent, M.D.

Burton Mfg. Co., St. Louis, Mo.

W. H. Barber Co., Mpls.

Gamble Stores, Mpls.

Coast to Coast Stores, Mpls.

Garten Products, Inc.

Chevrolet Motor Co.

Insulation Engineering Co., Bismarck

Klein lumber Co., Bismarck

Lambard Manufacturing Co., Bismarck

Mandan Creamery & Produce Co., Mandan

Mobridge Livestock Sales Co., Mob-

ridge

Mott Livestock Exchange, Mott, N. Dak.

Moscot Amusement Co., Mobridge.

S.

Midwest Lumber Co., Minot, N. Dak.

Murdock Amusement Co., Mobridge.

S.

Nash Finch Co.

Boyce Food Stores, Bismarck

State Fair Co., Bismarck

Triangle Shoe Co.

Truax Store, Bismarck

Winston & Newell Co.

Ryal and M. Wood.

N. Dak.

Birds, Dinsmore, Winnipeg, Minnesota

Elmira Ltd., Regina, Sask.

Hudson's Bay Co., Winnipeg, Manitoba

Regina Exhibition Ass'n., Regina, Sask.

Wasagaming Board of Trade, Was-

agaming, Manitoba

550 Kc.

5,000 Watts Day

1,000 Watts Night

Meyer Broadcasting Co.

BISMARCK, N. D.
from received one WLW, 73.5% of the audience received one signal; three signals, 6,762,561 received two signals, and 276,671 received three signals.

Next came a summary of population receiving one or more signals on the NBC basic Red with an intensity of .5 millivolt or better during daytime. These disclosed that 45,142,754 or 68% of the total received one signal; that 14,212,974 or 21.4% received two signals, and 4,192,968 or 6.3% received three signals, and 276,671 or 4.2% received four signals. All these figures being with WLW. With WSAI, in lieu of WLW, 73.5% or 44,886,044 received one signal; 24.2% or 14,775,388 received two signals; 1.6% or 1,098,164 received three signals, and .5% or 276,671 received four signals.

For the national NBC Red alternately with WLW and WSAI, it was shown that the total unduplicated population only 847,763, when the 10 millivolt day signal was taken into account. With WSAI, the total unduplicated area was 44,402,559 and the duplicated area 847,763. This latter figure was accounted for by WMAQ’s duplication of WTMJ, Milwaukee.

Coversing the national Red, day, on the basis of a 2 millivolt signal, the summary showed that 62,568,261 people or 50.1% of the total received one signal with WLW and that 6.9% or 4,637,923 received two signals with WLW. With WSAI in lieu of WLW, 50,324,528 or 95% received one signal, and 2,866,563 or 5.2% received two signals. A final summary covering the Red Network dealing with the .5 millivolt day signal, and showing the breakdown in relation to FCC standards on signal strength, then was explained. This in substance showed that the urban population receiving signals below the FCC standards, totaled 11,047,218, or 12.4% of the aggregate population receiving one or more signals. With WLW only, since no analysis was made for WSAI.

Figures on Coverage of Blue Stations Shown

Providing similar data for the NBC basic Blue, Mr. Lent testified that the summary of population receiving one or more signals was from basic Blue stations of .5 millivolts day was as follows:

- One signal with WLW 40,707,156, or 65% of the total; receiving two signals, 17,603,379 or 26.1%.
- Receiving three signals, 4,352,141 or 6.9%.
- Or an aggregate of 62,662,656.

For WCNY with WLW, those receiving one signal totaled 40,193,995 or 70.8%; those with two signals, 18,532,044 or 29.1% and with three signals, 45,864 or .1%.

The general summary covering the NBC national Blue, with WLW and WCKY alternately, with a signal intensity of 10 millivolts day, showed a total unduplicated population of 44,808,362, with WLW and a total duplicated population of 29,000. With WCKY, the total unduplicated population was 43,141,392, with no duplication shown.

The only data given was that the Blue with WLW based on the 10 millivolt day signal was WLW and WOWO, Fort Wayne, where 27,000 people were involved and WLW and WCOL, Columbus, where 300,000 people were involved, making the total of 327,000.

Duplication With WLW And WSAI Compared

The summary of the NBC Blue family was based on one or more signals with an intensity of 2 millivolts day, showed that with WLW 59,529,83 people or 89.5% received one signal; 6,842,369 or 10.4% received two signals and 96,842 or 1.1% received three signals. With WCKY in lieu of WLW, 91.5% or 56,675,169 received one signal; 8.4% or 5,811,061 received two signals, and .1% or 11,470 received three signals. The total population served with WLW was 65,609,041. With WCKY it was 61,079,571.

In its analysis showing the NBC national Blue .5 millivolts day summary of population receiving one or more signals in relation to FCC standards, the exhibits showed that with WLW, there were 10,039,243 urban residents or 12.4% receiving signals below FCC standards. No analysis was made for the Blue network with WCKY in this connection. Eight stations on the Blue network were deleted from the survey because they were not members of the network at the time the traffic analysis was made.

Mr. Lent concluded there were only five Red supplementary stations which received signals in the primary service area covered by basic Red stations during daytime with a .5 millivolt signal, and were designated as WTME, Milwaukee; WLY, Oklahoma City; WGL Fort Wayne; RGBX, Springfield, and KVOO, Tulsa.

Mr. Dempsey asked how it was possible to determine whether a program is Red or Blue for supplementary stations. Mr. Hennessy explained they are not so identified for the supplementary ones but for the purposes of the duplication testimony they were broken down in that fashion. "As they go out," he said, "they are not designated as Red or Blue.

Mr. Lent analyzed night primary coverage, including duplications, of the NBC Red network and the Blue. The gross total for the 52 stations listed, including WLW, was given 96,667,460. The unduplicated coverage amounted to 55,641,753 and duplicated coverage 3,972,863, with the total area embracing a population of 64,991.

Substituting WSAI for WLW, the gross total population was 65,647,197. The unduplicated coverage figure was 57,045,866 and the duplicated 3,972,863. The total area with WSAI was 65,016,333.

Summarizing the national Red night primary service from the population receiving one or more signals, Mr. Lent brought out that with WLW 58,841,753 or 92.3% of the population receive the programs with one signal free from interference or fading. Receiving two signals in that class are 3,972,863 or 6.3%. Those receiving Red network programs with one signal sufficient to constitute service based on the FCC standards aggregated 55,495,278 or 88.7% of the total, and those receiving signals amount to 3,649,799 or 5.8%. Thus, it was estimated the urban population receiving signals below FCC standards aggregate totals 3,649,799 or 5.5% of the aggregate.

Substituting WSAI for WLW, 57,045,866 people or 93.5% receive one or two signals free from interference-free signal and 3,972,863 or 6.5% receive two such signals.

For the NBC national Blue of 90 stations with WLW and including duplications, the gross total of 65,738,069 listeners was given. The unduplicated portion aggregates 50,883,704 and the duplicated 4,854,365. The total area with WLW was given 61,774,914. Substituting WCKY for WLW, and the unduplicated area was given 50,883,704 and the duplicated population was 6,012,092. The total with WCKY was 56,896,786.

Secondary Signals For Many Listeners

In his general summary of population receiving one or more signals from NBC national Blue stations on a night primary basis and in relation to FCC standards, Mr. Lent deleted eight stations from the computations because of traffic congestion and because they were recent network additions.

These figures showed that with WLW 49,581,299 or 88.3% of the total population, receive one signal free from interference and fading. The number of people receiving two signals of that nature totaled 6,463,382, or 11.6%, and the number receiving three or more signals aggregated 47,903, or 1%. The aggregate was 55,792,682 receiving Blue network signals one, or three times, or more acceptable basis.

Using the FCC standards, Mr. Lent concluded that the urban population receiving signals below FCC standards totalled 3,092,091, or 5.5% of the aggregate.

Substituting WCKY for WLW, 49,509,349 listeners, or 89.6% receive one Blue network program free from interference and fading. The number of people receiving two such signals were 5,960,212, or 10.3%, and receiving three such signals were 47,903, or .1%.

Mr. Lent completed identification
of the remaining parts of his NBC evening broadcast on Dec. 7. The general plan of presenting the material on station duplication followed more or less closely the formula of a map showing composite coverage with individual station breakdowns, a generic outline set to better upon which the map was based, and a graphic representation of the figures and results.

The basic Red nighttime secondary service areas, including WVLW service centers, is shown on a 112,149,347, Mr. Lent explained from the exhibit. Outlining basic Red with WLW's secondary night signals lying outside night primary contours, he said that a potential population of 85,528,966, or 60.2% of the United States population, is dependent on secondary service to receive basic Red signals, based on Commission standards.

NBC Red night secondary coverage, including all but basic Blue stations, is available to a potential population of 122,485,744, or 96.6% of the country's population, he continued, and jotted by the national Red night secondary signals lying outside night primary contours, he said that a potential population of 86,528,966, or 60.2% of the United States population, is dependent on secondary service to receive basic Red signals, based on Commission standards.

Mr. Lent explained that if the maximum expected signal from a 50 kw. transmitter as 1.25 million, where the FCC standard for a minimum acceptable signal in communities of 2,500 or more is 2 million watts, the populations of all such communities in the service areas shown were deducted from the total. Following Commission standards, this amounted to 21,089,172, or about a third of the potential population of the secondary area.

With the basic Blue night secondary signal areas serving the same general non-rural population as basic Red, Mr. Lent said the national Blue's night secondary signal areas extend to a potential 122,015,760 persons. To receive basic Blue signals, 78,858,322 persons are potentially dependent on Blue secondary service, he added.

He commented also that a potential population of 50,000 receive no NBC secondary service, either Red or Blue, under FCC standards.

Negligible Duplication

In Service Is Claimed

"The whole story shows that duplication of primary service at night is negligible," Mr. Lent said in drawing general conclusion on wave overlap, "that the increase in daytime, because variations in programs, is also negligible; that at night, because of the secondary signals, any duplication is fictitious and dependent on conditions that vary minute to minute, and we lack sufficient knowledge to predict the degree of service from secondary signals and to fix a number for secondary service necessary to render reliable service."

Demonstrating a "formula" to determine possible secondary service figures for particular programs, using the 318-page volume, he broke down the composite figures for the Sanborn Sunday night program. He computed the potential population to which the signals were available at 84,924,456, counting as basic Red and optional stations carrying the program, but not counting two Canadian outlets. The particular hookup, he explained, yielded a potential audience 2.25% greater than that of NBC-Red alone.

Answering Mr. Dempsey's query as to how to determine sources of error in his computations, Mr. Lent said that he had made, "Lent said that to see if the figures reasonably represented things as they exist." He explained that errors due to soil conditions might exist, along with ordinary errors incident to such measurements, but declared that error was "not exceeding 10% in the primary service measurements."

"At best the secondary picture can be carried a part of what might exist," he continued. "Our secondary picture is in error as much as the FCC standards are in error."

