A Play (in much less than one act)

FOR A FEW MOMENTS
OF YOUR ATTENTION

THE SCENE is the office of an agency in New York. It is charmingly furnished with two people, their principal features being one with a hat and one without. The rest can be left to the discretion and taste of the reader. As the Curtain Rises they are in the midst of a heated debate.

MAN WITH HAT: WOR, WOR, WOR! Dammit, that's all I hear. Day in and day out — WOR! Use WOR! It's not original.

MAN WITHOUT: Can you top it?


M.W.: How about suggesting that Old Ekins double his time on WOR?


M.W.: Nothing new about that at WOR. It's an old habit with its sponsors.

M.W.H.: (a little disturbed) Well . . .

M.W.: Wait. Take it easy. We've never really sold the old man on WOR. We've never told him that it covers the 1st, 3rd and 18th greatest markets on earth . . .

M.W.H.: . . . and that more than 75% of its sponsors are among the country's greatest space-and-time bigshots . . .

M.W.: . . . don't forget that it carries more national spot placements than any station anywhere . . .

M.W.H.: (rushing for door) and wait till he sees those WOR success stories!

M.W.: (shouting after him) Watch out for that receptionist with the buck teeth. She's dynamite. Get to the old man by the fire-escape!

(Curtain)
AUDIENCE MAIL IS AUDIENCE PROOF

42,535 LETTERS IN ONE WEEK

75% OF THE TOTAL FROM THESE FOUR PROGRAMS:

@ 5:30-6:00 A. M.—This program, broadcast when "nobody could be listening", received a total of 4,645 letters from 41 states and Canada.

@ 7:45-8:00 A. M.—A children's show that received 4,115 letters, each containing a package seal—100% proof of purchase.

@ 1:45-2:00 P. M.—5,468 listeners wrote to this household hint feature enclosing their favorite recipes and time saving tricks in the home.

@ 2:15-3:00 P. M.—A homemakers' participating program received 6,686 letters from a mid-afternoon women's audience. The prize was a basket of WLS advertised products.

ANY TIME OF DAY

Represented by
JOHN BLAIR AND CO.
New York · Chicago · Detroit
Los Angeles · San Francisco
Seattle

THE PRAIRIE FARMER STATION
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

www.americanradiohistory.com
IMPACT!

— to pound home your message in New England's major markets

The emphasis of your sales messages in New England must be spread over many key markets, situated throughout that extensive territory from the Connecticut shore of Long Island Sound to Aroostook County in Maine.

Coverage so effective and comprehensive demands an unusual medium. This is provided by The Yankee Network with 16 popular local stations located in the urban shopping centers of all important trading areas.

Through these 16 stations, giving direct access to all cities of 100,000 population and over and many in-between centers, you may reach more than 8,000,000 prospective customers with a campaign of such impact that its results are certain to be registered, with surprising speed, in your sales for this area.

This is the most complete radio coverage of New England you can buy at any price.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

THE YANKEE NETWORK
21 BROOKLINE AVE. BOSTON, MASS.
WHAT'S ALL THIS TALK ABOUT GROUND WAVES AND SKY WAVES?
JUST HOW DO THEY AFFECT YOUR PROGRAM, YOUR SALES?
HAD THE ANSWER
AND IT’S THE SAME AS NBC’S

We’d like to tell you about it!

You know that a distant radio station often can be heard better than one near at hand. But do you know that power may not be the reason? Sky waves, ground waves, kilocycles and other technical aspects are linked up with such situations.

When you seek nationwide radio coverage the total result is the result that counts. This, or that part of the job may have a certain interest, but — as Euclid put it centuries ago — "the whole is greater than any of its parts."

Nationwide circulation for your radio program means something more — much more — than circulation in the cities where the regular listener-surveys are conducted. It means circulation among consumers in small towns, villages and rural areas, besides big city populations. That’s the kind of a job the NBC Red Network does for you — and does better than any other network.

Ask any NBC Red Network representative to prove it — he will arrange to give you the full story of our new nationwide study of "The Forgotten Ten Million" (ten million radio families whose listening habits and preferences have never before been revealed.)

As Euclid would express it; The Best Coverage + The Best Programs = The Biggest Circulation — and there’s only one solution to that equation, the NBC Red Network!

Do You Know —
That 50% of all U.S. radio homes — urban and rural — rely on "remote service" from major network stations?

That there are 10,000,000 radio families in the "rural areas of remote reception?"

That the habits and preferences of these 10,000,000 families are not reflected in any studies of city listeners?

That these listeners add a great plus value to Red Network circulation?

That NBC’s new survey tells the why and how of all these facts, and what they mean to you? Call NBC for the full story!

NBC RED NETWORK
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

www.americanradiohistory.com
COMMUNITY SERVICE... More Than a "Catch Phrase" at WWJ

City of Detroit
DEPARTMENT OF POLICE

"One of the pleasant compensations of my office has been the
spirit of co-operation which has been extended by radio station
WWJ in broadcasting to the public messages of public import.
This department knows that it can always look to WWJ when
... This department knows that it can always look to WWJ when
it is essential to bring to the public a program covering any of
the fields of police activity."

(Signed)
H. A. PICKERT, Commissioner.

WAYNE COUNTY MEDICAL SOCIETY
4421 WOODWARD AVENUE AT CANTIELF
DETROIT

"The Wayne County Medical Society is glad to have this oppor-
tunity of expressing its sincere appreciation of the co-opera-
tion it has received from WWJ and which has existed for many
years between radio station WWJ and the Society. . . You have
always been most helpful and considerate. . . . In expressing
our thanks we are speaking also for the thousands who have listened."

(Signed)
HENRY R. CARSTENS, M.D.,
President.

The Detroit
Council of Churches

"It is now more than seven years since the First Morning Devo-
tions program was broadcast and a great audience testifies weekly
to the spiritual help and comfort they receive from these periods
of meditation and worship. . . . In expressing our thanks we are
speaking also for the thousands who have listened."

(Signed)
Hazel D. Leonard,
Acting Executive Secretary.

United States Post Office
DETROIT, MICHIGAN

"I want to express to you my deep appreciation for the splendid
co-operation given the Post Office in our 'Greater Use of the
Mail' campaign, as well as for the frequent announcements at frequent intervals
Mail Week through the 'spot' announcements over the air. I also wish to thank you for the many privileges
granted us for use on the air from time to time in connection
with the mail service."

(Signed)
ROSCOE B. HUSTON,
Postmaster.

Old Newsboys' Goodfellow Fund

"I am writing to you as Chairman of the City championship
football game committee of the Old Newsboys Goodfellow Fund
to express to you the gratitude of the Old Newsboys for the kind
and generous act on your part in donating the radio time of your
station to the Old Newsboys to cover the game. It is but another
example of the high public spirit which has always characterized
the management of WWJ."

(Signed)
H. R. LAJOIE,
Old Newsboys Goodfellow Fund.

UNIVERSITY OF DETROIT
MICHIGAN ROAD AT LIVERSIDE
DETROIT, MICHIGAN

"For some six years the University of Detroit has been pro-
viding a weekly educational broadcast through the facilities of
WWJ. On behalf of the University faculty and administration
I wish to thank you for all you have done to make our relations so
invariably pleasant."

(Signed)
S. S., President.

The Federal Communications Act of 1934 licenses
a radio station to operate "in the public interest, con-
venience and necessity."

That WWJ does operate in complete accord with
the true meaning of this act, the accompanying ex-
cerpts, from recent letters, bear abundant testimony.
And these are but typical of many letters on file at
WWJ praising this station for generous time allot-
ments as well as complete programs devoted to com-
unity service and civic betterment.

Perhaps that is another reason why every survey
of listener preference ever made in the Detroit market
has shown WWJ far in the lead of any other Detroit
station. Is WWJ on your 1939 schedules?
The Honolulu Broadcasting Company, Ltd.
is pleased to announce
the appointment of

JOHN BLAIR & CO.
as its National Representatives
Effective January 1, 1939

Offices:
NEW YORK
CHICAGO
DETROIT
SEATTLE
SAN FRANCISCO
LOS ANGELES

KGMB - KHBC
HONOLULU
HILO
"The Hawaiian Broadcasting System"
THE GREAT STATIONS OF THE GREAT LAKES

Basic Stations...Columbia Broadcasting System
Here's a market with total retail sales only a fraction under that of Metropolitan New York! A single area in which the effective buying income is more than twice that of Chicago! A compact territory in which there are more than two and one quarter million families...their wants supplied by over one hundred thousand retail outlets! It's your market within the Golden Horseshoe...that part of the great Middle West blanketed by WJR, the Goodwill Station, Detroit, and WGAR, Cleveland's Friendly Station. There's gold for you within the Golden Horseshoe. And these two great stations are your pick and shovel!
Fremont Listeners Prove Preference for WOW

- Thriving Fremont, Nebraska, is the center of an important "plus-market" in Nebriowa. Annual retail sales in this market exceed eight million dollars—no small factor in the rich Nebraska-Iowa territory served by Radio Station WOW.

Fremont radio listeners proved their loyalty to this station by turning out 5,000 strong at the WOW Good Will Follies stage show presented there recently. WOW "packs 'em in" for all advertisers seeking to sell this rich middlewestern market.

WOW DOMINATES NEBRIOWA'S Minor MARKETS, TOO
1938 Showed Slight Gain; 1939 Hopeful

Advertisers’ Budgets, Now Tuned to Volume of Sales, Likely to Be Up; Depression Effects Wearing Off

AFTER a sudden attack of business jitters, complicated by visions of a regulatory nightmare, the business of broadcasting wound up 1938 perhaps a few percentage points ahead of the preceding year’s peak and now heads into the new year with bright prospects. Reports from key business centers, gathered by Broadcasting’s staff, have a definitely optimistic ring. But there isn’t much predicting beyond the first quarter, because advertising budgets have been geared closely to business returns, since the late 1937 and early 1938 recession that became a depression.

Detailed statistics for 1938 are not yet available and won’t be for several weeks for the industry as a whole. Despite this, available information tends to bear out the view that 1938 will at least equal the 1937 record year of a $114,222,906 gross and net of approximately $19,000,000 (FCC official figures).

Advertisers finally have come to the point in their operations where they look toward stability and only gradual, rather than phenomenal, year to year increases. During 1938 networks as a whole slightly exceeded their business of the preceding year but national spot dropped. Many broadcasters, however, exploited local business more effectively and offset the decline in spot. Moreover, increased operating overhead, entailed mainly through skyrocketing of labor costs and retention of staff orchestras, tended to reduce net returns.

ANA Encouraging

From the Association of National Advertisers on Dec. 22 came a particularly optimistic report. Half of the national accounts surveyed by ANA reported they planned to invest an average of 15% more in advertising in 1939 than the preceding year. An additional 42% will not cut their appropriations. About 84% of the same companies anticipate better sales than in 1938, with the average expected increase quoted at 13%.

Because ANA represents some of the largest advertisers in the country and because a substantial number of its members are radio accounts, the forecast is regarded as significant. It covered 182 leading national manufacturers who spend yearly from $50,000 to more than $1,000,000 each in all lines. These include petroleum products, drugs, toilet articles, grocery products, textiles and wearing apparel, household appliances, insurance, iron and steel. About the only classifications omitted from the survey were automobile and cigarette manufacturers, groups which represent a substantial portion of national radio business and which form from all indications intend to maintain their radio pace.

Expect Sales Gains

“It is encouraging to note,” said Paul B. West, president of ANA, “that these national manufacturers, on the whole, are planning for 1939 with more confidence than has been evident over the past three or four years. Eighty-four per cent of those replying expect better sales for 1939, 13% anticipate the same as in 1938, and only 3% expect a decrease. Only 8% plan a decrease in advertising which is due almost entirely to peculiar industry conditions.

“At the same time, advertising budgets are being kept flexible, perhaps more so than ever before. Few national advertisers find it possible to set up a rigid annual budget. Provision is made in most cases for reviewing the budget semi-annually, quarterly or even monthly. Thus, adverse business or political conditions will result in quick downward revisions. At the same time, many of those at present planning the same expenditures for advertising as in 1938, indicated that their budgets would be increased later if their expectations of better sales prospects are realized.

“An increased dollar expenditure for advertising will not, of course, mean an equal increase in volume if advertising costs continue to go up, as indeed they have since 1929. That is a condition which has and is worrying national advertisers and certain shifts in sales may result as a result. Profitable sales can only be made as a result of profitable advertising. When the total output of a medium becomes too high, the manufacturer is, of course, forced to turn to other media to carry his message to the public.”

Tighter Requirements

A sobering influence developed during 1938 and will receive impetus during the new year on acceptability of accounts. Steps being taken toward self-regulation, which started in November, are expected to crystallize in an industrywide ban against certain types of accounts. Moreover, there will be a tightening of requirements on commercial credits in the hope of avoiding undue interest in the part of Government regulatory authorities.

According to present estimates, 1938 national network business as a whole was about 3% ahead of 1937, despite the jolt given the industry last summer when cancellations became rampant. Retail radio receiving set sales during 1938 dropped off considerably in dollar volume, according to a compilation made by Broadcasting by O. H. Caldwell, editor of Radio Today and former member of the Federal Radio Commission. His figures showed total set sales during 1938 of 6,000,000, as against 8,064,780 in 1937. The value of 1938 set sales was placed at $320,000,000 as against $450,000,000 for 1937. The grand total of sales of radio apparatus for broadcast reception, including sets, tubes and accessories, was placed at $500,000,000 for 1938 against $537,000,000 for 1937.

Caldwell estimated that as of Jan. 1, 1939, there were 28,000,000 homes with receiving sets as against 26,666,500 in 1937, although auto receivers in use in 1938 aggregated 6,000,000, an increase of 1,000,000 over the preceding year. Radio sets in use in the country at the end of 1938 totaled 40,000,000 as against 37,600,000 the preceding year.

NBC estimates for the year are $41,000,000—some 7% over 1937. CBS, on the other hand, is expected to realize a 4% or 5% reduction as compared with the preceding year with a figure of about $27,500,000. MBS, newest of the nationwide groups, is expected to show a gross billing of $2,000,000, which would be about a one-third increase over the preceding year.

Radio men in New York, Chicago, Detroit, Hollywood and San Francisco unanimously predicted substantial increases in business for 1939. Canadian prospects were expected to vary slightly better to considerably better during the year. From Detroit, automotive mart, comes word that much of the ground lost in 1938 due to labor troubles will be made up in 1939.

NEW YORK

NETWORKS, representatives, agencies and broadcasters, in the nation’s first market look optimistically toward 1939. But they would not go beyond the first quarter in making prognostications. Networks are busy on the books for the first months of 1939 exceeds that for the corresponding period of last year. In the national spot field, representatives with one or two exceptions generally see an upward trend. Agencies are unanimous in the view that radio billings look as good now as they ever did for any year.

Major agencies report that their clients are out of the doldrums and ready to go ahead. While 52-week contracts are not as plentiful as in the past, experience shows that 13-week schedules get renewed regularly and end up at the 52-time rate.

In retrospect, the New York feeling is that radio more than held its own during 1938 as compared with other media. Because 1937 was a boom year, 1938 did not compare so favorably in comparison in certain groups. For example, CBS lost considerably more business during the 1938 summer than it did the preceding year. NBC, however, managed to maintain its summer schedules on a
Pats for Kicks: A New Motto for Radio

An Editorial

As this season, when thoughts turn to peace and good will and all men look hopefully into the New Year, it seems appropriate to view the shape of things in our own little sphere and observe the radio scene for what it might (and should) be.

Instead of existing in an atmosphere of acrimony and recrimination, dissension and suspicion, distrust and innuendo, how much better it would be for Radio if there flowed more milk of human kindness, with cooperation, agreement, trust and faith as guiding lighthouses for the proper conduct of the industry. Man of good will and regulated by men of equal good will.

Naturally Utopia isn't even around the corner, but there is a happy middle ground that can be reached. The big trouble seems to be that a lot of our people, official as well as industrial, live with the big stick ever in their hands and view too much with alarm. They appear to have lost the basic quality of good humor.

Let's start with the FCC. The regulation of broadcasting is a serious business. But is it necessary to glower and roar and rattle skeletons at every turn? Is it written in the law that the Commission should take a hell-in-the-back seat and nothing might or jump whenever a Congressman snorts? The Commission isn't regulating things to suit itself or even the handful of politicians who know the back door. It is supposed to be working in the public interest.

The Commission can't convince us the public is dissatisfied with its radio when, for example, only about 600 persons took pen in hand to address the FCC on the late and perhaps not so lamented Orson Welles incident—half of them gave The Men From Mars a rousing cheer. All that after headlines thundered across front pages the country over.

We have received all too great an inclination to regulate by way of threats and press releases—threats, widely publicized, of an exercise of powers which the Commission simply doesn't have. The main idea seems to be that kicks on the shins, not pats on the back, make headlines, and headline hunting has been a mainspring of the regulatory function in recent years.

These words, of course, will have no bearing on FCC methods. We are cognizant of the feeling of several, perhaps a majority of the FCC members, that the industry which is regulated least is regulated best. But we also are aware of the deep-seated friction within the Commission which can only be uprooted by the separation of the irreconcilable and the threat of the FCC to the industry and vice versa.

As for intra-industry affairs, self-regulation is the Number One problem. But this is futile unless there is voluntary enforcement. To be sure, broadcasting has its outer fringe, rot confined merely to the ill-fed, ill-programmed one-third. Some otherwise topflight stations (in dollar volume) are far from guiltless of practices harmful to radio as a whole, even though they can afford to pick their program sponsors and still show neat returns.

The NAB, under President Neville Miller, is in the process of drafting a code covering program standards. Every station operator, if he values his franchise, will help make the move successful. He will see to it that policing is strict, once the code is promulgated. Otherwise he will be abetting the cause of bureaucrats and those who are awaiting the government-ownership opening.

Of course, broadcasters soon will be faced with the perennial ASCAP. Contract renewals are just two years away. It would be fine to bargain on an equitable basis, instead of one party having a club and the other a prayer. The next two years should see broadcasters working together, building a non-ASCAP reservoir of sufficient magnitude to tide them over even if ASCAP's music were not available. Then they could have both, and at a resultant service.

But enough has been said, believe, to prove the need of smiles and good will through competition and adversity, while continuing to give America the world's best radio service.

Pats for Kicks: A New Motto for Radio

Main Loss in Auto Field

NBC's breakdown discloses that its loss of automobile business was offset by an increase in tobaccos, foods and laundry soaps. Tobacco maintained its position as a big factor on all three networks.

Automotive advertising shows the biggest single loss during the year for both spot and network. In December 1937, CBS had a Sunday program for Chrysler, Major Bowes for Chrysler, the Sunday Evening Hour and Al Pearse for Ford, Hobby Lobby for Hudson, and Professor Quiz for Nash, a woman's news program for Pontiac. In December 1938, CBS broke out Major Bowes, and the Ford Sunday Evening Hour remained. Likewise many oil companies stepped off.

In December 1937, NBC was carrying General Motors Concerts each Sunday, the Packard Hour and the Pontiac Variety program, all of which now are off the air. It had similar setbacks in the oil line but picked up an important tire account when Goodyear Tire & Rubber Co. began using radio for the farm field and bought the quarter-hour adjacent to the Farm and Home Hour to advertise its tractor tires.

World Broadcasting System, in the forefront of the transcription spot field, also was hard hit when automotive, Chevrolet, dropped. WBS was up 25% for the first half of 1938 as compared with 1937. With the Chevrolet drop, it is expected they will wind up 1938 about even with or a little ahead of 1937.

Drug business in the transcription field likewise has tapered off somewhat, probably due to the tightening up of Federal Trade Commission authority but this is believed to be only a temporary recession.

In summary, the first quarter of 1937 proved unusually good with a second quarter, a corresponding third quarter and a very good fourth quarter. The European situation and the accompanying war scare in August and September delayed normal fall business, especially in spot, spreading placement over the entire fourth quarter instead of bunching the orders in September and early October.

This resulted in a very sluggish start for the fall schedules. But most representatives think it will gain more business during the first quarter of 1939.

CHICAGO

Chicago, second in importance to New York as a business originating point, is decidedly bullish on 1939. The center for dramatic strip programs, Chicago in 1938, also developed the commentator type of program. At the year's end there were nearly 30 commentators on Chicago spot and network programs and the city's radio men feel that there will be a substantial upsurge in this type of business.

Another 1938 trend expected to receive acceleration during the coming year is the increased use of sport broadcasts by national sponsors. There were nearly 30 commentators on Chicago spot and network programs during the year. The Chicago Sun also is expected to launch extensive spot campaign in 1939. Shell Oil will use spots widely during 1939. Chevrolet also is expected to return to national sporting on CBS, perhaps not on the record-breaking scale of years past.

Socony-Vacuum and Kellogg dominated the baseball sponsorship field in 1938 and are expected to continue in 1939. Gen. Mills-Miller also sponsored professional and collegiate football while P. Lorillard (Old Golds) is sponsoring this winter's professional hockey.

Several new radio advertisers used spots in 1938 from Chicago. Gibbs & Co. (Bree cosmetics) used radio extensively in six major markets during its first appearance in the latter part of the year. J. C. Penney Co. began a Midwestern test that is expected to extend nationally early in the new year. Another new spot account was General Mills' Corn-Kix. Wander Co. increased its spot during 1938 and Procter & Gamble, for Oxydol, started a new spot series called Central City for the year end.

DETROIT

The Outlook for added advertising appropriations, with radio sharing a normal allotment of the budget, is not one in Detroit where the bulk of the nation's automobile advertising is planned and coordinated.

The introduction of the 1939 models has been distinctly encouraging. Prognosticators of production volume for 1939 estimate that some 3,700,000 of the new models will be produced in the calendar year, thus making the near-record advance over the approximate 2,650,000 in 1938. The significance of these figures is doubly amplified when it is remembered that adver-
tising dollars in the automobile plants are doled out exactly in proportion to unit sales.

Feeling has been expressed in some Detroit advertising circles that the decline of radio time use in 1938 was due not only to the cramping of funds resulting from a 50% output fall from 1937, but also to the fact that shows of real piquing interest were hard to find. Adherents of this school of thought point to the fact that the only two automotive shows now on the air are Chrysler's Men of the Midwest program and the Sunday Evening Concert for Ford. Co-incidence here only confirms what comes the explanation that Major Bowers has proved an A-1 direct sales vehicle for Chrysler products, and the Sunday evening series has proved as fine an institutional medium of promotion as there is on the air.

Radio directors in the automotive agencies have stayed in their jobs during the past year, although there was little for them to do. However, they have displayed a most healthy interest in new developments, new shows, and new ideas. It is known that program themes are new in process of submission, and the anticipated increase in volume, together with the uncovering of new talent and freshness of presentation, will start radio time billings mounting once again next year.

Spot May Revive

Not only are network programs being considered, this reservation slowness to spot presentations may enter into renewed favor during the current season.

Automobile companies realize they can dramatize their products over the air, using the "breakfast table" and "read-it-when-it-comes" interest which might not be developed as quickly and economically in other mediums. It appears the basic appropriation will continue to be used in printed media, but after these bases of their campaigns are laid, radio will accumulate an ever-increasing proportionate share as a result of any network projections.

Radio went into 1938 with banners outwardly high, but with the advertisers already forecasting some cancellations at the end of current contracts, due to the then-obvious impending sales shrinkage. Almost all radio producers were committed to some specific type of radio programming, and gradually—except in the case of Major Bowers and the Sunday Evening Hour—these were eliminated, even down to the long-lived Chevrolet Musical Moments.

It was probably the sharpest contraction stations had ever experienced, but it was accepted by advertisers. Today, however, the situation is diametrically opposite; advertisers are being invited to find spots that will attract them, and if they choose to air their campaign, they will have no trouble doing so.

There are 75 spots slated to begin in early 1939. A review of 1938 is interesting from the standpoint of radio advertising trends in the Pacific Coast, in that CBS and NBC both stabilized their western operations financially and completely. New television buildings which gave them both major facilities for broadcasting operations are being completed, and a great many top-name commercial programs have, during the latter part of 1938, been produced in Hollywood and transmitted over the network. This has naturally increased the importance of the radio medium in the national field, and there are presently some more important developments under way which will further increase the already highly fruitful nature of the medium as a field of primary importance, both in radio and television.

Some Improvement Needed

Polling of Los Angeles and Hollywood agencies and station managers produced some rather interesting results and indices to the necessary ideal commercial radio programs in the relatively early future. They predict that radio is destined to improve itself somewhat along the following lines:

1. Take a freshened slant at its programs for better technique of production and presentation. Needs new ideas. Originality and greater variety are more desirable now than ever.

2. Better creation and handling of commercials. Lengthy, hackneyed and repetitious commercial plugs are unnecessary and are becoming increasingly nauseating to listeners. Already some sponsors are interposing cleverly produced programs, but a more universal employment of the subtle is desirable and would be effective.

3. Spot announcements between commercial programs must be eliminated by the independently-owned network affiliates. The networks must take the initiative on this point and force the issue.

4. Re-auditioning a la Hollywood motion picture style, and mutual flattery before microphone by radio producers and network representatives and not conducive to favorable listener response.

6. An extension to agency domination of production and lack of artistry in program concepts, from which radio suffered heavily in 1938, is an agency dependency on ad copy, advertising clients, which is of lesser importance than listener approval. Agencies rather than advertisers are to blame for excessive commercialization and lack of balance. The fault here lies largely in failure to broach the subject of specific commercial programs.

Good Year for Talent

7. To listeners, an obvious difference exists between the formal and the cheap-by-play on radio programs. Agencies, entertainers, radio producers and network executives have, apparently, seldom known the difference and regarded studio audience reactions greater attention to fine musicianship, in production and technique of presentation, aimed at listener reactions rather than those witnessing the performance.

Talent personalities of practically all classifications in Hollywood and the Pacific Coast generally, had their most lucrative year in 1938. The 1938-39 appropriation for talent in the motion picture industry alone, was doubled during the present season over the previous year. The same ratio of increase was shown in the talent expenditures by syndicate and commercial transcription producers. Forecast by Hollywood transcription firms are that the moment has come of the checkmate in the annual funds and in the earlier years for talent. Notable increase in outlay by Southern California stations themselves for sustaining live talent was shown during the past year, but improvement was made in programs through greater use of the more uniform and better produced transcription shows delivered.

SAN FRANCISCO

SAN FRANCISCO appears one of the bright spots in 1939 radio advertising, with only one factor standing in the way—new legislation and its not probable, according to a survey of radio station executives, by the major networks and some of the larger advertisers.

It is the consensus that San Francisco stations will enjoy their best year in 1939, that it will even surpass 1938, which topped

(Continued on page 42)
Wheeler Asks Monopoly Probe For Investigation of ASCAP

Senator Shows Interest in Music Monopoly and Seeks Information From Chairman O'Mahoney

SENIOR Burton K. Wheeler (D-Mont.), liberal leader in Congress, on Dec. 21, injected himself into the turbulent music copyright situation by formally inquiring of the Temporary National Economic Committee whether the Senate had any thought of investigating this alleged monopoly," referring to ASCAP.

In a letter to Senator Joseph C. O'Mahoney (D-Wyo), chairman of the Joint Congressional-Department Committee, the Senator evoked deep interest in the subject. He referred to the Department of Justice anti-trust suit against ASCAP pending before the Federal District Court in New York and filed in 1935. On two occasions since the filing of the suit which has been dormant for some time, Senator Wheeler has sought to have the Department follow through but with little success.

NAB Letter Recalled

Senator Wheeler's action in a measure has a bearing upon the Monopoly Committee's work since both Chairman Frank R. McNinch of the FCC and Dr. Leon Henderson, executive secretary of the Committee, have announced that they were jointly looking into the matter. Moreover, last August, Neville Miller, NAB president, wrote a letter for transmittal to the O'Mahoney Committee asking that ASCAP be investigated. In this letter, which apparently was never formally transmitted, Mr. Miller, in the name of the industry, urged that and act be taken extending copyright to citizens who "are helpless because of the operations by a monopolistic copyright pool." He added that the art of creating new music had been "stifled" and named ASCAP as the "self-perpetuating monopolistic group."

In his letter, Senator Wheeler said:

"Since the Department of Justice instituted suit in the Federal District Court for the District of New York, I have been deeply interested in the alleged monopoly of the American Society of Composers, Authors & Publishers of the Music Copyright field.

"Because of this interest in ASCAP and their alleged monopoly I would greatly appreciate knowing whether or not the Temporary National Economic Committee is thinking of any thought of investigating this alleged monopoly."

Chairman McNinch, in announcing plans last fall for the network inquiry now under way before the FCC, asserted that matters covering copyrights, along with patents, were being studied in connection with the O'Mahoney Committee and that when developments warrant it a public announcement would be made.

Subsequently, Dr. Leon Henderson, executive secretary of the O'Mahoney Committee, said it is studying in a preliminary way the music copyright field, but added that he could announce nothing along that line at that time.

Now, with Senator Wheeler injecting himself into the situation, it is thought the Committee's consideration of the whole subject may be enlivened.

An Antiquated Law

Broadcasters are paying into ASCAP coffers approximately $5,000,000 per year in copyright royalties. The present five-year contracts expire Dec. 31, 1940. Most independent stations pay royalties on the basis of a flat sustaining fee plus 5% of their "net receipts"; most newspaper stations have a different form of contract regarded as more favorable, while major networks pay substantial flat fees plus the royalty percentage on their key stations and their owned and managed stations.

Because the present law is more than a quarter-century old, efforts have been made in the last several Congresses to amend it, particularly with the objective of altering the present statutory minimum infringement penalty of $250 per number. This provision is regarded as ASCAP's weapon in forcing payment of royalties. Being the biggest single copyright pool in the field, broadcasters have consistently maintained that no competition exists in purchase of music performing rights and that the law should be altered to make possible freer competition.

FIRST advertising agency in the world to install a facsimile receiver is Gardner Advertising Co., St. Louis, which has this set in its lobby to receive the shortwave editions of the St. Louis Post-Democrat broadcast via KSD's facsimile adjunct W9ZXY, which began daily operation Dec. 7 (Broadcasting, Dec. 15). George V. Horton of the Scripps-Howard Newspapers (left) and Walter Patalof, of the Brannum Co., are shown scanning one of the "radio editions" of the Post Dispatch.

Gotham Baseball Eyed by Sponsors

Bids Dwindle as Teams Lift Ban on Game Broadcasts

ALTHOUGH both the Giants and the Yankees have announced they will broadcast home games to be broadcast during 1939, and although that combination means a grab at a percentage of the afternoon audience in the New York metropolitan area, the matter of a sponsor is still undecided.

General Mills, which will sponsor the Brooklyn Dodgers broadcasting, either in or out of combination with Socony-Vacuum, is known to be considering adding the two New York teams to its list of network broadcasts. P. Lorillard Co., for Old Golds, and American Tobacco Co., for Lucky Strikes, have also expressed interest, and the Texas Co., Kellogg Co., Atlantic Refining Co. and Coca-Cola Co. have also been reported as possibilities for the next year.

Reports from the clubs, however, indicate that bids of advertising firms will be most likely to be considered at this time, and not as high as now that the games are available as they were in previous years. The New York stations were united in a ban against broadcasting.

