Another year and another million letters! In the 9 years WLS has been under the present management, 9,299,059 letters have been received from listeners—more than a million a year average for 9 consecutive years. The WLS audience is a responsive audience and loyal—loyal to the fine programming of WLS and to the advertisers who present them.
On the rate card all kilowatts look alike ... there's no way to distinguish quality of output by studying station time charges.

But to the listener ... and therefore to the advertiser ... it is exactly those things which the rate card cannot picture that are most important. And it is in those things that KLZ excels.

KLZ's Mobile Unit has added another exciting chapter to this station's log of outstanding service to the Denver-Rocky Mountain area.

KLZ's pride in maintaining its position of leadership in the Denver-Rocky Mountain Region is a far stronger incentive in operation than any rate card figures can possibly be. No matter of rates was involved when the giant battery of rectifiers replaced the usual generator at the transmitter plant ... when a Western Electric program booster was added. No question of earnings influenced the elaborate landscaping project that has transformed KLZ's transmitter site into a public park that is one of Denver's showplaces.

KLZ's produced shows are constantly building business for merchants in Denver.

Above: KLZ produced shows are constantly building business for merchants in Denver.

Below: A corner of KLZ's bustling news department.

KLZ's Mobile Unit has added another exciting chapter to this station's log of outstanding service to the Denver-Rocky Mountain area.

For alertness and originality, are the factors that make KLZ the superlative voice in merchandising its famous.

These are the things which are really important to you ... but you won't find mention of them on the rate card!

KLZ

Denver

CBS AFFILIATE — 560 Kilocycles

Affiliated in management with The Oklahoma Publishing Company and WKY, Oklahoma City — Represented by The Katz Agency, Inc.

www.americanradiohistory.com
Concentrated Attack
on ALL New England Markets

THE problem of stretching a moderate appropriation to cover the many widely separated trading areas comprising the New England market can be solved by using the Colonial Network.

It is possible to spread sales effort throughout the territory from Bridgeport, Connecticut in the south to Bangor, Maine in the north and do this with concentrated effect in every important market. Each of the sixteen Colonial Network stations is located in an important center of distribution and provides an effective means of direct penetration in its service area.

Through the Colonial Network you can reach more markets over a wider area at lower cost than through any other group of stations.
HAUNTED
by the thought of
TURNING HANDS

You can power a station with a billion watts and send a signal roaring around the universe. But all in vain—unless the hands that turn the radio dials want to stop at the proper place to hear that station.

Here at WSM we think in terms of entertainment designed to stop those turning hands. That is why we maintain a huge and varied talent staff of our own. Why we comb each commercial, study each script, to eliminate any hint of offensiveness, the faintest evidence of poor taste.

Having taught a goodly portion of American hands to turn to the WSM wave length and to enjoy and trust what they hear from WSM, we consider it good business, for us as a station and you as an advertiser, never to relax our vigilance.

The hands that stop belong to people who buy your goods. May we show you how our concern for stopping hands can start a flood of buying for your products?

WSM
NASHVILLE, TENNESSEE

The Faith of Our Audience Comes First
Our official buttoner-upper

...of the hand in the glove

We've been telling you with facts and figures...with maps and charts...with graphs and diagrams...how WJSV, alone among all Washington stations, fits the Washington wholesale trading areas like a hand fits a glove. It's a good snug fit, with every bit of WJSV's directionalized power pouring into the areas where it does advertisers, their wholesalers and their retailers the most good.

And now we have a real, effective buttoner-upper. It's our "WJSV-On-Wheels"...the WJSV Mobile Unit. All the Washington area is our point-of-origination with this new traveling studio. Whenever anything happens, anywhere within our service area, the Mobile Unit is right there...ready to make on-the-spot recordings of the news as it happens. One national advertiser hopped on the wagon (pardon the pun) as soon as the unit was announced, sponsoring a mobile-unit show five times a week. It's been the talk of the town. And you ought to see what it does to sales!

WJSV WASHINGTON, D.C. • A CBS STATION

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

New York • Chicago • Detroit • Milwaukee • Charlotte, N.C. • Los Angeles • San Francisco
BUYING spot time on the Coast? It will require from at least 4 to 10 or more separate contracts, plus the arduous task of finding desirable time (and holding it) on the more desirable stations.