Effects of Population

And Transmission Changes

Asked by Mr. Dempsey whether another source of "error" might not be found in the shifts in population since the 1930 census was made, the witness replied affirmatively. He agreed also that transmission conditions could only vary from those which prevailed in 1930 and those which exist today. It was Mr. Lent explained, "Lent said that in 1930 conditions would prevail during the entire sunspot cycle of 11 years. It was shown that errors due to soil conditions might exist, along with ordinary errors incident to such measurements, but declared that error was "not exceeding 10% in the primary service measurements."

"At best the secondary picture can be carried a part of what might exist," he continued. "Our secondary picture is in error as much as the FCC standards are in error."

Station Relations

WILLIAM S. HEDGES

Technical Witness

Dr. Jolliffe, former FCC chief engineer and since 1935 engineer in charge of the RCA Frequency Bureau, recounted the early history of broadcast allocations. He pointed out that in 1924, 5,000 watts was termed high power and 60,000 watts was regarded as superpower. He enumerated allocation policies worked out in the early "Hoofer conferences" before the advent of the Federal Radio Commission. The last general reallocation, he pointed out, occurred in the fall of 1928 at the direction of the Radio Commission and provided for 40 clear channels which were recognized as a means of providing rural coverage. This allocation, he declared, recognized the rights of listeners to hear interference-free programs and provided the present theme of clear, regional and local station assignments.

Commission Standards

Described as Average

Based on recognized engineering standards, Dr. Jolliffe said there is no adequate service for the country as a whole at the present time. He declared the Commission's proposed engineering standards do not represent actual, but theoretical conditions. About the only way to provide actual data, he declared, is to base it on statistical averages over a long period whereas, the Commission standards largely are based on observations made during two months in the spring of 1936. Average conditions could only be set up after a long series of measurements, Dr. Jolliffe said. No data is available for the entire sunspot cycle of 11 years, he pointed out.

Dr. Jolliffe said he had no objection to the Commission's empirical standards provided they are not extended beyond their original purpose as general standards. He referred to testimony of Assistant Chief Engineer Andrew D. Ring at the June 6 allocation hearing, at which time he declared that a 50 kw. station today has a secondary service area equivalent to that of a 50 kw. station under 1935 conditions. He said 21,000,000 people, or 17.4% of the population, reside outside the area served by broadcast stations. Of these, approximately 3,800,000 live in urban areas. He concluded, some 71,500,000 people in rural areas are dependent upon secondary service of existing stations. He said this took into account all stations of all classes.

Asked how daytime service in the second tier of stations would be improved, Dr. Jolliffe said one method was by increasing the power of stations to "out service" and another would be by providing additional stations in the sparsely populated areas. It is possible to increase the power and bring service to a higher level in some of the different areas to provide the secondary services at night, Dr. Jolliffe said. By duplication of programs in the second tier, a larger number of signals would be made available and provide a greater degree of reliability of service.

Another possibility, Dr. Jolliffe said, would be to rearrange allocations and fit them into a national structure. Under the American broadcasting system, stations are operated by private initiative it has been found necessary to locate facilities to catch listeners where the economic wherewithal would be forthcoming.

Growth of High-Frequency Broadcasting Traced

Resuming the stand Dec. 8, Dr. Jolliffe briefly reviewed his ideas on the development of high-frequency broadcasting. The widespread use of high-frequency transmitters will develop, he said, but this must be paralleled by usable advancements in high-fidelity equipment, particularly receivers and transmission equipment. The future progress may depend on television, which he said should come "within a short period of years", will open up the higher frequencies for local broadcasting service, since both visual and audio signals would be received on them and the lower frequencies could also carry sound signals.

"A proper regulation of broadcasting would be one that would not impede development and would make provision for changes," Dr. Jolliffe commented, "with no arbitrary restrictions, and which would allow full liberty to apply technical developments as they come along as short may progress as rapidly as possible."

Cross-examined by Mr. Dempsey, he said that there was a greater number of designs of high-fidelity receivers today, but did not know how many were manufactured. During a discussion on sunspot phenomena, he talked of the correlation of sunspot cycles with their effect on transmission has not been made because of the lack of data on the complete phenomena. On variations in propagation conditions, Dr. Jolliffe said sufficient data were available to provide over a solid ground for the theory that north-south propagation yields a grater signal than east-west in the United States. Although he observed there was a quantitative difference of about 10 times between the north-south and east-west signal between Europe and the United States, he pointed out that the lat-
ter signal travels the Great Circle route, which closely approaches the north magnetic pole, and is greatly affected by magnetic conditions. He also pointed out that the east-west coast-to-coast signal in the United States is much better than the north-south route, which is to be added, no correlation can yet be made.

"Unintentional directivity" in installing receiving stations probably gives rise to the popular belief regarding propagation, he added, and pointed also to data supplied to both support and refute the theory.

Dr. Jolliffe expressed his opinion that increased power for stations serving listeners dependent on secondary service is "the most feasible improvement" that could be made to secondary service.

Phillip L. Mrerryman, of the NBC station relations department, appeared before the Committee briefly to identify a series of exhibits showing the development of NBC relations with stations from 1925 to 1935, along with data on national and regional network affiliated stations, showing the number of stations, rates, local markets and service for stations all over the country. "Work of Station Relations Department Revealed"

William S. Hedges, NBC vice-president in charge of network relations and traffic, described a network as a voluntary association of stations designed to bring to the public the best possible programs.

He outlined in detail how his department functioned, declaring that increased power for stations was not enough for affiliated stations with the network and as a friend of the affiliate to present the station viewpoint.

The department confers with other network departments on rate charges for affiliated stations and seeks to make available to all affiliates data designed to improve broadcasting methods including merchandising ideas, sales promotion material, new program ideas and the like.

Regarding clearance of time for network programs, Mr. Hedges said that generally the affiliates are cooperative, but that when some stations do not clear time the business may go to NBC's competitors. He explained that the NBC contract covers clearance of time on 28 days' notice and that many counts are lost because of the failure of stations to clear the necessary time.

Drawing on his background as president and manager of WMAQ from its creation in 1922 and on his extensive experience with NBC and as vice-president of Crosley, Mr. Hedges outlined in detail the manner in which a network functions in relation to its affiliated stations.

When WMAQ began operation in 1922, he said it had difficulty in promoting its network, which was a local audience. Moreover, he said he favored syndication of programs which had a definite advantage in that the network could reach into the talent centers. The ability to sell national advertising for one program, said an individual basis, immediately proved itself, he commented.

How Line Costs Are Absorbed

Mr. Hedges said that NBC has reduced costs when it will not longer add stations since it serves adequately every area of the stations are sparsely settled areas which do not justify line costs either by the network or the stations, he said, and therefore save prospective network markets.

In basic markets, Mr. Hedges explained, NBC absorbs the telephone line cost. In less important markets, the station absorbs the cost of the lines but the network service is diminished by free time used by the networks. Normally 16 hours in a 28-day period entirely absorbs this line cost but there are some variations in free time where the line cost is higher because of the greater distances between the affiliated stations.

Mr. Hedges said he would not hesitate in adding a station to a major market even if that market received primary service from another network.

"Amos Is a 'Ham'"

FREEMAN GODDEN of the NBC-Campbell Soup's Amos and Andy team, has joined the ranks of "the Great Circle". Freeman Godden an amateur operator's license to be used in connection with a local station. He actually is an experienced radio operator, having served as clerk in the Navy before entering commercial radio work several years ago. In addition he is a radio student at J. S. Naval Radio School at Harvard U.

It was in 1933 that NBC found itself in a difficult economic position, Mr. Hedges explained, since it was unable to clear satisfactory time for commercials and had no "right-of-way" for specific hours.

To place network on a more economic basis, a very exhaustive study was undertaken to ascertain basic circuit and listening habits data.

It was at that time, he said, that the flat $1,500 per month sustaining fee, which had been used to all affiliates, was arranged and the provision for 16 free hours in each 28-day period substituted. After that, minimum compensation began to stations in direct proportion to the rate charged.

The 1933 year, Mr. Hedges explained, marked the turning point in the progress and development of contractual relationships of NBC with its affiliates. Because of the inability of NBC to clear time, the number of one-hour programs which paid for an affiliate station began to slide off rapidly.

It dropped from an average volume of $90 of commercial traffic used by affiliates in 1932 to a little over two hours in 1933. It was then decided that something had to be done about the basic operation structure. NBC found itself with a considerable number of affiliates but was ineffective because the affiliates were unable or unwilling to clear time.

Notes Development of National Spot Business

Out of the elaborate survey of radio circulation and of the appraisal of each station's value was developed the new NBC contract in which the network procured an option on time which the stations guaranteed to clear in 28 days.

During the so-called "period of depression" in 1932 and 1933, Mr. Hedges pointed out that it had been found the increase in radio audience paralleled the development of network service in the United States. Moreover, he explained, the use of commercials and had increased rapidly during depressed conditions.

Publications are in the position where they can add or subtract pages, but broadcasting stations and networks "can't add hours to the clock" he said.

The determination of rates charged for station affiliates in 1932 and prior to that time was on an arbitrary basis and "what the traffic would bear," Mr. Hedges said.

Moreover, in 1932 national spot had increased to considerable extent, he explained. Spot advertising was placed in selected markets by electrical transcription or through local programs.

"It was in 1933" as to
the difference between national spot representatives and network sales operations, Mr. Hedges said the national representative is interested in getting the best stations in the most important markets. He said they favored network outlets and in their published advertising emphasized the network affiliations of their stations. Representatives, he added, endeavor to trade upon network affiliations declaring there was "nothing objectionable" about it. He pointed out that national representative deals are in conflict with commercial programs and not sustaining features.

The development of national spot representation was another competitive situation with which NBC was faced because it became more difficult for NBC to clear time over affiliates. All these factors, he said, made it necessary to try out the just its contract structure so it could deliver time to advertisers clear across the country.

Mr. Hedges declared that since national spot was sold generally on the basis of the station's rate minus agency commission, the network representative's commission of a like amount, stations received "quite a bit more of their time than the networks paid. The larger stations protested they were not getting enough for the networks. This was on the basis that stations large and small were getting a flat $50 per hour commercial charge, and this tended to increase the problem of keeping big stations in line. He said they desired the network program, from which they received the $50 network compensation, which also tended to "distort" the picture.

This resulted in instances in advertisers paying nearly twice as much for the same station time and complicated the whole task of competitive radio sales.

**Variance in Rates Per Thousand Listeners**

Mr. Hedges disclosed that the rate per thousand of radio families on the NBC Networks ranges from 20c to 89 and in some cases it is 15. The lowest rate is for WMAQ at 20c. Local stations, he said, are most costly because of their limited audience, with regional stations somewhat better depending upon market and signal while clear channel stations invariably represent the best buy.

The WEAF and WJZ rates, at $12.00 an hour for 2,000 per thousand of radio families from the standpoint of circulation, he said.

Because the clear channel stations offer this lower rate per thousand, it is possible for NBC to extend network service to the more sparsely settled areas since it brings the rate down to a very reasonable average, Mr. Hedges declared. Advertisers who buy national networks usually do so on the basis of their impressionism.