Price Not Specified

In announcing Dec. 16 that the Giants would permit broadcasting, Col. Ruppert, president of the club, said the radio rights should be worth $150,000 or more. Col. Ruppert, owner of the Yankees, said Dec. 22 his team would fall in line with the other clubs and begin broadcasting, but did not mention price. Since the Yankees are world champions, and as such might be expected to attract a larger following among listeners, it is probable their asking price is likewise higher, probably in the neighborhood of $175,000 or $200,000 for the season. The Dodgers are reported to be getting $1,000 a game.

Neither the Giants nor Yankees are under the handicap of broadcasting helping gate receipts, despite experiences of teams in other cities who have found that broadcasting makes new fans and maintains interest in baseball. Col. Ruppert announced the Yankee broadcasts as a gift to shut-ins, rather than as an asset to his team. The Giants and Yankees have both stated that they will reserve the rights to veto announcers submitted by broadcasters, on the ground that broadcasting is a privilege which should not be spoiled by the wrong type of announcing. They are also expected to have either in the matter of sponsorship, making their home games, which are staggered so that one team is playing at home while the other is on the road, available to the same sponsor who would thus have an almost daily schedule of broadcasts throughout the baseball season.

CBS has made extensive alterations in its Produkt No. 1 on W. S. N. Mt. New, necessitated by the two recent hurricanes. Ethyl Gasoline Corp.'s Tune-Up Time on Jan. 12, and the U. S. Rubber program, on W. S. N. Mt. have released a fourth New York theatre, the Ambassador on W. 56th St., for presentation of educational programs.
Reallocation Proposal Is Unlikely Before Mid-January

The lengthy discussion at the Jan. 13 FCC meeting of the 'Superpower Committee' revealed that the item will not be on the agenda next month. In fact, the proposed rules and regulations will be blocked out so that the FCC may not choose to proceed with them. (Continued)

WJSV, KSTP BOOSTS FORMALLY GRANTED

The two high-power regional stations WJSV, Washington, and KSTP, St. Paul—on Dec. 23 were formally granted increases in their operating power from 10,000 to 50,000 watts [Broadcasting, Dec. 1]. On Nov. 28 the FCC had also granted KWKY-FM, White Plains, a power boost from 10,000 to 50,000 with a directional antenna protecting the other station on 1490 kc.

Both WJSV and KSTP will be required to utilize directional antennas to protect one another's service areas, and the FCC stated it made the grants to improve the service of each station. Equipment has not yet been ordered nor have sites been chosen by either station. Unless the FCC makes a new authorization, the two stations will shift to 1600 kc., which becomes a Class 1-B channel.

Harry C. Butcher, CBS vice-president in Washington, estimated that it costs about $250,000 to change from the old transmissions to the new.

Mr. Patrick said that the grants were not 'a question of the FCC thinking it wise or good policy to renew the grant,' but rather a decision as to whether the license was vested in the carrier. Mr. Patrick ruled that the license was vested in Mr. Craven and Mr. Payne, and not in the carrier.

Separately, the FCC granted a 40-kw., 5,000-watt operating power increase to WJSV, which now operates on 1490, 1500, and 1460 kc.

WJTV, Jackson, Miss., was also granted a 40-kw., 5,000-watt increase in power.

Censorship Fear

A number of objections to provisions of the proposed rules as tentatively announced were made during the June hearings, primarily by groups in the industry. It is anticipated that most and possibly all of the important objections to the rules and regulations will be blocked out so that the FCC may not choose to proceed with them. (Continued)

WVL Asks FCC to Reverse Committee In Superpower Case; Indicates Appeal

A strong plea that the FCC reverse the recommendations of its so-called 'Superpower Committee' is being made by Mr. M. Patrick, counsel for the Crosley station, in oral arguments before the Commission en banc on Dec. 22.

Challenging the findings of the 'Superpower Committee,' Mr. Patrick said that the FCC had no basis in the evidence, and without basis in the evidence, Mr. Patrick indicated an appeal to the courts with the suggestion that the action be reversed. The committee, which unanimously recommended denial of the experimental increase, has been criticized by Mr. Craven and Mr. Payne. All members of the Commission save Mr. Craven were present during the two-and-a-half hour oral argument.

At the conclusion of the hearing, Mr. Patrick indicated he would contest in court Mr. Payne's right to participate in the final decision of the Commission, and the Commission refused to renew the license. FCC Chairman McNinch, who had raised the point, said he did not wish to issue the declaration that he believed every commissioner had the right to participate in the decision, even if not present at the oral arguments—especially if a verbatim record of the oral arguments were available.

A Legal Difference

The WVL lawyer opened his arguments by pointing out that this was the first time the station had been heard in a hearing on its 50,000 watt experimental authorization. He said the issues involved in the experimental case must be separate from those involved in the regular operating authorization for 50,000 kw.

In analyzing the committee find-(Continued on Page 71)
Carolinian Group To Acquire WPTF Would Obtain Station from NBC If FCC Authorizes Sale.

THIRTY-THREE prominent citizens of North Carolina, 19 of them residents of Raleigh, have banded together to form a corporation which will purchase WPTF, Raleigh, from NBC which recently exercised its option to purchase the station for $210,000 under an agreement with the Durham Life Insurance Co. to present license fees. While by WPTF was authorized several years ago to operate full time on 680 kilocycles, which otherwise is the clear channel of KFO, San Francisco [Broadcasting, Nov. 1, 15].

The insurance company's sale to the group is subject to the condition that Carolinian Broadcasting Corp. and to be organized with an expected capitalization of $250,000, requires FCC authorization and involves $150,000 cash payment plus $60,000 to be paid over a period of years. Worked out by representatives of the group meeting in Raleigh Dec. 23 with Warren S. Hart, president of the station's former directors, vice-president, Frank M. Russell, Washington vice-president, and Henry Landner, of the National League department, the setup contemplates that no one person will hold more than 10% of the stock.

Mr. Landner, the station's personnel are contemplated, and Richard H. Mason is to be retained as general manager. The group seeks to acquire the station includes:

A Cross-Section Group
Gordon Gray, publisher of the Winston-Salem Journal and Twin-City Sentinel, and president of the Young Democratic Club of North Carolina; W. W. Horne, manager of the American Forest merchant as member of the county board of commissioners; M. A. Riddle, Scotland County superintendent; R. L. McCoy, Lewisburg; Philip Whiteley, Wendell merchant; Emil Ritzemboer, Lewisburg merchant; C. E. Beman, Lewisburg merchant; Halver Jones, Lewisburg manufacturer; W. J. Dahir, Lewisburg insurance man; James L. McNaughton, Lewisburg insurance merchant.

The group also includes the following business and professional men, all residents of Raleigh: A. E. Finley, president, North Carolina Emigrant Commerce Co.; secretary, Raleigh Merchants Association and chairman of the County Board of Commissioners; Mrs. Paul LeRoy, chairman of the Board of Education; Mr. LeRoy, chairman of the Board of Education; Mr. R. R. LeRoy, chairman of the Board of Education; Mr. E. W. LeRoy, chairman of the Board of Education; Mrs. W. H. Doub on, secretary; State Capital Life Insurance Co.; Frank A. Danaher, treasurer, R. A. & R. S. H. E. X, insurance co.; Dr. E. H. Mayhew, physician, member of the faculty of Wake Forest College; Mr. G. P. Gore, chairman of the Board of Education; Mr. J. M. Broughton, attorney; Miss M. Z. Duhrin, owner of WPTF; F. Lefford, secretary, Atlantic Joint Stock Bank; James Boulton, attorney; A. A. R. & R. P. H. S. H. E. X, insurance co.; W. G. Rowland, attorney; W. E. Rowland, insurance co.; W. D. Rowland, insurance co.; W. H. Rowland, insurance co.; W. J. Dahir, Lewisburg merchant; W. J. Dahir, Lewisburg merchant.

TWO OF the country's veteran broadcasters—LeRoy Mark, president and owner of WOL, Washington; and J. Thomas Lyons, vice-president and general manager of WCAO, Baltimore—died in mid-December.

Mr. Lyons died of a heart attack following an illness of about six months. In his 64th year, he was a native Baltimorean who began his business career as a printer. In 1916 he joined the Sun in Baltimore and became national advertising manager. In 1924 he joined Hearn and became publisher of the Baltimore News. Before becoming affiliated with WCAO as its executive head and part owner, Mr. Lyons was in private business.

He is survived by his wife, a son, John Valentine Lyons, a daughter, Miss Betty Louise Lyons, and a sister, Mrs. Charles Kelly, all of Baltimore.

Mr. Mark died in his 61st year after a long illness which followed a heart attack. In addition to WOL and its predecessor station which he operated, Mr. Mark headed LeRoy Mark Inc., general insurance manager, and was interested in several other enterprises, including ownership of Riggs Turkish Baths. He was a native Washingtonian and was prominent in local civic activities. He is survived by his widow, two sons and two daughters.

Mr. Mark first operated the old WHRF. He was a leader in the campaign in radio's earlier days to provide funds to furnish radio sets to all shut-ins, and to make available sets to enable all hospitalized World War veterans to listen to programs. Mr. Mark actively managed WOL until three years ago, when William B. Dolph became the station manager and Mr. Mark supervised policy.

Hearing in Whitman Recording Case Concluded by Court; Decision Awaited

DECISION in the three-cornered Paul Whitman-RCA-WNEW case, which will be a step in determining whether a recording artist or a recording company to restrict the use of phonograph records by radio stations, is expected about the end of February. Trial of the suit filed by RCA Mfg. Co. against Paul Whitman and against WBO Broadcasting Co., owner of WNEW, New York, and Elin Inc., Newark, in the U. S. District Court in Manhattan [Broadcasting, Dec. 15], was concluded Dec. 20. Judge Vincent L. Lebbo gave the attorneys until Jan. 22 to file briefs, and he will probably take a month or more to consider the case before handing down a decision.

Although the case dealt specifically with nine Victor records of the Whitman orchestra broadcast on WNEW in June, 1936, counsel for both plaintiff and defendant introduced much evidence concerning the broader issue of the broadcasting of phonograph records which was accepted by the court, leading to the belief that the decision would deal with the whole problem of this use of phonograph records. Since the station defaulted its defense, radio's point of view was not expressed in court, but Stuart Sprague, representing the NAB, was given permission to file briefs.

Property Rights Problem

Both RCA, as a manufacturer of records, and the National Association of Performing Artists, which handled Whitman's defense in the interests of all artists engaged in making phonograph records, claimed that in broadcasting phonograph records radio stations are violating property rights which are not paid for when the station buys these records across the counter. RCA's witnesses testified that the increased use of records in broadcasting had coincided with a decrease in record sales which they believed to be a cause and effect relationship and that the company included the "not licensed for broadcasting" clauses on its labels for its own protection against this problem.

NAPA's witnesses, notably Fred Erdman, now New York district manager of ASCAP but for 14 years an executive of RCA-Victor, claimed these warnings were intended partially for the protection of the artists and were introduced by RCA only after many artists had refused to provide some protection against the competition of records with their own broadcasts.

Martin Block, conductor of WNEW's "Songs of Beloved Ball Rooms" programs, testified that he personally purchases the records used on the program and that he keeps the notices on the labels. A letter from RCA asking him to stop broadcasting Victor records early in 1938, he answered by requesting a license, he stated, but continued playing Victor records, maintaining that the fact that the company refused to give him permission. A NAB rate card, offering the Blue programs to sponsors at $515 for six quarter-hours weekly, was introduced as evidence as part of RCA's case against the Blue programs.

Block's further testimony that he always announced the name of the artist playing the record, but only occasionally the name of the recording company, because "the public is interested in the artist rather than in the source," and that he works without a script or list of records to be played was capitalized by the defense to the effect that broadcasting of records was of more harm to the artist than to the recorder.

Mechanical or Artistic

There was also much argument as to whether the contribution of the recording company was purely mechanical or whether it was artistic. Mr. David Mackay, RCA counsel, presented several symphony conductors who testified that the mechanical reproduction of the artistic value of the records, citing as an example Toscanini's reversal of his original demand that the recorders do nothing to alter his interpretation of the music after he had rejected a number of master records. The defense contended the contribution of the recording company's engineers, while indicating the ability of the recording, was of purely mechanical nature.

If the decision goes to RCA's contention that broadcasting of records was responsible for the rise in record sales, it is gained. RCA, according to attorneys Maurice J. Speier, NAPA counsel, called Samuel T. Jackson, Jr., to give the music he records which demand higher rates for recording, who stated this was due solely to the practice of recording companies. The court's decision might allow the recorders to get more records from the same amount of time.

Summing up, RCA's contention seems to be that it has a property right in a recording which is not relinquished when that company sells a record. He argues that this right is violated when the record is broadcast. The NAPA denies that RCA has any property right in a recording, and the artist does not have the right to restrict competition between him and the record companies, and not as precedents the Waring case in Pennsylvania, a Norwegian case in Sweden, and a number of proceedings which, if anything, serve to strengthen the former case, held that the artist has a property right by virtue of the interpretation he gives to the music he records which adds to the value of the record.

J. THOMAS LYONS

LeROY MARK

www.americanradiohistory.com
Agency Committee Seeks More Time On Talent Scales

AAA Calls AFRA’s Demands Threat to Sponsored Radio

MEETING between committees of the American Association of Advertising Agencies and American Federation of Radio Artists, held in AAA headquarters in New York, Dec. 27, failed to produce any agreement between the agencies and union on the standard minimum wage scales for talent on commercial network programs which AFRA had submitted previously to the agencies at a meeting Dec. 8 [Broadcasting, Dec. 15]. More time to consider the proposals was asked by the agency committee and granted by AFRA, and another session will be held soon, probably within a week. In the meantime AFRA will continue its negotiations with individual agencies.

Emily Holt, executive secretary of AFRA, said the union would issue no formal answer to the statement released Dec. 21 over the signature of C. J. La Roche, president of Young & Rubicam, as chairman of the Advertising Agency Conference Committee.

Called Threat to Radio

Calling the AFRA demands “so far out of line with the economic possibilities that they constitute a real threat to the future of broadcasting for advertising purposes,” the statement charged AFRA with losing sight of the original purpose of the discussions, “to eliminate abuses wherever they exist and to set up a system of safeguards for the future.” “AFRA now seems more concerned,” the statement continued, “with getting the union recognized, with establishment of a Guild shop for radio artists, and with the establishment of rates of pay and other conditions that in practice would far exceed the present scale of satisfactory compensation.”

Stating that the proposed minimum for actors of $15 for a 15-minute broad- cast and $30 for a 30-minute one for a rebroadcast and $5 an hour for re- hearsal, would mean, with a two-hour rehearsal period, a daily minimum daily wage of $37 or $75 a week, for an actor on a five-times-a-week serial with a daily rebroadcast, the agency committee contrasts this with the present average pay of $25 per program, including rehearsals, for leading actors, $10 for the re- cast either included or paid at a reduced rate. Establishment of the rates proposed would tend not only to reduce the the size of casts and so be a hardship on the actors it punishes but to handicap many stations, the statement said, but it would also tend to “drive daytime programs off the air” and discontinue the re-broadcasting, which would cut sharply into the use of broadcasting for advertising purposes.”

No Comment on Meeting

Neither agency nor AFRA execu- tives would discuss the details of the Dec. 27 session, which extended on, lasting until well after 6 p.m., and which, from the point of view of the reception room adjoining the conference room, was stormy as well. Representa- tives of the agency, Mr. Roche, chairman; Leonard T. Bush, vice-president, Compton Adv.;

Radio and newspapers split honors in Omaha Dec. 25 when a WOW newscaster and two newspaper reporters each captured a dangerous criminal in a manhunt near Omaha.

WOW’s news editor, Foster May, was on his way back to the station from a zero weather, with a crew of engi- neers, he had gone to an isolated farm house to get the house and home of four desperate criminals. This farm was headquarters for an intensive search which was being con- ducted by several hundred officers in all directions.

May alighted from the mobile unit and went to a small shed where he had noticed a light burning, to get information and a man. He found a man lying on a couch as though resting and getting warm. Assuming he was one of the men he talked briefly, then went back out. He became suspicious after leaving the shed and went back to question the man.

On the Air

After a few brief questions, the man suddenly turned to the WOW microphone and said, “I am the man you are looking for. I am all shot up.” And he displayed a bullet wound in his leg. May stepped outside, called the officers in, and picked up a shortwave mi-

To Robb, despite the verdict of the jury, he is a suspect in the WBS espionage case.

Bylines include: Bill Rued, general manager of WOW, Omaha, which is offering a reward of $1,000 for information leading to the conviction of the two men wanted in the reward.

Foster May (left), news editor of WOW, Omaha, interviewing a wounded bandit he found during a recent crime hunt in Nebraska.

Foster May gets his man

WOW newscaster steps in shed to get warm during manhunt and finds escaped desperado

Alex Robb is appointed to NBC Hollywood Post

Appointment of Alex Robb as manager of NBC Hollywood Artists Service, effective Jan. 1, has been announced by Don E. Gilman, vice-president in charge of the Western Division of NBC. The appointment of Wynn Rocomora as assistant to the manager was also announced by Mr. Gilman.

The move of Jack Votin in re- signing from the Hollywood office, effective Jan. 1, was announced by Dema Harshberger, formerly head, who resigned earlier in December. Votin was temporarily headed by Mr. Robb until his appointment, and he will now report to Mr. Dan Tuthill, acting managing director of NBC New York Artists Service.

For six years Mr. Robb was manager of NBC Artists Service in Chicago, where R. M. Kendall is now in acting charge. Before join- ing NBC he was personal represen- tative for Amos ‘n Andy, radio comedy team, ten years, and NBC a year ago, coming from the concert field, having been identified with L. E. Byrom of Los Angeles and prior to that with several eastern radio stations.

Fruit Drive on Air

IN SEARCH OF DISTRIBUTION, New York, is planning to cooperate with major chain stores in a coast-to-coast citrus fruit pro- motion, starting from Jan. 1, to Feb. 4, at which time non-citrus fruit-selling companies will use radio to promote their products. The program will include the stimulating consumption of a bumber crop of the fruit, while Institute pamphlets will disseminate the campaign through window displays. Only radio plan definitely made to date is the use of the Hour sponsored by the Adam Hat Stores, New York, on WHN, New York, on which Sam Taibb, director of the program, will make announcements during the campaign plugging the value of boys' programs. "Once the program "to be announced, will also be used for spot announcements, according to John F. Crowell, manager of the managing director of the Institute.

Kaltenborn Sponsored

GENERAL MILLS, Minneapolis, joins the list of concerns using radio for institutional advertising on Jan. 1, when it begins sponsoring a series of Sunday evening broadcast- ing by H. V. Kaltenborn on a CBS network program. Tilts Kaltenborn, Comments, was placed through BBDO, Minneapolis. Program, in theHeadlines and Bylines sustainer, 10:30-11 p. m. (EST).

Motion was made by NBC on Dec. 22 before three judges and the full Court of Common Pleas for a single judgment, and the verdict reached in the trial held earlier this year, by which the network was found guilty of slander and libel, per se, against the Summit Hotel in Utica, Pa., was set aside, with damages of $15,000. Suit was brought by owners of a newspaper, the hotel claiming The verdict a remark made about the Hotel by Al Jolson on a Shell Oil program, Jan. 1, 1938, by the hotel, claiming the re- mark to have been libelous, its reputation, even though NBC maintained that the remark had been ad-libbed.
NAB President Hits 'Abuse of Free Speech'

Neville Miller, president of NAB, issued the following statement Dec. 22 commenting on the broadcasting of controversial issues by religious leaders:

Radio has become a new force of tremendous power and influence in our life. It must be used in the public interest and not subjected to irresponsible abuse.

The particular problem which we confront today is of that preserving the precious right of freedom of speech. However, the same Constitution which guarantees us freedom of speech, also guarantees other rights, such as freedom of religion, and in protecting one right we must not violate other rights.

The controversy over his radio broadcasts continued with little abatement during the period immediately following the hookup of stations those days his announcer began soliciting funds from the audience for the first time since his new series began.

At least one mass meeting of protest against the action of WMCA, New York, in declining to carry Coughlin unless he submitted his script in advance; picket Coughlin but took the stand that WDAS, Philadelphia, which has also refused to continue carrying his program, has the same right to avoid the use of literature from various sources urging citizens to boycott stations and advertisers who refuse to carry his program. Stating that the broadcast of Father Coughlin is one of the most widely-circulated religious programs in the English language, the statement called Coughlin's broadcast an "outlaw in the radio neighborhood." The statement went on to say that "Coughlin is an outlaw to his fellow clergyman. The NAB does not recognize Father Coughlin's right to speak through the radio that he possesses the right to speak through the radio of his choice.

No obligation of free speech or of public service could justify broadcasters in allowing this new great social force to strike at the harmony of the nation.

In a country of many races and many religions amically dwelling together, broadcasts inciting racial and religious hate are an evil not to be tolerated. In America, there is no room for a pay-off to religious or racial prejudice or hatred. Such a speech is an abuse of the privilege of free speech and unworthy of American radio.

Radio censorship, he said, became an issue about four months ago. He declared that one of the networks deleted a speech by Coughlin the statement was "Neville Chamberlain gave a good speech". This sentence was considered "offensive" by Mr. Wheeler.

Mr. Carter condemned Administration officials who took to the air to attack the newspapers. He said that less than 5% of the newspapers in this country fail to uphold high standards of decency and honesty," Carter told his listeners.

"Why destroy the decent 95% for the sins of the five per cent? Why destroy a medium which doesn't depend on politicians for a license every six months?" During the course of his talk on KJA, Mr. Wheeler was interviewed over KYA, San Francisco, by Morris Penter, assistant editor of the San Francisco Examiner.

Kidnap Threat Received By Manager of WDAS

THE Philadelphia Record on Dec. 27 reported that the 7-month-old daughter of Patrick J. Stanton, manager of WDAS, Philadelphia, had been threatened with kidnaping. The threat was conveyed Dec. 11 at the Stanton home.

A man named "Mr. Stanton" said, "apparently was an irresponsible crank. I feel sure the police will be able to handle this matter with ease and put an end to it quickly."

"The person who called," said Mr. Stanton, "apparently was an irresponsible crank. I feel sure the police will be able to handle this matter with ease and put an end to it quickly."

Censorship Seen By Boake Carter

Charges Administration Puts Pressure on Commentators

BOAKE CARTER, who is touring the country on a lecture trip, has made some pointed remarks to make public the complaints he has heard about such big chains, when he spoke at the University of California recently.

He said that the old-time appeal of radio was all but gone, that the little station, the one that is left, is the one that is being pitted against the big stations, and that "the oldie" has practically disappeared.

The major radio chains exercise complete and absolute censorship over their stations, he said; they are "afraid of Administration pressure." He stated that, since every radio station must have its license renewed every six months by the FCC, radio is very susceptible to Administration "suggestions.

Speaking on "Free Speech in the News," Mr. Carter told his audience that he is not "one of those who believe everyone should be free to say anything in the air again even if the Administration lets us." He said that present radio censorship was not much different from early, Tommey Corcoran, Harold L. Logan, and Mary L. Hopkins and that group.

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CBS Enters Into Disc Field In Acquiring American Record

Paley Points to Revival of Interest in Discs; Plans Campaign to Stimulate Marketing

PURCHASE of the American Record Corp. from Consolidated Film Industries by CBS was announced Dec. 17 by William S. Paley, CBS president, who at the same time appointed Adrian Murphy of the CBS executive staff to serve as temporary president of the record company. A purchase price of $700,000 was indicated by Consolidated Films.

The deal gives CBS ownership of the Columbia Phonograph Co., which at one time was owner of the network and also enables the network to employ its artists in the manufacture of phonograph records under the Columbia label. CBS also takes over the manufacturing and distribution of Brunswick, Vocalion, and other records.

No statement has been given as to whether CBS would also enter the transcription field or would combine its recording activities to the manufacture of records for use on phonographs.

Former affiliation between the network and the phonograph company, which is responsible for the network's present name, dates back to April 5, 1927, when Columbia Phonograph Co. launched the Columbia Phonograph Broadcasting System to function as a sales organization for the United Independent Broadcasters, which had been organized that year to compete with NBC, which had begun its network operations the previous November. On Nov. 10, 1927, the phonograph company withdrew from the broadcasting scene, selling its stock in the company to Jerome Louis and Leon and Isaac Levy. At that time, the word "Phonograph" was dropped from the name, which then became the Columbia Broadcasting System. CBS and UIB operated in conjunction until Jan. 3, 1929, when the two were merged into one organization under the CBS name. It was also on that date that Mr. Paley was elected president of CBS.

Other Officers Named

In addition to Mr. Murphy, whose duties at CBS consist chiefly of investigating all new ventures under consideration by the network, Frank K. White, CBS treasurer, has been given the same title with American Record Corp.; C. C. Boydston of CBS accounting department has been made assistant treasurer, and Ralph F. Coln, member of the firm of Rosenberg, Goldmark & Coln, CBS attorneys, has been appointed secretary. All these appointments are temporary and will continue only until the appointment of permanent officials for the record company.

Subsidiaries of American Record Corp., also acquired by CBS, include Columbia Phonograph Co., Brunswick Record Corp., American Record Corp., California, and Master Records, as well as a number of inactive companies. A minority group holds 20% of the stock and has the option that gives the network the right to purchase this stock after a period of years. American Record Corp., featuring programs in Bridgeport, Conn. and Hollywood, Foreign exchange agreements, notably with Columbia a Gramophone Ltd. and Electrical Musical Industries, both of London, give the record company facilities for the exchange of recordings between America and Europe.

In announcing the purchase of the recording firm, Mr. Paley cited the increased popularity of home records within the last few years and continued that "there is every indication that future increases are assured. Technical advances in radio combinations, phonographs, record playing attachments, and in the discs themselves, have greatly improved the quality and music quality of records that can reproduce in the home.

As a result there has been a widespread revival of interest among people of all ages in both classical and popular records.

"Within a few weeks" Mr. Paley added, "we hope to know enough about the details of the new company to issue statements covering general policies and the personnel who will be in charge. Our primary purpose will be to find new patterns for both serious and popular music which will give the greatest enjoyment to the public. We plan to accelerate record sales both by vigorous business management and by innovations in the production and marketing of records. Special interest will be paid to the field of education."

"Broadcasting and records have a great deal in common," Mr. Paley continued. "Both appeal to the ear, rely in general on the same art forms, and can contribute to the solving of many similar technical problems. We feel that CBS in entering the recording business is broadening the base of its service along natural lines. Intensive consumer studies have disclosed the fact that the use of phonograph records is supplemental to and not a substitute for radio listening. They indicate also that radio broadcasting in itself has widened the market for records. People come to know compositions by hearing them on the air, then buy records so that they can hear the music they are familiar with at the moment they want to hear it."

Whether CBS will enter into the transcription business in competition with other firms, particularly transcription - library producers, is as yet undecided. Mr. Murphy said he has no idea at this time whether CBS will go into transcriptions, and when reminded that the transcription student of Columbia Phonograph Co., he indicated they might close it up and stick to phonograph records. He added that when sales of educational and institutional records seem to offer a potential market, CBS might enter it, but again no decision has been made.

KOIL to CBS

WHEN KOIL, Omaha, now a member of NBC's basic Blue network, joins CBS on or before April 30, 1939, it will become a member of the CBS basic network, which will then have a minimum number of 215 stations to advertisers from 24 to 25 cities. Network rates for KOIL will be reduced from $290 to $175 per evening hour when it joins CBS. KOIL operates with 5,000 watts day, 1,000 night, on 1290 kc.

Arkansas Pine Spots

ARKANSAS Soft Pine Bureau, Little Rock (woodwork-paneling), has opened a three-week campaign of quarter-hour programs on WBZ-WBZA, Boston-Springfield, Mondays at 7:45 p.m.; WGY, Schenectady, Tuesdays at 6:45 p.m.; and on WCHT, Portland, Me., Wednesdays at 7:30 p.m. Programs, recorded by NBC, feature the music of the Land Trio. Account is handled by Robert H. Brooks Co., Little Rock.

BROADCASTING • Broadcast Advertising

January 1, 1939 • Page 19
**FCC Grants One and Rejects Three**

Subsidiary of Transamerician Denied Schenectady Outlet

The final and 52nd new station grant of the year, authorising a 100-watt daytime outlet on 1370 kc. in Schenectady, N. Y., was made by the FCC at its last full Commission decision day of the year Dec. 25, attended by all of the commissioners except G. F. Payne. At the same time the Commission turned down all three rival applicants for new stations on 1320 kc. in Schenectady, N. Y., Endicott, N. Y. and Holyoke, Mass. The two new Wats. Va. stations will be licensed to Williamson Broadcasting Corp., headed by George W. Taylor, local dealer and electrical appliance dealer, who holds 95 out of 100 shares of stock. Other stockholders are W. B. Booker, utility man, three shares; William B. Hogg, attorney, one share; F. W. Wagner, who will be manager and chief engineer, one share.

Schenectady Denial

Seeking a new station with 1,000 watts night and 5,000 day at Schenectady was Citizens Broadcasting Co., consisting of 75% ownership by TransAmerican Radio & Television Corp., which previously had also unsuccessful application for a new project in Cleveland. The Commission held that the Schenectady-Troy area was already adequately served and the WATV, Detroit, and JCJ, Sydney, Nova Scotia, would be adversely affected by this grant.

The same facility was unsuccessfully sought, but with 1,000 watts day and night, by a commercial antenna, by Thomas J. Japson, president of International Business Machines Corp., New York, N. Y., who had originally asked for the station to contact employees of his plant in New England.

Thus rejected, though asking for 500 watts night and 1,000 day, was Hambrecht Broadcasting Co., of Harrisburg, Pa., and William Dwight, editor of the Holyoke Transcript-Telegram.

A second application from KJU, Walla Walla, Wash., to build a new transmitter and antenna to utilize 560 kc. with 250 watts was denied. The station owner, Frank J. Logan, who held 850 watts day and 250 night on 1370 kc.

Also denied was the application of WLAP, Lexington, Ky., to shift from 1420 to 1270 kc., and increase power from 100 watts night and 250 day to 1,000 watts full time.

**Prune Disc Series**

CALIFORNIA Prune Growers, San Francisco (prunes), seasonal users of radio, through Lord & Thomas, Los Angeles, in early January started a 15-minute, one-hour transcribed series, Hollywood Discoveries, on a group of stations nationally. Series, headed by Frank Bunyon, features Hedda Hopper, ex-film actress, as commentator, with news of Hollywoodgoers, announcer, handling commercials. James Fonda of Lord & Thomas, Hollywood radio production head, is producer of the series.

**No FCC Proposals for New Legislation Are Expected When Congress Convenes**

UNLESS THE unexpected happens, there will be no recommendations from the FCC for new legislation when Congress convenes Jan. 3.

At best, according to informed FCC sources, there may be an informal report to Congress later on in which Chairman McNinch outlines the current status of FCC affairs with emphasis on those matters which have aroused greatest Congressional interest in the past—superpower, programs, networks, perhaps the monopolistic tendencies and the common carrier field, the status of the AT&T investigation and the plight of the landline telephone companies.

Generally speaking, the Commission is hardly in a position to make any definite legislative recommendations based on actual findings. Several projects have been launched but none completed. For example, the Commission is still in the first phase of a new study which embraces such matters as tendencies toward monopoly, multiple ownership, leases and management.

No Superpower Ruling

In the superpower field, a Commission committee has made a recommendation that WLW be denied renewal of its 50,000-watt authorization to broadcast with 500,000 watts but no decision has been rendered. On programming and program complaints, new procedure is awaiting Commission action after a committee kept the issue on ice for most of the year.