There is a much better way. Consider the whole Coast territory as ONE huge spot market. Then plan to cover it thoroughly—at ONE TIME, with ONE PROGRAM and on ONE CONTRACT.

Here, constantly ready to carry your client's message, is a regional network of transcontinental caliber. It offers a broad selection of audience-tested programs of demonstrated pulling power. It is an integral part of the world’s largest network. It is the . . . .

COLUMBIA Pacific NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco
Early in December KVOO went on the air for the Poor Kids! Old toys were brought in by Oil Capital citizens, then repaired and repainted. On Christmas Eve, the Tulsa Community Fund was able to play Santa Claus to 10,000 children. The KVOO Poor Kids' Christmas is an annual undertaking, as well as the KVOO Bathing Suit Round-Up every spring, in which these same thousands of children get re-conditioned bathing suits for the summer through appeals broadcast by the Voice of Oklahoma. KVOO is recognized as a friend of the people in Oklahoma. In its fourteen years of existence, the hours that KVOO has contributed to charity, religious and civic enterprises would equal a young lifetime.

EDWARD PETRY AND COMPANY
NATIONAL REPRESENTATIVES

The Oil Capital of the World

KVOO 25,000 WATTS
BOTH N.B.C. NETWORKS TULSA
"But what is KDO, dunce?"

Shush, Colonel—take it easy! Winterbottom has an amazing memory, but he can't possibly know everything about all the seven hundred radio stations in this country. So give him a break, and in a couple of hours he'll have the answer, from Free & Peters!

Now don't misunderstand us, Colonel. We're not superhuman, either. But there are fourteen experienced men at F & P, and we spend our entire time trying to keep abreast of radio. Nine times out of ten we really can help you in any "radio emergency".

So let Winterbottom give us a ring, and save yourself a stroke. We'll get the dope, even if it means an extra dividend for A. T. & T. . . . And it'll cost you nothing except the compliments you'll feel like paying!

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

Exclusive Representatives:

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(C) 1934 Free & Peters, Inc., Chicago, Illinois
Early Mexican Approval of Treaty Is Seen

By SOL TAISHOFF

Administrative Agreement Now Considered, Which Would Automatically Make Pact Effective for the Continent

NEW deliberations, looking to adoption of the North American Broadcasting Agreement (Havana Treaty) by an administrative agreement under which Mexico would comply to all of its terms, are under way and the outlook is considered most favorable by the State Department.

Despite refusal of the Mexican Senate to ratify the important pact at its last session, it was learned authoritatively that with the adjournment of the Senate, the Mexican Post-office Department and the Ministry of Communications now have under advisement adoption of the treaty provisions by administrative agreement, which would be tantamount to making it effective for the principal nations of the continent. Since the United States, Canada and Cuba already have ratified the treaty, it remains only for Mexico to take the course proposed in order that the terms of the instrument shall become effective.

Under Advisement

On Jan. 11 the State Department was notified by Pierre Bois, charge d'affaires of the American Embassy in Mexico City, that the Mexican Government has the administrative agreement proposal under advisement. The Postmaster General of Mexico notified the embassy that Gen. Mugica, recently appointed Minister of Communications, is studying its terms and that the embassy would be notified of the decision within a short time.

The agreement itself, which provides for a reallocation of the 106 channels in the broadcast band from 550-1600 kc. among the nations of the continent, specifies that it shall become fully effective one year after three of the signatory nations have ratified and the fourth has signified its intention of so doing. Assuming the Mexican Government adopts the administrative agreement, this would fulfill the requirements of the agreement and its terms then could be invoked one year from that date.

Consternation over interference with operation of stations in this country by Cuban stations, which have already been shifted to new assignments under the treaty terms [Broadcasting, Nov. 1, 1938], has been expressed both in FCC and State Department circles. Interference has reached such proportions that in several instances the FCC has authorized temporary night power increases for stations to offset the powerful signals from Havana. In this connection it is likely that overtures will be made by the State Department to the Cuban Government either to revert to its old allocations or else hold in abeyance shifts of major stations to new assignments until the treaty terms become fully effective for all nations. In so doing, interference would be minimized.

Await Superpower Report

Promulgation of new rules and regulations for stations in this country, into which the terms of the Havana Treaty are interwoven, naturally would have to be held in abeyance until the international picture is cleared through action by the Mexican Government. Despite the FCC Superpower Committee, which held extensive hearings last June on the proposed rules, is not yet ready to report to the full Commission on its recommendations.