He regarded the NBC method of determining rates as the best yet evolved. The large average works out, he said, as witnessed by the continuing increase in the amount of radio advertising.

Mr. Hedges declared he did not regard the method as the best possible, and said it was not foolproof. New research, he commented, eventually will result in developing a rate structure that is more scientific.

He said he ultimately expected rates to reflect many new factors, such as the differential between day and night power of stations, the effect of directional antennas upon service and other technical considerations. Moreover, he declared, no weight is given in the present rate figures to the competitive situations existing in cities. There might be five stations in the same city, dividing the audience equally, yet the rate card gives each network the benefit of the entire audience. Additionally, he declared, no weight is given to the purchasing power of the community. A station would rather have 10 listeners earning $5,000 a year than one millionaire, for example, he said.

Judge Sykes interrupted the questioning to inquire about the substitution of important local programs for network features by individual stations and whether the network has the "absolute right" to block cancellations in its optional time.

Mr. Hedges declared the local station has the right to cancel if it can demonstrate the program is more in the public interest than the network feature. He said in his experience there had never been a dispute on this and that in the final analysis the station's judgment is accepted.

This clause in the NBC contract, he declared, is phrased to avoid abuse and any capricious action by stations. He declared affiliates are not required to carry sustaining programs.

**Connection Between Power and Rates**

Asked if there is a direct connection between power and rate, Mr. Hedges said it is a factor but there are instances where a 1,000 watt station in an important market gets a higher rate than 5,000 and even 50,000 watt stations in secondary markets.

Institution of NBC's new contract in 1935 resulted from three years of study and research, and represented what it construed to be the establishment of an equitable rate structure and of fair station compensation. Stations, it was felt, were not getting a proper proportion of the total sum charged for network programs, this being particularly true in the case of larger stations receiving the same commercial rate of $50 per hour as smaller ones. Smaller stations were paying the same sustaining fee as large outlets.

Mr. Hedges described an exhibit which tended to show graphically how network compensation is broken down for affiliated stations under the current contract and which he declared indicated the network receives a smaller proportion of the advertisers dollar in these situations. He described the contract but said it was more in the nature of an agreement. It became effective in 1938 but during the time of its evolution, a number of the more important stations became "hostile." They disliked the $50 per hour arrangement and, being unwilling to await the new contract, it became necessary to enter into "special deals" with them. A number of concessions were made on compensation in order to prevent "complete collapse," he said. Other stations recognized that NBC was unwilling to evolve the few stations and put its house in order and awaited the drafting of the new contract. On Jan. 31, 1935, there were 88 stations on the NBC networks, very few of which had written contracts as of that date.

**Allotment of Time To Network by Stations**

In describing the contract, Mr. Hedges explained what constituted a "unit hour" and said NBC stations generally allotted 16 hours of free time to NBC to defray fixed line and other essential costs before figuring in the compensation, and how the scale of compensation graduated upward with the increased acceptance of unit hours. For the first 25 unit hours in excess of the 16 unit hours of network affiliation, NBC pays 20% of the average unit hour rate. For the next 25 unit hours, the scale increases to 30% for all unit hours in excess of 66, NBC pays 37½%.

Volume discounts and annual rebates allowed by NBC were effected in order to insure year-round use.

**LATEST television wrinkle**

The miniaturized video set, small enough to be worn on the head and weighing less than two pounds, manufactured by His Master's Voice Ltd., of London. Shaped like a big telephone, the set is held in one hand against the side of the head, an earpiece for sound covering the ear, and the television screen viewed through a mirror at the other end of the instrument. Image size is about 1½ by 1 inch.

**KMBCl Radio History**

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of facilities by leading accounts, Mr. Hedges declared. For accounts that remain on the air during the entire 52 weeks, a 10% rebate is given at the end of the period. The effect of this has been to level off the former summer slump and keep high quality commercials on the air the year-round. The volume discount is allowed to induce advertisers to step out and spend additional money. This is allowed in lieu of the frequency discounts employed by many stations, he declared.

Discussting the 16-hour free-time arrangement, Mr. Hedges explained networks have definite fixed commitments such as telephone lines, sustaining service, maintenance of selling organizations and of traffic departments, among others. It is only proper, he said, that such part of the overhead be met before compensation is figured. He added, however, he did not mean the 16-hour free-time commitment absorbed all of the fixed costs. He said NBC is "still gambling" on the sale of commercial programs.

Clearance of Optional Network Programs

Resuming the stand Dec. 15, Mr. Hedges continued his discussion of the relations of NBC with its affiliated stations. On the matter of providing clearance for network optional programs, he emphasized the importance of the station contract allowing a station, because of its "public responsibility", to reject programs "the broadcasting of which would not be in the public interest, convenience and necessity."

The following excerpts from the "network broadcasting is the simultaneous broadcast of live programs" by a large group of stations, and that "a station refusal of network program is lost forever" so far as that program is concerned, Mr. Hedges concluded that in case the local mayor was to make a radio speech, it ordi-

Option programs, given by the relations of the program, stations realize the importance of its "public responsibility", broadcasting because of its "public respon-

In general, he commented, it is an easier matter for an individual station to accommodate its schedule to that of the network than for the network to attempt to juggle its schedule to fit a great number of varying local situations.

After dinner, speakers, he observed, are coming "educated" to speak at times not conflicting with other programs. He cited requests for time from the White House as being invariably made with an eye toward causing the least possible disturbance to the network schedule.

Mr. Hedges spoke also of the difficulties encountered by NBC salesmen in selling time before a definite network optional program plan was developed and put into operation. He declared that since the salesman could not tell the advertiser for sure just what stations he would get, the salesman, in effect, could only "purport" to represent a "national advertising medium". Under the definite optional plan, he can supply the advertiser with a definite account of the coverage he can expect, just as a magazine or newspaper advertising salesman could do.

Affiliate Contracts

Range Up to Five Years

Of the 87 stations with NBC at the beginning of 1935, he said only some 15 or 16 were bound by written contract. The others had merely a "gentleman's agreement" with NBC. The tendency since then has been definitely toward written contracts, he said, and at present contracts range from one to five years. The term extension from 12 months to five years was instituted to stabilize the situation. Mr. Hedges cited the term as "a very necessary precaution" the provision in the contracts for a general re-duction in the rates charged for air- ing time to a national advertising medium; the practice may be necessitated by "depression or recession conditions" to keep the network from being driven as a national advertising medium in competition with other media.

Illustrating another provision, by which individual station selling time to a national advertiser at a rate less than the network's scale, he said: "The station may be low- ered proportionately as for compensation accruing to it from the network, or the contract may be arranged in which a list of 15 or 16 stations quoted spot rates to an advertiser which would have added up to $44,000 saving in a year to the advertiser if he had not valued the simultaneous transmission of the live program enough to pay the additional amount.

Dual-Network Status

Of NBC Affiliates

"We have not yet lowered any station's rates," in such a case, Mr. Hedges declared. "But this would not be taken as a promise that we won't." He added that he thought "the station that values itself higher than the network does is the exception rather than the rule."

An added flexibility of network broadcasting, enhancing its value as a national medium, lies in the freedom to substitute announcements. Mr. Hedges observed, pointing out that advertisers have become increasingly conscious of the advantages of tying in local merchandising angles with a national program. Under contract terms, these extra announcements are charged to the advertiser, above the regular rates, at a rate of 8 1/4% of the individual station rate, he added, of which 7 1/4% goes to the station and 1 1/4% to NBC for added telegraph tolls at cetera in connection with the paired accounts.

Questioned by Judge Sykes on dual operation of several NBC affiliates, Mr. Hedges declared: "NBC has not approved these exceptions and it has found it impossible to understand such a scheme in Philadelphia (WFIL) when another fulltime station without any network affiliation and hence not attached itself as a parasite to benefit from the prestige which NBC has developed. Although Mr. Dempsey moved the remark to stricken, it was left on the record by the motion by Mr. Hennessey.

Mr. Hedges spoke briefly of the necessity for stations' being able to provide individual copyright clearance as well as time clearance for network programs. Although he emphasized that no way did NBC solicit for ASCAP or any other copyright pool, he said it had become necessary for affiliates to have ASCAP licenses individually to protect the network against network copyright infringement. A station not holding an ASCAP license is "useless" to NBC from a practical standpoint, he said.

After Mr. Merriman was recalled to supplement his testimony on "refusal of commercial programs", Mr. Hedges' cross-examination began.

Questioned by FCC Counsel T. L. Pearson on the program refusal provisions of the station contract, Mr. Hedges admitted that the station may have to "ride his monitor" to strictly observe his pledge for "public interest, convenience and necessity" since the station is not supplied with a complete script of the program before the air goes "off the coast. However, if pointed out, stations have placed "great trust" in the network.

As a general rule, NBC's copyright line for network programs and the stations broadcasting those programs, he said.

Referring to another uniform contract setup for all affiliated stations the year 1946, Mr. Hedges said a uniform contract setup for all affiliated stations would benefit most of the affiliates because it would mean uniform rates and uniform data on cover- age, along with other benefits. But he added such a plan could only doubtfully be applied because of the strategic location and advantages enjoyed by certain stations.

The Other Fellow's VIEWPOINT

Radio Itself

EDITOR, BROADCASTING: If the radio station is to get a pat on the back for a timely produc-

tion, by the same token a maga-

azine should have one for the same reason. Hence, I want to pat your "radio industry in the issue of March 14th" with its "public service" posture in all conceivably quarter. I don't believe we need to become controversial or argumentative with our critics, but we can state our case in positive terms, and give the listener a peep at some of our problems.

For instance, I wonder how many other industries would tolerate the personality situation in respect to local political speakers in one of the new stations." He added, "the percentage would be down to something in the neighborhood of 44,000."

Another industry, with a $44,000 annual revenue from a single spot rate, would be inclined to use its own medium to sell itself to the public, and no longer remain subject to the objection that "there is stale news every conceivable quarter."

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SPONSORS OF RADIO PROGRAMMES

and

The Maritime Broadcasting Company, Operators of

CHNS

Halifax, Nova Scotia,

Will Celebrate a

MERRY CHRISTMAS

This Year With the

TICKET BOOTHING

We Have Ever Had.

We Hope Business is as Good With You.

Cheerio!
Coughlin Storm Is Revived

(Continued from page 15)

inevitably lead to similar persecutions of Catholics and of other faiths. "One hate breeds another," he said.

Fr. Coughlin, apprised beforehand of Mr. Hogan’s intention to speak, told his audience that he had offered his time to the General Jewish Council which had engaged the network for the Hogan talk, and by whom, according to Fr. Coughlin, Mr. Hogan had been "engaged" as speaker. Fr. Coughlin, then urged his audience to keep tuned to the same Mr. Hogan’s ensuing speech. It was later stated on behalf of Mr. Horan that he had not been "engaged" by anyone for that talk but that in effect, he was simply repeating a similar speech delivered by him Dec. 1 before the New York County Lawyers Assn.