On proposed new rules and regulations governing broadcasting, which embraces the projected reorganization of the broadcast spectrum, the three-man committee has not yet submitted its report and recommendations to the Commission.

Thus, in the broadcasting field alone, there has been no crystallization of policy by the Commission to serve as a basis for the formation of making recommendations for new legislation backed by actual findings.

Even though talk of a Congressional investigation of the superpower aspects of the FCC subsided, there still are signs aplenty of radio interest in Congress. At the end of Congress, no official investigation had been set for hearings on the 1939-1940 FCC appropriations before the House subcommittee, the main source of long-range information.

As Broadcasting went to press, it was considered likely the committee was holding its investigation after Congress convened. Should the independent offices appropriation be introduced with provisions to cut back the FCC, its future would have to be taken care of in a deficiency appropriation. The Commerce Committee's present funds run until July 1.

Another angle on the action of the independent offices subcommittee, which is headed by Rep. Woodrum (D.-Va.), is that members of Congress have made munificent contributions to the FCC, which organization is part of the Administration's reorganization legislation which is slated for early consideration. The departmental reorganization bill was killed last session but in its original form it provided for absorption of the FCC by the Federal Communications Commission, but a subcommittee, however, the FCC, ICC and Federal Trade Commission were eliminated with the understanding they would retain their independent status.

Now, however, sentiment appears to have changed somewhat and there is a strong feeling that several of the independent agencies which have been the butt of controversy, like the FCC, ICC and the Bituminous Coal Commission, would be strengthened by the organization bill and thus is conceivable that the House subcommittee is foregoing consideration of the FCC appropriation with the reorganization factor in mind.

The FCC annual report, which goes to Congress when it convenes, will contain no legislative recommendations of any importance, it is believed. The FCC had been told that Chairman McNinch would send to Congress definite proposals, not necessarily the ones that are now under consideration, but that fact that all of them have been delayed mitigates against that possibility, according to informed sources.

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WHO offers
66% EXTRA RESULTS
DURING 1939
—from "IOWA PLUS"!

If you've been trying to cover Iowa without WHO, now's the time to make a New Year's Resolution!

WHO covers Iowa completely — with almost eight times more night power than all other Iowa stations combined (at less than one-third the cost)! ... But this alone doesn't account for the tremendous RESULTS that WHO gives its advertisers. WHO also offers an EXTRA listening audience, outside of Iowa, which is two-thirds as big as our Iowa following itself!

Automatically, this PLUS of "Iowa Plus" brings 66% more value for your money, 66% greater RESULTS. Shall we wrap it up for you?

WHO FOR "IOWA PLUS!"
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
TRANSFER OF WMBO
APPROVED BY FCC

APPROVAL of the transfer of WMBO, Auburn, N. Y., from Roy L. Albertson to the Auburn Publishing Co., publisher of the Auburn Citizen-Advertiser, for $15,000, was announced Dec. 16 by the FCC. Simultaneously, the Commission approved renewal of the licenses of WMBO and of WBNY, Buffalo, which is owned by Mr. Albertson, after the station had been cited because of question as to whether the control of WMBO had been transferred without authority.

The decision brought out that the newspaper on July 28, 1936, contracted to purchase WMBO from Mr. Albertson for $15,000, subject to Commission approval. However, $5,000 was advanced immediately to Mr. Albertson for payment of WMBO obligations and thereafter the balance of $10,000 was advanced to him. The stock was deposited with the Auburn Trust Co. in Albertson’s name and it was found that no transfer was made to the newspaper.

Moreover, it was brought out that to rebuild the station completely, approximately $20,000 was advanced to the Auburn Citizen-Advertiser, credit established by the newspaper with the Auburn Trust Co. The Commission concluded that the evidence showed that notwithstanding the advances the publishing company “has not exercised any control whatever in the corporate organization of WMBO” and has not interfered with or taken any part in management of the station. The decision became effective Dec. 19.

ANOTHER obstacle to revision of FCC procedure on program complaints has been met, resulting in further delay in action.

Latest word was that the controversial issue had been passed over by the Commission after receipt of conflicting reports from its program complaint committee of three Commissioners who stated that action would not be taken until after the first of the year.

The committee—comprising Commissioners Craven, Sykes and Payne, the latter as chairman—was delegated last March with the task of proposing new procedure in handling listener and other complaints involving programs. This resulted from haphazard handling of such matters, with stations indiscriminately cited on license renewal or otherwise stiffened by announcements regarding program citations no matter how irresponsible the complaint.

Committee Disagrees

While no official word has been forthcoming, it was generally understood the Commission had asked the program complaint committee to submit its report by Dec. 15. Best information is that Commissioner Craven submitted a report in which he suggested entirely new procedure which would entail thorough investigation of the responsibility of complaints before action was taken against the station by the Commission, thus eliminating the stigma of temporary license limitation...

This procedure, however, apparently was not concurred in by the other Committee members who took a different view. The waivers with which the FCC had been recommended to proceed. Thus, the whole matter was tossed in the lap of the Commission with two separate reports, one having the support of Commissioners Sykes and Payne and the other of Commissioner Co.

Preliminary to the committee’s action, the FCC law department, at the Commission’s direction, conferred informally with the Department of Justice in connection with program violations falling under the penal statutes, such as alleged lottery and profane utterances.

The Department, it is understood, offered its cooperation on such matters which presumably would mean that in such instances the Commission simply would notify the Department after investigation and permit it to proceed in its own way under the criminal laws.

While the whole subject is fraught with danger because of the censorship angle, the industry long has felt the Commission should establish a definite prescribed procedure in handling such matters. "Crackpot" programs and stations of an irresponsible nature, it is felt, should not be given the status of a formal complaint and machinery by which they might be checked has been urgently recommended.

Moreover, broadcasters themselves, through counsel, have contended that all matters entailing violation of criminal laws, or those under the jurisdiction of governmental agencies such as the Post Office Department and Federal Trade Commission should be referred to those agencies before FCC citations.

WCOV in Montgomery Ready to Take the Air

WCOV, new 100-watt daytime station in Montgomery, Ala., authorized last June by the FCC, is expected to go on the air on or about Jan. 1 under the general management of G. W. Covington Jr., with John S. Allen to be licensee. Mr. Covington and Mr. Allen each own one-third interest in WHBB, Selma, Ala.

The station’s studios are located in the Exchange Hotel, and its transmitter and 204-foot vertical radiator are located just outside the city limits. W. E. B. Owen has been named program and musical director; Herbert Johnson, formerly of WAP, Dublin, and Byron Jenkins, formerly of WGST, Atlanta, WRVA, Richmond, and WDNC, Durham, announcers; Al Thompson, formerly of KFDM, Montgomery, and Homer Johnson, formerly of WHBB, Selma, engineers; John Swann, R. E. Jack Hughes and H. D. Hill, commercial staff, Mrs. Evelyn Robinson, executive secretary and office manager.

Approval Is Given to KFDM's Transmission

FCC Tentatively Consents to Transaction in Texas

SALE of KFDM, Beaumont, Tex., to The Beaumont Broadcasting Corp., headed by C. W. Snider, Wichita Falls industrialist, and Darroll A. Allen, manager of the company, has been announced Dec. 16, 1938.

The total consideration was $115,000, of which $90,000 will be paid in cash and $25,000 to the station licensees.

The Commission approved the assignment, conditional upon furnishing of satisfactory evidence that the sales contract will be modified to preclude reacquisition of the station by Magnolia or Sabine, should the new corporation fail to comply with the terms of the sales contract. In so doing, the Commission followed the reasoning it used in denying sale to CBS of KEFO, San Francisco, on the ground that there was a "reversionary" clause which in effect might mean violation of the second section of the Communications Act.

Terms of Payment

KFDM operates on 560 kc., with 500 watts night and 1,000 watts day without license. It is an NBC affiliate. Mr. G. M. Cates has been operating the station as head of Sabine under lease from Magnolia.

Mr. Kahn, well-known in broadcasting circles, will become general manager of the station, Mr. Snider, as head of the new corporation, is Mr. Kahn’s father-in-law. The $25,000 figure to be paid to Sabine was set aside for payment of existing debts, with the balance if any to be paid to Sabine...

Under the terms of the transaction, in addition to the $25,000 in cash deposited by Beaumont with Magnolia for payment of Sabine’s debts, $40,000 was to be paid in cash upon approval of the assignment, with $20,000 to be paid on or before one year from the date of approval, and the remaining $30,000 to be paid on or before two years from that date.

The Commission said that an inventory of the KFDM property showed that the original cost of the equipment and physical properties of the station was $35,668.38, the depreciated value $29,604.48 and the replacement value new $57,183.37. The case was heard by Mr. Kahn, the manager, and Mrs. J. W. Frame of Sept. 29, 1937 and he recommended a grant.

WHAT to Be Sold

INDEPENDENCE Broadcasting Co. Inc., subsidiary of the Philadelphia Public Ledger, operator of WAT, has applied to the FCC for authority to sell the station to Bonwit-Teller & Co. of Philadelphia, women’s apparel firm, for $37,500. The sale of the station’s license would be purchased in its entirety, and W. Porter Oglesby Jr., managing editor of the WAT, the station and son-in-law of John C. Martin, publisher of the Ledger, would retire from its management.

The station shares time on 1310 kc. with WETH, Philadelphia, and WCAM, Camden, N. J.

To the Advertisers and Agency Executives of New York:

WE ARE pleased to announce the appointment of Don Miller as manager of our New York office. You old timers in radio advertising may remember Don Miller from his early days in radio with station WOR. That was ten years ago. Others of you will remember Miller for his creative ability as one of the pioneers in spot radio business during his six years of association with Scott, Howe Bowen Inc. Miller’s next assignment was as sales manager of the Raymond Mollé-Vincent Astor magazine, and then as sales manager of the New York edition of the American Radio History. We know that he will bring your advertising to the top level with his usual enthusiasm and efficiency.

William G. Rambeau Company

Chicago

New York

Detroit

San Francisco

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BROADCASTING • Broadcast Advertising
RAMBEAU APPOINTED BY WJAS AND KQV AS NATIONAL REPRESENTATIVE

Effective January 1st, 1939, William G. Rambeau will act as national advertising representative for both WJAS (Columbia Basic Network) and KQV (independent station), according to an announcement made by H. J. Brennen, General Manager, and Robert M. Thompson, Commercial Manager, of WJAS-KQV.

"We selected the Rambeau organization after an investigation and comparison with all the leading representative organizations. It has always been our policy to render advertisers a complete intelligent service, based on a knowledge of their advertising and merchandising problems in Pittsburgh.

"Bill Rambeau came to radio with a background of many years advertising and merchandising experience and applies that knowledge to the advantage of the advertisers and advertising agencies he serves. Around him he has built an organization of mature men, all of whom were well grounded in advertising and sales experience before entering the radio field. Hence they are fitted to render service not only to our stations but to the national advertisers served by us."

PIONEER PITTSBURGH STATION STARTS ITS TWENTIETH YEAR

Founded in 1919, KQV Pittsburgh celebrates its 20th year with the announcement that it now broadcasts on full time, and has increased its power to 1000 watts.

With a stronger signal strength in Pittsburgh and a wider service area, KQV now offers a greater market coverage at no increase in cost. KQV has won its present national advertising recognition the hard way; as an independent daytime station doing an outstanding selling job on retail accounts, through sports, news, local-interest shows and other local features. Before you buy Pittsburgh radio, compare KQV coverage and cost!

WJAS AND KQV "AUDIENCE-TESTED" PROGRAMS

There's no guesswork about the sales power of WJAS and KQV spot programs . . . they have been audience-tested over a number of years and have a successful selling background. Among these programs are (1) Musical Clock—on the air five years. (2) Transradio News Service—on the air 4 years. (3) The Luncheon Guild—with a visible audience alone of over 70,000 women annually. (4) Man On The Street—a program with a big sales record. The William G. Rambeau Company has complete information on all these programs.
The biggest news of the new year is that all of these Major Market Spot Stations have some real “audience tested” programs that have already won an audience and are ready to go to work for you. Here’s what we mean!

**KQV**
*Pittsburgh*

**WJAS**

**WOL**
*Washington, D. C.*

**WIND**
*Chicago*

**WALTER COMPTON GIVES THE NEWS IN THE WORLD’S NEWSIEST TOWN**

“The Guild Luncheon” with a visual audience of 70,000 club women a year and plenty of cash register evidence to prove that the folks who stay home like the program... “Man on the Street” with a sales record to boast about—Two good bets—both ready to go.

Space does not permit listing all of the good ready-to-buy programs on these stations. Tell us about your product and your problems and we will try to find a program that fits. We might even have a worth while idea on marketing and merchandising. Try us.

**WILLIAM G. RAMBEAU COMPANY**

**NEW YORK** • **CHICAGO** • **DETROIT** • **SAN FRANCISCO**

**RADIO’S FIRST SPECIAL REPRESENTATIVES**

Page 24 • January 1, 1939
KANSAS CITY SALES

UP! UP! UP! with KITE

"Plug" Kendrick does it again!

KANSAS CITY
Listen · Buy · Write

Client's mail up 100% in November

Listen to what other advertisers say: "Sales up 435%" ... "Most unusual commercial radio program in our experience." "Retailers over trade territory received calls and ordered from jobber until he was completely out of stock." That's the way "Plug" Kendrick is doing the job in Kansas City.

KITE BLANKETS K. C.

Out of the 23,091 pieces of KITE mail for November, 9,475 of 'em—41%—came from Greater Kansas City. That's doing a real job in a major market! If you want to know how YOU can get response from Kansas City, phone, wire or write the William G. Rambeau Company. They have facts and figures on KITE that you simply can't afford to overlook.

D. E. "PLUG" KENDRICK, Mgr.

William G. Rambeau Company

KANSAS CITY, MO.

New York, Chicago, Detroit, San Francisco
New Gulf Series Hurdles Obstacles

Argument With Screen Guild Over Talent Is Settled

GULF OIL Corp., Pittsburgh (gasoline), which will sponsor Screen Actors Guild radio program on CBS starting Jan. 3, has signed contracts with the Screen Actors Guild of America. It will be remote from El Capitan Theatre, Los Angeles, California, on Thursday, Dec. 29, 2 p.m. (EST). Tom Lewis will get production under way for Young & Rubicam, agency supervising the account. He will later relinquish the post to take over an executive position with the firm in New York.

Controversy between Screen Actors Guild and J. Walter Thompson Co. which threatened to disrupt plans for the series, has been amicably settled. Cooperation by J. Walter Thompson Co. with aims and purposes of SAG was pledged by Danny Danker, vice-president and Pacific Coast Radio head of the agency in a letter sent the organization. Statement of policy by J. Walter Thompson Co. is outcome of personal discussion between Danker, Lombard, film actress, guest-starning the first program, one week in advance of her regular appearance on the new Kellogg's Corn Flakes series, starting Jan. 15 on NBC.

Offers to Cooperate

Danker's communication to SAG follows: "M. C. Levee, representing Tom Lewis, agent for the series, has signed contracts with all Guild members who are under exclusive contract to our clients. We are thoroughly and sincerely sympathetic with the purposes of the Guild and have acquainted our clients with the importance of the charitable work which has been undertaken. Wherever an artist can be released to appear on the program produced by the Guild under commercial sponsorship without conflict in schedule or interest to our own program, we would naturally be glad to cooperate in so worthy a cause.

"Obviously the Guild does not wish to handicap the private employment of its individual members or embarrass the business the Guild employs its members. We feel confident that the aims and purposes of the Guild can be accomplished without occasioning either of these results.

"On the contrary, J. Walter Thompson Co. guest contracts prohibit appearances of talent on any radio show owned or operated by the program for a period of 30 days prior to completion. Miss Lombard was withdrawn from consideration for the initial program. Tom Lewis, on behalf of the agency, has no intention of interfering with programs already contracted. Therefore contract negotiations were initiated.

"Miss Lombard will be withdrawn from consideration for the initial Gulf Oil Corp. program. Ralph Morgan, president of the actors' association, declared SAG had no intention of interfering with programs already contracted. Therefore contract negotiations were initiated.

"Screen Actors Guild will receive $3,000 weekly from the program. The series will be sponsored by Motion Picture Relief Fund for building purposes. Oscar Bradley will conduct music.

NBC broadcast the transfer of Associated Press offices in New York to Rockefeller Center with an hour program, narrated by Byron Price, AP news editor, made a short address.

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BROADCASTING • Broadcast Advertising

THE STAGE is set like this when WHB, Kansas City, puts on one of its "nudinition" promotion shows. Participating are (1 to r.) M. H. Straight, sales manager; Ed Dennis, sales manager; John T. Schilling, general manager; Frank Barhydt, manager; Al Stine and John Wahlstedt, salesmen, all ready for the curtain call.

WHB HAS ITS NUDINATION

And Kansas City Got An Eyeful of Impressions

—During Autumn Promotion Campaign

WHAT is "Nudination"? The word may mean nothing to you, but some 500 gregarious business men and business women in Kansas City—along with their wives, children and friends' friends—can tell you.

Nudination is a rather far-fetched synonym for salesmanship. It formed one of the elements in a promotional campaign launched by Don Davis for WHB, Kansas City. In planning the drive last summer, Mr. Davis was impressed by a campaign of ideas, rather than money, and that all media should be employed in a more or less systematic and bombastically. In other words, each impression during the series should merely lessen resistance of the prospect for the salesman assigned to him, rather than attempt to make the sale.

Since WHB was in the business of advertising—in the business of selling ideas—any advertising the station did was indirectly a sample of the advertising the station could do. An ill-planned broadsheet or a letter which carried with it no particular distinction would necessarily become advertising for the competition—negative selling for WHB.

Some Comedy Dramas

Work began in July on eight mailings and a luncheon club show—all to be used during the month of September. By the first week in August, all pieces were addressed, assembled and ready to go. When the campaign began, there was nothing left to do on the mailings but dump them into the mailbox on specified dates.

The luncheon club show was more of a departure from usual promotional procedure than the mailings. WHB had used the very natural medium of the luncheon club presentation before, as had other stations in the city. With competition severe, WHB hit upon an idea of changing dramas, played in brightly-colored stage, and climaxing with a surprise introduction of the station's four salesmen. Not only the stage, but also a bulletin board covered with pictures and graphs hailing WHB, carried the message, "Nudination Is A Cinch!"

Don Davis began each of the ten scheduled shows with a 12-page chart talk on radio and WHB. He wound up the talk with a final chart, proclaiming—"Use WHB and Nudination Is A Cinch!" At that point, education was forgotten and entertainment began.

With introductory and between-scenes remarks by an off-stage narrator, working on a p.a., black-out episodes successively showed a Roman slave-trader who became so bitter over market conditions that he gave the steward, an unimpressed young lady to the president of the club... a medieval armor-maker who made a better product at a lower price, but lost out the "unp..."... a city slick who failed to sell a country hick the Brooklyn Bridge because the hick had already bought it... a medicine hawker who discovered "man-to-men" selling, but complained that his "sales were too slow"... and finally, a solemn modern businessman who secretaries brought money in by the armload, and who finally phoned WHB, claiming that sales were 60% lower than a week before.

As a climax, the four caricatures of salesmen at the sides of the stage suddenly rolled up as window shades, and the real faces of the salesmen replaced them. The list of stations—"Nudination with the Ploy Floy". Incidentally, the salesmen are only stooges as far as the singing is concerned. A transcription on the p.a. provides the sound.

Program Award

MEL WILLIAMSON, producer of Hixson-O'Donnell Adv., Los Angeles, for the CBS Pacific network program, Calling All Cars, sponsored by Rio Grande Oil Co., and Charles Frederick Lindley, narrator, were on Dec. presented with the Institute of Audible Arts Trophy for "the most consistently excellent program broadcast in western United States during 1938". Presentation was made by Ralph L. Power, Los Angeles radio station counsel, on behalf of the Institute, at CBS Hollywood studios.

WMC, Memphis, has been granted special FCC authority to operate with the NBC network to overcome interference from CMQ, Havana, also operating on 780 kc.

Burn-Smith Co. Formed As National Rep Firm; Assumes Devine's List

WALTER P. BURN and Gary Smith have organized a national representation organization, Burn-Smith Co., which will begin operations Jan. 2 by taking over the nationwide representation of newspapers handled by J. Devine & Associates, which is dropping the radio account to devote its energies to confine activities to the representation of newspapers. Mr. Burn, whose firm is engaged in extensive work in radio for both networks and individual stations, says that the two organizations, while entirely separate, will cooperate.

Mr. Smith, who has been manager of the radio department of the Devine company, will be secretary and treasurer of the new representative firm. William Noble, vice-president of Walter P. Burn & Associates, will hold the same title with Burn-Smith. In New York the Devine agencies will continue to operate at the adjoining offices at 7 W. 44th St. Burn-Smith will also maintain offices in the Bell Bldg., Chicago, and the New Bldg., Detroit, which will be manned temporarily by members of the Devine company until permanent appointments for these posts are named. Walter L. Reid, formerly with the Burn organization, will return to the West Coast immediately after the first of the year to establish an office there for Burn-Smith. While Edgar Felt sets up a Washington office as director of research and engineering for the program, announcing withdrawal from the radio field, J. Devine said his firm will continue as exclusive national representatives of newspapers. He announced its list of stations, some of which will not go under the Burn-Smith banner, as follows:

Alabama—WMO, Decatur; WAGF, Dothan, WMBN, Montgomery---WJCD, Tuscaloosa.
California—CBS, Hollywood; WOR, Los Angeles; KROK, Denver; KZTV, Los Angeles; KOA, Denver---WIBX, Sayre.
Georgia—WDRW, Augusta; WKEU, Griffin.
Illinois—WJBL, Decatur; Indiana—WIBC, Anderson; Kentucky—WLH, Lexington; Kyr, Lake Charles.
Massachusetts—WOR, Boston; Milwaukee—WFAC, Battle Creek; WBGO, Mount Pleasant; WKEZ, Monroe.
Minnesota—KGS, Duluth; Mississippi—WGM, Gulfport; WFOR, Moultrie.
New Jersey—WAF, Jersey City; WHBI, Newark; North Carolina—WFTC, Winston; WHMF, Wilmington. Vermont—WNL, Burlington; Virginia—WRL, Richmond; WCH, Charlottesville; WBTM, Danville; WGN, Newport News; Richmond; Virginia Broadcaster System including these four stations and WLVA, Lynchburg.

Du Pont's Test

E. I. DU PONT de Nemours & Co., Wilmington, Del., has just finished testing a new test camera designed for its new product Cel-O-Glass, consisting of one-minute spot announcement which ran for seven weeks on WQAL, Lancaster, Pa., and WSN, Allentown, Pa., and two-minute spot announcement which ran on WHIO, Des Moines. The campaign ran for 13 weeks from Nov. 1 through the middle of December. Further announcements will be announced later. BBDO, New York, is the agency in charge.

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

BLAW-KNOX VERTICAL RADIATORS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago,
Philadelphia, Birmingham, Detroit
THREE SURVEYS WITH BUT A SINGLE THOUGHT
Survey making is a hazardous business, honeycombed with pitfalls for the unwary. The results are as contrary, oftimes, as a left shoe on a right foot. Some day an Emerson or a Thoreau will write an essay on the general orneriness of surveys.

That's why, when we found three entirely independent radio advertising surveys made by three completely separate firms that reached the same identical conclusion, we knew we had something.

As a matter of fact, we had three surveys with but a single thought. And that thought... well, read on.

TRANSCRIPTION COMPANY SURVEY*

With the help of its advertising agency, an important New York transcription company picked 1,000 national advertisers and agency executives at random from McKittrick's, asked "Which magazine do you read for news of radio advertising?" Broadcasting garnered 73.4% more votes than the second radio advertising publication choice; received nearly as many as the second, third, fourth, fifth and sixth choices combined. This firm has since increased its space in Broadcasting 100%.

The thought... it's pretty obvious, of course.

WEST COAST STATION SURVEY*

An alert California regional wanted to get the advertising trade publication lowdown. It commissioned its advertising agency to send questionnaires to agency executives throughout the United States, listing the 12 most prominent advertising trade magazines, requesting they check those that in their opinions offered the best values for the promotion of radio stations. When the questionnaires were tabulated Broadcasting was No. 1 must medium. Now Broadcasting gets the No. 1 share of this station's national promotion budget.

The thought... we'll leave that to you.

SOUTHERN STATION SURVEY*

A local station, even when it's an unusually active and prosperous little fellow, must watch its promotional pennies. So this North Carolina outlet, reaching out for national business, decided to make a survey. It canvassed a representative group of timebuyers, asked which publications could be expected to do the best job for it. Topping the list of advertising trade magazines, when the results came in, was Broadcasting. P.S. The schedule starts in January.

The thought... If you haven't got it yet, we're speechless.

Broadcasting

*Ask us who they are.

Surveys point the way...advertise in Broadcasting!
THE FCC's network inquiry, de-
signated to ferret out purported mono-
polistic tendencies into network radio for
the third calendar month Jan. 4, with the
first respondent—NBC—still on the
stand.

Threatening to break every en-
forceable record ever established for a radio
session the proceedings have jogged along with little in the form of new data. NBC, how-
ever, has placed into the record the
largest mass of information on network operations from all angles yet to be adduced. Much of
the data unquestionably will be used for reference purposes.

Roy C. Witmer, NBC vice-presi-
dent in charge of sales, took the stand Dec. 16 and concluded his testimony Dec. 21 when the inves-
tigating committee recessed over the holidays to Jan. 4. He covered every phase of network sales poli-
cy, rate structure, relationship with clients and agencies, program standards and all statistical data in a presentation replete with graph
and statistical data from the onset of NBC's operation.

Woods, Lohr to Appear

Yet to appear for NBC are Mark
Woods, vice-president and trea-
surer, and Lenox R. Lohr, NBC
president, who will deal with gen-
eral policies and administration.

David Samoff, NBC chairman of
the board and RCA president, who
opened the hearings Nov. 14 with a
strong statement in which he
launched the bomb for industry
self-regulation, will be recalled for
cross examination probably follow-
ing Mr. Lohr's testimony. In Jan-
uary, George Engles, vice-presi-
dent in charge of NBC's Artistic
Service, is subject to recall for cross-examination.

Aside from the emphasis placed
upon the competitive operations of
the three networks, NBC's network
policy, Commission questioning has been
directed largely toward program policies and relations with officials
William J. Dempsey, general coun-
sel, has handled the brunt of the
examination.

Whether the Commission will en-
deavor to place in the record actual
terms of individual station contracts,
remains to be decided. It is
known that the Commission staff,
under Mr. Dempsey's direction, has
prepared a "work-sheet" breaking
down network contracts with affilia-
tes and showing comparative compensation arrangements.

The Commission does not pro-
sort to place in the record any of
extending exhibits dealing with network operations or programs of
respondents, including NBC, CBS,
and MBS, and the score of region-
als, have presented their cases. It
is hardly expected that the stand will
be the stand before the Week of
Jan. 10 and it is likely to consume at
least four weeks in elapsed time to
present its case. With MBS and
the regional groups to follow, it
may be the end of February before
the Commission's suit of testimony on network operations in the record. Its principal
witnesses are expected to be Andrew
Andrews, sales chief; Johnson, in charge of a program,
DeQuincy Sutton, head accountant, on con-
testants; financial reports and similar
statistical data.

With four other separate phases to
the inquiry, and with all estimates of
time knocked askew, partic-

Royal Foresees Increase in Exchange Of Broadcasts With South Americans

A CONSTANTLY increasing ex-
change of programs between the
United States and Latin American
countries during the next few years
was predicted by John F. Royal,
NBC vice-president in charge of
programs, following his return from
the Pan-American Conference at Lima, Dec. 22.

Stressing the word "exchange"
and stating that South America
has only a small output but now
receives many programs from
United States, Mr. Royal said
that only a lack of facilities prevented the sending of
programs as we now receive from Europe. This
situation is rapidly being remedied, he
said, pointing to the technical
excellence of the broadcasts from the
Conference, which would not have been possible two years ago,
at the time of his last visit.

If these and other programs popular
with our southern neighbors, he
said, with Charlie McCarthy and
Toscanini almost as well known
there as here. Differences in lan-
guage naturally present a large
following among musical programs,
he said, but radio and the talkies have greatly stimulated
the study of English in all parts of
Latin America. In some instances
programs are received directly from
U.S. shortwave stations, he re-
ported, and although only about
one-cinch is heard under normal
use in these southern countries are
all-wave sets that number is mount-
ing rapidly.

NBC international stations are
laying down much better signals
in South America than they did
two years ago he stated, adding
that shortwave programs are promi-

day.

BEHIND the eight-ball that has added new life to the FCC's
classified list of every NBC
witness to testify at the FCC Net-
work Inquiry is Roy C. Witmer,
vice-president and treasurer, who
spent the better part of a week on
the stand tracing sales and policies from the NBC's origin in
1926. In the background is Vice-
chairman Thad H. Brown, who has
presided at most of the sessions.

Nears End of Hearing Testimony

Lohr and Woods Yet to Appear; Affiliate Relations And Program Policies Emphasized in Questioning

Broadcast Advertising • Broadcast Advertising
Mr. Hedges commented in discussing the exclusivity concessions granted by NBC to certain stations "to have a known-town-and-drag-on-the-fight". Some 38 contracts at present contain an exclusivity clause which states "it shall be the exclusive right..." or both ways, according to the NBC official. The company's exhibit listed among the items carrying programs of another network in addition to NBC's: WEAN, WFIL, WRadio, WSYR, KDKA, WBAI, WCAE, WLB, WSAI, WABY, KSO and WICC.

On redirect, as the short session ended, NBC's counsel Philip J. Hennessey Jr. pointed out that an advertiser buying NBC time buys it in one of those five networks of station (WLW, WSAI, WCXK, KDKA, KDKA  WSM). With Judge E. O. Sykes the only member of the Committee sitting at the morning session, Dec. 19, due to the absence of other members at an oral argument requiring a quorum of the Commissioners, Mr. Hennessey called Walter J. Damm, managing director of WTJ, Milwaukee, explaining that he had been called as a witness because WTJ presented the greatest indication of duplication problem in other NBC network. Previously Mr. Hennessey had entered a general attack supplementing those explained earlier. Counsel McClellan, NBC, allocation engineer, as requested by FCC Counsel George Porter during Mr. Lent's appearance.

Mr. Damm, questioned by Mr. Hennessey, said that WTJ and WMAQ "quite frequently" carried the same NBC program. He said that "it was very rare" to do so. He explained that as public relations director of the Milwaukee Journal Co., he has carried on intensive study and study of television service for both the Milwaukee Journal and its radio station, WTJ. After explaining the mechanics of distribution of the Journal, he said that carriers and distributors of the newspaper are available to distribute questionnaires and such in connection with consumer surveys.

Through the years an effective questionnaire was developed, Mr. Damm said, with the survey extending through a typical cross-section of the population. Questionnaires, dealing with from 100 to 125 products, covered the four products asked: "Do you use a product? What brand do you use? How much do you use in a month?" The results of these surveys, he pointed out, coincide remarkably well with actual sales of the products in the survey territories, observing that in one case a coffee sales estimate reached by the survey came within 500 pounds of the actual coffee sales to retailers within the particular community.

Walter Damm Explains Radio Survey Technique

For radio, a new survey technique has been devised by the research bureau in which 50,000 telephones calls are made, asking "Do you own a radio? Is it operating now? To what station is it tuned?" Because of this, he noted, methods were used, among them a query in the regular questionnaire, "What is your favorite station or stations? Do you use house canvas, postcards and "delayed survey". The first was weak, he said, because "favorite station" does not mean "most-listened to station"; the second, because it was too expensive and took too long; the third, because returns were incomplete. A report of these surveys has been published "practically every six months" since 1933, he said.