Delayed by the pressure of other business, the committee, comprising

764 Stations as of Jan. 1; Yearbook Number Out Feb. 1

were exactly 764 broadcasting stations operating or authorized for construction in the United States as of Jan. 1, 1938, and 91 others in Canada. Their listing by States and provinces, by call letters and by frequencies, together with ownership, personnel, equipment and other data, will be made available in the 1939 Broadcasting Yearbook Number which will be off the presses Feb. 1.

The Yearbook Number, with many new features added since its predecessor issues, will show that 52 new stations were authorized in the United States and its possessions by the FCC during 1938, of which 23 were on the air as of Jan. 15 of this year. Ownership of these stations will be shown in detail, together with data about their personnel etc.

Also disclosed will be the extent of the newspaper ownership in 239 stations with which newspaper interests identified with their

Say, Chairman, Craven, vice-chairman, and Payne, is expected to complete its work about Feb. 1. This report will embody the proposed new assignments up and down the broadcast spectrum, as well as new rules applying to broadcast operations. Horizontal increases for regional stations to 5,000 watts at night, where no undue interference would be caused, and of local stations to 250 watts at night, appear a foregone conclusion in the proposed report, since the terms of the treaty itself provide for it.

Class I-A, or clear channels, it is generally expected, will number about 25 of the 32 exclusive waves available to this country under the agreement. The most controversial issue is that of superpower or permitting power in excess of 50,000 watts on Class I-A channels.

Because of the complexity of official sentiment, it is hardly expected the committee will recommend that 50,000 watts be adjudged the minimum power on Class I-A channels but rather that it will recommend a procedure which would retain the peak power at 50,000 watts on a regular basis at this time, with the stipulation that the time has not yet arrived for authorization of greater power. Presumably, it would be the suggestion that the rule be kept sufficiently flexible to provide for higher power grants in the future rather than place an insurmountable obstacle in the way of technical progress in that field.

Would Clear the Way

Should the Mexican Government adopt the administrative agreement to give the treaty terms in effect, the FCC will be in a position to go ahead with its plans for promulgation of the new allocations. On the other hand, if additional delays are encountered and the Commission arrives at the point where it desires to proceed, the proposed rules will cover the existing station frequency assignments while proposed assignments under the treaty would be provided in accompanying tables which would become effective when Mexico signified its intention of approving the agreement.

Conversations are expected to start shortly with the Cuban Gov.
Durham Proposal To Retain WPTF Declined by NBC

New Company Elects Officers And Will File With FCC

PROCEEDING with its plans to purchase WPTF, Raleigh, from NBC for $210,000, the North Carolina Radio Corporation, which announced last month, has elected officers and shortly will file with the FCC an application for assignment of the station to it.

Simultaneously, William S. Harrington, NBC's vice-president in charge of station relations, advised the Durham Life Insurance Co., present owner of WPTF, that it had rejected a proposal from the insurance company that it forego its option to purchase the station and permit it to remain in present hands.

NBC exercised its option to purchase WPTF for $210,000 several weeks ago, simultaneously announcing it proposed to turn the station over to a new company responsible to North Carolina interests at the same figure [BROADCASTING, Jan. 1]. The station operates at 550 kc., on which KFO, San Francisco, licensed by NBC, is the dominant outlet. Disagreement of WPTF's application for regular full day operation on the frequency, it was stated, motivated NBC's decision to acquire the station.

Officers Named

A. E. Finley, of Raleigh, president of the North Carolina Equipment Co., has been elected president of the new corporation which will file for transfer of the WPTF facilities, it was announced John T. Taylor, Raleigh merchant, and Emil Rosenthal, Goldsboro merchant, were elected vice-presidents; John P. Swain, secretary of the Raleigh Merchants Assn. and the Raleigh Realty Co. chairman of the Wake County Board of Commissioners, was elected treasurer; Charles Allen, past president of the Young Democratic Clubs of North Carolina, was elected as a member of the State House, was elected as a member of the Raleigh Chamber of Commerce; J. M. Broughton, Raleigh lawyer, former member of the Senate, and a trustee of Wake Forest College; Gordon Gray, publisher of the Winston-Salem Journal and Piedmont Sentinel, opened as the WSJS, president of the Young Democratic Clubs of North Carolina, as a member of the State Senate, and Edwin Tate, Laurel Hill merchant, member of the State School Committee.