The hookup booked for the Hogan speech, said to be virtually identical with the Coughlin hook-up, included the following 35 stations: WPAS, Atlanta; WJFK, WJAC, WJAR, Lansing City; WCAO, Baltimore; WCKY, Cincinnati; WGAN, Cleveland; WHKC, Columbus; WHO, Des Moines; WJR, Detroit; WLEU, Erie, Pa.; WJEE, Hagerstown, Md.; WKB O, Harrisburg, Pa.; WIRE, Indianapolis; WREN, Lawrence, Kans.; WGR, Buffalo; WIBA, Madison; WTJN, Milwaukee; WCNC, Minneapolis; WBNA, Cleveland; WJAS, Pitts., Pa.; WHAM, Rochester; WGBI, Scranton; WVEW, St. Louis; WABX, Wilkes-Barre, Pa.; WBZA, Augusta, Ga.; WBHZ, Bangor, Me.; WAAB, Boston; WJLC, Bridgeport; WHTH, Hartford; WLNH, Laconia, N. H.; WLLH, Lowell, Mass.; WCOU, Lewiston, Me.; WFEA, Manchester, N. H.; WEAN, Providence; WATR, Waterbury.

Yankee-Colonial Position

The fact that the Colonial Network was linked into the Coughlin hookup, causing protests to its stations, led John Shepard 3d, president of the Yankee and Colonial networks, to issue a formal letter of answer to people writing the networks in which he stated:

"We cannot agree with the comment that this broadcast is anti-Semitic or that it is designed to spread religious and racial hatred, and if we did so, the broadcast would be discontinued."

"Our understanding, based on a close following of the discourses, is that the speaker referred to the problem of communism. Father Coughlin does not attack God-loving Jews. He condemns alike Jews and Gentiles who are atheistic in their viewpoints."

Adding that "we feel that the Jewish race has contributed greatly to the social and cultural life of all of us," Mr. Shepard’s letter announced a new series of broadcasts by prominent civic leaders talking on the accomplishments of the Jewish people, to be heard from 9 to 9:30 p.m. Wednesdays. The speaker was Rabbi Herman H. Rubenovitz, of Roxbury, Mass.

Meanwhile, Fr. Coughlin was busy in other media. He reported to have interviewed Lenox R. Lohr, NBC president, seeking a period on an NBC network for his talks on a sponsored basis. When Mr. Lohr declined, on the grounds that NBC does not sell time for religious broadcasts, Fr. Coughlin is said to have asserted his talks could be classified as commercial since he intended to promote the circulation of his magazine, Social Justice. He claimed he was the only classification as other periodicals buying radio time, notably Today’s Man.

Fr. Coughlin also became plaintiff Dec. 8 in a libel suit in Detroit in which he asks for $2,000,000 damages from the Detroit Free Press, half for actual and half for punitive, for its reporting of his broadcasts in a news story. Details as to what was given out but his counsel, named as Milburn and Simmes, of Detroit.

Gallup Polls Coughlin

DR. GEORGE GALLUP, director of the American Institute of Public Opinion, has announced that the Institute is at present conducting a survey to determine how large a radio audience listens to the Rev. Charles E. Coughlin’s speeches and what his listeners think of his broadcasts.

Gulf Signs for Spots

GULF OIL CORP., Pittsburgh, early in January will start a quarter-hour news and sports program thrice-weekly on WJAX and WVEE in the Pittsburgh area and WJAX and a thrice-weekly hillbilly show on WYBO, agency is Young & Rubicam, New York.

Stoer Denies That Biow Has Taken WINS Helm

E. M. STOER, Hearst comptroller, who is in charge of all negotiations for the sale of Hearst stations, Dec. 12 issued an indignant denial to reports that Milton Biow, purchaser of WINS, New York, subject to FCC approval, has attempted to take over management of the station without waiting for FCC action and that his plan was defeated only by the concerted action of the three AFL unions belonged to by WINS employees.

According to a union spokesman, the American Federation of Musicians, members of the station’s house orchestra, the actors and announcers who are members of the American Federation of Radio Artists, and the technical staff which belongs to the International Brotherhood of Electrical Workers joined forces to “keep Biow out of the WINS picture until the FCC gives him control legally.”

In his statement, Mr. Stoer says that his attention was called to the publication of a story in a trade paper “the inference of which is that Mr. Milton Biow, who owns a controlling interest in Metropolitana Broadcasting Corp., the proposed purchaser of Station WINS, has interested himself in the management of the station. The management of the Hearst Radio Stations unequivocally deny to the truth of the story and all its inferences, WINS is now being operated solely by the management of Hearst Radio and will continue to be managed as long as it is owned by Hearst Radio.”

When Is 5,000 More Than 50,000?

When 5,000 Watts broadcasts on 550 KC and 50,000 watts is broadcast near the other end of your radio dial

ASK ANY QUALIFIED RADIO ENGINEER:

5,000 watts on 550 kc is equivalent to 72,000 watts on 1200 kc.

KJSA

5000 WATTS ON 550 KC
San Antonio

full CBS schedule

“5,000 watts doing a 50,000 watt job”
New WE Microphone

WESTERN ELECTRIC Co. has announced a new microphone which picks up equally all sounds reaching it from the front but loses sensitivity as the source of the sound moves behind it. If a talker would circle the mike, coming closer in the rear to keep the level the same at all times, his path would be heart shaped or cardioid, for which reason the new instrument has been named the "cardiodirectional" microphone. As its directional properties are equally good for the lowest bass or highest overtones, says WE, it will be excellent for symphony orchestra broadcasts, and because of the "dead" zone in the rear it can be placed near the wall, leaving the entire studio free for use.

Finch Facsimile Kits

WILLIAM A. BRUNO, New York, has taken out a license under Finch Facsimile patents to manufacture facsimile receivers in kit form, according to an announcement Dec. 7 by W. G. H. Finch, president of Finch Telecommunications Laboratories.

WE Appoints Lack

FREDERICK R. LACK, formerly director of vacuum tube development at Bell Telephone Laboratories, has been appointed general commercial engineer of Western Electric Co. Charge of sales of WE products outside of the Bell System, including broadcasting equipment; aviation, police and marine radio; public address systems; hearing aids, etc. Highlights of Mr. Lack's career with Western Electric include directing his installation of a radio link between Peking and Tientsin and installing the first multiplex teletypewriters for the Japanese Government, for which he received the Order of the Rising Sun. He did research on shortwave transatlantic radio and supervised the first commercial installation of ship-to-shore radio on the Lusitania. Since 1935 he had charge of vacuum tube development, directing engineering on tubes for ultra-high frequency and others.

WXJ1, ultrahigh frequency adjunct of WOR, Newark, has gone into regular operation with a frequency of 26,500 kc. It will carry WOR-MBS programs from noon to 9 p.m. daily. Transmitter is located atop the WOR headquarters building at 1440 Broadway, New York.

COLLINS Radio Co. Cedar Rapids, la., has published a bulletin describing in detail its new 26C linear amplifier. The new device is a general purpose program amplifier including means to prevent peak output signal amplitude from exceeding a predetermined level.

WTAQ, Sheboygan, Wis., has purchased an RCA-5D transmitter to be installed at West De Pere.

KVNU, new station at Logan, Utah, has purchased RCA speech input and measuring equipment.

ALLEN B. DU MONT Labs., Passaic, N. J., has published its 1939 catalogue of cathode-ray tubes and apparatus, which may be had on request by writing direct.

WCLO Picks Up WLS

PROGRAMS of WLS, Chicago, are being broadcast by WCLO, Janesville, Wis., under an arrangement inaugurated Dec. 5. R. L. Ferguson, president and general manager of WCLO, has taken over control of the Janesville local, made the arrangements with Glenn Snyder, vice-president and general manager of WLS. On Dec. 8 WLS admitted the new affiliation with a special program.
Opposing Viewpoints

OPPOSING viewpoints of this country's problems and what should be done about them will be presented by the NBC in a new series presenting two nationally known Washington columnists—Mark Sullivan, generally classed as a "conservative," and Jay Franklin, representing the "liberals." Their program, The Public Interest in Democracy, will be broadcast as a sustaining over the NBC-blue from 10:30 p.m. EST, every Wednesday, starting Dec. 21, each taking half the period.

Radio's Future

A LOOK into the future of radio was given in the "Ten-Ten Topics" column of the Knoxville News-Sentinel, affiliated with WNOX. The prophecy was tied into the Armistice Day theme.

Here Tiz, Boys—Here Tiz!

WAVE's unique ability to draw crowds of customers into Louisville stores, time after time and at low cost, amazes even Louisville merchants themselves. The result is that they buy nearly one hour on WAVE for each ten minutes on any other Louisville station. And they get, with WAVE, the biggest part of Kentucky's buying power—at half cost. Want detailed facts? An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
Whiteman Quits, RCA Starts Suit

(Continued from page 18)

is asking relief from this practice.

Lawrence Morris, vice-president and general counsel of RCA Mfg. Co., the company which was the successor to RCA-Victor, which had previously succeeded the Victor Talking Machine Co., each successor assuming all assets and liabilities of its predecessor and all, since 1901, engaged in the manufacture and sale of phonograph records. When Maurice M. Speiser, general counsel of NAPA, handling the defense of Mr. Whiteman, questioned the plaintiff's authority to broadcast its records or to license their broadcast by others, the corporation charters of the three companies were offered in evidence. Questioned by Mr. Speiser, Mr. Morris admitted that records are used in coin-operated machines, in motion pictures and otherwise commercially in addition to broadcasting, but that no legal action had been taken by RCA against anyone for commercial exploitation of its products prior to the Waring case, in which RCA did not intervene.

Artist Agreements

Regarding this case, which NAPA conducted for Waring in Pennsylvania, winning a decision prohibiting WDAS, Philadelphia, in broadcasting the recording in question without his permission, Howard C. Dornell, manager of the copyright royalty section of RCA Mfg. Co., testified the company has written agreements with its artists and that the Waring record was the only one the singer knew to be made under a verbal agreement in his 30 years with the company.

He said his company secures licenses from the copyright owners of the music it records and that RCA Mfg. Co. in turn issues licenses for the use of these records in coin-operated machines and in making motion pictures. The only radio licenses it has ever issued, he said, were during the last year to 15 stations for the broadcasting of records advertising RCA records and phonographs, which were broadcast in time purchased by the company or its dealers.

The largest sale of records is for use in the home, he stated, adding that as the use of records in broadcasting has increased the sale of records has decreased. To prevent such use, he said that in 1935 the companies began labeling all records "not licensed for radio broadcast" and in August, 1937, that warning to read "licensed by manufacturer only for noncommercial use in homes." Contracts with Whiteman and other artists whose recordings have been broadcast on WNEW were offered in evidence. Mr. Dornell was still on the stand when the session was adjourned until Dec. 14.

Mr. Dornell represents the NAB, secured permission to file a brief stating the position of this organization before the close of the hearing.