Mr. Damm also explained an exhibit on "daytime listening habits in Greater Milwaukee". "Results change with every survey", he declared, "and we can not compare one to another" very efficiently. Among constant factors in the results is that "WTJ has most of the listeners most of the time", he added. The survey report introduced as an exhibit covered WTJ, WISN, WEMP, Milwaukee, and WGN, WBWM, WLS or WGNR, WTMJ, and said that it made clear the "what programs are listened to" rather than "what program can be heard".

Mr. Damm drew an analogy between press association and syndicate service to newspapers and network service to radio. If newspapers, because of overlapping circulation, were prevented from publishing national and international news and syndicated features and cartoons, it would mean they would be "more likely in character and could not fulfill their service obligation."

More About Mars

A SPECIAL study of the effects of Orson Welles' recent War of the Worlds broadcast is to be made by Princeton University's radio project under a $3,000 grant from the New York City General Education Board. The radio project is working under a $57,000 grant from the Rockefeller Foundation to study radio's influence on the lives of listeners.

Mr. Dempsey's cross-examination, he explained by "moment of the listeners" he did not mean "majority of the listeners", but only that "WTJ had more listeners than any other station".

Management Policies

Reviewed by Mr. Morton

Alfred H. Morton, recently elected vice-president of NBC and for the past two years in charge of its managed, owned and programmed stations, testified briefly in connection with management policies of the stations. Mr. Hennessey explained on behalf of NBC that Mr. Morton would restrict his testimony to network relationships phases rather than leases and management which are to be covered under another phase of the hearing, and multiple ownership, likewise scheduled for separate discussions.

Of the 15 stations in the MOP category, Mr. Morton explained that seven are owned directly by NBC. These are WTMJ, WMAQ, WGNR and KPO, NBC leases KOA, KG and WMAL. It supplies programs to WGY, WBZ, WBAZ, KWW and KDKA. He explained that he had stated that stations in New York, Chicago and San Francisco are not responsible to his department but report directly to the management in charge of those divisions.

An exhibit showing the distribution of network time on the MOP stations for 1937 was described by Mr. Morton. He answered a question as to whether the amount of operating hours used for broadcasting non-network programs ranged from 3% for WIZ and 3.3% for WEAF to 43.8% for KDKA. Explaining the very low percent for the New York key stations, Mr. Morton brought out that many of the programs of local origin in New York are of national interest, therefore may be fed to the network.

Particular emphasis was placed upon the fact that MOP stations must function as local enterprises in their communities. Management in the stations enjoy complete autonomy in that regard. While broad policies are laid out by headquarters, he said local managers have great latitude of judgment, decision and action. They are fully aware of their responsibility to keep an eye on the part in local activity in their respective communities.

Local Programs Often Have Precedence

If conflict develops between local and network programs, and the local program is of great importance, the network feature is cancelled by the local manager, he said. Network programs also frequently have been cancelled in order to make way for outstanding local civic features, he said.

Alluding to the "must" sustaining features to be carried over MOP stations, Mr. Morton explained that operation of MOP stations is supervised through general written and oral instructions and frequent trips to the field by his department. Moreover, he said, managers of the stations are called to New York two, three or four times a year for conferences.

Frank E. Mason, vice-president of NBC and assistant to President Lohr, appeared for the second time as a witness, but in connection with international broadcasting and operations of the network, which he supervises. Former president and general manager of International News Service and a noted foreign correspondent, Mr. Mason joined NBC in 1931. When interest in international broadcasting and news last year, he was drafted for general supervision of operation of NBC's international broadcast division and has been responsible for its tremendous development since that time.

Personnel Problem

In Foreign Division

Mr. Mason explained that NBC now broadcasts regularly on shortwave beams in six different languages. A staff of expert linguists, in almost every case former newspaperman of wide experience, has been assembled. Particular emphasis is placed upon new broadcasting. Because of some of the international broadcasting change so swiftly, he said that service being rendered to listeners widely scattered was that of only a few months ago and that six months from now the complexion may again change completely. "It is only a kaleidoscope development", declaring its pace is far swifter than domestic radio.

The extreme care which must be (Continued on Page 56)
Yanks in the South

FOR FLORIDA winter-vacationers, WORL, Boston, is carrying Florida on Parade in cooperation with four suburban newspapers, the Walltimes Times, Wellesley Ledger, Newton Transcript, and Watertown Tribune-Enterprise. The program, conducted by William A. Canady, associate editor of the papers, features information about places to go in the South, sea, and means of transportation to Florida and the Southern States. Through the cooperative arrangement, WORL gets display advertising space and a specified amount of editorial copy each week in exchange for the three 15-minute spots.

Emergency Messages

CINCINNATI Street Railway Company recently arranged with WCKY, Cincinnati, for emergency announcements about streetcar and bus service in the city. In case of fire, flood or other emergency after regular hours, a man who had never walked until then had braced made for himself and then hiked California and back.

School's City Room

CENTRAL HIGH school journalism students in Duluth are conducting a weekly four-quarter hour, Spectator Air Edition, broadcast around the mythical "city room" of the school paper, with the city editor making story assignments that drift into a chronicle of various school events. The script is written by Dick Ellis, assistant KDAL announcer, who instructs the journalism class in radio once a week. The show is broadcast from Duluth, by the school Radio Guild.

Lunch After Mass

FIRST BROADCAST of the activities at a Catholic school was suspended after midnight mass early Christmas morning according to old French-Canadian custom, was carried by WCOU, Lewiston, Me. The function, given by The Vigilant Agent, a local social club composed of young professional and business men of French extraction, presented Christmas carols and speeches by local personages.

Old Folks at Home

THE THREE Score & Ten Club of Miami, composed of persons 70 and older, appeared on WIOD, members singing, dancing and describing their daily activities. Many participants visited a radio studio for the first time.

Plugs Dropped

PROCTOR & GAMBLE Co., Cincinnati, through the Compton Adv. Agency, New York, Dec. 16, announced closing commercials of all its network programs in observance of Christmas. Commercial spots were dropped from the Dec. 24 broadcast of The Gospel Singer, only Proctor & Gamble program broadcast on Saturday.

Campus Parade

COMPREHENSIVE cross-section of life today in American universities and colleges will be the subject of a new series of half-hour discussion programs, University Life, to start Jan. 7 on MBS. The series produced under the auspices of the Public Discursions Council of Columbia University and will present as chairman, Dr. Edward M. Cook of the department of English. Different guests of honor from leading colleges will appear each week, and the program is to be Dr. Nicholas Murray Butler, president of Columbia University, discussing "University Life and the Public."

Milkshakes and Riddles

A SPOT campaign recently sold to a Longview, Wash., dairy company by KWLL, Longview, features radio riddles. Five announcements are scattered through the day and at the end of each the announcer gives a riddle. The first 12 heart of corn to bring the right answer to the dairy's fountain store receive milkshakes. The general idea is to pump the campuses for "more milk with every meal". The campaign has proven so successful that the company is considering repeating the presentation of a daily quarter-hour in addition to the announcements.

Refugees Tell Stories

HOROWITZ BROS. & MAR-INER, New York (radio products), on Dec. 28 began the first series of sponsored broadcasts featuring Jewish refugees from Germany and WMOA, New York. Well-known artists who have fled from persecution are appearing as participants in some of the broadcasts of the company which dramatizes adventures of a refugee group each week. M. Keiser Co., New York, handles the account.

Vine Street Stunts

HINDU FAKIR, Prince Eric Zu-long of the South Sea Islands, ate blow torch flame, walked on saws and glass, and jumped off a step ladder into broken glass while an announcer described his stunts during "Vine Street Varieties" on WHB, Kansas City. The act sound-effectessed so well for listeners that the Prince was brought back the following week for an encore.

Stout Sees the Sports

NEW on WKEC, Cincinnati, is Sports-I-View, five evenings a week, presided over by Allen Stout. Each evening begins with a sports report by Bob McMillan, Indiana football coach, and Fritz Crisler, Michigan coach. The station has three other sports programs.
WNOX Movie Stunt

WNOX, Knoxville, sends a movie cast to town, booking the Monk & Sam comedy team featured on the Midday Merry-Go-Round. The cameramen’s shots are dubbed with stock movies of the WNOX studios and cast and the film is shown during the personal appearance. Window cards, Merry-Go-Round announcements promote the appearances.

Fun in Fairy Tales

FAMOUS fairy tales by Hans Christian Anderson are now being related to children and grown-ups on a new weekly program. Blue by Paul Leywine, Danish story-teller, translator and actor, who has discovered new and numerous angles in the old tales which other translators seem to have overlooked.

Missoura Girls; Staff at Work

CAMP FIRE Girls of Missoura, Mont., appear weekly on KNOX in interviews with parents and other types of programs. For its Jan. 16 dedication of new studios and offices, a series of interviews is being arranged in which each staff member will speak from his post of duty.

Among the Magazines

PREVIEWS of important features and stories in currently popular Bell magazines are supplied by Frank Jaffe on the new series, Magazine Digest, on KRTN-KSO, Des Moines.

Then They Were Engaged

NEW WRINKLE on We the Wives, a Sunday afternoon quiz show on WGN, Chicago, is a short running feature during which middle-aged audience members reenact the occasion of their first date and marriage proposal. Show is sponsored by Quaker Oats for Parina cereal, through Benton & Bowles-Chicago Inc.

Down on the Farm

NEW SERVICE feature for rural listeners of WAAW, Omaha, is the three-weekly series of roundups with county agricultural agents and home demonstration experts. The series, presented by the WAAW farm service bureau, is conducted by Porter M. Smith, director, who interviews guests on topics of agricultural importance.

For the Cause

TULSA’S civic leaders get a chance to speak for their cause on Personality Parade, new daily series started by KTUL, Tulsa. The program, not wholly civic, also presents town personalities and representatives of large concerns.

WFAA Salutes

COMMUNITIES in the six states in the coverage area of WFAA, Dallas, will be saluted six mornings weekly, beginning Jan. 2, when the new City and State Salute starts on the Early Bird program, celebrating its 25th consecutive broadcast. On that day, Texas, New Mexico, Louisiana, Oklahoma, Arkansas and Kansas will get one day each week, one town in each getting the salute each day. Information for the salutes will be solicited by plugs on the program, one week in advance. Eddie Dunn conducts the feature.

Remote Day

SERIES of successive remote on WHER, Rochester, N. Y., Dec. 10 brought a speech by Dr. Albert P. Martin on the work of the Friend’s Society in Germany at the City Club luncheon meeting in the local Powers Hotel; a pickup by Announcer Harry Lemvre of the annual police auction in the police garage, with several hundred children bidding for the offered holiday articles, and a broadcast from the lobby of the Palace Theatre, where Kute Kris Kringle had just opened in a miniature castle, speaking to the kid watchers by special toy phone.

From the Beach

SALUTING the British Empire, Sunrise in Hawaii, was carried by KGMB, Honolulu, recently direct from Waikiki beach at 5:30-5:50 a.m., giving Londoners a Hawaiian sunrise from 4-4:20 a.m. The feature, released over MBS, CBC and BBC stations, drew letters from all over England in the last mail.

ALFRED KREYMBORG, American poet, has written a series of ten verse plays depicting human characteristics through the actions of animals, which will be broadcast by NBC-Red each Sunday beginning Jan. 8 as Fables in Verse.
Thanks to the 185 member stations of World Program Service who have made 1938 the greatest year for radio's first and most exclusive transcription library. We wish every member station a prosperous year in 1939.

World proudly lists the membership of the World Program Service and offers a few available open markets for stations desiring an exclusive contract in their territories.
The Days Ahead

LONG-RANGE forecasting of radio business, once a matter of estimating how big the increase would be, has settled down to a matter of weighing the past and present against the immediate hopes of those qualified to speak on business barometers.

For this reason there is little point in making reckless predictions about the year 1939. One guess is as good as another. It is quite reasonable, however, to scan the events of the year just ended and discuss events of the next few months.

On the basis of a nationwide roundup by its own staff, Broadcasting finds a definite note of optimism for 1939. The 1938 figures, when they are ready, will show a time sales figure at least equal to that of 1937. The early part of 1939 is likely to show an increase as compared with the first weeks of 1938, due to the brighter state of business generally.

What will happen later in the year is difficult to predict because many advertisers have started to tune their budgets to the trend of the current business scale, adjusting them upward or downward as the scale fluctuates.

At any rate, radio can be counted on to hold its own with other media. It may hold its own in the difficult days of 1938, though two industries long among radio's best revenue sources proved disappointing in 1938—automotive and drug. While hope is voiced that both will increase their use of radio, the drug volume will inevitably be affected by the growing trend toward elimination of undesirable proprietary advertising.

Perhaps the brightest spot in the 1939 picture is the resourcefulness that broadcasters are developing as they become accustomed to gradual rather than rapid increases in annual volume. Development of local business when national spot slipped off helped many stations to keep on the profit side, along with growing use of year-round contracts and hard-to-sell hours.

Fallacy and Fiction

SPECIOUS reasoning and outright mis-statements of fact feature the latest outbursts on the subject of radio by some of our "better minds." Dorothy Thompson, otherwise a stalwart for free speech and democratic institutions, wants Father Coughlin muzzled by the FCC, though she of all persons must know the implications of a censorship process that legally would be applied solely in the individual stations. Meanwhile, Father Coughlin continues his curious line of attack despite the danger, already exemplified in libel suits filed against Catholic clergymen by Judge Rutherford, that he is inviting a Catholic-Protestant as well as a Semitic issue.

Then, at a New York rally on behalf of "free speech," Coughlin, Boake Carter, and Congressman Dies—who were not on hand themselves—we hear the altogether untrue statements from presumably responsible persons that the FCC has denied licenses to stations that admit speakers adverse to the Administration; that radio stations were formerly licensed for three years but show a "drastic Administration" this has shrunken to three months," and that "if you cannot hear Father Coughlin on WHBI, don't think there's something wrong with your set or the station. It's because they are spraying (sic!) him." And a New York State Senator, speaking on behalf of "free speech," lambasted Boake Carter and Congressman Dies who were not on hand themselves.

These are just a few of the phoney fictions being disseminated despite obvious proof to the contrary easily adduced from the record. Rep. Dies, speaking for the eighth time on a hookup, himself denies the reports he was refused radio facilities; Boake Carter bids for press favor with curiously reasoned criticisms of radio; and certain elements in the FCC have put to do something (though they haven't yet said what) about every crackpot complaint that reaches their desks. No wonder the men who operate radio stations and networks are usually prematurely grey!

"Rawhide" Wheeler

BURTON K. WHEELER, Senator from Montana, is one legislator who commands a healthy respect in every circle. He is a hard-hitting, fearless sort of gentleman who was liberal when liberals were considered radicals.

Those who ear-mark the "wise minds" in radio have ample reason to disagree with the distinguished Montana because of some of his expressed radio views. He never seems to lay off his pet speech against too much commercialism, and he can smear it on with greater effect than most members of Congress. But no one will question his sincerity.

A few days ago, in addressing lawyers specializing in radio, he lambasted both the industry and the FCC from several angles. But he now has followed that with a foray on copyright which broadcasters cannot help but applaud. To the Federal Monopoly Committee he has addressed an inquiry as to what he is doing about ASCAP, since the function of the committee is to discover monopoly and devise legislative remedies.

Because the copyright laws are a third-of-a-century old, and because there was no radio when it was enacted, it seems to us the Senator's approach is logical and well-timed. Certainly no one—not even ASCAP—can conscientiously object to such a study, for the status of ASCAP fits the functions of the committee to perfection. And if there's nothing wrong or unfair about the law under which it functions, it certainly is high time that it be known. That's the way to stop the critics of ASCAP, whose numbers are legion. Thus we think the Hon. Bert "Rawhide" Wheeler has something in his appeal to the O'Mahoney Committee.

The RADIO BOOK SHELF

HELEN KING, contest expert for many national radio advertisers, has written Price Contests—How to Win Them [Ruby House Publishing Co., New York, $2]. Said to be the first volume of this kind ever written by a professional contest judge, Miss King's book is specifically directed to the contest entrant. A 30-page concluding chapter, written for contest sponsors, contains pertinent information about creating and handling prize contests.

THE story of facsimile broadcasting from anywhere is told in Radio Facsimile, a volume of more than 350 pages just issued by RCA. In 20 articles, grouped into four sections—Historical Development of Facsimile, Status of Radio Facsimile in 1938, Radio Facsimile Communication Methods and Equipment, and Radio Facsimile Broadcasting—the book covers the past, present and probable future of this new medium of communication.

AN ARTICLE "Radio Workshops—the Next Step" in the December issue of School Board Journal by Ben H. Darrow, outlines the benefits awaiting when colleges and radio stations cooperate more fully. Darrow's book, "Radio, The Assistant Teacher" [G. Adams & Co. —1932] was recently placed in the Crypt of Civilization at Oglespor U., not to be opened until 6,000 A. D.

HAVING issued state lists of state and local trade associations, the Marketing Research Division of the Department of Commerce has made available the 1938 edition of Selected Trade Associations in the United States, listing 5,500 trade associations and 2,200 chambers of commerce [10 cents].
NILES TRAMMELL

FROM Cobb County, Ga., to executive-vice-president of NBC New York City, is a stride that would have ripped the zipper out of Gulliver's pants—but Niles Trammell took it. And between the points of that stride is the colorful story of a super-salesman who grins and says, "A good salesman is a fellow in the right place at the right time, when somebody is passing out orders".

Behind the charm of such modesty lies the shrewdness that brought a lad from Marietta, Ga., to the position of NBC vice-president in charge of the Central Division and on to Radio City as executive-vice-president and second in command of NBC, effective Jan. 1, 1939.

So well-liked is Mr. Trammell that on Dec. 19, managers of 60 NBC affiliates in nearly as many cities gathered in Chicago to pay him a tribute unprecedented in the history of radio, coming to Chicago from points as distant as a thousand miles. They presented him with a fine watch and with a scroll that read, in part: "We station managers feel deeply indebted to him for the part he has played in the development of radio broadcasting. Through his long service as vice-president in charge of the NBC Central District, he has formed friendships which far transcend any mere business relationship. They are built enduringly on his understanding of the problems of others, his sense of justice and his friendly spirit... Because of what Niles Trammell means to us, we wish him Godspeed and abundant success in the more important and wider field of activity upon which he is now entering."

Perched atop the huge Merchandise Mart building along the Chicago River, the penthouse studios of NBC have looked out on the Midwest since 1930 and from them Niles Trammell has watched radio grow into a great industry. There you might have found him in mid-December, 1938. He comes to meet you at his office door. More than six feet tall, his is the military carriage. Dark hair and deep blue eyes combine with lithe features to make his 44 years seem 34.

His person expresses the charm of the South, his eyes the vitality of North. In his voice is an overtone of Georgia, but he occasionally swears in Midwestern fashion.

Niles Trammell has been in radio since 1923, and it is the only business in which he has been engaged. After the War, during which he was in the College Training Program of the Army until 1923, a member of Gen. Charles G. Morton's staff stationed in San Francisco. That was a big year in Niles' life, for it was that year he was married (to the charming Elizabeth Huff of Greensburg, Pa., the step-daughter of Gen. Morton), and it was that year that brought him into radio.

When Gen. Morton was called to Hawaii, he asked Niles to entertain two of his Eastern friends during his absence. The two were Gen. James G. Harbord and David Sarnoff. While they were in San Francisco, Trammell, already thoroughly convinced of the future of radio, decided to ask them for a job with RCA.

"We have been thinking about hiring someone to sell RCA transoceanic service on the Pacific Coast," said Gen. Sarnoff. "Don't you talk to Mr. Arthur Isbell, our Pacific Coast manager?"

Niles Trammell got the job and in the dimly lighted, highly odorized shops of Japanese and Chinese importers, he began selling, in competition with the commercial cable, the Twentieth Century's newest form of communication to representatives of the oldest civilization on earth. He also sold RCA equipment to ships.

In 1925, young Trammell was named assistant sales manager on the Pacific Coast, and in March, 1928, he was transferred to NBC in New York. Two months later he was made manager of the Central Division, Chicago, and the following year he became a vice-

(Continued on page 40)
HUGH DANIEL, co-originator of the KFWB, Los Angeles, Swing program, sponsored by Mid-City Cut Rate Drug Stores, Los Angeles, was named to New York, to confer with a prospective regional sponsor.

MIKE CADY, formerly of KTRI, Sioux City, Ia., has joined the continuity department of KBOI, Boise.

ROBERT PURCELL, announcer of WCFL, Chicago, is the father of a girl born Dec. 1.

BARBRA BRENTE, woman's commentator, has joined WFAA, Dallas, and is conducting three quarter-hourly programs each day.

JIM COX, formerly continuity chief of WABC-KFRC, Los Angeles, has joined the continuity department of WKY, Oklahoma City, Ben Zeddos, newscaster and commentator. Jack Nelsen, the former announced of WKY have returned to work after tonsillectomy.

J. HENNESSY, formerly chief announcer of KLRA, Little Rock, now with WMC, Memphis, Dec. 29, married Rita White, of KLRA, at Monticello, Ark. Theda Dreessen, latest Pontiac, was named to KLRA, replacing Mrs. Hennessey as hostess and woman's commentator at KLRA.

CLAIR SHADWELL, veteran announcer who conducts the Night Watchman program, has joined KNX, Los Angeles, Jan. 1, joins WSAI, Cincinnati. He will take over the Dow Drug Co. program from Bob Tuttle, who left the program.

THOMAS CONRAD SAWYER, Hollywood commentator, has joined KHJ, Los Angeles, as continuity writer and announcer.

RALPH SCOTT has returned to his CBS Hollywood production department.

JIMMY BURTON, chief announcer of KHJ, Los Angeles, has taken on advertising and program announ-
ces and will host a daily half-hour program on the five-weekly "Eight O'Clock Clipper" programs, a morning feature.

DARRELL DONNELL, formerly San Francisco Examiner radio editor and Hearst newspaper, has been appoint-
ed exploitation director of the CBS Gateway to Hollywood, which starts Jan. 2. He succeeds Bob White in charge of the WLS, Chicago. He will headquarters in Hollywood.

DOROTHY DUNN, Hollywood announcer, has been signed by Warner Bros. for a part in the film, "Always Leaving Home." She has been working for the past year in the continuity department of WOAC, Chicago.

JAMES BARRER is now program director of KGVO, Missoula, Mont.

Eddie Allright, for many years a fired announcer of KOCY, Los Angeles, has joined KHJ, Los Angeles, in a similar capacity and is conducting a five-week quarter-hour program on the Don Lee network. Series is titled "Eddie Allright."

LIE KIRBY, Caldwell Clinic, Martha Dulin and William Edwards, all of WFTS, Fort Myers, Fla., have returned to Fort Myers, Fla., having concluded a production of the Charlotte Little Theater, "Seen But Not Heard".

RUTH ELLIOTT, home economist, later with WOR, New York, has joined WFL, Philadelphia, to broadcast a feminine program three afternoons a week.

Eddie Robinson has been made KHJ, Los Angeles, supervisor of programming. Formerly he was with KWI, Valle de is devoting full time to radio and television production for the Don Lee network in Los Angeles, that city, which operates W6XAO.

EDWIN MULLINAX has been named WDRB, Louisville, as announcer and continuity writer.

COZETTE NELLI, staff vocalist of KDML, Salt Lake City, and Charlotte, N. C., has joined the KDLT orchestra, were married Dec. 29, at the First Baptist Church. Jack Al- kire, KDLT press officer, also married Thelma Tuttle recently.

CALLAHAN GIVES Over Pint of Blood During Visit at Hospital

VINCENT F. CALLAHAN, general manager of WWJ, Detroit, on Jan. 1, to join the directors department of General Mills, Mr. Callahan has been in charge of WWJ since 1934 and handled play-by-play commentaries of the Cincinnati Reds' baseball games as well as World Series competition.

He is also a handier for WWJ and the Mutual Network.

A native of Columbus, Miss., Mr. Callahan, a graduate of radio at WUF, Gainesville, Fla., in 1930, as an announcer. When he joined WWJ and WSAI, he was chief announcer of the Florida station. His new duties with General Mills, which sponsors over 250 baseball broadcasts throughout the country, have not been announced.

PATERICK KELLY, publicity director and producer of KFRC, San Francisco, and Miss Claire Conerty, formerly of the same station, were married Dec. 23.

Dwight Newton, conductor of the CBS Hollywood choral group, and Miss Francis Ford, lyricist, are in New York on a month's vacation. The show, of the talent which will gromm participants in the Gateway to Hollywood, is to be broadcast on the network Jan. 8 under sponsorship of WJZ with sponsor Tony Martin.

KEN NILES, formerly assistant producer and announcer on CBS Hollywood, has been named one of the talent school which will gromm participants in the Gateway to Hollywood, is to be broadcast on the network Jan. 8 under sponsorship of WJZ with sponsor Tony Martin.

KEVIN MEAKEL, former network writer and commenta-
tor at KRC, Seattle, has been named one of the talent school which will gromm participants in the Gateway to Hollywood, is to be broadcast on the network Jan. 8 under sponsorship of WJZ with sponsor Tony Martin.

CHARLES J. D'ANGELO, former radio writer of the Chicago Daily News, has joined the Chicago staff of the Chicago Daily News.

JOHN L. EMERSON, announcer of WNCR, Cleveland, has been named one of the talent school which will gromm participants in the Gateway to Hollywood, is to be broadcast on the network Jan. 8 under sponsorship of WJZ with sponsor Tony Martin.

RITA CLIFFORD, color commentator at WARD, Gary, is going to Eps-
worth Hospital, South Bend, after a serious injury in a recent auto crash.

HELEN JOHNSON, Chicago correspondent, has been married to Henry Burmeister Dec. 15.

LOUIS IARMA, announcer of WGN, Chicago, recently won fourth place in a competition for model railroad builders conducted by Model Builders Inc.

CHARLES J. GILCHRIST, former radio editor of the Chicago Daily News, has joined the Chicago staff of the Chicago Daily News.

ERNST LAPRADE, NBC's direc-
tor of Production on Dec. 23, will give a talk on "Production in Radio" at the opening meeting of the Music Teachers National Assn. in Washington.

KEN ALLYN, formerly with the Richmond Theatre Guild, has joined the announcer staff of WHTV, Rich-
mond.

W. J. Goode, accountant of WRAL, Baltimore, is the father of a girl born Dec. 29.

RAYMOND VALLON and Tommy Crotton have joined the announcing staff of WIOD, Miami.

Lucy VJINSON, formerly of WBO, featured in "Voice of Victory," has joined KPFA, Berkeley, Col., as announcer. He is re-
ung a week on the program, period, while with KOIL, Omaha, last winter.

DICK ALPERT has been appointed business manager and Martin Sperber, business manager. Their new manager has been named assistant program director and program director.

CASKES NORVELL has joined the announcing staff of WCAT, Minneapolis.

C. C. C. RUGG has been placed in charge of WIS publicity.
LEW KENT, of WMAZ, Macon, Ga., has been in the hospital for six weeks recovering from his eighth abdominal operation. He is not expected to return to his announcing duties before Feb. 1.

BURT REGINE, traffic manager of WRYA, Richmond, has been elected vice-president of Local 123, American Federation of Musicians, of Richmond.

RUSS WINNIE, sports reporter and commentator of WTMJ, Milwaukee, completed a decade of sports reporting for the same sponsor, Wadhams Oil Co., with his broadcast of the recent Green Bay Packers-New York Giants playoff game at New York. During the football season Sportscaster Winnie has covered Packers and Wisconsin games from coast-to-coast, commuting 17,344 miles.

SHIRLEY HOSTER, commercial traffic manager of WTAR, Norfolk, is to marry Edward Enwright, advertising manager of the local Sears Roebuck store, in mid-February.

JOHN HOPKINS, a native of Fort Worth, has been relieved of other announcing duties for WSYR, Syracuse, and is now a full-time TSN news commentator.

HILLY PHILLIPS, known to listeners at KDO, Dodge City, as "Hilly," and Mrs. Phillips are the parents of a daughter, Janet Irene, born in December.

J. BARRY WIGHTMAN of the NBC music division and Miss Elsie Innes are to be married Jan. 12.

THOMAS J. DOLAN, supervisor of the NBC program transmission division in traffic, is the father of a girl, Barbara Jean. Mrs. Nolan was formerly with the NBC sales traffic department.

READ WILSON, student in NBC’s school for announcers and a member of the NBC mail room staff, on Dec. 2 resigned to become announcer at WNOX, Knoxville.

ETHYL HUTCHENS has joined the production department at KBFO, San Francisco. Betty Casey has been added to the promotion department and Ethel Blumenthal has joined the merchandising department.

FRANK McINTYRE, formerly of KEBT, Big Spring, Texas, and other southwestern stations, has joined KTSM, El Paso, as announcer.

HERBERT L. JACOBSON, editor of World News and member of the WBS promotion staff, is author of the comedy drama, Of Good Family, broadcast on NBC-Blue Dec. 17, on the network’s Original Dramas series.

Grabhorn to WFIL

MURRAY GRABHORN, for the past several months with Widing Picture Productions, will return to radio Jan. 2, when he joins WFIL, Philadelphia, as national sales manager. Formerly vice-president and eastern manager of John Blair & Co., Grabhorn left New York in September 1927 to become manager of KEHE, Los Angeles, and in January 1938 returned to New York as vice-president of Hearst Radio and as general manager of International Radio Sales, Hearst station representative organization. He resigned from this post in September.

PROPOSED purchase of KRQA, Santa Fe, N. M., by I. E. (Ike) Lambert, former vice-president and general counsel of RCA, now residing in that city, was dropped by FCC action Dec. 19 and person to dismiss without prejudice.

Victim of Serials

IDEAL radio listener is Dorothy Frundt, supervisor of NBC-Chicago stenographic department, who knows the plots of 22 daytime serials and has memorized the life histories of 2,000 radio characters. Appearing Dec. 21 on Don McNelly’s NBC Breakfast Club, Miss Frundt told of a nightmare she’d had in which, “Don Winslow forgot Ma Perkins, Vic and Sade lost track of their Guiding Light and Orphan Annie ran screaming down the Road of Life.”

Foley to Expand

FOLEY & Co., Chicago (Vita-Builds), on Dec. 19 started six five-minute news periods a week on CKLW, Windsor-Detroit. Expansion is planned following the test.

Larsen & Salomen, Chicago, is agency.

A Special Announcement

BURN-SMITH COMPANY, Inc.

AS OF JANUARY 1st, 1939, WILL ACT AS

EXCLUSIVE NATIONAL ADVERTISING REPRESENTATIVE FOR A SELECT GROUP OF RADIO STATIONS

WITH EXECUTIVE OFFICES LOCATED AT

7 WEST 44th STREET
NEW YORK CITY

AND BRANCH OFFICES IN

CHICAGO, DETROIT, WASHINGTON AND ON THE PACIFIC COAST

WALTER P. BURN, President
WILLIAM NOBLE, Vice-President
G. BYRON SMITH, Sec’y-Treasurer
WALTER L. REID, Pacific Coast Mgr.
EDGAR FELIX, Director
Research and Engineering

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Station in Johnson City, WJHL, Now in Operation

BACKED by W. Hanes Lancaster, Chattanooga business man, with J. W. Birdwell, formerly with WDO in Chattanooga as partner, the new WJHL, Johnson City, Tenn., authorized last July by the FCC, went on the air for its inaugural Dec. 9 and now is operating on full schedule with 100 watts night and 1500 watts day on 1200 kc. The station is RCA equipped throughout with a WINchager 185-foot antenna.