A decision of NBC in declining the proposal of Durham that it forego its contemplated purchase of the station was announced in a letter dated Jan. 9 to S. B. Coley, president, Durham Life Insurance Co. Mr. Coley on Dec. 31 wrote Mr. Harrington that the company was no more desirous of disposing of its interest in WPTF than NBC "now are interested in retaining it for acquiring such interest." Pointing out that since Durham took over the station (Continued on page 88)

Drawing for Broadcasting by Sid Hix

"Here's Where I Get Around That 'Person to Person' Rating!"

WRIGLEY PROGRAM LAUNCHED ON CBS

UNDER sponsorship of William Wrigley Jr. Co., Chicago (Doublemint gum), Jesse L. Lasky's Gateway to Hollywood, one of the most extensive talent searches ever conducted, was launched Jan. 8, Sunday morning over CBS, 72 CBS stations for 13 weeks. Setup of the series calls for a well-known film, player and cast as "supporting" talent for amateurs selected in a national competition being conducted in cooperation with RKO Radio Pictures.

Nine couples from each coast are to be selected to come to Hollywood and compete for final honors. Boy and girl chosen in eliminations will be guaranteed at least six months work as RKO players and featured in a film under names of Alice Adam and John Archer, with salary of $125 weekly. Search is open to girls between ages of 17 and 23 and boys of 21 to 27.

Bryant Washburn is host of the eastern division search. Hobart Bosworth heads the western section. Charles Vanda, CBS Hollywood program director, now on leave-of-abscence, is producing the series under direction of Lasky. Ken Niles is announcer and also contest coach. He was formerly associate producer-anouncer of Hollywood Hotel. Wilbur Hatch has the orchestra. Writers include Russell Johnson and Everett Tomlinson. Darrell Donnell, headquartered in Hollywood, is in charge of West Coast exploitation. Ralph Palmer of New York, directs eastern publicity for the series. Frances Hooper Agency, Chicago, has account.

CBS Already Planning To Expand in Hollywood

CBS has already planned its move to Hollywood. It has been forced to utilize two additional outside theatres for audience shows. Network has taken over El Capitan Theatre on Hollywood Blvd. for its Sunday afternoon Screen Actors Guild-Gulf Oil Corp. shows, Hollywood Guild, and Ambassador Hotel Theatre in downtown Los Angeles for the weekly Back Home program, sponsored by Forest Lawn Memorial Park Assn.

With prospects of further transcontinental shows being set for origination from Hollywood, CBS has acquired land adjacent to its new Columbia Square Bldg. and proposes to build at least two additional theatre auditoriums with approximate accommodations of 400 persons each. Additions will be put at the corner of El Centro Ave. and Selma St. The date set to start construction has not been announced. Prospects are that sustaining programs for radio will be increased under the expansion plan contemplated.

CBS Expands in N. Y.

IN ADDITION to the expansion of its New York headquarters [BROADCASTING, Jan. 11], CBS is also contemplating the expansion of its studio facilities and has begun negotiations for the acquisition of additional space in a building nearby to its present quarters at 52nd St. and Madison Ave. Network would like to obtain an auditorium seating at least 400 persons for use as an audience studio, as well as other small recording studios. Neither the studio nor the lobby project has been definitely settled as yet, but plans are being pushed ahead as rapidly as possible as the network hopes to be able to complete the expansion by this summer.

RICHFIELD OIL Corp., New York, using minute spots five times a week on 34 stations, promoting a prize contest whose answers will appear in Richfield Magazine. Six contests are planned. Agency is Sherman K. Ellis & Co., New York.

PAYNE DISMISSES HIS LIBEL SUIT

THE $100,000 libel suit of Federal Communications Commissioner George Henry Payne against Broadcasting Magazine, and its editor and publisher, which has been pending in the United States Court for the District of Columbia since December, 1956, was dismissed Jan. 13.