Other Litigation Seen

More court action is in the offering for the manufacturers of phonograph records, following their rejection of the new license form submitted to them by the Music Publishers Protective Association, which acts as agent for its member publishers in enforcing the mechanical rights of their music. This new license restricts the use of records to homes only, enjoining the record companies from allowing their records to be used on the air or in the 250,000 coin-operated machines throughout the country which constitute by far the largest market for recordings of popular tunes.

Rejection of this license, with its restricted sale results and its concomitant requirement that the recording companies police the wholesaler and retailers of the product from preventing their ultimate use outside the home, does not mean that the record manufacturers cannot sell the music copyrighted by MPPA members, as the copyright law states that once a publisher has issued a recording right to any record manufacturer he must issue the same right to all other manufacturers asking for the same maximum of two cents a pressing. This represents almost a doubling of the cost, however, as the license rate continues at 1 1/4 cents per pressing.

To prevent this, even at the higher rate, MPPA has told the recording companies they do not accept the license, but take advantage of this stipulation of the law, they must record the music exactly as it is published by the publisher. The right to prepare individual orchestrations is a separate right, says

Would You Gamble On The Bible?

Here's an offer that's no gamble.

We Bet You

A FREE CHRISTMAS BROADCAST OF OUR BEAUTIFUL STORY OF THE FIRST CHRISTMAS

"A Child is Born"

that your community will demand 52 weeks of these inspiring "Immortals Stories from the Book of Books."

No strings...you broadcast this Christmas Classic absolutely free, Christmas Eve, and again on Christmas Sunday. Then let your own conscience be your guide when you hear from the clergy, the choirs and the general public. Lots of fine portraits in costume, newspaper mags, publicity stories, radio plugs included in this free offer. Write today for details.

MERTENS AND PRICE, Inc.
3923 West Sixth Street
Los Angeles, California
PHILIP MYGATT, of the radio department of Neciivickson, New York, has resigned to accept a position with J. Walter Thompson, New York, in the agency's Australian office.

MISS REGGIE SCHUEBEL, radio time buyer at the Biew Co., New York, on Dec. 12 returned to her job after a week's illness at Mt. Sinai Hospital, New York.

H. C. BURKE, manager of WRAL, Baltimore, will sail from New York on December 15, on the Monarch of Bermuda for a vacation in Bermuda, returning Jan. 3.

JOHN BRIGGS, formerly with Constance Hope Associates, New York, as press agent, on Nov. 25 was appointed to the NBC press division to write special musical stories about Arturo Toscanini and the NBC Symphony Orchestra.

RUSSELL, Stanton. CBS Hollywood transmitter engineer, is the father of a daughter born Dec. 5.

JOE SCHWEIGER. CBS Hollywood engineer, is the father of a baby girl born Dec. 7.

WARREN HULL, Hollywood film actor, and formerly NBC announcer on the old Maxwell House Show Boat series, has taken over that assignment on Good News of 1939 sponsored by Maxwell House. He replaces Ted Pearson, M-G-M film actor, and announcer. Phil Rapp, writer and Max Tier, composer-arranger, have had their contracts renewed for another 13 weeks.

HETTY ANN JANSEN has joined the traffic department of WMJ, Milwaukee, replacing Edna Bartelt, recently married.

AL. JOSEPH, of the special features division of MBS, is writing a novel dealing with the present generation.

A. B. SCHILLIN, recently sales manager of WINS, New York, and formerly president of Schillian Ady, Corp., has been appointed vice-president in charge of sales at WAAT, New Jersey.

SOUTHRUD, manager of WHIA, Fort Worth, is the father of a girl born Dec. 3, his first child.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has been named chairman of the new Red Cross Communications Emergency Committee and co-chairman of the Radio Council for the President's Birthday Ball.

EDWARD SCHRIVEN, formerly of BBDO, Chicago, has been named vice-president of A. C. Nielsen Co. and will head the forthcoming radio index contemplated by the research firm.

NORMAN SICKLE, script writer of WFIL, Philadelphia, has resigned to free lance in New York.


BARNETT FUEL Co. and the American Fuel Co, Denver, have started sponsorship of The Shadow on Mutual's affiliate KFEL, Denver. The program is sponsored on 7 MBS stations in the East by the Delaware, Lackawanna & Western Coal Co., New York, Sundays, 5:30 p.m., through Ruthrauff & Ryan, New York.

DOUBLE THE PRICE OF THE CROP, SUSIE!

The Red River Valley's prize crops, each year, enrich our hayseeds with plentiful cash to buy almost anything they want—at will. All in all, WDAY's 1,509,107 listeners buy 46% of the total retail purchases made in the three combined states, North Dakota, South Dakota and Minnesota (omitting the counties containing Minneapolis and St. Paul).

And what's more, WDAY covers the whole wide Red River Valley virtually alone! . . . For the story in full, write WDAY!

FAIRCHILD RECODERS
have
Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.

Sound Equipment Division
FAIRCHILD AERIAL
CAMERA CORPORATION
88-06 Van Wyck Blvd.
Jamaica, Long Island
New York
KEHE Sale, Transfer Under FCC Advisement

ATTORNEY Basil Cooper of the FCC, who conducted the hearings Dec. 7 to 9, has taken under advisement the applications involved in the proposed sale of KEHE, Los Angeles, to E. C. Anthony, operator of KFI and KECA, Los Angeles, for $400,000. Joined in the hearing was the application of Warren Worcester to purchase KECA from the Anthony interests for $97,500 and to move it into San Diego.

Opposing the move to San Diego were KFSD and RKB of that city, with Tom Sharp, owner, present for KFSD and Manager Sidney Fuller for RKB. Appearing with Worcester was Glenn Litten, formerly KFSD manager. Harrison Holliway appeared for the Anthony interests and Jack Gross and H. W. Gambrill for KEHE. The Hearst-owned KEHE would be taken over entirely by Anthony who would use its recently built plant to house both KFI and KEHE.

INTERNATIONAL VITAMIN Corp., New York, on Jan. 2 will start a new series of transcribed musical shows on WOR, New York. The show, Sundays, Wednesdays and Fridays, 4:30-4:55 p. m. Bisbinder Adv., Chicago, is the agency.

POP GO THE Purses!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

MOTHER KNOWS BEST...

That's why Father lets her do all the shopping... and that's why WHN offers you this grand program to reach thousands of mothers with your sales message.

It's MY DAUGHTER AND I featuring columnist Anne Hirst...fifteen minutes of dramatizations of mother-daughter problems...every Monday, Wednesday and Friday from 12:30 to 12:45 P.M.

WHEELER WARNS OF CONGRESS REVIEW

Wheeler Warns of Congress Review (Continued from page 18)

When six or seven minutes of a 15-minute program are devoted to commercials, he declared "the effectiveness of such programs is greatly reduced and the program is definitely in bad form." Limited advertising, he declared, "will attract more people to the radio programs and there will be actually more listeners for the advertising presenting itself." "Highly commercialized programs are no greater an evil than propaganda fostered upon the listening public by various governmental agencies under the guise of being educational," he continued.

A governmental department that deluges the public with propagandized programs designed indirectly to effect greater appropriations and increased personnel is guilty of "disservice to the people. Such conduct is not only unnecessary and wasteful, but also palpably wrong."

"What I choose to call the 'intelligible selfishness' of radio stations should dictate a policy of limited advertising with its accompanying restrictions. Failure by the industry to rectify this obvious defect in programs inevitably will lead to drastic legislation."

Because less than 5% of the 700-odd stations made half of the profits in the industry during 1937, Senator Wheeler said a "grave danger" appears. While in other industries there is an even less equitable distribution of profits, he said that it nevertheless represents a "trend towards monopoly which is not only dangerous in broadcasting—dangerous not only because it threatens the economic system, but because it threatens the social and political system". The problem should be solved before it becomes "too grave and threatening," he said.

If a monopoly is permitted, said the Senator, it will expand. Government ownership may be transferred, and in this connection he plunged into a discussion of what has happened in the dictators' countries as an object lesson for those in the United States "who for selfish reasons are advocating government ownership of radio in this country".

Monopolized radio, public or private, he declared, is the means by which dictators are created and maintained. And with those who say that "it can't happen here," he said he was in violent disagreement. "It can happen here and now." A Horrible Example

"In those dictator-ridden nations of Europe we have a living example of radio as an instrumentality of the Censor and the Grand Inquisitor. It is an evil that when the first act of the dictator in our day has been to immediately commandeer the radio, and by its utilization they not only rise to dictatorship, but they maintain themselves in power. It is more powerful than a thousand fleets of airplanes, or a thousand tanks, or a regiment after regiment of infantry."

"This amazing and ruthless use of radio as a medium of propaganda is not restricted to the borders of its own borders. They seek to saturate other nations with it via the short wave, and the same methods are being used to prevent their own beleaguered subjects from listening to outside stations."

"I am told that a German who tunes into an American or English program commits a criminal offense punishable by fine and concentration camp. It is doubtful whether or not this campaign on the part of plain dictators to propagate and monopolize other nations is altogether successful. And likewise it is doubtful whether or not they effectively prevent their people from listening to programs originating in democratic nations."

Declaring Hitler could not hold his power without radio, Senator Wheeler said "I shudder to think that that might take place in the United States if radio should be controlled in the slightest degree by political parties or by a monopoly." He recalled the hysteria that swept this nation during the World War to boost "1%ers" and was not unfamiliar to think that German spies were everywhere.

"One may see evidences of hysteria even in this country. We are experiencing the growth of the same type of propaganda. A form of intolerance is growing in the United States by leaps and bounds."

He concluded with another plea that broadcasters present all sides of a question whether it be political, economic, social, racial or religious. He pointed to the political section of the act affecting political candidates equal opportunity and said it must be broadened to include other subjects, emphasizing it is the duty of the Commission and the industry to prevent any infringement of America's guarantees of freedom and liberty.

WDAY, Fargo, N. D., will headline its Christmas fund program Dec. 17 with Don McNeill, m.c. of the NBC Breakfast Club, NBC singer Fran Allison and Johnnie Johnston.

WHK, Kansas City, broadcasts an automatic Merry Christmas in stores with Manager John T. Schilling rigged a recording outfit on the switchboard and phones hear Jingle Bells.

NEW WISCONSIN OUTLET

APPEALS on behalf of KDAL, Duluth, against the FCC's decision of January, 1937, authorizing a new 100-watt outlet on 1200 kc. in Superior, Wis., across the bay from Duluth, having failed, plans are going forward for construction of the station, which must be completed by April 9, 1939, under the latest FCC extension of construction permit. The permit was issued to Fred A. Baxter, retired former mayor of Superior, who has applied to the FCC for authority to transfer from himself to WDSM Inc., a new corporation in which he would hold 50% stock, Mary Baxter 17% and James J. Conroy, attorney, 1%. Transmitter and studios will be located at 1507 Tower Ave.