Mr. Lancaster and Mr. Birdwell are co-managers, with J. D. Shacklet, formerly with KLR, Little Rock, as commercial manager; Dick Altman, formerly with KBTM, Jonesboro, Ark., program director; W. K. Matthews, promotion manager; O. K. Garland, chief engineer; Robert Anderson, from WNOX, Knoxville, Henry Frick, from KGII, Little Rock, and Frank Brown, from WSPA, Spartanburg, S. C., announcers; Bill Lange and Howard Spitzer, both from WDO, operators.

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The following story.

One of Niles' earlier achievements in Chicago was selling Pep- sody a six-weeks-a-program, Amos 'n Andy, but he laughs off that accomplishment with the following story. It was early in 1929, he says, and he had been trying to sell PepsiCo a program, offering a choice of the Vincent Lopes, orchestra and a quartet or Jesse Crawford, organist, and a soloist. After hearing auditions of both shows, Walter Templin, then general manager of PepsiCo, came into Trammell's office and, out of the blue, suggested that his company might want to sponsor Amos 'n Andy, then sustaining on WMAQ.

Six quarter hours a week?" Niles asked, and the thought of the fee, shaking, for never in the history of radio had there been such an order as that. As Templin nodded his assent, Niles started to figure up the cost. He says he was so excited that he added it three times and for all different amounts. Finally he tore up the scrap paper and said, "I don't know just how much it's going to cost you, Mr. Templin, but any way it comes to more than a million dollars," "O. K.," said Templin, and so the first Pepsody company enter radio and "Jee- gusted" became a national by-word.

One reason Niles Trammell is so well known in broadcasting circles is that the majority of owners of Midwestern radio stations lies in the fact that in the early days, he had to visit all of them almost every time NBC sold a new network account. These visits were necessary because, before NBC's present scale of compensation, they had to pay, and it was then and there, that the amount was far less than they could obtain from local advertisers.

Naturally, upon receiving an offer of an eight-weeks NBC contract to advertise for a new product, the big stations would telegraph a reply which was a polite question, "Will you take it?" And each time Niles Trammell would pack his bag and catch the first train for a swing around the Midwest. He claims he is not an outstanding salesman, but the fact remains that, by and large, the stations took the programs.

In 1938, a general manager returned to NBC with a full-hour, five-weeks-a-program, Niles not only sold the client but spent four days in Chicago with the station to regulate the new stations, since the period the client wanted happened to fall in station optional time. Feats like these endeared him with radio men over the country, and have given him the poise that comes with accomplishment.

Niles Trammell, went to Europe for a vacation. Bobby Jones, a fellow Georgian, and the American Walker Cup team were on the same boat for England. The captain of the boat, too, was O. B. Keeler, sports writer of the Atlanta Journal and boyhood friend of Niles on sandlot ball teams in Marietta. The two met again after many years, and Niles asked Keeler if he would like to describe part of the Walker Cup play for NBC. Keeler assented, thinking that he would be the one to play until someone called him up in England and asked him to man a microphone. He then learned that the self-effacing Niles Trammell was going to do the job.
New Regulations on Operators Licenses Effective in May Adopted by the FCC

REVISED rules governing all classes of commercial radio operator licenses, to become effective May 1, 1939, were adopted Dec. 19 by the FCC. The new regulations, first to be adopted by the FCC, will supersede the present rules largely promulgated by the old Federal Radio Commission, and will affect between three and four thousand operators in commercial broadcasting, according to FCC Chief Engineer E. K. Jett.

The new rules, which apply to about 40,000 operators of ship, broadcast, police, aviation, special emergency, point-to-point, forestry and other stations, except amateur, are a composite of the original proposals of the FCC engineering staff and evidence produced at informal hearings held before Mr. Jett July 11-12 (Broadcasting, July 15). The newly-adopted regulations make allowance for the major objections voiced at the summer hearings.

Disputed Clause Dropped

The proposal to set up definite "physical, mental and moral" standards in judging applicants' qualifications for an operator's license will be deleted from the adopted rules, along with another which would have made the operator responsible for reporting inefficiencies in the equipment he is operating. The proposal to issue renewal licenses upon reexamination only, which met opposition at the hearings, also has been modified to provide renewal based in great measure on experience and service.

Under the new rules, the license term is extended from three to five years. Third class operators, both radiotelephone and radiotelegraph, have been placed in a "restricted" class to avoid confusion and are issued "restricted permits" rather than third-class licenses, as heretofore. Twenty-one years has been set as the minimum age of an applicant for a first-class radiotelegraph operator's license.

Examinations are composed of six elements, basic law, basic theory and practice, radiotelephone, advanced radiotelephone, radiotelegraph and advanced radiotelegraph, and applicants must attain the passing mark of 75% on each individual unit to qualify for the license, while formerly only a general-average grade of 75% was required. Under the new rules, the full list of 200 questions from which the examination is taken will be made available to an applicant, since the FCC has satisfied itself they cannot be learned parrot-fashion.

As for license renewals, "a license may be renewed without examination provided the service record on the license shows at least three years satisfactory service in the aggregate during the license term and while actually employed as a radio operator under that license; or shows at least two years service in the aggregate, under the same conditions, of which one year must have been continuous and immediately prior to the date of application for renewal. If the above requirements have not been fulfilled, but service record shows at least three months satisfactory service in the aggregate, while actually employed as a radio operator under the license during the last three years of the license term, a license may be renewed upon the successful passing of a renewal examination (abridged) which may be taken at any time during the last 12 months of the license term. In cases where less than three months service is shown, an examination for a new license must be taken.

In an order accompanying publication of the new rules, the FCC stated that all licenses as of Dec. 19 shall continue in force for the remainder of their respective terms, thus providing a "transition period", but that a licensee may apply for renewal under the new regulations any time during the remainder of the license period. The order also stated that in the future, renewal applications must be made for two separate licenses in the case of an operator at present holding a radiotelegraph license with an endorsement granting privileges comparable with a radiotelephone license of any class, and he must qualify for both individually.

Satellite Station Plan Of WFBR Recommended In Report of Examiner

APPROVAL of the application of WFBR, Baltimore, to construct and operate a synchronised satellite station at Frederick, Md., with variable power from 10 to 100 watts, as a means of testing such operation and improving its coverage, was recommended to the FCC Dec. 17, in a report submitted by Tyler Berry, who presided at the hearing last September.

The application is for the synchronous operation to operate on WFBR's frequency of 1270 kc. with the booster to be constructed at an estimated cost of $15,025. A wire line connection from the master station to the booster would be utilized and Mr. Berry said the radiation of the booster would be very much the same as if it were an independent broadcasting station.

It was estimated that $1,500 per month additional cost would cover the operation of the synchronous station. There would be no income from the station, since it would be experimental and no advertising would be solicited at Frederick. Programs to be carried would originate at Baltimore and be transmitted to the sub-station at Frederick.

There is also pending before the FCC the application of WIS, Columbia, S. C., to establish a satellite station experimentally at Sumter, S. C., for the purpose of expanding the night time coverage contour of the station. Administrative consideration of the stations with the daytime coverage and thereby render a continuous service.

WBZ, Boston, and WBZA, Springfield, Mass., have operated synchronously for several years. Several months ago, however, application for a new assignment for the Springfield station was filed with the plan that of synchronizing the synchronous operation of both stations in the two cities.

FORGET THAT YOU'RE A SPONSOR or an advertising man. Be yourself in front of your radio. Do you tune in the best stations—those with high quality transmission?

Of course you pick the good ones. So do millions of others. That shows that coverage (potential listeners) isn't worth two pins unless it's combined with quality.

Now, as a buyer of time, consider this: 217 stations bought Western Electric equipment on quality alone. It cost them more—but they wouldn't "cut corners." You can trust people like that to do right by you in every way—to put your show on the air at its best. The stations below are . . .

Western Electric EQUIPPED FOR BETTER BROADCASTING


BROADCASTING Broadcast Advertising January 1, 1939 • Page 41
WHEN the WRVA Boys' Radio Club was first started back in 1925, radio sets were more frequently in attics or back porches or parlor or living room. The most ardent enthusiasts and experimenters were boys, youngsters from 12 to 18.

The Richmond YMCA, sensing this new interest for boys, decided to capitalize on it as a medium for reaching and holding the attention of adolescent boys, and that is how the WRVA Boys' Radio Club was born. Officials of the station were approached and asked for time on the air. They representatives arranged musical programs and talks to be given by the boys themselves. After two or three broadcasts the idea had taken hold so firmly that all youngsters with musical or dramatic ability were asking to be allowed to participate.

From the publicity given the club over the air and in the newspapers, other groups were formed in other parts of the State, and frequently came to Richmond to ask permission to operate their own programs. The program has always remained a sustainer for good will purposes, although it might have been commercialized many times.

With the growth of radio, and the lessening of air time for sustaining features, the WRVA Boys' Radio Club had its broadcast period somewhat curtailed, but not by much, it has continued as a regular program of the station, and is still under the sponsorship of the YMCA. Adults as well as children are frequently heard on the programs. When broadcast, about five minutes, concern themselves with character development and activities as those encouraged by the YMCA.

Through the years considerable musical and dramatic talent has been discovered and developed through the program. It is interesting to note that two members of the present WRVA staff, Ted Reams, announcer, and Bill Willis, of the WRVA Boys' Radio Club was encouraged to enter radio work through participation in the Radio Club programs.

1938-39 Radio Business Survey
(Continued on Page 18)

32x288
through New York, use ofquiring pable of handling noteworthy improvement. Leonard, with compressed nitrogen. diameter, the inner tubing a half

WTAM, Cleveland, has installed what is claimed to be the first gas

filled aluminum coaxial transmission line at its Brecksville, O., transmitter, completing a $50,000 transmitter project. The line was conceived by NBC and developed in cooperation with Raydour Couplings, Inc., Isolantite Co. and Aluminum Co. of America. Installation was in charge of William S. Dut-
ters, of NBC's New York radio fac-
cilities department, who did much of the research. The line is said to be valuable because of decreased weight, lighter ease of handling, improved performance and design. The outer tubing is 3/8 inches in diameter, the inner tubing a half inch, intervening space being filled with compressed nitrogen. S. E. Le-

Gruen Using 164
GRUEN WATCH Co., Cincinnati, has arranged with Transamerica Broadcasting & Television Corp., New York, for two quarter-hour programs a week in the run for a 13-week campaign through local placement by its dealers on a list of 164 stations. Series have been tentatively named for release shortly after the first of the New Year. One series will be "I Could Live it Over Again," featuring Walter B. Pitkin, professor-author, as narrator, and the other will be named "Springtime Serenade," a musical program featuring Lyn Murray and his chorus, Barry McKinney, Nan Wynn, and John Goth. Account is handled by Mc-

Bulova on 161
BULOVA WATCH Co., New York (timepieces), effective Jan. 1 has renewed its contracts for frequent daily time signals on a total list of 161 stations throughout the country. Company has been consistently using non-repeating spot stations with its "time by courtesy of Bulova" announcements since 1929. Contracts were placed through Blow Co., New York.

Chamberlain to Place
CHAMBERLAIN Laboratories, Des Moines, la. (Chamberlain's Loc-
tion), will soon start an extended spot campaign. In late December it was appointed John H. Dun-

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Broadcasting • Broadcast Advertising

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Colorado formed a definite radio listening habit back in the final days of the World War. Most stations had a policy of putting on a broadcast whenever something of particular interest to the station owner came up. But Colorado's 9WH was different. Even then it was dedicated to the pleasure of its listening audience. It was on the air with regular daily broadcasts as early as 1918.

Another red letter day was chalked up for 9WH in 1922. It then became the first station in the Rocky Mountain region to receive a commercial broadcast license. It became KLZ. Then came 1926 and affiliation with the Columbia Broadcasting System.

But the real radio renaissance for the Denver-Rocky Mountain area came in 1935. On August 1 of that year the management of KLZ passed to another progressive and pioneering group . . . E. K. Gaylord and other associates who had already achieved a praise-worthy record of building up the Southwest's greatest newspapers and farm paper and Oklahoma's most listened-to and responded-to radio station.

Since that time KLZ's star has continued to rise higher and higher on Denver's sky. Men, methods and machinery have been coordinated in such a manner as to bring this comment from former governor Teller Armonia on the occasion of the dedication of KLZ's 5,000 watt high fidelity transmitter in August, 1936: "In one short year under its new management KLZ has given the people of Colorado a new conception of radio service. KLZ has ever been a trail blazer and a pioneer . . . the trail it is blazing today may well become a broad highway to carry its destinies onward and forward into a glorious future."

KLZ has gone far since its swaddling days of 1918. It has become one of the truly great names in modern radio . . . a name that is constantly being linked with the biggest selling jobs in the Denver-Rocky Mountain area.

KLZ Denver

CBS AFFILIATE - NO KIDCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY - REPRESENTED BY THE KATZ AGENCY, INC.
Soil-Off to Resume
SOIL-OFF MFG. Co., Glendale, Cal. (cleaning compound), which devoted approximately 75% of its advertising appropriation to radio in 1937 reserves use of Pacific Coast network time by early February and probably extend activity to other sections of the country as markets open. Hillman-Shane Adv. Agency, Los Angeles, has account.

Fire and Blast Destroy
Recently Rebuilt XEPN
An explosion followed by a fire in mid-December destroyed the newly-built plant of XEPN, Tia Juana, Mexican border station operating with a rated power of 100,000 watts on 730 kc. The loss was reported at about $110,000. The station, licensed to a Mexican corporation but headed by W. F. Branch, former Fort Worth engineer, had been in difficulties recently with minority stockholders who had attempted to take it over.

It had been under police guard for some time. Mr. Branch and associates were reported to have completed construction recently of a new studio and had planned to begin new operations in December. He claimed support of the state and national government. The same Mexican corporation also operates XELO at Piedras Negras, licensed for 50,000 watts on 670 kc.

Mayor and Kate
DESIGNATED to do the honors by Kate Smith herself, Major Edney Ridge, manager of WBIG, Greensboro, N. C., on Dec. 16 presented watches to Eric Tipton and Dan Hill, of Duke U., and Steve Maronic, of North Carolina U., who were selected recently for the Kate Smith 1938 all-collegiate football team.

Colgate Serials
COLGATE - PALMOLIVE - PEET CO., Jersey City, on Jan. 2 renewed its three daytime serials on CBS between 10:15 and 11 a.m. five days a week. Programs, in order of time of broadcast, include Myrtle & Marge, for Concentrated Super Suds, placed through Benton & Bowles, New York; Hulitt House, for Palmolive Soap, through Benton & Bowles, New York, and Stepmother, for Colgate Tooth powder. Benton & Bowles, Chicago.

Pierson Leaves the FCC
TO START OWN PRACTICE
W. THEODORE PIERSON, FCC attorney who has been one of the chief assistants to Acting General Counsel J. DEMPSEY in the handling of the network inquiry, has resigned, effective Jan. 16, to enter private practice of law. He will maintain offices in the Earle Building and plans to specialize in practice before the FCC.

With the FCC since 1934, Mr. Pierson headed its docket, mails and files section before joining its Law Department. He has been assisting Mr. Dempsey in connection with the network inquiry since last August, devoting practically all of his time to the work. He is a graduate of George Washington University and a native of Iowa. Prior to joining the FCC, he was with the Farm Credit Administration. Mr. Pierson is 29.

Policyholders on Spot
THE Policyholders' Advisory Council, headed by Morris H. Siegel, is conducting a test campaign of daily spot announcements on WORL and WMEX, Boston, and plans a national campaign after the first of the year to advertise its service as an insurance consultant. Future markets for the campaign will be announced early in January. The Council has been in business two years and claims its growth has resulted from radio programs on which Mr. Siegel discusses instances where insurance companies allegedly have been unfair to policyholders. Present schedule, in addition to the test campaign in Boston, includes 36 quarter-hour weekly programs, live and transmitted, on eight New York and New Jersey stations. WMCA WNEW, WINS, WATL, WJON, WMOR, WOR, WHLW, WBNX.

P & G's Net Spots
PROCTER & GAMBLE Co., Cincinnati, is currently testing network announcements on both CBS and NBC for Ivory Flakes and Crisco. The Ivory announcements on CBS at 1:45 p.m., five days a week, are handled by Nora Marlowe, woman announcer for Crisco plugs are broadcast on CBS at 1:45 p.m., and on NBC-Red at 3:15 p.m. and 5:45 p.m., five days a week. Announcements, all 15-second units, do not follow or precede any of the company's numerous network programs. Compton Adv., New York, is in charge of the account.

Radio Column Popular
DESPITE the fact that west coast metropolitan newspapers have eliminated radio news columns, stories about air personalities and programs took first place in a recent poll conducted by the Pasadena (Cal.) Independent. Survey extended over a period of several weeks. The Independent found its daily radio column the most popular feature by a wide margin. William MacBird is radio editor.
So This: WKY ranks high among the finest radio showplaces of the nation. In beauty, design, completeness and technical excellence, WKY's new studio facilities far outclass those of any other Southwestern station.

WKY's physical perfection has been directed toward a consistent goal of service. Staffed with experts, WKY's policies and programs have built the largest, the most loyal and the most responsive day in and day out listening family in the entire state of Oklahoma.

The finest organ in the land

Mechanical facilities of WKY parallel the up-to-dates and perfection of its appointments. A 5 Kw. high-fidelity transmitter and a mobile unit containing a 200-watt short-wave transmitter round out a complete service for listeners of the Southwest unequalled by any other station.

WKY is a station built of the best... given always to the same pioneering spirit that prompted the famous "Run" into Oklahoma just fifty years ago... guided by a management whose only measure of the value of the methods and machinery at its disposal is the ability they possess to increase the quality of service they can render in this important marketing area.

So What?

The huge Kilgen organ in Studio "A" at WKY is probably the largest instrument ever built especially for broadcasting purposes. It is typical of WKY's complete studio facilities... symbol of WKY's constant endeavor to render above-par service to Oklahoma's radio families.

A favored spot on WKY's daily radio log is Aunt Susan's quarter hour. From the most complete studio kitchen in the country, Oklahoma's "Housewife-in-Chief" conducts daily demonstrations during her widely listened-to daily broadcasts. Women crowd the studio for each broadcast.
NORTHERN STATION MANAGER "Envious"

"I wish I had a station with 5 times the power of any other for miles around, plus leadership through brilliant service—that's WWL New Orleans."

AIR PILOT "Amazed"

"I fly from Houston 400 miles to New Orleans, and then 500 miles more to Atlanta before I reach another station with the power of WWL."

OLDEST INHABITANT "Indignant"

"So WWL has 50,000 watts! Now those dad-gum Yankees can hear our favorite New Orleans station all the time!"

TIME BUYER "Elated"

"Buy one station and get complete dominance of a prospering territory with 10,000,000 people. No puzzle there! I'll give you WWL and give you results."

Always a favorite station, WWL New Orleans is now the one station you need to reach 10,000,000 prospering people. WWL New Orleans is now five times as strong as any station within a radius of 400 miles. For economy, use this one dominant station.

Tell-Sell-over

VINCENT F. CALLAHAN, General Manager

CBS AFFILIATE—REPRESENTED BY THE KATZ AGENCY, INC.
CANADIAN BROADCASTERS PLAN TO ASK CBC TO ALLOW FOR HAVANA CLASSIFICATIONS

By JAMES MONTAGNE

Canadian broadcasters plan to ask the Canadian Broadcasting Corp. to alter its policy and allow Canadian broadcasters to take full advantage of the classifications of the Havana Treaty. At the annual meeting of the Canadian Association of Broadcasters at Toronto, Jan. 23-25, to this end an 11-page memorandum has been sent to all CAB members, to the board of governors of the CBC and to Minister of Transport C. D. Howe at Ottawa, in which the technical committee of the CAB, under the chairmanship of G. C. Chandler, CJOR, Vancouver, outlines the development of frequency and power assignments since the early days of broadcasting.

In dealing with the effects on Canadian broadcasters of the Havana Treaty, which has been ratified by Canada, the report cites what may happen that 1,000-watt stations under Havana Treaty regulations, and concludes its example with the statement: "That under the terms of the Treaty with no change occurring in a Canadian 1,000-watt station, its night-time range can be curtailed by anywhere from 5/6 to 1/3 of the area it now covers. This would mean virtual disaster to a great number of Canadian stations.

Need of Class A Rating

"The operator of a station of 1,000 watts power in Canada is immediately faced with the problem of finding a solution. The only manner in which (such a station) can retain its status quo (primary night-time service area) is by obtaining full rights and privileges under a class A rating. This would mean that it would be necessary for a 1,000-watt station in order to duplicate its current service area to install 5,000-watt equipment and operate with 5,000 watts power both night and day. There is one serious hazard to (such a station) receiving a 5,000-watt license which is essential to it is to retain its status quo, and that is the announced policy of the Board of Governors of the CBC that it will restrict the powers of existing private broadcasters to a maximum of 1,000 watts.

"If this rule remains and the (1,000-watt station) continues to operate on the same shared channel, or a new shared channel which may be assigned under the Treaty to stations now operating on that channel's station, then the 1,000-watt station's night-time service area is to be curtailed to only a fraction of the service area it now serves. This will mean in the case of stations located in predominantly rural provinces such as Saskatchewan, that the largest portion of their night-time potential audience will be lost. It will mean that literally thousands of people in the present night-time service areas of these stations will be deprived of night-time radio service except from high-powered stations or from American stations. It seems that there is no text in the agreement which specifically limits Canadian private stations to 1,000 watts night-time power.

"It is suggested," the report concludes, "that the policy of the Canadian Broadcasting Corp. be so framed as to permit all stations in Canada to take advantage of the full power permissible under the terms of the Havana Treaty for the benefit of Canadian listeners."

In detailing the progress of the methods used in the United States in past years for the assignment of frequencies and powers, the report gives a comprehensive history of North American broadcasting. It gives examples of the applications of present FCC rulings and of Havana Treaty rulings. For a full text of the Havana Treaty the report refers to "page 314 of the 1938 issue of the Broadcasting Yearbook".

New Canadian Stations

CJIC are the call letters issued for the newly authorized Halifax Chronicle station which will operate with 1,000 watts on 1290 kc. At North Battleford, Sask., C. R. McIntosh, publisher of the North Battleford News, will shortly start on his 100-watt station CHNB. The Nelson (B. C.) Daily News has been authorized to build a new 100-watt station.
Central American Treaty Concluded

Frequencies in the 2300-2400 Wave Band Are Allocated

REPRESENTATIVES of seven Central American countries, including a delegation from the United States representing the Canal Zone, meeting in Guatemala City, on Dec. 8 concluded a treaty allocating primary and secondary frequencies within the 2200-2400 kc. broadcast band provided under the General Radio Regulations of the Cairo Telecommunications Conference of 1938. Allocation of frequencies in this band, formerly used by fixed and mobile services, was undertaken to relieve interference conditions, and is of particular interest to the United States in protecting military frequencies used in the defense of the Panama Canal.

Under the treaty, which was unanimously accepted by the delegation after considerable discussion during the two-week session over the allocations to the various Central American countries, Costa Rica was assigned 2320 kc. for primary broadcast service and 2370 kc. for secondary operations; El Salvador, 2300 and 2350 kc.; Guatemala, 2320 and 2340 kc.; Nicaragua, 2350 and 2400 kc.; Panama, 2310 and 2340 kc., and the Canal Zone, 2390 and 2370 kc.

Ratification Foreseen

The treaty becomes effective 30 days after at least two of the signatory countries have ratified, and will be binding between all countries ratifying. Little trouble is expected in gaining ratification from all the countries. The United States delegation has not yet made its report to the State Department, which subsequently will pass the treaty on to the Senate for ratification.


SECOND station to apply for an FCC permit to erect a new television station since KTVN announced it would make transmitters available for sale is KSTP, St. Paul, seeking 1,000 watts on the 494-500 kc. First application came from WTMJ, Milwaukee.

Plans for New KVAN

WITH Walter L. Read appointed manager and placed in charge of construction, the new KVAN, Vancouver, Wash., opposite Portland, expects to be ready for operation early in the spring. The station, which will operate with 250 watts daytime on 880 kc., will have its transmitter on the North Pacific Highway and its studios in the Clark County Bank Bldg. Application has been filed with the FCC to change the stock ownership setup so that Sheldon S. Sackett, president, who is publisher of the Coos Bay Times and the Salem Statesman and owner of KOOS, Marshfield, Ore., will hold 50% of the stock; D. Elwood Caples, Vancouver attorney, vice-president, 30%; Walter L. Read, former owner of KOOS, secretary-treasurer, 10%. Mr. Read announced that Ricky Bras, formerly with KGY, Olympia, and KOL, Seattle, has been named commercial manager, and Paul W. Spargo, formerly chief engineer of KOOS, chief technician.

Wiltbycomb Sues

SUIT for $50,000 has been filed in the U. S. District Court in New York by Donald Wiltbycomb against WFL, Philadelphia. Mr. Wiltbycomb, who joined the station Jan. 15, 1935, under a three-year contract calling for annual payment to him of $15,000 and 5% of the station's profits, which contract was renewed for three more years from Jan. 15, 1938, alleges that he was "wrongfully discharged" on Sept. 17, 1938, and claims damages for the balance of his contract.

WILLYS

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays"... and you may choose from the full library of the world's largest producers of dramatic shows. Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1939... ask your Local Station

Broadcast Advertising

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BROADCASTING • Broadcast Advertising

Affiliated with MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth
Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

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KFRC, San Francisco
Philip Morris Co., New York (Paul Jones cigarettes), 2 sp weekly, thru Blom Co., N. Y.
Institute of Applied Sciences, Chicago, weekly t, thru Matteson-Pogatyndor, Jordan, Chicago.

WHN, New York
Gettridge Baking Co., New York, 2 sp weekly, thru Love & Thomas, N. Y.
Inkgraph Co., New York (fountain pens), 64 sa, 3 weeks, Peak Adv. Agency, N. Y.
Dodge Brothers Corp., Detroit (motor cars), 18 sa weekly, thru Ruthrauff & Ryan, N. Y.

WGN, Chicago
Rival Packing Co., Chicago, 3 sa weekly, thru Chas. Silver & Co., Chicago.

WOPI, Bristol, Tenn.
Geuel Mills, Minneapolis (Wheaties), 5 t weekly, thru Blackett-Sample-Hummer, Chicago.

WIBC, Indianapolis
Candid Eye, Philadelphia (magazine), 6 sa weekly, thru Albert Kircher Co., Chicago.

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Broadcasting • Broadcasting Advertising
Endorse Brands Drive
ALL MEDIA, including radio, have endorsed the national cooperative campaign to be conducted by manufacturers and distributors under the sponsorship of the Associated Grocery Manufacturers of America from Feb. 1 through May 1, according to Paul S. Willis, president of the AGMA. Plans are now being completed for the campaign which will be known as the "Parade of Progress of Nationally Known Grocery Products," and has as its aim the promotion of a closer relationship between the consumer, dealer and manufacturer.

NAB PRIMER TELLS OF AMERICAN PLAN
WIAT is described as the first nationally circulated primer on the American System of Broadcasting has been placed in distribution by the NAB. A 48-page booklet printed attractively in several colors, it is designed for the top layer of American citizenry, including Congressmen, public officials, educators and others in key positions.

The booklet is titled The ABC of Radio and was prepared "so the American listener may understand how radio works in America." After a foreword by President Neville Miller, the booklet traces a radio program from station to listener. Then it goes into all angles of regulation and summarizes the arguments for the American system.

Another primer is to be prepared later for more general consumption. It will be considerably simplified for wide distribution and copies are to be placed in the back of all new receivers before sale.

Join Kellogg Show
KELLOGG Co., Battle Creek, Mich. (corn flakes), has signed Cary Grant, film actor, to star with Carole Lombard along with Lawrence Tibbett at featured vocalist in its one-hour NBC-Red network series starting Jan. 15, Sun., 10-11 p.m. (EST). Tentatively titled Kellogg Hour, the variety show will also feature the Marx Brothers, Groucho, Chico and Harpo in the comedy spot. They have been signed for 26 weeks with time off allowance for motion picture work. Program is also to include vocalists and guest artists.

Tony Stanford will produce and George Faulkner is to write the series. Agency is J. Walter Thompson Co., New York.

Canada Dry on Discs
CANADA DRY GINGER ALE, New York, has arranged to broadcast Information Please with Clifton Fadiman via off-the-air recordings made by the NBC Transcription Service on nine additional stations: K OR H WIRE W F A A KPRC KGU and four CBC stations, CJCA CJFCC CPAC and CJOY. Program is now heard live on 54 NBC-Blue stations, Tuesdays, 8:30-9 p.m. Agency in charge is J. M. Mathew, New York.

WHEN Horace Heidt's Brigadiers concluded their sponsorship Dec. 25 under Stewart-Warner Corp. on NBC-Red, that network retained them for sustaining spots Mondays, 10-11 p.m. and Saturdays, 11:30 p.m. to midnight.
ELECTROLYSIS ASSOCIATES, New York, is planning an extensive campaign throughout the metropolitan areas to start early in 1939 for promotion of its hair removing services. Radio and newspaper advertising plans are now being formed for announcement at a future date. The account is handled direct.

TUCKETT Ltd., Hamilton, Ont., has signed a 75-minute studio show on CKXN, Wingham, Ont., to supplement its present schedule of six quarter-hour transcriptions a week, Buckingham Barn Dance, starting Dec. 24, name of Buckingham Fine-Out Tobacco to the rural market, while the transcription series continues to push Buckingham cigarettes. Twenty musical, comedy, and novelty acts are presented in the CKSSX Saturday Night Barn Dance, which Tuckett takes over. Agency is MacLaren Adv. Co., Toronto.

MADRE SICILIA OIL CO., New York, because of its successful Italian news program on Saturday nights on WBL, New York, on Dec. 17 started a new quarter-hour weekly program *The Invisible Truth* starring Giuseppe LoFredo, on WOV, New York.

P. J. LeRoy, pianist, on Dec. 12 renewed his two weeks' contract with WHN, New York, to broadcast his program of piano music every Monday through Saturday. The account was placed direct.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., has signed for three news periods weekly on WBMM, Chicago.


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TRANSCRIPTIONS

STANDARD BRANDS, New York, on Dec. 1 assigned Transamerican Broadcasting & Television Corp., New York, to produce the transcriptions for its serial, "The Visiting Nurse" for Royal Baking Powder. The quarters-hour program is heard five times weekly on WFBA, WTAG, KBHC and WOAI. McCann-Erickson, New York, is in charge.

PRATHER & SCOTT, newly-formed Hollywood production firm, 1680 N. Vine St., has started to produce a 26-episode, half-hour transcribed version of Robert St. Clair's stage mystery drama, 'Tiger House.' Arthur Tibbals is writing and supervising production of the radio version being cut by Associated Transcriptions of Hollywood.

FLETCHER WILEY, CBS Hollywood commentator, has formed an independent production unit under name of Fletcher Wiley Productions, with headquarters and Columbia Square, that city. He has recorded several original shows for sponsor consideration.

ARTHUR J. PERRY, who has been active in radio since 1926, on Dec. 15 joined the Viking Radio Productions, New York, as vice-president in charge of production and sales. Mr. Perry was recently associated with the production and engineering departments of McCann-Erickson, New York, and prior to that with NBC.