The editorial which was the subject of Commissioner Payne's complaint criticized his examination of Powell Crosley Jr., head of Station WVL. Commissioner Payne charged that it transcended the limits of fair comment and libeled him. The magazine explained to Commissioner Payne that it had the intention of transcending the limits of fair comment or of doing more than express its reasonable disagreement with the views he had expressed and the manner in which he expressed them. The dismissal came pursuant to the result understanding had between the parties that the editorial was published by the magazine, its editor and publisher, in good faith as a criticism in a matter of great public interest, and that the magazine saw it at the time, and without any malice; and that it was not intended to libel Commissioner Payne's personal or official integrity.

NBC Added 25

NBC in a year-end roundup reports that it added 25 stations as affiliates during 1938, bringing its total number of affiliations to 125, and also concluded an agreement with Canadian Broadcasting Corp. whereby NBC will broadcast over 31 stations of its transcontinental network. The affiliations during the year included WBTC, Birmingham; KTSW, El Paso; WBBR, Wilkes-Barre; KSEI, Fortescue, N.J.; KUSJ, Fort Worth; KTOK, Oklahoma City; WMFF, Plattsburgh, N.Y.; KMA, Shenandoah, Iowa; KFRAJ, Lancaster, Pa.; KUTA, Salt Lake City; WLAQ, Lake Placid, Fla.; WJIN, Wilkes Barre, Pa.; WSSW, Canton, Ohio; WSB, Chicago, WNBG, New York, WJJC, Jacksonville, Fla.; WCB, Nashville, Tenn.; WZLB, Bangor, Me.; WDRD, Augusta, Ga.; WEEU and WRAW, Hershey, Pa.; WFBW, New Britain, Conn.; CMQ, Havana, Cuba.

Eight Added by CBS

DURING 1938 CBS added eight stations to its list of affiliates and dropped five stations. Additions during the year included WBCB, Birmingham, New Orleans, La.; WBGK, Gulfport, Miss.; W getContentPane Aigatoma, Chicago, KGGM, Albuquerque; WABEL, Bangor, replacing WLBZ, that city; WBBY, Waterbury, Conn., which lost its CBS affiliation during the year were KQO, Austin; WGB, Mobile, Ala.; WGW, Wichita Falls (now in Fort Worth).

CHICAGO and Providence have been added to CBS' list of cities to be served by Arturo Toscanini and the NBC Symphony Orchestra this season, the Chicago station (WGN) and the Providence one (WPRO). The concerts will be held in Jan 16 and the Providence one Feb. 7. New York, Baltimore and Boston are already scheduled for concerts by the maestro and his orchestra.

Parkway Oleo Spots

KRAFT-PHENIX Cheese Corp., Chicago, on Jan. 16 starts a series of one-minute spots, 15 a week, on 25 stations in its Parkway oleomargarine. Needham, Louis & Brody, Chicago, is agency.

MBS on Feb. 4 will start a series of programs by the Carnegie Tech Symphony orchestra of Pittsburgh to be heard thereafter Saturdays from 1:30-2 p.m.
Bone Heads Patent Committee, Promises Copyright Bill Action

Case Nomination Seen Unopposed; Little Demand For Investigation Noted as Congress Opens

By WALTER BROWN

AS THE 76th Congress perfected its organization and settled down for work, a number of matters of direct interest to the radio industry appeared on the legislative horizon.

Among these are copyright legislative proposals for Government operation of a superpower radio station, investigation of the broadcasting industry and the FCC, changes in the present FCC act, and certain limitations on radio advertising.

During the closing days of the last session, an unsuccessful effort was made by the then Chairman John J. O'Connor of the House Rules Committee, who was later defeated for re-election, to have the House take a resolution to investigate the FCC and the industry in general.

No Inquiry Demand Yet

As yet no specific demands have been made for an investigation at this session; but Rep. G. W. (R-Mo.) was elected chairman of the committee, has expressed a desire to have the FCC investigated with the scope of the committee, which he is promising to get.

In the offing, Rep. Wigglesworth (R-Mass.), second ranking Republican on the House Appropriations Committee, has called for an inquiry of a Congressional probe, made this statement:

"I still think there should be a thorough-going investigation of the FCC and if someone else does not introduce a resolution for such an investigation, I will."

During the week of Jan. 23 the House appropriations subcommittee on independent offices is expected to reach the FCC and officials of the Commission will be called to testify. The budget recommendation for a larger appropriation for the FCC for the next fiscal year is expected. Mr. Wigglesworth is on this committee and he indicated he would question Chairman Frank R. McNinch at length regarding the work of the Commission. He said he is not at all impressed with the investigations which the Commission is conducting and is still of the opinion that Congress should act.