Parent RCA Series

RCA parent company has undertaken sponsorship of an institutional advertising program on WMAI, Washington, scheduled to start Dec. 21 and to be titled Radio Center Open House. Heard Wednesdays, 8-8:30 p. m., the program will be produced by RCA's Music and Key on NBC-Blue. It will have an invited studio audience of about 20 government officials who desire to see how radio programs are staged. An outstanding artist will be brought to Washington each week for the show, starring with Virginia Res. The account will run 26 weeks and is place direct.

ADDRESS of Gov. A. B. Chandler to the citizens of Kentucky on the financial condition of the state was carried as a one-hour commercial by WCKY, Cincinnati, Dec. 8.
WPTF Uses Weeklies

SHUNNED by Raleigh’s daily newspapers, Walter Huntington, publicity director of WPTF, Raleigh, has placed radio columns in two local weeklies. The Union Herald, weekly trade paper with several thousand circulation, carries a weekly column of local and WPTF news, along with network personalities and highlights of WPTF’s schedule. Carolina Tribune, colored newspaper with considerable circulation in Raleigh and over the state, also carries a similar newspaper section. In addition, a monthly Radio Program folder is published by a local printing concern, which lists programs on WPTF and the three major networks a month in advance.

WBNX New York

Speaks the Language
Sings the Music
Sings the Songs
Of Metropolitan New York’s
Foreign Residents
And Tells them WHAT and WHERE TO BUY

1000 Watts Day and Night

The Station that Speaks Your Language

FACTS NOT FANCY

The KSCJ PERPETUAL SURVEY WAY!

You’ll find the answer to scientific programming of your sales message through the KSCJ PERPETUAL SURVEY. It’s an ingenious and commonsense approach to day by day, hour by hour listener preferences in the rich KSCJ area. Are you familiar with it? Ask your national representative, or write to KSCJ today.

GE Shortwave

THE first shortwave radio transmitter in the United States west of the Mississippi will be erected on Treasure Island, site of San Francisco’s World’s Fair, and will be ready in February, according to Chester H. Lang, manager of broadcasting for General Electric Co., upon approval by the FCC of the site at the Fair instead of at Belmont, Cal., as asked in the original application. The station will operate on two frequencies—9580 and 15,330 kc., which are duplicates of the wavelengths used by GE for many years over W2XAF and W2XAD, Schenectady. The station, operating on 20 kw., will be equipped with directional antennas directed by Dr. E. F. W. Alexanderson, with beams directed to the Far East and South America. Harold G. Towson is supervising the installation. Equipment was built by GE.

Brooklyn Rehearing

REHEARING of the controversy involving WWRL, Brooklyn time-sharing station, Dec. 5 by the FCC in granting the petition of Paul J. Goliohofer, original licensee of the Brooklyn station. The Commission simultaneously set aside its decision of May 26 granting the application of WWRL for modification of license and denying the applications of Goliohofer and Lillian E. Kiefer for the station’s facilities. Also designated for further hearing were several applications involved in the proceedings which will be held along with the application of WCN, Brooklyn, for modification.

Gulf’s Guild Series

GULF OIL Corp., Pittsburgh (oil products), having contracted to sponsor Screen Actors Guild radio program, starts the series Jan. 8 on CBS, Sunday, 7:30-8 p.m. (EST), with emanation from Hollywood, Deal, which has long been in negotiation with Young & Rubicam Inc., New York agency acting for the sponsor, will set Screen Actors Guild $10,000 weekly. This is to be turned over to the Motion Picture Relief Fund for building purposes. Contract is for 13 weeks. Options have been obtained for another 26 weeks, with provision made for a three year further extension. Tom Lewis, Young & Rubicam’s New York supervisor of radio, now in Hollywood, will remain on the Coast to produce the show which will draw talent from the SAG membership. More than 50 name film players will appear in the 13-week series. Screen Writers’ Guild will contribute its scripting. The SAG Playfair will succeed John Nesbit’s Passing Parade sponsored weekly on CBS by Gulf Oil Corp., and release to the East Coast only, from Hollywood.

VTIC, Hartford. In addition to four daily quarter-hours of news, is preceding signoff each night with a five-minute news summary of outstanding worldwide events.

Education Clinics Mark Conference

Latest Methods Are Shown at Chicago Radio Gathering

EFFECTIVENESS of the Second School Broadcast Conference in Chicago, Illinois, in its emphasis on radio demonstrations and clinics rather than on broad theoretical discussion of radio in education. More than 400 teachers and radio station people attended the three-day conference given under auspices of the Chicago Radio Council and directed by Harold Kent.

A series of classroom demonstrations in which about 200 school children participated points to the utilization of audio education. CBS originated its American School of the Air from the conference and NBC broadcast a portion of its America’s Town Meeting of the Air.

Trade Exhibitors

Radio people attending the conference included Sterling Fisher, educational director of CBS; William D. Boutwell, of the U. S. Office of Education; Dr. Judith Walker, NBC-Chicago educational director; H. B. McCarthy, Wisconsin U.; Lavinia Schwartz, CBS-Chicago; Pearl Broxton, WBBM-U.; Ellsworth Dent, RCA Co.; Harriet Edwards, CBS-St. Louis; Harold Engel, Wisconsin; James Finn, Colorado State College; Helen Hardin, WGN; Harriet Hester, WLS; Joyce James; Max A.; Radio; WCCO; H. B. Masters, Ohio State U.; Allen Miller, University Broadcasting; Lawrence M. Morgan, Indiana State Teachers College; Joseph Ries, WLW; Thomas D. Rishworth, KSTP; Larry Boler, WHK-WCLE; Keith Tyler, Columbus; Joseph F. Wright, Illinois U.; A. Chapman, Texas U.

Exhibitors included the following: Standard Radio; Allied Phonograph & Record Mfg. Co., Hollywood; NBC-Aristo Radio-Distributing Corp.; WLS; WBBM-CBS; Allied Radio Corp., Chicago; Federal Radio Project; Presbyter; Chicago; RCA-Victor Program, Chicago; WGN; National Committee on Education by Radio; Gambol Ringed Music Co.; Gordini & Leventhal Productions.

A third school Broadcast Conference is planned for December, 1939.

Mormon Test

CHURCH OF JESUS CHRIST OF Latter Day Saints, Salt Lake City, (Mormon Church), on Nov. 29 started for 13 weeks a weekly half-hour teaching historical dramatic series, The Fullness of Times, on KSL, that city, in a test. Following the test, the completed series of 52 episodes, produced by Mertens & Price, Los Angeles production firm, will be placed on 200 stations. Latter Day Saints also plans to supply the full series to 600 missionaries. Chase Varney, author of the 600-episode Players Bible drama, is scripting the new series.

COMPLETION of five years on NBC was celebrated Dec. 5 by the entire east of Oxydow’s Own Ma Perkins program, sponsored by Procter & Gamble Co., Cincinnati, Mondays through Fridays, 3:15-3:30 p. m. Blackett-Sampson-Hummer, Chicago, is agency.

December 15, 1938 • Page 71
KTBS, WRTD Appeals Denied by U. S. Court

APPEALS of KTBS, Shreveport, and of WRTD, Richmond, from FCC decisions were dismissed by the U. S. Court of Appeals for the District of Columbia Nov. 30 following court conferences with counsel for parties and the Commission in connection with motions filed on behalf of the Commission to dismiss.

WRTD appealed from the decision of July 19 granting the application of WRNL for an increase in power from 500 to 1,000 watts and change in hours of operation from daytime to unlimited. The appeal was based largely on economic grounds and the claim that there was no need for the additional service. It also alleged that the grant was invalid because it resulted from the affirmative vote of only three of the seven commissioners.

KTBS appealed from the Commission's decision of June 28 granting the application of Wichita Broadcasting Co. for a construction permit for a new station on 620 kc., 1,000 watts during local sunset and 250 watts night, unlimited. The call letters KWFT were assigned to the Wichita Falls station. KTBS claimed it had filed with the Commission an application for the 620 kc. assignment and that the Commission erred in granting the Wichita application without giving consideration to its pending application.

San Francisco Gets NAB Convention

(Continued from Page 11)

Operator of KJBS, San Francisco, made the proposal and will head the committee to select the hotel and designate the specific dates.

July was selected as the convention month with the idea that many members would like to make the trip a family vacation jaunt. Special exposition rail rates, it is expected, will be in force.

It had been thought that Washinton would be named as the ideal locale for a business session in which regulatory practices constitute the predominant topic. Omaha, Chicago, New York and Cincinnati were also mentioned, but Mr. Brunton's motion carried with practically no debate.

There was heated discussion on the transcription library deal. The objective is to create 300 hours of tax-free music (both public domain and popular) by the end of 1940 to enable the industry to face any emergency which might be precipitated through failure to negotiate acceptable renewal contracts with ASCAP for its copyrighted repertoire.

Disc Contract

The board listened to both Mr. Brinckerhoff and Ralph Wentworth, partner of the Lang-Worth firm, before taking its action. It questioned the transcribers closely on financial responsibility and ability to follow through. The Brinckerhoff company, under private contract, recorded the 20 hours of the NAB library during the 1940s, for which there are 118 stations.

Mr. Edward Fitzgerald, former director of the NAB Bureau of Copyrights, is understood to be associated with Mr. Brinckerhoff.

Following the meeting Mr. Miller explained that under the arrangement with Brinckerhoff, the NAB Library will be continued under that name, with the Brinckerhoff company retaining the contract on transcription production, together with sheet music and arrangements of the same tax-free numbers. The 20 hours already recorded by the NAB will be licensed to Brinckerhoff for use. All stations subscribing to the NAB service will be licensed to use music developed by Brinckerhoff. The NAB will retain the right to license other broadcast stations to use the music.

Under the terms of the agreement, Brinckerhoff will pay to the NAB $25,000 in cash plus 50% of the receipts from the sale of the 22 hours to be transcribed to fulfill NAB's commitment of 100 transcribed hours. NAB will receive $250,000 of the proceeds from sales of the existing 20 hours. Funds will be paid by Brinckerhoff to the NAB until the total amount invested by NAB members $49,000 is written off. Brinckerhoff has agreed to produce the 300 hours of transcribed music in the tax-free category as fast as the industry can absorb them.

The Land-Worth proposition contained no cash guarantee but also provided for reimbursement of the NAB's investment as sales were made to stations. There was no cash guarantee, however, and that phase alone is believed to have motivated a majority of the board in voting the Brinckerhoff proposition.

The Lang-Worth firm already has some 80 hours of tax-free music recorded, whereas, the Brinckerhoff company has not been active in the tax-free library field.

Mr. Miller pointed out that an advisory committee of broadcasters will be named to consult with the Brinckerhoff company on development of the library. The agreement stipulates that the cost will be $10 per hour for broadcasters for the first 80 hours produced, and not more than $15 for the next 200 hours subject to...
Red Heads

REX DAVIS, fiery-haired WCKY announcer, offered at a special broadcast by WCKY when the Cincinnati Chapter of the National Order of Red Heads was inaugurated. Red-haired men and women of all shades attended and were interviewed. One of the opponents of the order is to prove to the world that red heads do not have fiery tempers.