DAWSON RICHARDSON, formerly president of All-Canada Radio Facilities, Winnipeg, is now head of Inland Broadcasting Service, that city. Firm has taken options on five new transcribed shows now being produced by Mertens & Price, Los Angeles. They are 'Radio Kitchen,' 'Leisure House, Your Family Counselor' and 'Let's Dress,' Department of Education, Mormon Church, Salt Lake City, has bought the 'Sunday Players Bible Dramas from Mertens & Price,' for distribution to 100 religious schools and seminaries.

TWENTIETH CENTURY Radio Productions, Hollywood, has started a 30-episode, half-hour dramatic series, 'Coast Guard, written by William Parker, produced by J. Donald Wilson and cut by Aerogram Corp.

E. L. WEAVER, formerly with Toronto advertise agencies and connected with early Canadian broadcasting, has joined Associated Broadcast- ing Co. Ltd., Toronto, as business manager and publicity director. Martin Maxwell, of the same firm, is in Hollywood on a business trip.

JERRY FIELDS, president of Fields Brothers Entertainers, Hollywood production unit, arrived in that city from Baltimore Dec. 20 to confer with his brothers, Lea and Harry. The firm will record six shows yearly, with distribution through Radio Attractions, New York.

IRVING FOGEL, head of Irving Fogel & Associates, Hollywood production unit, is expected to return to his West Coast headquarters the end of January from a three-week New York and Washington trip.

DORSEY OWINGS, formerly with WINS, New York, in charge of publicity, on Dec. 19 joined Radio At- tractions, New York, transcription company, to act as sales representative for the New England territory.

STANDARD RADIO has signed the following as new subscribers to its program library service: KTOH, Lih- ne, Hawaii; WLCS, Joliet, Ill.; KALC, Alexandria, La.; KFRC, Lake Charles, La.; WTRC, Elkhart, Ind.

CHARLES MICHELSON, New York transcription company, announces six new subscribers to the Speedy-Q sound effects library: WLW, WVL, WSM, WNBR, WEED, WNEL. The new 1600 Speedy-Q sound effects catalogue that has just been issued, a 24-page illustrated catalogue listing over 1,000 separate effects.

CHAMPION RECORDING Corp., on Dec. 19 opened new laboratories at 17 W. 60th St., New York, and plans to open a studio-recording office after Jan. 1. Officers of the firm, all of whom were associated with various recording firms in New York, include Joy J. Pieri, president and secretary; Joseph Victoria, vice president, and Omar Champion, treasurer.

WOOD-WEBBER & WOOD, Hollywood production unit, has changed its name to Wood Radio Productions and moved to new offices at 2655 Yucca St., that city. George R. Wood heads the firm.

INITIAL transcription show, The Shadow of Fu Manchu, by Radio Attractions, New York, will be released early in January and will be aired by approximately 40 stations in the East, with release in the Chicago area to follow on Feb. 1. A trade showing and preview of the show is scheduled for Jan. 26 at the Drake Hotel, Chicago, similar to the New York function held at the Waldorf-Astoria Dec. 7.

HEADED by John Wolf and Dave Kennedy, veterans in San Francisco radio, the Kennedy-Kut Recordings Co., opened for business in the Chroni- cle Bldg., San Francisco, Dec. 16. Kennedy served with the NBC as an engineer for nearly 12 years and Wolf has been an artist and producer with the same network for an equal number of years. He will retain his radio affiliation. The company took over the studios constructed by NBC in the Chronicle Bldg., several years ago.

KENT-KSO, Des Moines, plans to add Miller tape transmission service shortly after Jan. 1.

Raymond R. Sooy

RAYMOND R. SOOY, superintendent of recording of RCA, died at his home in Merchant- ville, N. J., of a heart attack, on Dec. 16. He was 59 and had been with the recording firm since shortly after its formation as the Victor Talking Machine Co. in the early 1900's. In charge of recording most of Victor's symphony, concert and operatic records, Mr. Sooy had as personal friends most of the leading singers and musicians of the day. He kept a diary of each recording session, containing remarks made by the artists and at the time of his death he was engaged in writing his memoirs, based on this diary.

LANGUAGE FEATURES

LANG-WORTH PLANNED PROGRAMS

LARGEST PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

420 Madison Ave.
New York

OFFICES: 1201 West Lancaster, Fort Worth
Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.

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www.americanradiohistory.com
New Rep Concern

RADIO ADVERTISING Corp., new representative firm with offices in New York, Chicago and Cleveland, will represent WIP, Philadelphia; WHK-WCLE, Cleveland; WHKC, Columbus; WKBK, Youngstown. Offices are: New York, 841 Madison Ave., Murray Hill 4-0212, Henri O. Molley; Cleveland, Terminal Tower Bldg., Prospect 5800, Charles A. Stevens; Chicago, 410 N. Michigan Ave., Superior 0948. Chicago manager has not been named. Broadcasting was in error Dec. 15 when it stated that Tenney-Woodward & Co., newspaper representatives, would represent WIP. Tenney-Woodward & Co. will continue to represent WTRC, Elkhart, Ind., as it has for the past two years, but has no business connection with the new firm.

First of the Discs

OLDEST commercial broadcast transcription is claimed by Maurie Wetzel, manager of NBC-Chicago transcription service. Early in 1927, Wetzel had the disc made for a real estate firm's program on WOFL. The platter measures 13 inches in diameter, was cut to revolve at 78 rpm.


ROBERT FLANNAGAN, formerly of World Broadcasting System, Chicago, has joined International Radio Sales, that city, replacing Richard Kopf, resigned. Elizabeth Fabb, formerly of H. W. Kastor & Sons Inc., and Irene Swanson, formerly of Auspitz & Lee, have joined the secretarial staff of IRS.

CARLTON COVENY, head of the Los Angeles office of John Blair & Co., has returned to his offices following a business trip to New York and Chicago.

HONOLULU BROADCASTING Co. Ltd., operating KGB, Honolulu, and KHIC, Hilo, has announced that it has appointed John Blair & Co. as national representatives effective Jan. 1.

WGAN, Portland, Maine, has appointed the Paul H. Fayner Co. as national representatives.

WILLIAM G. RAMBEAU Co., station representatives, announces exclusive representation of KQV and WJAS, Pittsburgh.

WSAR, Fall River, Mass., has named Joseph Hershay McGilvery exclusive national sales representative, effective Dec. 1.

KMMJ, Clay, Center, Neb., shortly to be moved to Grand Island, Neb., under FCC authority, has named Howard Wilson & Co. as its national representative.

FRANK W. MILLER, president and treasurer of the Kelly-Smith Co., newspaper and radio representatives, has purchased the entire stock of the company from the estate and heirs of the late Fred Kastor, and plans to distribute it among members of the organization on an employee ownership basis. On Jan. 15, the organization will move to larger offices on another floor of the Graybar Bldg., New York.

Boost Big Packages

RADIO broadcasts, in addition to newspapers and magazine advertising, will be extensively used by manufacturers participating with more than 3,000 chain drug stores in a nationwide campaign promoting large-size packages, according to Chain Store Age, which is sponsoring the event with the manufacturers for ten days, starting March 10. Individual drives put on by a number of drug chains to saturate the public with the savings possible through purchase of larger packages were so successful last year that this cooperative campaign was planned, although no further details are available as yet.

WNEW, New York, presents debuts as amateur commentators on the social life of New York City in a new series, Debutante Gossip, directed by Mrs. Sumner Taylor.

WLS, KOY Name Blair; Staff Changes Announced

WLS, Chicago, and KOY, Phoenix, Ariz., its sister station, both operated by the Prairie Farmer interests, have announced that John Blair & Co. will take over the exclusive representation on Jan. 1. In addition, Glenn Snyder, manager of WLS, announced the following staff changes:

Harriet Hester, WLS educational director, has been named conductor of the daily afternoon Home- makers Hour, replacing Anne Hart, resigned. Don Kelly, WLS sports announcer, has been named director of sales promotion and special events replacing John Gillis, resigned. Don Finlayson, formerly of Central States Broadcasting System, has joined WLS as Kelly's assistant Margaret Joslyn, formerly of Howard Mayer Co., Chicago, has been named publicity director of WLS.

Our Mail Comes From 400 Towns!

Syracuse is a thriving industrial center with money to spend. It would be easy to build programs solely for this urban market. However, WSYR feels its obligation to all the folks who live within the sound of its voice.

Our R.F.D. mail indicates that our program structure should be universal in its appeal to a well-diversified audience: To farmers, as well as industrial workers, white collar groups and executives. Our loyalty cannot be to one group nor to one community.

So, for a number of years, we've been serving all groups to the best of our abilities. The cream of Red and Blue NBC programs and the best of local cultural and entertainment features form the bulk of our daily broadcasts.

Dramatic proof of WSYR's program balance rests with the interesting letters (and advertisers' results) from over 400 cities and communities in the heart of the Empire State.

570 kc.

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CBS Remodeling

EXTENSIVE remodeling of the CBS Building at 824 St. and Madison Ave., New York, in preparation for the influx of World's Fair visitors next summer, will get under way early in January. No details of the alterations have been announced by CBS, but it is understood that the space rented to stores on the first floor of the building will be greatly enlarged to permit enlarging the lobby and adding a reception room. Installation of new elevators is also under consideration.
KENYON & ECKHARDT Ltd., affiliated with Kenyon & Eckhardt, New York, recently opened an office in the Sun Life Bldg., Montreal, under the management of Dexter Schnebel. No radio will be handled by the Montreal office directly as none of the accounts served by the office are using Canadian radio at present. Accounts include Axton-Fisher Tobacco Co. for Spud cigarettes; Quaker State Oil Refining Co.; Kellogg Co. for All-Bran; Knox Gelatine Co.; Black Cat and Craven A. cigarettes.

WILSON COATES, formerly with the Judson Radio Program Corp., has become an account executive for Hansen-Williams Adv. Agency, New York, which was formed on Nov. 1 by K. R. H. Hanes and Fred Williams to handle general and radio accounts.

HARRY K. RICHARDSON has resigned from the radio department of H. W. Kaon & Sons Adv. Co., Chicago, and has not announced future plans.

W. S. and A. J. TOWNSEND, inventors of the Townsend system of evaluating advertising, have resigned from the Townsend Advertising Research Institute to join Calkins & Holden, New York, as active partners.

ROS METZGER, radio director of Ruthrauff & Ryan, Chicago, was honored Christmas evening on NBC during the Pitch Bandwagon program when Herbie Kay played and Dorothy Lamour sang "Rhythm Step", a song composed by Metzger.

LEE-STOCKMAN Inc. has been formed to continue the business of the A. M. Stockman Adv. Agency, founded in 1914 by the late A. M. Stockman, at 30 Vesey St., New York. Personnel and policies will continue as before, with W. Arthur Lee as president and Lyman A. Stockman as vice president, secretary and production manager. All the Stockman accounts will be handled as before.

BLAYNE BUTCHER, of Lenzen & Mitchell, New York, agency for the Jergene-Woodbury Sales Corp., Cincinnati, left Dec. 14 for Miami to handle Walter Winchell's Sunday night broadcasts during the columnist's stay there.

WILL ROGERS PARKER recently resigned from Erwin Wasey & Co., San Francisco, to become advertising director of Metropolitan Oakland.

JUDSON HUBBART recently joined Milne & Co., Seattle.

ROBERT McKEE has joined R. H. Aher Co., Los Angeles, as account executive. He was formerly with KGOJ, that city's sales office.

FREDERICK G. STOREY, account executive of Grove-Kenn Inc., Atlanta, has been elected president of the Atlanta Advertising Club for 1939, succeeding R. H. Rich, department store executive.

DONALD H. CRANDAL, formerly in radio production work in Ohio and Canada, has been named radio production director of the recently reorganized radio division of H. Charles Sieck Inc., Los Angeles agency.

PRESIA, FELLERS & PRESIA, Chicago, has moved to larger quarters at 200 N. Michigan Ave. New room number is 4711.

J. WALTER THOMPSON Co. has combined the Los Angeles general offices with its Hollywood radio department and moved to 1549 N. Vine St., in the latter city. Dan Daiker is manager and vice-president in charge.

HUGO VOGEL, radio director of Beumont & Holman, Chicago, has been named a vice-president.

BEAUMONT HUGO VOGEL, radio director and mentor and combined the Los Angeles J.

PRESBA, Sieck Inc., Los Angeles.

DONALD H. CRANDAL, formerly in radio production.

FREDERICK JUDSON.

RUTHRAUFF ROS METZGER, radio director.

W.

K.

RICHARDSON.

DOROTHY DUNCAN, radio copywriter for Co.

DOROTHY DUNCAN.

W.

K.

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PUBLIC REACTION TO RADIO SHOWN ON COTTERILL DISC

Norton Cotterill, vice-president of World Broadcasting System and head of the WBS sales division, demonstrated the use of transcriptions in radio advertising during a recent lecture before the advertising class of Maplewood Adult School, at Maplewood, N. J.

About 88 adults enrolled in the regular evening advertising and selling group of the School heard Mr. Cotterill's explanation of transcriptions' place in the radio field and listened to recordings.

To supply a cross-section of what the public thinks of radio, Mr. Cotterill presented a transcribed inquiring reporter interview with average citizens, including actors, advertising men and station owners. Drawing upon the likes and dislikes brought out in the interviews, he proceeded to build a radio campaign which would appeal to this cross-section of listeners. Another transcription took the class into a business office where advertiser-agency executives actually developed a radio campaign.

D. C. PROGRAM SURVEY

LISTENERS in Washington, D. C., prefer popular music and variety programs, according to a survey covering 3,000 house-to-house interviews. Hillbilly programs also are popular in the nation's capital, according to the survey, which was conducted by three George Washington U. students to gather material for a thesis. The city showed program preference in this proportion: Popular music and variety, 35%; concert or light classics, 26%; news, 22%; drama, 17%. In the upper income adult group, 40% favored concert and light classics, and news ranked second with 26%. Less swing and jazz was requested by 46% but in the age group under 25 years, the percentage was 2 to 1 in favor of jitterbug fodder.

RICHFIELD ON WOR

RICHFIELD OIL Corp. of New York, on Jan. 15 will start sponsorship of Frank Singier's Transcription radio news program on WOR, Newark, Sundays, 12:45-1 p.m. m. Account is handled by Sherman K. Ellis, New York.

BEN SLATER, commentator and actor at WTMJ, Milwaukee, also an attorney, has been elected to the Wisconsin Legislature as a Republican.

Texas State Network offers advertisers and their agencies complete production facilities for any kind of show—small or large musical, newscasts, sports reviews and events, women's features and dramatic serials. A few current network sustaining shows are open for sponsorship, or TSN can originate a program for you—a program tailor-made-for-Texas.

Transcriptions can be put over the entire network from one recording. Full production data on request.

MUTUAL BROADCASTING SYSTEM

OFFICES: 1201 West Lancaster, Fort Worth

Elliott Roosevelt, President; Neal Barrett, Vice-President

REPRESENTED BY INTERNATIONAL RADIO SALES, INC.
TWO MORE APPEALS FILED WITH COURT

TWO NEW appeals from FCC decisions have been filed with the Court in the past few days. The cases are regarded as the most important of the year, and are significant for the future development of broadcasting in the District of Columbia during the past fort-night.

Ed Bunker and Roland Weeks, Commercial Manager, preparing a campaign.

Charleston, S. C.

is

A market worth taking off your coat to work in.

For Radio in Charleston, S. C.

It's WSCC

WBC TELLS YOUR STORY IN AMERICA'S SECOND PORT

DULUTH & SUPERIOR

On the Iron Range It's WMFG HIBBING W HLB VIRGINIA

WEBB

Time Buyers MEMO

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Aires, which carries seven days a week a three-minute news program from NBC, along with similar programs from Germany, Italy and France.

The international division’s budget is set at $10,000 per month for program expenditures and $5,000 for technical engineering, Mr. Mason said, but added that this does not indicate “out of pocket” expense, since the division is assisted by personnel and services from other NBC departments. He said the division had no income and none was expected because it was not thought possible “to contemplate” commercializing short-wave broadcasting at this time.

Cross-examined by Mr. Porter, Mr. Mason estimated the monthly administrative salary list of the division at $2,825, another $1,600 for the Spanish service, and $787.50 for the Portuguese service. The total cost of the division and its activities to NBC he set at from $165,000 to $175,000 a year, exclusive of services from other departments.

Before leaving the stand, Mr. Porter requested a more accurate estimate of the cost to NBC, after Mr. Mason had explained that he could “no more than guess” the cost if the international division were set up as an entirely separate unit, as for engineering as well as programming. He commented that it would be impossible to maintain the present service if the short-wave division were “plucked” and forced to operate as a completely separated unit.

Dollar Volume of Industry Shown by Witmer

Roy C. Witmer, NBC vice-president in charge of sales, opened his testimony Dec. 16 on sales operations, using a series of exhibits covering network business versus spot, contractual relationships with agencies and advertisers, and similar data. Describing the sales department as a “lifeline” of the network’s operation, Mr. Witmer said he had been with NBC since 1926 and had served as vice-president since 1932. He is in charge of all sales policies, practices and operations.

His first exhibit was one showing total major media advertising in the United States from 1927 to 1937 and radio time sales from 1927 to 1937, based on statistics gathered from numerous sources including the 1938 Broadcasting Yearbook. Virtually all of his exhibits dealing with industry business were based on NAB, Publishers Information Bureau and Broadcasting Yearbook compilations. The initial exhibit showed that the five major media in 1937 had a grand total

ON SIDELINES at the FCC network inquiry with NBC Sales Vice-President Roy C. Witmer testifying, were J. V. McDonnell (left), assistant to Mr. Witmer, and Ken R. Dyke, eastern sales manager of NBC and former advertising director of Colgate-Palmolive-Peet.

of $944,000,000 in gross dollar volume. Of this amount, radio in all its aspects represented 15%, or $141,200,000 in 1937, as against 12.4% in 1936. The five major media were described as newspapers, magazines, farm periodicals, outdoor and radio.

In the national advertising field only, the estimated dollar volume of radio, including network and national spot, totaled $103,200,000, or 20.5% of the aggregate expenditures for the five major media in the field.

Another exhibit dealt with a comparison of NBC network gross time sales with total radio gross time sales, disclosing that NBC did a business of $38,600,000 for 1931. A graph dealing with gross time sales of NBC networks and operated or programmed stations on a percentage basis in contrast with U. S. gross radio time sales, showed the figure amounted to some 22% for 1937 and had gradually dropped since 1933 despite increased NBC business. Mr. Witmer explained this grew out of the fact there has been a gradual decline in the percentage of total business done by NBC while percentage-wise, other entities in radio have increased. “In other words,” he said, “while NBC time sales have increased the overall net sales of radio have increased at a greater pace.”

Comparison of NBC With Other Groups

In 1937, NBC networks and operated or programmed stations were responsible for 27.4% of the total business, with other networks including regions, responsible for 22.5%. National spot on NBC amounted to 2.5% for its programmed and operated stations as against 21.5% for other stations. In the local business field, NBC owned, operated and programmed stations did 8% of the business with others doing 26.1%.

Overall advertising expenditures in the United States for 1937 amounted to $1,768,000,000 or nearly twice that shown for the five major media. These additional media include car cards, direct mail, mail order house catalogs and various other types of promotion designed to stimulate buying.

Asked by Mr. Hennessey to define the manner in which NBC solicitations were made, Mr. Witmer said the network deals both with the advertiser and the advertising agency but that the degree of contacting them varies greatly, depending largely upon the relationship between the advertiser and his agency. While NBC salesmen seek to contact both, he said it also desires to maintain a close contact with the advertiser because he may change the agency at any time.

Mr. Witmer explained that when NBC went into business in 1926, agencies were well established. However, they organized enthusiastically about something new” like radio, he said, and the selling effort had to be directed largely toward the advertisers. As time went on, agencies “began to see the advantages of radio,” he said, and now have become enthusiastic supporters by and large. He said they have contributed greatly to developing

Pardner,
Our business in 1939 will be worth having!
ASK FOR IT and GET IT thru

KTSM

El Paso’s heart of a vast empire, rich in culture, minerals, fertile farmlands, thriving industries and competitive, able-to-buy people. The nation’s 104th retail market, with its responsive 22,037 radio families, deserves a place in your advertising budget. It can be most easily, thoroughly and inexpensively sold thru El Paso’s only radio station—friendly, productive KTSM.

NBC Red and Blue Networks Craig & Hollingsbery, Nat. Reps.

An NBC Blue Basic Outlet

We’d Like to Put You On The Spot!

It’s a pleasant sensation, really. We’ve put hundreds “on the spot” and they’ve thanked us for it.

Now perhaps you would like “a spot” between NBC programs. We call that a “chain break” and evidence shows it gets results. In fact any spot announcement, a time signal, or program resume spot is worthy of your attention.

A “spot” ad on WSPD is inexpensive and tremendously effective. Let us put you “on the spot.” You’ll like it.

Represented Nationally by JOHN BLAIR & CO.

An NBC Blue Basic Outlet

WSPD
Toledo, Ohio

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(UP)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Did You Say MARKET?
"HELLO, LOUIS J. NELSON"
(Walt Ad Agency, Chicago)

Alraw, here is your... look at this! $92,000 population!!! One of the finest big cities in the country!!! Why not reach the rich productive... thousands of you come through... "I see you..." and "I talk to you..." and "I selling radio dollars work..."
All-Night Hookup
WHN, New York, on Dec. 26, joined WNEW and WEVD, New York in the broadcasting of dance music from 1 to 4 a.m. WHN’s program, heard nightly, and sponsored by J. F. Fox, New York furniture, is titled All-Night Party and is handled by Ray Saunders. Account was placed by Lew Kashuk Agency, New York.

Discount for 52-Week Accounts Is Beneficial
The manner in which NBC devised its system of discounts was outlined by Mr. Witmer. He pointed out that the special 10% discount inaugurated in 1935 for 52-week advertisers was designed to overcome the summer slump by keeping accounts on the air throughout the year. Before this decision was reached, there was talk about establishing summer and winter rates. The result, he said, has been more advertisers, more good programs, more sets, notably automobile and portables, and an all-around satisfactory reaction both in the industry and among clients.

Continuous Contract as Summer Slump Remedy
Mr. Witmer was still on the stand when the sixth week of the strike by Vice-Chairman Brown and Commissioners Sykes and Walker sitting. He continued his review of network policy, contracts, and programs, and in particular the new Continuous Contract, a multi-year contract which did not end on June 30, the standard practice. He pointed out that contracts for the summer months alone were acceptable and for the remaining months a minimum of 75% of its discounted rate would be paid. The network always endeavored to build up its affiliate stations, he declared.

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Unacceptable Accounts
Listed by Mr. Witmer

NBC sales policies dealing with unacceptable accounts, listing 14 specific items, next were covered by Mr. Witmer. These cover cathartics, including foods or beverages when advertised as cathartics; medical products; personal hygiene products, including body deodorants; mouth washes or so-called antiseptics advertised to overcome or prevent bad breath; reducing agents; products purporting to restore natural hair to hair, including eyelash or eyebrow dyes; hair restoratives; depilatories; products intended to remove wrinkles; all forms of fortune telling; investment service which promotes purchase of specific stocks or bonds, including real estate; cemeteries, memorial parks, as well as morticians, caskets and the like; hard liquor, including champagnes and heavy wines, and physicians, whether medical, osteopathic, chiropractic, etc., and dentists.

"Whenever we are in doubt, we reject," Mr. Witmer said in reply to Judge Sykes that the ruling has been in force for three years and he agreed that the type of continuity former-

 Prize contests were first viewed with misgiving by NBC, he said, because great quantities of "fan mail" were foreseen and the organization was not equipped to handle it. Later advertising agencies equipped themselves to handle this large mail influx and NBC consented to carry prize contest programs, with the understanding that the agencies or the advertisers themselves would handle the mailed entries, which he pointed out sometimes climbed to the million mark.

Very few letters of complaint are received by NBC, he said, only three or four in the past year, and these were turned over to the advertiser for replies. The advertiser, he added, is interested in creating no ill will, and will do all he can to satisfy the contestant's complaint.

Generally speaking, prize contests are used "at least as extensively" in newspapers and magazines as they are in radio, he commented. NBC itself has held several educational prize contests "from time to time," and handled contest details itself, he said.

Testifying briefly on the NBC policy regarding the length of commercial announcements, Mr. Witmer said the network had no written policies in this regard. "A lot of us feel that a commercial announcement is as long as it is uninteresting, that it can be long but still very interesting," he commented, emphasizing the importance of "listener interest" in judging an announcement. Some observers believe that setting an arbitrary limit on the duration of commercials amounts to an invitation to use the maximum time, he added.

He cited a 10 to 12-minute commercial announcement by Floyd

OLDTIMERS are Operators Sarnoff and Appleby, here shown in a photograph resurrected from ancient files. They were wireless men at the old Wana-maker stations WHI and WHE, on a Coney Island jaunt when this picture was taken way back when.

ly used in the Pepsodent Amos 'n' Andy series was in "bad taste".

Mr. Witmer said the 14 accounts listed as unacceptable represent "a great deal of potential increase in business" and also the rejection of many very fine programs.

Mr. Witmer described a number of separate memoranda to the sales department with specific accounts. One, dated Dec. 5, 1933, banned cathartic accounts. Another, dated Sept. 27, 1936, covered prize contests and defined the procedure to be followed in submitting contest offers. Another related to immovable sustaining programs, still another to delivery of continuities in advance at least by noon of the day preceding the broadcast. Another banned wine business but held beer accounts acceptable, another governing testimonials by announcers and one dealing with horse races.

Prize Contests
Handled by Agencies

Commenting on the exhibit outlining network sales policies, Mr. Witmer declared that it was representative of the "continuing process" through which NBC sales policies are developed.

"The results an advertiser gets from radio go pretty much hand in hand with good public service," he pointed out. "Anything out of good taste will not be of good public service and will not benefit the advertiser. The whole thing is automatic. It is good business to hold to this policy."

Citing cathartic accounts, Mr. Witmer said the policy on cathartic advertising, prepared and written by the sales department, was based on the belief that in the long run such programs lessened the quality of the service and thus the value of the service.

Prize contests were first viewed with misgiving by NBC, he said, because great quantities of "fan mail" were foreseen and the organization was not equipped to handle it. Later advertising agencies equipped themselves to handle this large mail influx and NBC consented to carry prize contest programs, with the understanding that the agencies or the advertisers themselves would handle the mailed entries, which he pointed out sometimes climbed to the million mark.

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He cited a 10 to 12-minute commercial announcement by Ford
Do you know French Canada's Listener Preference? in America!
• Unbiased Radio Surveys That Tell The Truth
• Write for details
ADVERTISING RESEARCH BUREAU
1425 Dorchester St. West
Montreal, Quebec.

Gibbons during a General Electric program some time ago which he termed “not objectionable” because “it was intensely interesting.” Answering queries by Judge Sykes directed at determining the time-length of announcements, he cited the commercials carried in programs like that of the Sun Life Co., in which listeners are told on Friday that if they wish to attend church the coming Sunday, and if they are traveling and do not know the location of their church, they can get this information at a Sun Oil station; or the Carnation Co.'s “Wait 'Til the Cows Come Home” theme song, or the Jello program, with commercials woven all through the action. Pointing to such announcements, he explained that it was difficult to determine the exact amount of time given to commercialism on the programs.

Radio's Part
RADIO crusades again—this time in the nationwide effort to stamp out infantile paralysis. E. Frederica Millet, radio director of the Committee for the Celebration of the President's Birthday, which will be celebrated with benefit dances throughout the country Jan. 30, reports that broadcasting stations are co-operating splendidly in bringing news of the campaign to the communities organizing in this year's drive for funds.

To another question by Judge Sykes, on the amount of “puffing” allowable, Mr. Witmer said that NBC “from time to time” cuts down commercials and “we are all the time holding down extravagant claims. But also advertisers are learning they don’t get results from extravagant claims.”

Price is one factor interesting to listeners that is not generally heard on present-day programs, he pointed out. Regarding the difference between an institutional and a direct-selling program, he explained that to his mind mention of the name of the product was the first step in direct selling and away from institutional advertising.

Cut-in announcements focused on a particular region during a regular network program can last only as long as the regular network announcement, and both must be closely synchronized, he explained to Judge Sykes, and station-break announcements must last no longer than the 20-second pause for station identification during the network show. It is the NBC policy to carry no station-break announcements during a network show on its owned and operated stations.

Comparing the space-ratio of advertising in magazines, newspapers and radio, Mr. Witmer estimated that with both magazines and newspapers running about 40% advertising and 60% editorial content, radio “space” amounted to about 34.6% of advertising and 65.4% for program-editorial content.

On the NBC networks, 4.1% of the over-all program day, including both sustaining and commercial times, is for commercial announcements, he said. This amounts to 13% of the commercial program time on the networks. He estimated that “extreme length” of commercials “might be as much as” 25% and ranged downward to about 2%. The long commercials appear primarily during daytime programs directed to the woman in her home.

Discussing another program schedule exhibit, Mr. Witmer pointed out that NBC has three classifications for sustaining programs: No. 1, which cannot be moved from its spot and its time sold, No. 2, which can be sold if a new spot is provided, and No. 3, which can be moved and even cancelled if the advertiser so desires and spot is available.

Keeping a Balance Between Red and Blue
Mr. Witmer emphasized that network selling differs from that of other media. Such factors as the limitation of hours in the day; division of time between station and network; restriction of potential customers to the largest advertisers, diversification of programming; placement of products at specified hours and the public service factor which is not present in other media, all tend to complicate the sales problem, he said.

He continued that NBC sells its networks competitively and that it seeks to maintain a balance between the Red and the Blue. Programs appearing “opposite” the proposed new feature, he said, are always taken into account since every effort must be made to assure the advertiser of good results. It is good public service as well as good advertiser service not to have the same types of program competing on the nation-wide networks, he declared.

There is no essential conflict in the development and sale of the two competitive NBC networks, Mr. Witmer asserted, adding that strenuous efforts are made to sell the Blue. Literally hundreds of angles are followed, he said, through the separate Blue sales force to sell the network. Selling the Red against the Blue is pretty much the same as selling against CBS and MBS, he declared.

He continued that the Blue Network, Mr. Witmer asserted, are not quite the equivalent of the Red insofar as coveragé and circulation is concerned and that represents the major reason for the difference in business handled, he asserted. The Red Network has more desirable stations in several of the major markets and as a consequence, the big advertisers appear to prefer it.

Division of Sustaining And Commercial Time
Slightly different policies obtain on the Blue, in the effort to make it more saleable, he declared, such as offering of special networks during a portion of the night and daytime, which are not permitted on the Red and a different scale of discounts. Because of these intensive efforts, he said it is entirely conceivable that some day NBC will reach the point where the Red Network will be second to the Blue.

Judge Sykes recalled that Mr. Witmer in his previous testimony had stated that 34.5% of NBC’s programs are commercial. He asked that the figure be broken down as between the Red and the Blue and Mr. Witmer said he would seek to provide the information upon his return to the stand on Dec. 21.