On the Senate side, Senator Wheeler (R-Mo.), who has been asked for a radio investigation with a view to strengthening the law, is not yet ready to reveal what his course will be. He told Broadcasting he was giving the matter serious study, stating he had some definite ideas as to what should be done in the field of radio broadcasting, and wonders what Congress would probably have something to say.

There were material changes in the Senate committees which handle legislation dealing with radio matters. Senators Homer Bone (D-Wash.) was elected chairman of the Senate Patents Committee, which has charge of copyright legislation, succeeding former Senator McAdoo. On Jan. 12, Chairman Bone secured passage of a resolution authorizing his committee to hold hearings and employ help.

He told Broadcasting one of the first committee assignment requests he made when he came to the Senate was Patents and he was glad to now head it because of a long-time interest in patent and copyright legislation.

"I am interested in the whole subject of patents and I have felt for some time, as the special Monopoly Committee is now discovering, that 'patent pools' are the chief causes of monopoly," he said. "I intend for the Patents Committee to go into the whole subject, including a new copyright bill and the copyright convention."

Sen. McNinch did not mince words in expressing his opinion as to the unfairness of the present copyright law under which the arbitrary fine of $250 is levied for innocent infringement of a copyright. He said he wanted the law fixed whereby each violator would be tried and each case stand on its own merits.

Rep. Daily (D-N.H.) introduced in the House his bill (HR-926) to "amend and consolidate the acts respecting copyright" which would recognize the rights of performing artists.

Gurney Assigned

Radio fared well in election of new members to committees when Senator Chan Gurney, (R-D.) was assigned to the Senate Interstate Commerce Committee, which handles all legislation dealing with the FCC, radio and communications. He is the former operator of WNAX, Yankton. Other new members on the important Committee are: Lundeen (FL-Minn.), Stewart (D-Tenn.), Tobe (R-N.H.), and Reed (R-Kan.).

Chairman Wheeler will return to Washington during the week of Jan. 16, and one of the first meetings of his committee will be to consider the renomination of Commissioner Norman S. Case for a seven-year term from last July 1, which President Roosevelt sent to the Senate. The nomination has been expressed to Commissioner Case, but he may be called before the committee to be asked certain questions regarding the operations of the FCC. Sometimes Senators find this an effective way to get information regarding Federal agencies.

The Senate Commerce Committee, which handles legislation dealing with advertising, such as the Food and Drug Act, is now headed by Senator Wigglesworth, who has succeeded the late Royal S. Copeland. New members on this committee are:

(Continued on page 78)

BROADCASTING • Broadcast Advertising

FCC Makes Study Of Questionnaire

McNinch Studies Proposal for Annual Data From Stations

SETTING UP of permanent questionnaire "schedules" to procure on a regular basis information on industry finances, employment and program breakdowns, is awaiting FCC action. After having been cleared in preliminary was the Accounting Department, which consulted with the industry.

As a first phase, a pamphlet of instructions and interpretations of questions has been drafted and now is before the Esso McNinch for scrutiny. Presumably this rule book would be made public in advance so that any station or company that has been made to believe that its data would be complete, in its capacity for the calendar year 1938 and thereby be in a position to adjust their books accordingly before the 1938 records become obsolete. The NAB accounting committee, headed by Henry S. York, and with the administrative aid of Edwin M. Spence, NAB secretary-treasurer, has been in frequent conference with FCC, FCC Chief accountant, and his assistant.

Reduced in Size

Whereas the original proposed form of the FCC covered some 100 questions, the new questionnaire has been reduced to about one score of photostat sheets. Among other things, the Senator's one-page daily station log, covering all operations, would be necessitated by the proposed questionnaire.

Presumably, after Chairman McNinch approves the rule interpretations, FCC, radio, will also be sought before it is released. Then the actual form of questionnaire will be subjected to further conference between the NAB accounting committee and Mr. Norfleet's department, after which it will also require FCC approval (Broadcasting, Jan. 1).

Roundtable Discussion Marks Kellogg Program

WITH Niles Trammell, NBC New York, as moderator, President John U. Reber, vice-president in charge of radio of J. Walter Thompson Co., that city, on hand for the initial broadcast, Kellogg Co., Battle Creek, on Jan. 15 was to start its first FCC "circle" from Hopkins on NBC-Red network stations, Sundays, 11-11 p.m. (EST). Format is new to radio. Informal gathering of the in-studio audience preceding the program has been titled The Circle.