John Shepard, 3d, Yankee Network; Walter J. Damm, WTMJ; Clair D. Crolley, Mason-Dixon Group; W. Earl Worsham, WFLA; John J. Gillin Jr., WOW; Ralph R. Brunton, KJBS-KOW; Frank M. Russell, NBC Washington vice-president; Earl H. Gammons, WCCO; Harold V. Hough, WBAP-KGK; Herb Hollister, KANS; David W. Thorneburngh, Hollywood vice-president; John Felker, WKZO; O. L. Taylor, KGNC; Gene O'Fallon, KFEL; John Elmer, WCMY; Earl Allen, WLVA.

Action in connection with program standards came after a meeting in New York Dec. 5 of the special committee named by President Miller to discuss the whole proposition of self-regulation. At this meeting, it was agreed in substance that the NAB code, adopted in 1935, should be re-evaluated and pointed up.

At the New York meeting were President Miller, acting as chairman; Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; Theodore C. Streibert, MBS vice-president; Edgar L. Bill, WMBD, Peoria (who offered the resolution on the revised code); Ed Craney, KQIR, Butte, who seconded the resolution; Paul W. Morency, WTCI, Hartford, all members of the committee, and Messrs. Spence, Bemis and Kirby of the staff.

In addition to this group, Niles Trammell, incoming executive vice-president of NBC, and Gilson B. Gray, commercial continuity editor of CBS, sat in on the discussion.

Canada Ratifies Treaty

(Continued from Page 11)

It was advised regarding thecollateral arrangement which in turn presumably is being forwarded to the Mexican authorities. Because of Canada's ratification, an entirely new aspect is given the situation and prospects are viewed as brighter.

How much influence the American operators of Mexican border stations may exert in the future on Mexico's action is the focal issue. Unconfirmed reports were that these operators had prevailed upon Mexican authorities to withhold approval of their stations, under the terms of the treaty, eventually would be eliminated and since definite facilities would be allocated for clear channel assignments in the interior of the country where they could serve Mexican nations rather than American listeners.

Under the terms of the treaty, the existence of all stations in this country is assured, with full-time assignments for many of the time-sharing stations and with provisions for horizontal increases for locals to 250 watts night and certain types of regions to 5,000 watt nights.

In most instances stations would be shifted from 10 to 30 kc. within the band 550-1600 kc. as a means of accommodating stations in Mexico and Cuba, as well as Canada. The present three-station classification of clear, local and regional would be supplanted by a six-class structure with duplication provided on all save Class I or dominant clear stations.

All told, 59 channels were designated as clear, 41 as regional, and six as local, with a mutual use of regional with local channels among the nations according to prescribed engineering specifications.

In the clear channel category, the treaty stipulated the United States would have accommodations for 63 stations on clear channels. Mexico 15, Canada 14, Cuba five and Newfoundland, Dominican Republic and Haiti one each. Of the total 22 channels would be assigned exclusively to the United States and the proposal was that 26 of these channels be made Class I A. How these channels would be divided, however, is the key issue in the pending rules. The subject of top I A power also is involved.

Keeping Company

in HAWAII

LITTLE ORPHAN ANNE (Oliveira)
BETTY AND BOB (Koosig)
GOSSIP SINGER (Ivory)
FLO WIC (Kerr)
VIC AND SADE (Clark)
EASY READ (Allen)
HILLTOP HOUSE (Palmar) MARY AND MARGE (Super Soda) BETTY AND BOB (Whitson) LADY COURAGEOUS (White King)

FIRST in National Transcription Spot Bids

KGMB-KHBC

Honolulu

Hilo

Paul H. Raymer

Congratulations on the way in which you and your associates presented recent KWK promotional material to National Spot Time Buyers. There is plenty of evidence that the advantages in using KWK were clearly demonstrated and to the right people.
McNARY and CHAMBERS
Radio Engineers

PAUL F. GODELY
Consulting Radio Engineer
Phone: Montclair (N.J.) 2-7859

PAGES & DAVIS
Consulting Radio Engineers
Munsey Bldg.  District 8456  Washington, D. C.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 16th St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2105 North Broadway  Telephone 3-4697  Denver, Colorado

FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg.  Washington, D.C.  FCC matters prepared, filed and prosecuted by our staff of attorneys and engineers.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING
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There is no substitute for experience
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Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D.C.  Telephone National 7977

HECTOR R. SKIFTER
Consulting Radio Engineer
Field Intensity Surveys  Station Location Surveys  CUSTOM BUILT EQUIPMENT  SAINT PAUL, MINNESOTA

J. A. MILLS
Consulting Radio Engineer
2110 C St., N. W., Washington, D.C.

WORLD WIDE WIRELESS
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.

HAROLD H. BEVERAGE, RCA radio engineer noted for the Beverage antenna, has been awarded the 1938 Armstrong Medal of the Radio Club of America in recognition of his work on aerial systems.

CALIFORNIA Fruit Growers Exchange, Los Angeles (Citrus growers), the heavy user of radio time this past year, on Nov. 22 started, for four weeks, twice-weekly evening quarter-hour Frost Warnings, to farmers and growers in the Pacific Southwest, on 7 Southern California Don Lee network stations. Agency is Lord & Thomas, Los Angeles.

Holiday Greetings
TO BRING holiday greetings to present and prospective advertisers, KVI, Tacoma, is carrying thrice-weekly The Christmas Spirit, shortwaveing the program from some advertiser's place of business. The announcer describes decorations, brings some of the staff to the microphone, interviews Christmas shoppers and gives KVI's holiday wishes to radio listeners.

SARAH B. STAFFORD
Assistant Editor

WANTED
Help Wanted

Radio broadcast engineer desires change. Five years experience in all phases of station operation, also some sales experience. Now at Pacific Station, Box A105, BROADCASTING.

SITUATIONS WANTED

SPECIALIZING IN TELEVISION TUBES
Ask about our AGITATOR Теплор meteor, the latest advance in modernizing equipment.

SITUATIONS WANTED
National Radio Employment Bureau. All departments excepttalent. Complete Information, Paramout Distributors, Box 864, Denver, Colo.

NATIONAL RADIO EMPLOYMENT BUREAU wants good experienced radio time salesman. Also men who have experience as combination announcers and opera-...
LAST CALL

...for advertising copy for the 1939 Year Book Number

The best shot of the year

IF YOU HAVE NOT RESERVED SPACE IN THIS IMPORTANT ISSUE, WIRE YOUR RESERVATION TODAY!
NATION'S newest "power-shooter" is WWL's ultra-modern 50,000-watt transmitter at New Orleans. Both the new transmitter building and the RCA transmitter and master control are modern in design. The plant was placed in service December 1, 1938, with the interest of members of the Committee in FCC activities. The subcommittee holds its sessions every two weeks, and the verbatim text of the examination is made public when the independent FCC has completed its work. It is entirely likely, it was thought, that the committee might call all members of the Commission at

DECISIONS...

DECEMBER 11

KATE- Albert Lee, Minn.—Granted mod. license to use 100 kw. WWL, W. Coast Bestg., Co., Clearwater—Denied CP 1500 kw permitted to Troy Bestg., Co., to recall such permit and for consolidation of records and for joint and comparative hearing. NEW, George H. Payne, San Francisco, granted petition to use. NEW, George H. Payne, San Francisco, granted petition to use, 13-38; NEW, Hidrett & Rogers Co., Lawrence, Mass., granted CP 1000 kw.

MISCELLANEOUS—WJ J, Chicago, granted permission to use, 575 kw., to WGN, Chicago, and when applied for, 100 kw. granted. NEW, Paul the Apostle, New York, granted request to use, 50 kw., for new equipment: WFMJ, Youngstown, Ohio, granted petition to use, 100 kw., for new equipment, for station WFMJ. NEW, Harry H. Witten, Indiana, granted CP 600 kw. for new equipment.

REHEARINGS—WJDK, Cleveland, granted rehearing petition filed by WMAQ, Chicago, for station WMAQ. NEW, Thomas R. McManus, Modesto, Calif., granted rehearing petition filed by NEW, A. A. Strohmeier, Minneapolis, denied as in default, 11th circuit, 12th kw. case, also for other relief; No. 8012, KOED, Phoenix, Ariz., granted rehearing petition filed by KOED, Phoenix, Ariz., for station KOED. NEW, Joseph A. Hatcher, Kansas City, Mo., granted rehearing petition filed by KSKO, Kansas City, Mo., for station KSKO. NEW, Paul J. Goilbofer, Brooklyn, granted rehearing petition filed by NEW, Paul J. Goilbofer, Brooklyn, for station NEW, Paul J. Goilbofer, Brooklyn.

FEDERAL COMMUNICATIONS COMMISSION

ACTION OF THE

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Network Accounts

All time EST unless otherwise indicated.

New Business

RALSTON PURINA CO., St. Louis (cereal), on Dec. 8 started The Inside Story on 7 CBS Pacific stations, Thurs., 8-8:30 p.m. (PST). Agency: Garis & Ingalls, Chicago.

BOWEN MOTOR COACHES, Dallas (bus travel) on Dec. 9 began sponsorship of Elliott Roosevelt’s Texas in the World News in the 5-6 p.m. CST, on 19 Texas State Net-
work stations, plaved direct from Dec. 9, 1938, to Dec. 9, 1939.

HAWAIIAN PINEAPPLE CO., Honolulu, (Jole Pineapple Juice and Gum), on Jan. 8 will start program in cooperation with Screen Actors’ Guild on 60 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

GULF OIL CORP., Pittsburgh, on Jan. 8 will start program in cooperation with Screen Actors’ Guild on 60 CBS stations, Sat., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.


CALIFORNIA FRUIT GROWERS EXCHANGE (Citrus and Fruits), on Nov. 22 started 4 weeks, Frost Warnings on 7 Southern California Don Lee network stations, Tues., Thurs., 8-8:15 p.m. (PST). Agency: Lewis & McRae, Los Angeles.

LOOSE-WILES BISCUIT CO., Long Island City, on Jan. 3 renewed Sunshine News Reporter on 10 Yankee stations, Sun., 8-9 p.m. Agency: Newell-Emnett Co., N. Y.

Renewal Accounts

F. W. FITCH CO., Davenport (shampoo) on Jan. 8 renewed Fitch Bandwagon for 52 weeks on 52 NBC-Red stations. Sun., 7:30-8 p.m. Agency: J. W. Ramsay Co., Davenport, IA.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Nov. 7 renewed for 52 weeks and 53 NBC stations, Sun. thru Fri., 11:30-11:40 a.m., Film. Agency: Newell-Emnett Co., N. Y.


GENERAL ELECTRIC Co., Schen-ectady (lamp), on Jan. 2 renewed for 33 weeks Hour of Charm on 55 NBC-Red stations, Sat., 9-9:30 p.m. Agency: Mason Inc., N. Y.

WARD BAKING Co., New York, on Dec. 26 renewed Jessie Allen for 15 weeks on 15 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Sherman & Ellis, N. Y.