Responding to Judge Sykes’ re-

Page 60 • January 1, 1939 BROADCASTING • Broadcast Advertising

THEY'RE ALL "MAIN" STREETS, STRANGER!
Without batting an eye, we'll tell you candidly that Fargo boasts only a population of about 35,000 souls! Why, then, is Fargo such a "big-business" city—one of the best and busiest of its size in the nation? The answer is that Fargo is the shopping center of over a million other prosperous, free-spending people who live throughout this fertile Red River Valley! ... And WDAY, by the way, is the ONLY station that covers the Valley! For the proof, write WDAY!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FARGO
N. D.
FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

3425 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WORLD'S GREATEST TOBACCO MARKET

PLANT'S POT SAYS:

"A reputation to be proud of — A little station with a lot of listeners."

BROADCASTING • Broadcast Advertising
quest for a breakdown of commercial and sustaining time on the NBC networks, Mr. Witmer at the Dec. 21 session said that in 1937 some 50,234 hours of a total of 67,000 hours of operation of the basic Red network were devoted to commercial programs, about 62.5% of the total network time, while about 25% of the basic Blue operating time was commercial. In unit hours he said 43.6% were commercial on the Red and 20.4% on the Blue. During 1938, he added, commercial business on Blue improved because of the sales policy, evidently referring to the new Blue discount structure.

As for political programs, NBC enforces the FCC rule of equal time to candidates of equal rank at equal rates, and the network rates prevail, he declared. Sale of time for political purposes has caused "practically no trouble" to the NBC sales department, according to Mr. Witmer.

Interpreting another NBC exhibit, he pointed out that in 1937 some 80.6% of NBC's clients were repeat advertisers, that is, it was made by repeat clients. The exhibit showed a trend since 1928 toward greater proportionate expenditures on the NBC networks by an increasing proportion of repeat clients.

The average commercial program appears to be more popular than sustaining programs, probably because more money is spent for talent, production, and merchandising," he commented. Responding to a query by Commissioner Walker whether NBC has a sustaining program, Mr. Witmer answered affirmatively and cited the Toscanini program. "It is not for sale because NBC feels this is one service it should serve the public with," he stated, adding that certain religious and educational features are also not for sale. Commissioner Brown questioned him on the status of the National Farm & Home Hour, which Mr. Witmer said was sustaining but would classify as neither "for sale" not "not for sale."

"Presidents and justices of the Supreme Court are elevated to a position where they should not be connected with any advertiser," he commented in answer to Mr. Dempsey's query on what types of programs definitely should not be sponsored. Asked how far down the line of public officials this extended, Mr. Witmer said it depended on the character of the speaker and the speech itself, largely determined by the office held. In many cases it is better for NBC to pay the bill in order to promote public service, he added.

 Asked by Mr. Dempsey if there would be any objection to an organization like the Rockefeller Foundation paying for an NBC religious program, Mr. Witmer said it would amount to buying time and the organization would in effect be sponsoring the programs, since its name would have to be mentioned, and under present policy this would be objectionable. The desirability of various pro-

Radio Advertising Corporation

Takes Pleasure in Announcing

Effective January 1, 1939

Exclusive National Representation of

WIP-Philadelphia  WHKC-Columbus

WHK-WCLE-Cleveland

RAC Offices

CHICAGO  CLEVELAND

410 N. Michigan Ave.  Terminal Tower
Telephone: Superior 0348  Telephone: Prospect 5800

EXECUTIVE OFFICES

New York City  •  341 Madison Ave  •  Telephone: Murray Hill 4-0212
Henri O. Molley, Manager

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grams as an advertising vehicle is a changing thing, he commented, citing the Metropolitan Opera program's rise in a few years from a listener rating of 5 to 14.5. Accordingly, a program that at one time would not pay out for an advertiser may grow until it becomes a very profitable advertising vehicle. He said it was his opinion that from an advertiser's viewpoint, the advertiser would not get out of the Toscanini program what he would have to put in as things stand now.

Networks Retain Right To Edit Programs

Agreeing with Mr. Dempsey's summation that there is an increasing tendency by the networks away from developing programs for potential sponsorship and toward greater sponsorship of programs, Mr. Witmer declared that the networks' connection with the programs will continue to extend to their right of editing, censoring and placing certain types of programs in certain spots, and that no carte blanche would be turned over to agencies and advertisers in regard to the use of network time. No time orders are finally approved until the type of program is determined, he pointed out.

Working from the proposition brought out in earlier testimony between the NBC networks in that close coordination is necessary between the NBC networks yielding the greatest public service and advertising service, Mr. Dempsey asked Mr. Witmer if it would not be even more desirable from a service standpoint to coordinate all the networks under one management.

Mr. Witmer pointed out that the present networks do coordinate their activities to a great extent in promoting these services, as they know what programs each other is carrying, and commented that although he had given no thought to the feasibility of the idea from an organizational standpoint, he thought it would be "an awful job" to run "four or five networks" and was not certain whether better public service would result.

"We cultivated some stations right out of the network. They became so popular locally through the network programs that they became no longer available to us," he said in answer to Mr. Dempsey's question as to whether NBC in the early days actively cultivated the

WHEN a Thanksgiving offer propped a batch of housewife's WYAF, Boston, and Yankee Network, along with Loose-Wiles Bis- cuit Co., to the offer for Christmas. Here are reporters, bakers and Loose-Wiles executives looking over some of their birds. Listeners sent "I like Sunshine Krispy Crackers because . . ." letters with a package wrapper.

RCA Names Shannon

ROBERT SHANNON, formerly vice-president and general manager of RCA Mfg. Co., has been elected executive vice-president, effective Jan. 1, according to an announcement by George K. Throckmorton, president. Mr. Shannon, 46, was identified with radio manufacturing and administration since the earliest days of radio. He joined the new RCA Radiotron Co. and shortly afterward became plant manager. Four years later he was appointed manager of the RCA Camden plant. A year later he was elected vice-president in charge of all the company's manufacturing activities. He was promoted to vice-president and general manager last year.

SALES of all types of radio sets to retailers in Canada during the first nine months of 1938 amounted to 125,322 sets valued at $10,303,850 compared with 145,011 sets valued at $12,017,650 in the corresponding nine months of 1937, according to a report of the Department of Commerce.

DO YOU KNOW?

-That bananas won't ripen satisfactorily unless picked green?
-That North Carolina WPTF farms rank fifth in value in the U.S.?

WPTF
RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREIT & PETERS, INC., NALT REPRESENTATIVES

BROADCASTING • Broadcast Advertising

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The year 'round radio advertising industry directory number . . . on your desk soon!
Plan to Collect Data Annually Goes Forward Within the FCC

Permanent Questionnaires Studied, With Agreement Sought on a Uniform and Simplified Form

QUIETLY and with no fanfare, the FCC accounting department is proceeding with plans to set up a permanent series of questionnaire "schedules" to procure annually from the broadcasting industry detailed statistical operating information.

Preliminary conferences already have been held with the accounting committee of the NAB, headed by Harry C. Wilder, operator of WSTR, Syracuse, with a view toward agreement on the type of questionnaire forms to be used with the result that they have been somewhat simplified. In spite of that, however, information of a nature never heretofore collected apparently will be sought from stations on a uniform report basis. It is emphasized by the Commission does not have in mind a uniform system of accounting which would be required of stations.

The Accounting department, as soon as it completes its preliminary work, apparently proposes to ask the FCC to institute the schedules as a regular proposition. The present intention appears to be to collect the data annually, though stations necessarily would have to keep cumulative books practically on a daily basis in order to supply much of the information, notably pertaining to programs.

Proposed Questions

The urgency of other Commission work, particularly in connection with the network inquiry, has impeded the Accounting department in completing its work, it is understood. Several conferences have been held with Mr. Wilder and members of his committee in connection with the preparation of the schedules. At the most recent meeting, N. L. Kidd, treasurer of WJTN, Jamestown, N. Y., which Mr. Wilder and his aides appeared for him because of Mr. Wilder's absence from the country. At that time, the proposed schedules covering the aggregate nearly 10,000 "conference sheets" were reduced to about a score. The NAB board of directors, at its meeting Dec. 12-13, reviewed the schedules without action or official comment.

The data sought would cover revenues for the last calendar year, expenses of operation, including talent, wire lines, and other data, and statistics on operation generally, such as employment, program breakdowns with definite showing of hours both commercial and sustaining, types of programs, commodities advertised, and the like. In fact, the objective in this category is for a complete business index of operations.

Despite the emphasis placed upon the contention that collection of this comprehensive data would not entail a uniform system of accounting, it nevertheless is felt most stations would be hard-pressed to supply it with their present auditing facilities. Even though the Commission might not require standard bookkeeping methods, stations nevertheless would have to revie their operations to supply the information which, it is believed, would mean the same thing.

Greatest concern centers in the belief such a plan might lead to a basis for rate regulation. This is definitely disclaimed by Chairman McNinch, who states he does not regard broadcasting as a common carrier in any sense, though he harbored that view when he first came to the Commission a year ago last October. In other Commission quarters, however, it is felt the idea is still alive, particularly in the Accounting Department itself, since most of its high-ranking employees are former Interstate Commerce Commission accountants where everything was handled in terms of common carrier operation and rate regulation.

Assuming the Accounting Department can reach an agreement with the NAB accounting committee early in 1939, it will seek Commission approval of the schedule to be used. The questionnaire then will go out to all station licensees and networks probably with a 30-day return deadline. The Accounting Department then would be able to make public its annual figures as expeditiously as possible, perhaps within a month or six weeks following their receipt. The plan is to make the data considerably more comprehensive than that released last June by the Commission, based on questionnaires sent out to cover 1937 operations [BROADCASTING, June 15-July 1].

Program Analysis

Among other things, the questionnaire in its present preliminary form would seek elaborate detail on station program analysis. Records would have to be kept daily, it is felt, with cumulative totals on programs in each particular category. The effort is to procure more refined information than ever before made available.

Income items would be broken down in every category to show income from time as distinguished from talent and other services and to preclude any chance of adding into the expense column those items which are subject to rebilling, such as talent.

While the NAB committee, chiefly through Mr. Wilder and Mr. Kidd, has been working with the FCC, Edwin M. Spence, secretary-treasurer of the association, also has been devoting considerable attention to it. The committee did not plan to hold another meeting until January date, after which it presumably will confer again with William J. Norfleet, FCC chief accountant. In addition to Mr. Wilder, members of the committee are E. M. Steer, Hearst Radio; Frank White, CBS; Mark Woods, NBC; E. E. Hill, WTAG; L. A. J. Spence, WIL; Harold Wheelahan, WSMF.

Wincharger to Add

WINCHARGER Corp., Sioux City, Iowa, has started six-weekly 15-word spot announcements on KOMA WIBW KMJJ with plans for extension during the winter months. E. H. Brown Adv. Agency, Chicago, has the account.

NBC's 1938 Gross

GROSS income of NBC for the year 1938 was estimated by Mark Woods, vice-president and treasurer, as $38,432,170.87, a gain of 6.1% over the year 1937. This figure, representing the official gross of the company, is not comparable to the gross time sales figures published each month, as gross income takes into account frequency and agency discounts and also includes revenue from other sources than sale of time.

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Noel Starts School

SIDNEY Q. NOEL, formerly manager of KXBY (now KITE) in Kansas City, and former director of First National Television Inc., Kansas City training school, has opened a new school in Kansas City's Candler Bldg., called Universal Television System of Training. At present only a home study course in radio and television is offered, but it is planned to offer resident courses next spring with branches in New York and Hollywood. Mr. Noel also states that he expects to apply for an experimental television station shortly. Vice-president and chief engineer of the new project is C. E. Salzer, also formerly with KXBY.

Daily Radio Serials of High Quality

IRNA PHILLIPS

HOWARD KEEGAN

Director of Production

CARL WESTER & CO.

360 No. MICHIGAN AVE.

Chicago

BROADCASTING • Broadcast Advertising

January 1, 1939 • Page 63

www.americanradiohistory.com
Rapid Increase Noted in Claim Filed For Plagiarism of Materials and Ideas

RECENT developments in two actions based upon the alleged misappropriation of ideas has caused considerable discussion concerning the unprecedented number of claims which have been filed against advertising agencies, broadcasters and other amusement interests demanding unaccounted millions for infringement of copyright, violation of civil rights, defamation or unfair competition in the use of titles and appropriation of ideas.

The first of the cases was started by J. A. Healey against R. H. Macy & Co., in which the New York Court of Appeals recently affirmed a $2,500 judgment in favor of the plaintiff for alleged use of a series of slogans which Healey claimed he had originated and submitted to the defendant.

The second case was brought by Manuel G. Rodriguez against Western Union, in which he sought compensation for an original idea which a New York Supreme Court jury found he had previously submitted to Western Union. The case resulted in a verdict of $6,500 in Rodriguez's favor.

Claims of All Sorts

"While these two decisions are illustrative of the vast number of claims which have been made against broadcasters in recent months," declared G. L. Ashby, vice-president and general counsel of NBC, "they represent but a single phase of the problems. It seems that broadcasters are in the midst of a cycle of increased claims and suit for all sorts arising out of the broadcasting of material conceived by the claimants to be in violation of their rights. Many of these suits are completely groundless, but that does not relieve the broadcasters of the expense and bother, and the expense of investigating and preparing their defenses. Broadcasters have more claims and actions filed against them in the past two years for alleged infringement of copyright, appropriation of ideas and defamation than at any other time in the history of the industry. Each time one of these claims is licensed and each time a judgment is rendered against a broadcaster, it encourages the submission of many more claims of the same type. It does not seem reasonable to anticipate that the pressure of such claims will be relieved in the near future, and it behooves broadcasters to use increased care in making sure that the material they propose to broadcast does not in any way infringe upon the rights of third parties. The most careful attention of the program directors of the broadcasting industry should be directed to this problem in order to prevent possible violation of the rights of third parties prior to broadcast. "Broadcasting industry is still in its formative stages and it is inevitable that at periods during its development it will be subjected to many unjustified attacks. It is of vital importance to the individual broadcaster that they resist and make certain that they resist the unjustified claims even though it may mean that it may be necessary in some cases to carry them to the courts of last resort. Only by doing so can they reduce the number of unwarranted claims of this type which are constantly being made against them. Needless to say, where wrong is done, however, the broadcasters must meet their obligations."

MOTION by Monroe B. LeVoy, crime story writer under the pen name of Red Post, who is seeking a temporary injunction against Philip Morris & Co., its advertising agency, Boles, and NBC to prevent the broadcasting of a series of "perfect crime" sketches, the ideas for which they resisted unwarrented claims, will be heard Jan. 18 in the New York State Supreme Court.

Board in Pennsylvania Ordered to Justify Law On Gambling News Wire

RULE against five members of the Public Service Commission of Pennsylvania, requiring them to show cause why an injunction should not be issued to restrain them from filing before the new state "anti-gambling" statute concerning the leasing of private phone wires and equipment, was allowed last week in the Court of Common Pleas of Dauphin County. The rule is returnable at Harrisburg Jan. 5. The court action is in response to a bill set in equity filed by former Attorney General W. W. Schander, Leon Levy, president of WCAU, Philadelphia, who sought relief from a situation which jeopardized his contract with CBS, and which would in effect soon put the station out of business. Several weeks ago Mr. Levy had branded the statute "an unfair and unjust discrimination in favor of newspapers" and asked Governor Earle to veto the bill (BROADCASTING, Dec. 15).

An "EYE-LIFTING" Story of WFBG SYRACUSE

Stores Run Out of New Product As Result of 3 Daytime Spots

Using Syracuse as a test market, the Martin Company placed ten gross of their new product "Eye-Lifts" in five leading stores. Three daytime spot announcements were made over WFBG during the first few hours, and by 3 p.m. every store was out of stock. No other advertising or promotion was used.

That's proof enough that the ears of Syracuse's buying public listen to WFBG, morning, noon and night. Write for rates and time available to WFBG, Syracuse, N. Y., or to Free & Peters, Inc., National Representatives.

"A Blind Spot" for All Outside Stations—If you want to COVER RICH CENTRAL PENNSYLVANIA You MUST Use WFBG Altoona • Pa.
Equipment

RCA MFG. Co., Camden, N. J., is building a loudspeaker system to provide music at the Grade I Section of the New York World's Fair, using the Parthenon as its horn. A battery of 30 high and low frequency sound reproducers are to be installed in a concrete chamber three feet underground on the east side of the base of the huge globe, and the system is designed to throw a sound range from 20 to 10,000 cycles.

THE story of the installation of the new 50 kw. transmitting plant of LSI Eastern Air Lines, 800 feet high concrete chamber of 3ß high, to be equipped with new electronic type receiver WNAX, Yankton, recently acquired organ.

ELECTRICAL RESEARCH Products Inc., New York, Jan. 1, plans to begin foreign distribution of both equipment of American manufacture, according to John Schultz, general foreman of ERPI. Distribution of a complete line of products, lamps, cross-overs and similar products of American manufacture will cover all foreign countries.

STANDARD Electric Aktiengesellschaft, associated company of the ICC & T Corp, in Denmark, reports that it has received from the Danish authorities the order to supply all studio equipment for the new broadcasting station to be erected in Copenhagen.

STANNAGE Pty. Ltd., Sydney, Australia, has been informed to distribute technical radio equipment in the British Empire. John Stannage, manager of the company in Sydney, will supervise the organization as director. He is also a stockholder of Stannage Radio Ltd. Aschelson, and Radio Features Ltd., Wellington, New Zealand.

MILTON C. SCOTT Jr., chief engineer of WIOX Miami, has installed a complete mobile equipment in his linemen's license. plates and for the number 606, corresponding to WIOX's frequency.

KIRO, Seattle, has completed installation of an additional control booth and new equipment in the master control room.

GENERAL ELECTRIC Co. has begun installation of a new television transmitter, W6XEH, in the Palace of Electricity & Communications at the Golden Gate International Exposition, San Francisco. It will begin operation Feb. 18, the day the Fair opens.

WJIB, Detroit, proposes to move its transmitter to a new site at 99 W. Webb Ave., in Highland Park, Mich., in an application filed with the FCC.

CBS has purchased a Type 100-F ultrahigh frequency television transmitter from RCA, to be installed at Los Angeles for use in its experimental high-frequency broadcasting station, KFANX, subject to FCC approval.

AERO VOX Corp., Brooklyn, has moved its plant and general offices to New Bedford, Mass.

RCA MFG. Corp., Camden, announces the new 55-B line amplifier, a medium-gain tube especially adapted to a number of special uses such as master control rooms to increase level on outgoing lines.

WILLIAM G. H. FINCH, faceless investor, has applied to the FCC for authority to change the location of the transmitter of WXBW at 1516 Broadway, New York City.

WSTP Starts Jan. 2
INTRODUCING its staff to the local public as its inaugural pro-gram, the new WSTP, Salisbury, N. C., local outlet on 1500 kc., will begin operating the afternoon of Jan. 2. Its first day on the air will also be featured by a broadcast of the Rose Bowl game at Pasadena delayed by NBC by special permission. Equipped with Western Electric apparatus throughout and with a 350-foot Blaw-Knox tower, WSTP will be managed by John W. Schultz, formerly with WSJS and WAIR, Winston-Salem, and WBIG, Greensboro. Its chief engineer is John R. Yost, formerly with WSJS. Other members of the staff are James McLeod, program director; Bob Armstrong, chief an-ouncer; Bing Bennett and George Bramley, announcers; Carl Watson, Glen Guthrie and William Lee, operators; Warren Wilson and Thornewill Dillatt; control men; Jack Hanette, salesman.

Return of W3XAU
WHEN W3XAU, shortwave station of WCAS, Chicago, returns to the air on the completion of its new directional antenna, five frequencies will be available for its use. The FCC has assigned three new frequencies, 15,200 kc., 21,520 kc., and 25,725 kc., in addition to the 6,060 kc. and 9,590 kc. used on its non-directional an-tenna. Four will be put into in- dustry with the 25,725 kc. fre- quency reserved for future use.

WLW's Short Waver
A NEW 50,000-watt international shortwave transmitter, replacing the old 10,000-watt plant, has been installed by W8XAL, adjacent of WLW, Cincinnati. The new trans- mission, costing about $150,000, is so constructed that it can switch instantly from one band to another. Under an FCC grant Nov. 1, the Crosley Corp. was authorized to use four additional international bands, so that it now can operate on 6060, 6590, 11700, 15270, 17700, and 21960 kc. as needed.

Farnsworth to Produce Television Equipment
FARNSWORTH TELEVISION Co., San Francisco, on Dec. 20 disclosed it intends to start manufactur- ing television and radio equip- ment and announced a reorganiza- tion plan whereby its assets will be transferred to a new corporation, the Farnsworth Television & Radio Corp. Present stockholders will receive 45 shares of stock in the new company for each share they now hold.

Carrying out the plan to enter the equipment manufacturing busi- ness, plants of other companies will be acquired, it was understood. The new firm has been authorized to issue 2,000,000 shares of common stock at par of $1 a share. Of these, 600,000 shares will be issued to Farnsworth Television Co.

You do your job better with the 1939 Yearbook Number of Merit from KVOO in Tulsa, Oklahoma, Capital of the World! 25,000 Watts BOTH N. & C. NETWORKS ED. PETRY, Rep.
MEMBERS of the San Francisco Chapter of the American Federation of Radio Artists staged their annual holiday party at the Dew Drop Club Dec. 11. Nearly 500 bay area radio folk attended. Burlesques of radio programs and personalities were high-lights.

Oreg. Edgar L. Hawk, who also is President of KATE, created the idea in cooperation with a civic campaign to encourage presence of a Christmas wreath or candle in each Albert Lea window during the holiday season.

THE mobile unit of WGAR, Cleveland, served as a taxi and studio when Orson Welles, young dramatist, had only 25 minutes after a lecture to produce a five-minute train. The same element was all that stood between WGAR and an interview, for Campbell Soup Co. had granted permission. Sidney Andorn questioned Welles as both bounced around in the truck, with Walter Widlar at the controls. Arriving at the terminal with time to spare, Welles decided to take an early morning plane.

KATE, Albert Lea, Minn., displayed the Christmas spirit with a 20-foot wreath bedecked with colored lights mounted midway on its antenna. Mayor Edgar L. Hawk, who also is President of KATE, created the idea in cooperation with a civic campaign to encourage presence of a Christmas wreath or candle in each Albert Lea window during the holiday season.

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FOR the fourth successive year, Canada Starch Co., broadcast on CFRB, Toronto, a special Christmas overspoken program, the chief feature of which was the sending of messages to friends and relatives in Europe by former Europeans. This program is listened to by thousands each year, and this year was moved forward to allow listeners in the United Kingdom and European countries to receive it during evening hours. The program, in charge of Mrs. Allen, Canada Starch dietitian, receives hundreds of requests from those wishing to appear at the Christmas microphone with messages. With their letters they send the address of those to whom they want to be listened over, and then Canada Starch writes each one telling them what time to listen to the broadcast messages.

COOPERATING with the Visiting Nurses Assn. and the Salt Lake Federation of Women's Clubs, KDYL in Salt Lake City entertained 350 underprivileged and crippled children Dec. 22 at a two-hour party in the KDYL Radio Playhouse. During the party, which is to an annual affair, guests were luncheoned, entertained and given presents by Santa Claus. Children's talent from KDYL's Junior Hi-lights show provided entertainment.

SPECIAL winter feature is the half-hour weekly program Ski Express on WNEW, New York, which presents the experts as guides to John Jorgensen, m.c. of the program, in addition to latest reports on snow conditions throughout the Northeastern States. WSYR, Syracuse, recently completed a reciprocal advertising agreement with the Catholic Official newspaper of the Syracuse diocese with 50 stations, by presenting two weekly programs on WSYR. Five minutes of news condensed from the Sun each Friday and a quarter-hour women's and children's program each Saturday morning, and uses WSYR publicity.

THOMAS W. PARRY Corp., St. Louis publicity relations firm, has moved to new offices in the Security Building, 319 N. Fourth St. Thomas W. Parry Jr., is president of the firm. Lynn C. Mahan recently rejoined the firm as vice-president, and Cliff W. Aubuchon, former advertising manager of the St. Louis Star-Times, was made business manager.

Libel Ruling Affirmed

APPALATE Division of the New York Supreme Court on Dec. 16 affirmed a ruling made by Supreme Court Justice Frederick R. Hammer, April 4, 1938, in which he denied dismissal of the $100,000 libel suit made by Ernest A. Arnold and Walter Frese, of security firm, against Benton & Bowles, New York advertising director of General Foods Corp., client, and NBC. Plaintiffs claim that their firm was slandered on a program broadcast Nov. 7, 1937, by General Foods for its product Diamond Crystal Salt on WJZ, New York, and NBC network. Suit will come to trial before fall of next year.

PIXILATED, perhaps, are these shots of big shots who claim they aren't half shot. Decked out in kilbies are Ken R. Dyke (hand on hip), NBC eastern sales manager; Dr. C. B. Jolliffe, RCA engineering executive, and William S. Hedges, NBC station relations vice-president, attending a "WOW" party at the studio. Mr. Jolliffe is a Georgia Cracker's idea of the Munich Peach Conference. As II Duce is O. B. Newman, Macon Goodyear manager; Hitler, E. K. Cargill, Nineteen leading advertising agencies presented the King Biscuit Fritter to the Kiwanis Club, and repeated by request the Georgia Association of Real Estate Men.

FOR the first time the entire staff of nearly 90 at KMBC, Kansas City, met for dinner Tuesday night before Christmas. Purpose of the gathering was to discuss the wage-hour law as it affects the broadcasting industry, group hospitalization, and the formation of an employ credit union. After explaining some of the little understood provisions of the wage-hour law, Mr. Church made it clear the company had adopted a stringent code of fulfilling all its requirements as they applied to radio. He further explained that in defining its policies, the company had followed the counsel of the NAB on such matters as the non-exemption of announcers and engineers as professionals.

MAURICE DREICHER, who now has 15 programs on the air, on Dec. 24 added a new weekly program, Both Sides of the News, on WEH, New York. Mr. Dreicer presents a new WMAZ manager; as Chamberlain, Alex H. Weaver, attorney, and as Daladier, L. J. Bernd, Macon merchant. The group first performed before the Kiwanis Club, and repeated by request before the Georgia Association of Real Estate Men.

LOUIS JAY HAZAM, for the last three years with the J. Walter Thompson Co. and author of a number of children's books, has joined the staff of the Radio Section, Department of the Interior, according to an announcement by Shauna Allen, acting director. He has worked on the Lux Radio Theatre and the Fleischmann's Yeast programs and also has prepared aerial scripts for Long-Worth Inc. Other recent staff additions, Mr. Allen announced, are Hugh Russell Flint, engaged in research for the Radio Section, and Lois Wyman Horton, assistant of the Audience Information Unit.

C CBC Staff Additions

RECENT additions to the Canadian Broadcasting Corp. announce the following: Adolph, program and production staff at Toronto, main production center; include, as program manager; formerly with CHAB, Moose Jaw, Sask.; Terrence O'Dell, from the CBC staff at Windsor, Ont.; Ed Devlin and Jan Smith from CBC, Ottawa; Reid Forsee, Toronto freeman; John Stark, from CJIC, Sault Ste. Marie, Ont.; Hugh Bartlett, from CBR, Vancouver; Robert Edmonds, from CHML, Hamilton, Ont. To the production staff were added James Harvey, who has had experience in Montreal, Toronto and Detroit; Syd Brown, from CBO, Ottawa. Chief producer now is John Macdonell, formerly with the BBC and the London, England, office of J. Walter Thompson & Co.,

2,300,000

New Englanders

comprise the potential listening audience of station WLAW

Warren, Massachusetts

1,000 Watts Full Time

Affiliated with CBC

Joseph Hesketh Mitchell

CJBR

Rimouski, Quebec

1,000 Watts Full Time

in the

CONTROL

ROOM

J. D. BLOOM, chief engineer of WWL, New Orleans, is the father of a boy born Dec. 20.


W. J. GUNTER, chief engineer of WJDC, Chicago, and Mrs. Gunther have adopted a three-month old girl.

JOHN BOYKIN, remote control operator and engineer of WPTF, Raleigh, married Janie Tomkinson, of Cary, N. C., Dec. 5.

WILLIAM P. GRETHE, formerly of WJYN, Richmond, has joined the technical staff of WYAR, Norfolk, succeeding Leo Huckle, resigned.

JAMES MIDDLEBROOKS, CBS New York engineer who supervised construction of the new KNN, Hollywood, transmitter at Columbia Park, Torrance, Cal., is on the West Coast for several weeks on an inspection tour.

JACK SHAWCROFT has joined the engineering staff of KWLK, Longview, Wash., replacing Joseph Riley, resigned.

ED HAMEL and Bob DeHart, of the engineering staff of W.W.R.C., Cincinnati, have been transferred to WBBM, Chicago, and WEEI, Boston, respectively.

ENGENE V. ROSSIEUX, Jr., radio graduate of Virginia Mechanics Institute, has joined the engineering staff of WRTD, Richmond.

RUSSELL STANTON and Joe Schweiger, engineers of KNN, Los Angeles, are each fathers of girls born the same day, Dec. 7.

A Large Advertising Agency Writes..."The express man finally staggered in with replies received from last week's Riddle Box program. I would like at this time to congratulate you on this most emphatic response. You are doing a really excellent job to obtain such consistently good results. The Client is most enthusiastic."

CJBR

Rimouski, Quebec

1,000 Watts Full Time

Affiliated with CBC

Joseph Hesketh Mitchell

BROADCASTING • Broadcast Advertising

January 1, 1939 • Page 67
Coughlin Furore Persists  
(Continued from page 18)

York area only over WHBI, Newark, seemed to mitigate somewhat Dec. 25 when, compared with a pickup line of 2,000 which paraded before its Broadway studios the preceding Sunday, only 129 persons were counted as picketing. They were orderly and their leaders attributed the small turnout to the fact that it was Christmas Day, asserting that "thousands" would turn out the following Sunday.

While the picketing was going on, WMCA was rehearsing an Ave Maria program, sponsored by the Franciscan Friars of the Atonement, and from 3 to 3:30 carried Nativity services from the Friars' monastery at Graymoor, N. Y. It is replacing Coughlin with the new Catholic series.

Despite the picketing and the circulation of lists of its sponsors with the suggestion that they be boycotted, WMCA reports that it has had no cancellations and no unfavorable reaction from sponsors. It has received about 10,000 letters on the Coughlin affair, of which about 60% were said to favor the station's stand.

Marchers at WMCA
A crowd of 2,000 supporters of Father Coughlin on the afternoon of Sunday, Dec. 18, marched up and down in front of WMCA, New York, in protest against the station's action in canceling the weekly broadcasts of the radio priest when he refused to comply with a station rule calling for the submission of scripts of his broadcasts. Cheering Father Coughlin and jeering the station and its president, Donald Flamm, the picketers also injected a note of race prejudice into their demonstration by shouting "Do not propagate race hatred for Christians" and similar slogans.

Demonstration, held under the auspices of the committee for the Defense of American Constitutional Rights, was noisy but orderly and 120 policemen ordered out to protect the station against violence, which was held little more than keep the line moving. Picketing began about 3 p.m. with a small group led by Allen Zoll, commander of the American Patriots Inc. and James McNaboe, the station's licensing agent, who are also practicing attorneys. At the peak of the demonstration, the station were joined by hundreds of others, the crowd reaching its largest size shortly before 4 o'clock and began to melt rapidly as many of the marchers departed to attend a meeting at the Manhattan Center, where Father Coughlin's broadcast was received.