Chairman Colman is to preside weekly as president, with Carole Lombard secretary. Title of "beadle" has been conferred upon Harlow Gary Grant. Other "clerks" members include Lawrence Tibbett, the Marx Brothers, Groucho, Chic and Harpo with Robert W. Disney's orchestra. Guest talent will also be featured. Circle participants will mull over choice bits of history, philosophy, current events, and general conversation in an atmosphere of informal and impromptu discussion and music. George Straight will do writing staff with Tony Stanford producing.

www.americanradiohistory.com
CBS Lifetime Net Totals $22,500,000

New Station Ownership Questionnaire Injects Life Into Proceedings, Brings Baffled Response From Industry

A FIZZLE insofar as newspaper headlines are concerned, the FCC’s widely publicized inquiry into network operations and tendencies toward monopoly has taken a new turn, which on paper appears to be directed against individual station ownership.

As the Inquiry Committee itself began Jan. 10 the second lap of its listing took on a new phase with the opening of CBS’ hearings. The FCC, accounting department sent to all stations a new questionnaire which inquired into inter-related phases of ownership, operation, policies and personnel of all licensed stations.

Supplementing data questionnaire immediately brought a torrent of criticism from stations, new questionnaire purportedly a mere formality to the inquiry, which in turn caused a CBS lifeline net total to approximately $22,500,000—which maintains its slight advantage over NBC’s 15-year record.

CBS pursued presentation of its case in a business-like way, running its witnesses through prepared questions and answers as speedily as possible. John J. Burns, of New York, former general counsel of the Securities & Exchange Commission, former Massachusetts judge and an onetime professor of law at Harvard, is the network’s chief counsel.

In this respect, the CBS contract with affiliated stations differs from most others, since it precludes assignment of any CBS or any other major network.

In some quarters, this practice has been questioned and it is an issue in the proceedings.

Program Policies

The network’s program policies likewise probably will be covered by Mr. Paley. During the NBC case, emphasis was placed upon the contracts, programs, commercial credits and presentation of controversial issues. Mr. Runyon in his testimony observed that CBS does not present any program, without a specific provision in the contract or restrictions, like other networks.

The complete autonomy of local managers of the nine CBS owned and operated stations over clearance of local programs has been stressed by Mr. Runyon, commercial managers as well as sustaining, he said, are sidetracked for such local features when, in the local manager’s discretion, the event is sufficiently important. That CBS has steadily increased its payments to affiliates over the years, was brought out by Mr. Paley. Wherever, likewise, these payments amounted to 42.36% of net sales during 1937, he said, as against 21.53% in 1931.

When radio stations turn to the business of the network has improved, he declared.

Vice-Chairman Brown and Commissioner Sykes sat through practically all of the CBS presentation Jan. 10-15. Commissioner Walker did not attend the final day but Chairman McNinch did not participate save for a few brief periods. General Counsel William J. Dempsey did not handle the cross-examination of any CBS witnesses, as he did in the case of NBC, and was present only briefly at the opening session of the CBS presentation.

Runyon Key Witness

CBS got off to a flying start Jan. 10, virtually completing presentation of its owned and operated station case on that day. Mr. Runyon, CBS vice-president in charge of owned and operated stations as well as in supervisory charge of station relations, was the key witness. He was preceded by Frank N. Stanton, manager of the CBS research division, and Dr. Frank L. Stanton, manager of research, facts and figures.

At the counsel table for CBS was John J. Burns, chief inquiry counsel for CBS, former general counsel of the Securities & Exchange Commission, former state judge, and former professor of criminal law at Harvard. Flanking him was Edward Klauber, CBS executive vice-president, who though not an attorney, is the chief officer of CBS, handling operations.

Judge Burns estimated the CBS case would consume some two weeks, including “reasonable” cross-examination by the FCC. A dozen witnesses tentatively are listed to appear. Duke M. Patrick, former Radio Commission general counsel, and now Washington attorney for CBS, will handle presentation of the CBS case on duplication of programs and coverage, which is expected to wind up the network’s presentation. Judge Burns also was assisted by Paul A. Porter, Washington staff attorney for CBS.