STANDARD BRANDS, New York (Chese & Sunbonet coffee), on Jan. 1 renewed Charlie McCarthy & Edgar Bergen for 23 weeks on 52 NBC-Red stations, Sun., 8-9 p.m. Agency: J. Walter Thompson Co., N. Y.

WANDER Co., Chicago (Ovaltine), on Dec. 2 renewed Oma’s Advenue for 52 weeks on 18 NBC-Red Stations, Mon. thru Fri., 6:30-6:45 p.m. on WGN, 5:45-6 p.m. CST. Agency: Bennett-Semple-Humbert, Chicago.

F. W. FITCH CO., Des Moines (Bandwagon), on Jan. 4 renewed Bandwagon for 52 weeks on 52 NBC-Red stations, Sat., 7:30-8:30 p.m. Agency: L. W. Ramosky Co., Davenport, IA.


BROWN & WILLIAMSON TOBACCO CO Corp., Louisville, Ky. (Tobacco cigarettes), on Dec. 8 renewed Avalon Avenue for 12 weeks on 70 NBC-Red stations, Sat., 7:30-8:30 p.m., having recently added WMBG, WASH, WHAM to station list. Russell M. Seeds & Co., Chicago, is agency.

CARNATION Co., Milwaukee (evaporated milk), on Jan. 2 renewed Carnation Clandestine for 2 weeks on 54 NBC-Red stations, Thurs., 8-9 p.m. Agency: Carnation Co., Chicago.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 15 renewed for 52 weeks Leave of Today on 7 NBC stations, Sun., 6:30-7 p.m. Agency: Gale & Pictich, Chicago.

STANDARD BRANDS, New York (Hemingway’s Foil Yeast), on Jan. 2 for 52 weeks renewed Getting the Most Out of Life on 26 NBC-Red stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

J. M. WILLIAMS Co., Glenshur, Conn. (shaving cream), on Jan. 2 renewed for 52 weeks Dr. Hagen’s Pea Soup for 12 weeks on 5 NBC-Red stations, Mon., 10-10:30 a.m. Agency: J. Walter Thompson Co., N. Y.

Network Changes

PROCET & GAMBLE CO., Cincinnati (Tovylon), on Jan. 2 shifted Ozark City network from NBC-Blue to 5 NBC-Red stations on 5 NBC-Blue stations, 9:30, 9-9:30 p.m. Agency: Procter & Gamble Co., Cincinnati.


JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Jan. 1 renewed Herb Becker’s Chat About Pets on 28 NBC Red stations from 12-12:45 p.m. to 2-2:45 p.m. on 5 NBC-Red stations, 12:30-1 p.m. on KTVI, WABP, KTSM KPRC WWJ.

CHESSEBROUGH MFG. Co., New York (vaseline products), on Dec. 27 renewed Chessey on 35 NBC-Red stations, Mon. thru Fri., 11-11:30 a.m. Agency: Horace W. Cash, Chicago, is agency.

Loaves and Thirst

FIVE HUNDRED loaves of Friends’ Family Bread, sent by air express and delivered by Western Union boys directly to space buyers and advertising men from coast to coast, were used by WAAB, Boston, to call attention to the “Boston’s Thrifty Bakers” Club. Delivered in manila bags captioned “The Staff of Boston’s Radio Life”, each loaf contained a special inser This convention will be held at the Holmstead, Hot Springs, Virginia, on Sept. 15th through 16th, 1939.

AAA Spring Convention

THE 1939 Convention of the American Association of Advertising Agencies will be held May 11-12 at the Waldorf-Astoria, New York. Sessions for members only are scheduled for Thursday, May 11. On Friday, May 12, advertiser guests will be invited to join the agency men in the morning and both advertiser and media guests in the afternoon and evening. The convention will take place only a few days after the opening of the New York World’s Fair.

ANA Spring Meeting

SPRING conference of the Association of National Advertisers will be held May 11-12 and May 19, 1939, at the Westchester Country Club, Rye, New York. Announcements has also been made that the annual meeting of the AAA will be held at The Holmstead, Hot Springs, Virginia, on Sept. 15th through 16th, 1939.

Better Canadian Market

NEW time sales by Canadian broadcasters as a result of the recently completed reciprocal trade agreement between the Dominion Government and the United States are predicted by Joseph J. Weed, president of Weed & Co., New York, American representative for several Canadian stations. Mr. Weed bases his opinion on the number and type of inquiries from American advertisers who are anticipating expansion of their Canadian markets.

GASOLINE BROADCASTING Assn., Los Angeles, on Dec. 11 added OKla-

coma Network (KCKC KBIX KGPF) and WSAT, Cincinnati, to The Old Fashioned Re-


ACME WHITE LEAD & WORKS (Detroit, N. Y.), on Dec. 27 adds five stations of the Michigan Program on 30 NBC stations (WJBW, WDFD and WDIU) to Singing Ed McConnell on 11 weeks. Agency: Heur, Hurst & McDonald, Chicago.

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**Merchandising & Promotion**

**Wedding Game — Midnight Club — Buy at Home — Cincinnati Organ — Hot From the Counters**

TEXAS State Network announces a new merchandising policy including the following: Five pre-announcements daily on the 23 TSN stations seven days prior to the program starting date to plug talent and show but not mentioning the product to be advertised; and daily pre-announcements for seven days after the program starts; extra spot announcements not to be followed by foreign periods of special promotion.

On contracts of 30 minutes on a 26-week basis, TSN will have a state wide co-operative survey made by a recognized research agency including not less than 2,260 calls. The survey will be made 60 days after the program begins on TSN, and without cost to the sponsor. For 10-hour contracts for 13 weeks, TSN will furnish 11x17-inch placards for use in sponsor's retail outlets on TSN 22 cities. The TSN policy also includes personal letters to jobbers, salesman, welfare agents, wholesalers and in the state; personal letters from station managers to retail outlets in various primary areas; mats, everything printed on newspapers.

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**Fun With Marriage**

S & W FINE FOODS, San Francisco, sponsoring I Want a Divorce on CBS in the Far West is offering listeners a 5-day supply of its 20 different items. The game inspired by the successful radio show. The game is given on a table card strip from an S & W coffee can, or the top of an S & W tea carton. It is advertised on the radio program and by store display material. After a few mentions on the air, requests began coming in by the tens of thousands. The account is handled by Emil Bratcher & Staff, San Francisco.

**Contest With a Bias**

CONTEST WITH TWO CASH PRIZES OF $50, but favoring time-buyer and advertiser entrants, was announced recently by WBC to go with descriptive slogans of its WMAJ and WRC, Washington. The bonus cash prize offer holds for the slinger, but published rules indicate bias in judging entries; viz: "Entries accompanied by a signed broadcast order will receive special consideration" and "Entries of time-buyers of agencies and advertisers will be given preference."

**Garb of the Stars**

G E O R G E F I S H E R, Hollywood Whispers commentator on MBS, for his new true or false movie contest, is offering to give away makeup kits, gloves, dresses, suits, canes and hats which actually were worn by leading stars in various pictures, instead of awarding cash, as is the custom.

**Praise for Kaltenborn**

NOVEMBER issue of WRVA Digest, program director folder of WVC, is pulled out of the front cover to "compliments" for H. V. Kaltenborn, CBS commentator. Programs are listed by type as well as time.
MUSIC at WLW is more than a group of musicians gathered before a microphone, playing stock arrangements. It is a matter given careful consideration and thought to determine whether the music will appeal to listeners or impress other musicians. WLW's musical department is concerned not with smartness or sophistication but primarily with listener's entertainment. That's why WLW music consists of appealing melody rather than tricks ... entertainment rather than pedantry. That, too, is why WLW music is so easy to listen to and listened to so much. Clients seeking sophisticated musical shows can do better elsewhere. However, clients seeking musical shows which will appeal to the greatest possible audience can't do better than at WLW.

Virginio Marucci (above) concert violinist and WLW conductor, leads his ensemble in such outstanding WLW productions as "Smoke Dreams", "Cafes of Yesterday", "Los Amigos" and others. The DeVore Sisters (below) blend their voices nightly to add charm and appeal to "Moon River", long one of WLW's most popular programs.

...these things, too, we think are part of the story of WLW

William Stoess (above) assistant WLW Musical Director, is responsible for such hit shows as "Vocal Varieties", "The Flying Dutchmen", and others. WLW's 8 conductors include Josef Cherniavsky, William Stoess, Joe Luggar, Uberto Neely, Phil Davis, Jimmy James, Virginio Marucci, and Eugene Perazzo. Grace Clauve Raine, WLW's Vocal Director, is responsible for the high quality of all WLW vocal productions.

WLW's Musical Department, headed by Josef Cherniavsky, includes 8 conductors, 5 arrangers, 48 staff and spot musicians, 13 vocalists, 13 musical acts. This array of musical talent means that WLW can create any type musical program. WLW's versatility is exemplified by such productions as "Musical Camera", "The Minstrelman", "Sing Time", "Musical Steeplechase", "Melody Grove" and "The WLW Spotlight".

Phil Davis (above) trombonist, leads the band on "Avalon Time", and his "Rhythm in Brass" holds the spotlight on "Four Stars Tonight". The Smoothies (below) one of radio's outstanding trios, make "Vocal Varieties" one of radio's outstanding programs. WLW staff members, the Smoothies have contributed much to the success of many of the Nation's Station's productions.
A LARGE STATION SPEECH INPUT SYSTEM
THAT'S IDEAL FOR SMALL STATIONS!

This new 1939 RCA Consolette is as efficient as it's streamlined! Its compact design not only simplifies control booth arrangement but cuts installation time and costs to the bone. The RCA 76-B can be used either in individual studio control booths or in two studio layouts. Provides all necessary facilities for broadcasting from two studios, origination of transcription programs, and handling of programs from remote points.

Utilizing one of the most flexible speech input circuits ever devised, the RCA 76-B permits simultaneous auditioning and broadcasting with any combination of studios, remote lines and turntables.

* * *

Use RCA tubes in your station—
for quiet, reliable performance.

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LOOK AT ALL THESE FEATURES!

Four preamplifiers with individual mixers... Interlocked push-button switching from either of two mixers to six remote lines and two turntables... All operating controls conveniently located... Rugged mechanical construction with hinged chassis for greater accessibility... Attractive 2-tone umber gray finish—modern functional design... Heavy duty, double power supply for external mounting on wall or floor permits use of full-sized components without making console oversized... Switches for quick connection of complete emergency amplifying channel... A large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue... Plate current metering for checking of tubes in program channel... Separate talk-back microphone with interlocked switching to studios and remote lines... 8 watt monitoring amplifier... Step-by-step high quality mixers... Factory wired, tested and guaranteed.

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RCA Broadcast Equipment
RCA Manufacturing Co., Inc., Camden, N.J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue Chicago, 589 E. Illinois Street Atlanta, 530 Citizens & Southern Bank Bldg.
Chicago, Santa Fe Building San Francisco, 170 Ninth Street

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