Most of the paraders were said to be of Latin American origin, although it has been pointed out that they were willing to advertise WMCA, but had sample signs and placards denouncing WMCA and demanding the return of Father Coughlin. Station officials described them as not proper sustaining stations of the Protestant War Veterans and the Protestant Chaplains' Association, Mr. Zoll, declaring that if "I myself am a Presbyterian," told reporters the demonstration was not "merely a Catholic protest," and in support of Father Coughlin, but an American protest against the curtailing of freedom of speech. WMCA continues picking each Sunday until WMCA again begins carrying the Coughlin broadcasts. Extensive picketing and demonstrations to other cities are under consideration by the leaders of the movement.

Officials of the station made no comment on the picketing other than to repeat that they were not acting in their decision today to broadcast any of the priest's talks until he complies with the station's rule on scripts, will release with advance copies of his scripts.

Mass Meeting
Plan for the mass picketing was announced at a meeting of "protest againstradio monopoly and censorship," held by the executive committee of the Manhattan Center and attended by 5,000 persons, chiefly Catholics, who cheered Father Coughlin, Congressman Martin Dies and Boake Carter, trio held up as martyrs of un-American communism. The demonstration, however, by WMCA, all other radio stations and networks did not broadcast Father Coughlin's talk. WMCA is also the FCC and the Roosevelt Administration. While most of the speakers concentrated on the "last blow" of WMCA in canceling the priest's broadcasts, others denounced the entire scope of American broadcasting.

A mimeographed list of 10 advertisers sponsoring programs on WMCA was distributed to those present, who were urged to "phone, write and visit" these sponsors. The sheet also contained a sample letter for the benefit of those unable to compose their own protests. The 10 principales read: "Dear [advertiser], write WMCA what you think of them," to write to the FCC demanding the revocation of WMCA's license, to write to Congressmen demanding an investigation of radio, and to ask their friends and relatives to write. While they did not hesitate to denounce the FCC for "favoring stations and broadcast speakers supporting the administration, but denying licenses to stations who admit speakers adverse to the administration," the network was called "forcing their stations to express only one point of view" and the smaller stations for "arbitrary rulings and a weak, vacillating policy," speaker after speaker displayed a conspicuous ignorance of broadcast policy and technique.

Radio stations were formerly licensed "for the airwaves. Today," declared Mr. Ceci, "but under the present administration this has shrunk to two offices." Furthermore, "Father Coughlin plainly on WHBI," said Justice Herbert A. Lehman, New York Domestic Relations Court, "don't think there's something wrong with your set or the station. It's because they are spending the airwaves to define "spraying" as the act of other stations who step up their broadcasts of Father Coughlin and other Coughlin fanatics on the air to blot him out. This is done, he said, with the full knowledge and concurrence of the authority to stop them instantly.

CBS was recently censured by State Senator John J. McNaboe for being the first to put Earl Browder, Communist leader, on the air, and the networkers denounced WMCA for the same act, overlooking the regulation that requires advertisers to accept sponsors of all parties during election campaigns if they accept those of any party and the fact that the Communists are recognized by the political party. The printed program states that "a partisan FCC, operating under the hypocritical control of the nation's broadcasting facilities, has harried stations and forced them to seek renewal of their licenses every six months (but) has extended unlimited licenses to the major networks." The fact that the FCC does not license networks at all was apparently unknown to the Committee.

The program goes on to say that the networks "exercise a tyrannical control over the smaller stations which lease their lines amounting to a practical control of the policies of these stations. They are able to dictate the censorship of addresses which the smaller stations might broadcast over these stations in despotism leases."

Several speakers deplored the lack of programmes at the meeting, if Earl Browder or Foster or one of the City Hall crowd were here, there'd be half a dozen microphones," said Professor George U. Harvey, borough president of Queens, and Senator McNaboe dramatically asked the audience where the microphones were.

Reading of a letter from Donald Flamm, explaining the station's stand, was followed by groans and boos from the audience. When the committee's answer was had, however, including the question: "Who in your employ is intellectually qualified to judge whether Father Coughlin's speech is dis- paraging or not," the crowd cheered for several moments. Although many of the speakers pointed out that the individual broadcasters should be blamed more than the FCC, the loudest cheers came when Mr. Zoll shouted that "I take WMCA out of business. Let's make a horrible example of this station," and continued to those present to it their part by joining in the picketing on Sunday.

OLD DUTCHELLILLS, New York (Old Dutch coffee) is planning a spot sponsored by Fish, Adv. Agency, New York.

We had to get that step-ladder when our company started to advertise over CKAC.

CKAC, Montreal (Canada's Busiest Station)
Coughlin Spurns Offer To Join Town Meeting Debate on Americanism

INVITED to participate on a discussion of "What is Americanism?" in NBC’s Blue’s American Town Meeting of the Air Jan. 10 by George V. Denny, moderator of the forum program, President Coughlin, the radio priest, declined with a curt telegram in which he stated:

"Americanism is not a defensible subject with me nor is it controversial. Moreover, the NBC system refuses to sell me time at regular commercial rates because it deemed my broadcast was controversial where the topic was concerned with anti-communism. I am constrained to refuse your kind offer lest I should be suspected of accepting a sop from the NBC and its censorious commissars."

Mr. Denny had asked Father Coughlin to share the platform with Dorothy Thompson, Gen. Hugh Johnson and Earl Browder, offering to supply traveling expenses to New York or Washington to Father Coughlin from Detroit. After receiving the telegraphed reply, Mr. Denny offered to "alter the wording of the subject to a mutually agreeable one" and stated that the Town Meeting discussions have never been censored.

As BROADCASTING went to press Dec. 29, NBC was awaiting further reply from the priest, the other three speakers having accepted. [For further details on the Coughlin situation, see page 18.]

Scott Plans Spot

SCOTT PAPER Co., Chester, Pa., early in 1939 plans a short advertising campaign, with radio included, J. Walter Thompson Co., New York, is agency.

LINCOLN PACKING Co., Lincoln, Neb., on Jan. 4 will start sponsorship of MBS’s cooperatively sponsored show, "Girl Friends and Boyfriends," on KFOR. Lincoln, program is heard three weekly at 8 p.m.

Every subscriber gets the 1939 Yearbook Number...the industry’s desk directory.

In the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLET
Consulting Radio Engineer
962 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specialising in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7957

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 34067 and 52406
DALLAS, TEXAS

FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg., Washington, D. C.
FCC matters prepared, filed and prosecuted by our staff
of attorneys and engineers.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Net. 4048
Washington, D. C.

Paul F. Godley
Consulting Radio Engineer
Phone: Montclair (N.J.) 2-7859

Page & Davis
Consulting Radio Engineers
Mussey 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
360 E. 14th St.
NEW YORK CITY

Out West It's
R. D. Martin
Consulting Field Engineers
Over all Transmitter and Antenna Testing
75 Howard St.
spotane, Wash.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of broadcasting.

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.

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BROADCASTING • Broadcast Advertising

Heyer to KGIR-KPFA
CLAR H. HEYER, merchandising and promotion manager of WHBF, Rock Island, Ill., and formerly with WROI, Rockford, Ill., on Jan. 20 joins KGIR, Butte, and KPFA, Helena, as national sales manager. In recent weeks he has been in the East contacting agencies and accounts. The two Montana stations are controlled by Ed Craney who announced the appointment Dec. 28.

Late News Notes
EDWARD WALLERSTEIN has resigned as sales manager of the RCA Victor division of RCA, Inc., to become president of American Record Corp. (see page 19). Possibility that Frank Walker, general manager of RCA's recording department, would also move to American Record Corp. as its recording head was being reported as serious issue went to press, but neither CBS nor Mr. Walker had any comment to make.

NIELD SAMPSON has joined the William F. Holland Agency, Chicago, and will work in the sales, script and production departments. With 16 years of newspaper and radio experience, he has been newspaper editor and commentator on several stations in the last three years, among them WHP, Harrisburg, Pa.; WKRC and WLW, Cincinnati.

EDNA C. OPPERT, chief clerk in the president's office of NBC, on Jan. 2 becomes official secretary to Niles Trammell, NBC executive vice president.

HOWARD N. CARNOW, formerly with Columbia Pictures Corp., New York, on Jan. 1 becomes head of the advertising, sales promotion and publicity department of Radio Attractions, New York.

TED REAMS, of WRVA, Richmond, recently joined the CBS New York news staff. Patsey Greer, formerly heard on the WRVA Salty Southern Hour, also recently joined Fred being bud his Pennypacker and 'Snapper' Loyd, a former member of Dort Repine's WRFA Dimo-"o"ne's orchestra, has joined Larry Clinton's band.

J. M. OCEI, former president of Cecil, Waukesha & Legler, on Jan. 1 joined Frank Prehbus Co., New York, with Waukesha & Legler continuing the former business.

DRI-BRITE INC. St. Louis (self-polishing plasticized metal) has appointed Garnet Gardner Ad. Co., St. Louis, to handle its advertising.

Georgia Group Formed
THREE Georgia stations, WGST, Atlanta, WTOC, Savannah, and WMAZ, Macon, formed the "Georgia Group," which is expected to begin operation about Jan. 15, offering coverage of the state to advertisers at a special combination rate. The group, which is not a network, was formed by the managers of the three stations—E. K. Cargill, WMAZ; W. H. Summerville, WGST, and W. T. Knight Jr., WTOC—and will be represented by the Katz Agency nationally and also locally in Atlanta. Katz has named a national sales representative for WMAZ and WTOC individually, having for some time represented WGST. Rates for the Georgia Group have not yet been established.

WILLIAM J. DEMPSEY, general counsel of the FCC, and Mrs. Dempsey are the parents of a daughter, their fourth child, born in Georgetown Hospital, Washington, Dec. 29.

BURT LAMBERT, formerly with KYW, Philadelphia, and previously in the national sales department of Hearst Radio, New York, on Jan. 1 is joining the sales department of MBS in New York.

BILL SUTHERLAND, announcer of the Woodsbury Station, Port Washington, N. Y., has been selected by NBC to work with Jimmy Britt in broadcasting the Sugar Bowl football game Jan. 10, at Shreveport, La., as Christian in New Orleans Jan. 2.

JOSEPH NOVENSEK, of the NBC college staff, recently joined WJAR, Providence, R. I., to work as a correspondent. Winston-Salem, N. C., as announcer replacing Don Gurdin, also former NBC guide, who will announce for WRC, NBC's Washington affiliate.

TOM SLATER, commentator for the Fox, Newark, on Jan. 25 became the father of an eight-pound baby boy.

WDGY, Minneapolis, has appointed William Q. Ramboulet Co. national representative.

Classified Advertisements
Help Wanted and Situations Wanted, 5c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 16th of month preceding issue.

Help Wanted
OPERATOR-ANNOUNCERS, several for new West Virginia local. Include record of past experience, references and salary with reply. Box A206. BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARALLAX DISTRIBUTORS, Box 864, Denver, Colorado.

Progressive Midwest NBC station wants experienced commercial announcer. Prefer young man who has good selling voice and ad lib ability. Position to be filled at once. Only applicants who can appear for audition and interview will be considered. Good starting salary and chance for advancement. Address inquiries to Box A202, BROADCASTING.

Situations Wanted
Experienced radio operator. Transmitter, control room, antenna, transradio, Single Anywhere. Box 185, BROADCASTING.

Announcer—single man, experience with network outlets, wishes announcing anywhere. Box A203, BROADCASTING.

Transmitter operator. Nine years' broadcast experience. First class telegraph license—Unemployed. Recommendation. Box A204, BROADCASTING.

Production—programming, college graduate, four years' network-station, desires position at any station. Box A205, BROADCASTING.

College graduate wants news processing job, liberal education, professional training, radio news experience. Box A200, BROADCASTING.

Situations Wanted (Cont'd)
Announcer—five years varied experience—desires location anywhere with opportunity for becoming Auditioner. Box A198, BROADCASTING.

Announcer-producer knows dramatics and line figures. Educated. Single. References. Box A209, BROADCASTING.

Radio executive, ten years in local sales, national spot, brilliant background, experienced in advertising agency or station in executive or sales capacity. Box A379, BROADCASTING.

Wanted to Buy
Wast Fairfield or Presto complete portable recording 16" turntable and amplifier. Box A197, BROADCASTING.

Wanted
Radio station in Oklahoma, Texas, or Southwest. Request full particulars. Reply, confidential. Box A188, BROADCASTING.

For Sale—Equipment
Western Electric, pair $1.50 and pair 78 turntable complete with amplifier parts. Box A209, BROADCASTING.

Two custom-built transcription turntables in cabinets, ruggedly constructed, 33-1/3 r. p. m.; Less pick-ups. Box A201, BROADCASTING.

For Rent—Equipment
Approved equipment, RCA TMV-738 fluid strength complete. Amplifier parts. Box A209, BROADCASTING.

Approved equipment, RCA TMV-738 fluid strength complete. Amplifier parts. Box A209, BROADCASTING.

Two custom-built transcription turntables in cabinets, ruggedly constructed, 33-1/3 r. p. m.; Less pick-ups. Box A201, BROADCASTING.

www.americanradiohistory.com
WLW Asks Reversal

(Continued from Page 15)

ings in detail, Mr. Patrick charged that the report was incomplete. He contended that his findings were in fact and explained that most of the report was taken up by a narrative of the hearings, the committee jumping from the narrative to the conclusions.

Mr. Patric pointed out that several weeks ago he petitioned the Commission for a more detailed preliminary report. In the case definitely listing the findings of fact on the issues involved. In view of the fact that this petition was rejected, the commission must proceed on three assumptions, he said: 1. It must assume the lack of findings favors the applicant.

2. It must assume that incomplete findings represent all that this committee cared to say about the issues involved.

3. It must assume the FCC will not go beyond this report in making a final finding.

Rests Case on Four Points

The WLW lawyer said that he rested his case on four points:

1. That 500 kw. power is necessary for experimental development of technical equipment and that an audience is necessary to judge results.

2. That no competent information exists on sun-spot activity and other conditions particularly as they differ in the north and south.

3. That WLW engineers differ from FCC engineers on the standards for secondary service, with the station's engineers believing a higher intensity necessary than set down by the FCC in its rulings.

4. That alleged WLW interference with WOR is not an issue because only 100 complaints have been received on this subject during the last four years.

In support of these points, Patrick pointed out that WLW had developed adequate 600 kw. transmitter equipment, that WLW was engaged in a study of signal intensity in secondary coverage areas, and that WLW was trying to adjust an antenna to make better use of sky waves instead of merely for interference factors.

Patrick attacked the contention that WLW's superpower tended to crowd out other network stations within the WLW service area. He cited figures to show the increase in network affiliates within the area since the superpower experiment started. He likewise contended that WLW has received a smaller proportion of the business increases that have developed in the area since the station started using superpower.

Commissioner Walker brought out the fact that WLW raised its rate from $75,000 to $1200 an hour after getting higher power. Mr. Patrick pointed out, however, that during the time WLW was running at 55 kw. temporarilly because of the Canadian situation, the rates were lowered and on three or few rebates were given to sponsors.

Patrick quoted figures introduced by WLW in the hearing that show that the operation of WLW did not affect the rates charged by other stations in the area; to show there was an increase in smaller stations within the area since WLW went to higher power; and to show that the operation of the 500 kw. station did not adverse-

KTHS Case Dropped

The FCC, on motion of contesting parties, has dismissed the application of Hot Springs Chamber of Commerce, operating KTHS, to sell the station for $75,000 to Radio Enterprises Inc., headed by Thomas A. Barton, who operates KARK, Little Rock, and KELD, El Dorado, Ark., and who promised to move the station into Little Rock. In the midst of a hearing before Examiner Irwin Nov. 5, Mr. Barton decided to withdraw the bitterly contested application on condition that if the station is ever put up for sale again he should have first option on it. (Broadcasting, Nov. 15.)

WLW asks reversal

Porter Becomes Partner

In Littlepage Law Firm

Reorganization of the law firm of Littlepage, Littlepage & Co., under which William A. Porter, associate in the firm, becomes a partner, was announced Dec. 22.

The new firm will be known as Littlepage, Littlepage & Co., and in addition to the former members, Thomas P. Littlepage Sr. and John M. Littlepage, will be Mr. Porter, Thomas P. Littlepage Jr. and A. Rea Williams. Mr. Porter has been identified with the Littlepage firm since Jan. 2, 1936, as an associate, specializing in radio.

HUMBLE OIL Co., Houston, will sponsor the Texas Tech-St. Mary's Cotton Bowl game on Dec. 23 over 25 Texas State Network stations, with Kermit Davis, manager of KPRO, Houston, and Hal Thompson, sports-commentator for WPA, Dallas, at the microphones.

JOHN STINSON, formerly of CKLW, Windsor-Detroit, and now with WJR, Detroit, recently won a "Best Announcement Contest" sponsored by Stromberg Carlson Co. and "Radio Jake," of the station. Frank Burke, of CKLW, was second, and Jimmie Stovenson and Larry Gentle, also of CKLW, were third and fourth, respectively.

I hope you know we'd like to see you on our gift list...
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 14 TO DECEMBER 29, INCLUSIVE

Decisions...

DECEMBER 14

MISCELLANEOUS — New, Bowling Green Best, Bowling Green, Ky., granted continuation of 1-10 k. w., assigned to WRTD, Rich- mond and Haywood; NEW, Julius H. Dixon, Tupelo, Miss., denied as in default. Applied, CP 1500 kc 100-250 w.; KGNO, Dodge City, Kan., granted pending hearing.-

MISCELLANEOUS — New, Bowie, Md., granted modification of the permission granted in the original station of WTRA in that a new antenna will be added; NEW, H. Hopson, Birmingham, dismissed with prejudice; NEW, Julius H., Dixon, Tupelo, Miss., denied hearing pending appeal from the order whereby the petition for reconsideration was granted. In several recent cases the court has held that appeals were premature when motions to reconsider were pending and had not been acted upon. The position was re- placed, however, when the court recently dismissed without prejudice the appeal of WTRD, Richmond, in an unusual proceeding wherein it was held that the pending appeal was premature after the Commission had granted the petition for reconsideration and had determined that the petition was not in the state it was taken.

现代动机使用了 KTUL, 芝加哥, 作为它的新发射机, 各种西部电子的 5 公里发射机, 该发射机将进行操作。7 台无线电发射机, 它被称作, 是在第一 5 公里西部电子电用 Doherty 集成电路安装在公司。

MODERN FOOD PROCESS CO., Phila. (Thrivo Dog food), on Jan. 1 shifts Dog Heroes on 11 NBC-Blue stations from 3-3:15 p.m. to 3:30-4:35 p.m. Agency: Clements Co., Phila.

JERGENS-WOODBURY CORP., Cincinnati (shaving cream), on Dec. 15 renewed Old Fashioned Revival on 56 MBS stations for 25 weeks, Mon. 10-11 p.m. Agency: Ivey & Ellington, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Cincinnati (shaving liquid), on Dec. 15 renewed Hollywood Playhouse on 46 NBC-Blue stations, Wed. 9-9:30 p.m.


MCK & R. Continues
WILLIAM J. WARBELL, Federal trustee of McKee & Roberts, Bridgeport, Conn., has announced that, despite the recent sensational developments in the company's bankruptcy case, advertising and all other normal activities will continue without change. Current radio promotion is confined to a series of 15-second spot commercials in the last week of each month in which the firm announces that McKee & Roberts is open for business. The series will feature the voice of radio personality and former McKee & Roberts employee, Jack Ford. McKee & Roberts is a manufacturer of automotive parts and accessories.

THELMA PRESCOTT, formerly the European editor of the New York Herald Tribune, has joined NBC to produce fashion shows in the women’s television department.

SIGNAL OIL Co., Los Angeles on Jan. 17 shifts Signal Carnival on NBC from 5:30-6 p.m. (PST).

LEVER BROS. Co., Cambridge, Mass. (Ringo), on Jan. 18 switches Big Town with Edward G. Robinson on CBS from Hollywood to New York for three weeks on NBC.

JERGENS-WOODBURY CORP., Cincinnati (shaving cream), on Jan. 1 will replace Charles Boyer with Patti Duber in the role of a young jazz singer in the program’s opening number, “The Crystal Specialists Since 1925.”

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
Supplied in Isolantite Air-Gap Holders in the 0.5-1600 Kc. band. Frequency Drift guaranteed to be less than three cycles per million cycles per degree Fahrenheit change in temperature. Accuracy “better than 0.1%.” Order direct from—
**Merchandising & Promotion**

**Holiday Spirit—Jerry’s Circus—Phil’s Books—Black Flame—Topeka Pastry—File Folder**

**SOUVENIRS** ranging all the way from potatoes to mistletoe with barbecue and even the trade friends over the holiday period by broadcasting stations. Among the souvenirs were WIBC, Boston letter openers; KIDO, Boise, Idaho potatoes; WGAR, Cleveland, fillers for its memo pads; WCOP, Boston, calender pad; KWO, Poplar Bluff, Mo., pencil; WKY, Oklahoma City, mistletoe; WLAW, Lawrence, Mass., plastic ash tray; KPQ, Wenshaw, Wash., apples; KFEL, Denver, Colorado celery; KXLY, Salt Lake City, seat celery at Thanksgiving.

George Hollingbery, Chicago rep., has merchandising and radio products; WRVA, Richmond, Va., Edgeworth sample kits and initiated pipe; WBAP, KKKO, Fort Worth, razor blades; Henry J. Kaufman agency, Washington, D.C., has had a series of its Round-The-World recording made during A.A. 27 and won the McKinnon award for media.

**KITE**, indianapolis, giant pencil.

**KTSA**, San Antonio, transcribed program for the week-end.

Major Bowes, miniature gong.

Western Electric Co.; package of replicas of humorous trade advertisements.

**KTRK**, Miami,Florida, sold through mail order.

**7 Up in Denton**

**SEVEN UP BOTTLING Co., Denton, Texas**, (beverage), as part of its promotional campaign for 7 Up, the jury, transcribed series on KDKT, full of amusing salesmen on all trucks. Firm awards a case of 7 Up weekly for the best letter and correct verdict sent in by a listener. Supplementary prizes are also awarded. Transcribed series is produced by the Kansas City Symphony Radio Productions, Hollywood.

**KSFO Auto Medallions**

ALL STAFF members of KSFO, San Francisco, are securing medallions with the station insignia for their automobiles. Medallions were designed by Chief Engineer Roy V. Friesen, and are polished aluminum on a deep blue background. The medallion carries the station’s call letters and the CBS initials.

**In With Joe**

**JOE CREAMER**, sales promotion director of WOR, Newark, is author of an article titled Let ‘Em Have Laughter, listing the methods he employs in writing human interest advertising copy for WOR’s trade promotion, appearing in the December edition of *Radio-City*, Western Electric house organ.

**Halifax Nudge**

**CHNS, Halifax, Nova Scotia** publishes *Nudge", a merchandising monthly, full of merchandising and radio ideas, and illustrations of CHNS radio stars.

**Sales That Speak**

**UNDER** caption, “Sales Tales”, KSTP, St. Paul, has issued a promotion folder telling of the response to a test offer of a post card photograph in connection with the transcribed program *Jerry of the Circus*, sponsored by Zinamaster Baking Co., that city. Folder reproduces a letter of recommendation from Harry W. Zinamaster, president of the firm, and relates that only three spot announcements on this program brought in 2,923 requests from 79 counties in five States. Program is produced by Radio Transcription Co. of America, Hollywood.

**New “World News” Press**

**JANUARY** issue of *World News*, WLB house organ of news and gossip about World programs, personal and advertisers, appeared as a 15-page magazine, printed in two colors on coated stock. Publication will henceforth be bi-monthly instead ofmonthly as heretofore, but will be supplemented with bulletins to keep readers informed of current World events.

**Their Own Commercials**

**KTRB, Modesto, Calif.,** has purchased a Presto recorder and takes it to the stores of local advertisers for recording of personalized commercial announcements by owners, managers and salesmen. The recordings in turn are used on the sponsor’s program, instead of the usual reading by the announcer.

**Talcum for Corn**

**MINNESOTA Corn Canneries**, sponsoring a participation period on KGO Forum, San Francisco, is offering a dispenser for face or talcum powder in return for a label from a can of Potash Kernel Green Gobart Corn, plus ten cents. Recipe leaflets also are being sent on request of the listeners.

**Shotgun Message**

**WADDEN** in a shotgun shell, WRC- WMAL, Washington, have distributed a combination cartoon merchandising strip with a “double-barreled” hunting theme.

**Cook’s Books for Shut-ins**

NEARLY 15,000 books arrived at CBS headquarters in New York as a result of Phil Cook’s plea on behalf of hospitals and shut-ins during his Morning Almanac program on WABC, New York. Listeners from Dec. 5 to Dec. 16 were invited to send or bring books to the offices of CBS, where they were forwarded to members of the United Hospital Fund and the Shut-In Society. The program, which is also transmitted by short wave on the coast, brought books from as far west as California, and one from a listener in Lancashire, England.

**A Baby’s Fate**

**TIED IN** with its show for Magda l’Oro coffee on WBL, New York, S. A. Schronbrun & Co. is conducting a letter-writing contest in which, whether a baby, found by the show’s characters in the story, should be kept or turned over to an institution. The best letter and solution to the problem wins a 17-jewel wrist watch, and other prizes include a radio, an electric shime clock and nine imported Italian percolators.

**WLW, Sponsor Are Hosts**

**AS A goodwill gesture toward Cin- cinnati dairymen, WLW, Cin- cinnati, and the Darly-Rich Co., were hosts at a party for local dairy ex- ecutives Dec. 15 in Hotel Nether- land Plaza. Guest of honor was Milton Caniff, author of Terry & Piggs. A broadcast program was also produced by Radio Transcription Co. of America, Hollywood.**

**WLW, Sponsor Are Hosts**

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**W.P.E.N., Auditorium**

**W P E N., Philadelphia** recently opened its 650-seat auditorium to sponsors, allowing them to place window displays and other promo- tional copy in various sections of the hall as an added merchandis- ing service. The auditorium is also used by Mabel Love and her Women’s Club program, in addition to other shows, and hundreds of po- tential customers see the sponsors’ display, WPEN reports.

**Sam’s Third Renewal**

**KSFQ, San Francisco,** has mailed 2,000 letters to retail grocers in Northern California in connection with the third consecutive renewal of the Coca Cola Singin’ Sam series. The letters are in the form of bul- letins to be posted in stores for infor- mation of sales staffs.

**Bethlehem Cards**

KYW, Philadelphia, sent out over a thousand Christmas greetings featuring a Bethlehem, Judea, postmark, the only mail from Bethlehem to the country in sev- eral weeks. The idea was conceived in November by Lancaster newspapers, KYW, and a s ales promotion manager. With cooperation of Thomas Cook & Sons, the cards were mailed Nov. 8. They were con- voyed in Palestine by British troops. The govern- ment requested that they bear the official Bethlehem stamp from chancery where it was placed when the postoffice was fired.

**Voice of the Lens**

**WEEKLY** show on WBBM, Chica- go, titled The Camera Talk is sponsored by Candid Camera Corp. of America, Chicago, and offers weekly prizes. The show is a Per- fect Dime vaudeville. Winners submit pictures of events that have played important or unusual parts in the fan’s lives, accompanied by 500-word stories. Further merchandising tie-ins lies in the judges named: Charles Bass, president; Candid Camera Co.; M. Reigan, camera buyer for Fair Store; L. Kaufman, buyer for Central Camera Co.

**Amazon Explorers**

**HICKOK** Wyomissing, Pa., (gas- line), sponsoring the five-weekly quarter-hour transcribed Black Flag Novelty Funnies on 11 Midwestern stations, has issued a promotional mailer to Ohio and Ohio stations, reports that in three weeks 450,000 juveniles joined its Hi-Speed Junior Explorers Club in response to their promo- tion. Club is named after the sponsor’s gasoline, and application is made through Hi-Speed gasoline stations. Transcribed series is produced and cut by Aerogram Corp., Hollywood.

**Fruit for Charity**

**AT Boone County Jamboree on WLW, Cincinnati,** Dec. 28, admi- nistration was granted for fruits, vege- tables or any other foodstuffs, and no member of the cast was re- quired on stage without making a similar contribution at the door. Receipts were turned over to local charity and Christmas organiza- tions for distribution among needy families.

**New WLS Album**

**WLS,** Chicago, has published the 1939 edition of the WLS Family Album, picturing WLS artists, per- sonnel and studio facilities. During the last ten years, WLS records and listeners have bought 410,000 copies of the Album as it appeared each year.

**Cake From Topeka**

**PROOF of the pudding is in the eating** when WIBW, Topeka, through its December promotion of its Dick Tracy comic strip, distributed a chunk of cellophane-wrapped fruit cake. Cake and merchandising message, price in return of color by colors, are sent in a gift-covered box.

**Folder in File**

**W GAR,** Cleveland, has published a promotional brochure designed as a business file, with the station’s story on letterhead-size paper in a blue correspondence folder.
THE PLAY’S THE THING!

The formula used by the Nation’s Station to produce successful dramatic shows is very simple. We are not trying to impress ourselves with colossal productions, nor to build dramatic programs to amuse our talent. We build them for our millions of consumer listeners. We accomplish our objective through these means:

1. The most versatile and best balanced dramatic stock company possible.
2. Trained free-lance talent available when new voices and personalities are required.
3. A production staff composed of men who have many years of stage, as well as radio experience back of them, to direct our dramatic productions.
4. Carefully chosen writers skilled in preparing all types of dramatic scripts.
5. Constant experiments in engineering and sound effects to create more effective dramatic productions.
6. Coordination of all departments to keep production “in the groove” from idea to microphone.

These things, we believe, make WLW particularly adaptable to build and successfully sustain dramatic shows that command listener interest.

Pauline Hopkins, (above, left) author of “The Mad Hatterfields” and “Midstream”, WLW’s two outstanding script shows, discusses a scene with Mama Hatterfield (Bess McCammon) and Nicki Powers (Duane Sneedgrass). Rikel Kent (lower, center), ace WLW Production Man, goes over a “Midstream” script with part of the cast including Wilda Hinkle, James Leonard, announcer, Jack Marks, Mary Jane Croft and Lon Clark. WLW includes 50 members in its staff and spot dramatic department.

“The Mad Hatterfield” cast, (above, center) go over a script with W. Ray Wilson, production man. Selective casting combined with careful rehearsing makes “The Mad Hatterfields” one of radio’s most delightful script shows. (Above, right) Rolly Hatterfield (William Green) and Caleb, the family butler (Harry Cansdale). Other current outstanding WLW dramatic productions include Dr. Kenrad Unsolved Mysteries, The Nation’s Playhouse, and True Detective Mysteries.

These things too, we think, are part of the story of WLW.
WWL FORGES AHEAD WITH RCA EQUIPMENT!

Here is the beautiful modern new building which houses WWL's new 50 kilowatt RCA transmitter.

New U-shaped RCA 50 kilowatt High Fidelity transmitter just installed at WWL. It is Model 50-D.

For the 2nd time WWL gets a new RCA Transmitter—proof of the fine service this equipment renders!

During the years since it began broadcasting, WWL, New Orleans, has expanded from 10 kilowatts to 50 kilowatts. The original 10 kilowatt transmitter was an RCA.

And now—WWL broadcasts to listeners in New Orleans and vicinity with a brand new 50 kilowatt RCA transmitter.

The owners of WWL have consistently chosen RCA equipment because they have been more than satisfied with the consistently fine job RCA transmitters do. You, too, will get equally fine service from an RCA transmitter—at moderate cost. Two splendid lines—the deluxe line and the economy line—for you to choose from. Full details from your nearest district office.

Use RCA radio tubes in your station—for finer performance.