In addition to Messrs. Runyon, White and Paley, other key CBS...
witnesses scheduled to appear include W. B. Lewis, vice-president in charge of programs; Herbert W. Lowman, vice-president in charge of operations, who will also deal with artists bureau activities; representatives of its advertising and sales development; and finally Dr. Stoniton and William Lodge, on duplication of programs. Mr. Klaussner, who was not scheduled to testify, will hold himself in readiness as CBS' final witness to offer testimony that is not sufficiently covered by preceding witnesses.

While CBS whipped through the first day covering a dizzy amount of ground in comparison to the progress made by NBC during most of its presentation, this was largely attributable to the fact that there was a minimum of questioning from the bench. Mr. McNinch was absent except for the closing minutes of the proceedings, while George H. Dempsey was away due to arguments before the Court of Appeals.

Commission Counsel Porter, in his cross-examination of Mr. Runyon, stressed particularly the autonomy of local managers of the non-New York-owned, network-operated stations. He sought to develop the degree of discretion they held in cancelling CBS programs to make way for local sustaining features of transcendent importance. Though he put the question in a number of different ways, the answers from Mr. Runyon were unequivocal as to the local managers were the final arbiters.

Tells of Profits Of Network for Year

To lay the foundation for Mr. Runyon's testimony, Dr. Stoniton identified and described a series of exhibits depicting CBS' position in the industry. He described various aspects of the network's facilities as depicted in Broadcasting's 1938 Yearbook edition. These served to depict CBS' position in the industry.

CBS owns stations WSM, WCCO, KMOX, KNX, WBBM, WOR, WJSY and WABC and leases one (WBT), Dr. Stoniton declared. As of Oct. 1, last, CBS had 102 affiliated stations, exclusive of the owned and operated group. Replacement value of the CBS owned and operated stations, and of the network's facilities as of the end of 1937 was computed at $3,922,338. The net revenue of CBS for 1937 was $28,722,118, and the net income $4,799,567. The total gross revenue for the industry in 1937 was $14,163,226, of which the networks' combined gross of $36,612,495, and CBS a gross of $28,722,118.

Mr. Porter cross-examined the witness on the authenticity of the figures he had quoted, and asked him, among other things, about Broadcasting's Yearbook. Dr. Stoniton asserted that the figures were "regarded as authentic in the industry" and that its estimates were construed as reliable.

As the first principal policy witness for CBS, Mr. Runyon, whose rise in radio has an Horatio Alger flavor, dwelt largely on owned and operated station affairs. He began in radio in 1931 as a traveling audi-

DETAILED tabulations of CBS income, expenses, and net operating profit, 1937-1938 inclusive, will be found on pages 70 and 71. Comparable figures for NBC will be found on pages 26 and 27. A table showing stockholders in CBS of its officers and directors, together with listings of their own stock ownership is on page 72.

Work the first of these showed that in 1937 these stations carried an average 1,326 hours of local sustaining time, covering 3,128 broadcasts. These varied with the stations.

A second exhibit dealt with an analysis of total operating time for 1937 and the first nine months of 1938. The breakdown showed that for 1937, the nine stations carried 19,685 sustaining hours and 17,511 commercial hours in network time, representing 63% of their total hours on the air, and 8,743 hours of sustaining local time, as against 13,467 hours of commercial local time, or 43%. Total time on the air, divided between sustaining and commercial hours, showed 45% sustaining and 55% commercial. For the first nine months of 1938, network sustaining time amounted to 67% and commercial time 33% of network time, and 33% sustaining and 41% commercial of local time.

Use of Live Talent And Transcriptions

An analysis of local time for 1937-1938 dealing with live talent and the transcription on the owned and operated stations, showed that of local commercial time, 54% was live talent, and 46% electrical transcription. This combined amounting to only 20% of the time of the stations during 1937-1938. Local sustaining programs were divided 78% live talent and 22% transcription. In the first nine months of 1938, local commercial time was divided 61% live talent and 39% electrical transcription; local sustaining time, 67% live talent and 33% transcription.

Other Runyon exhibits covered an analysis of non-New York net-

PENSIVE might describe the mood of Clark E. Runyon, CBS vice-president, who described in detail management and functions of CBS nine owned and managed stations, under his immediate direction, during the opening of the CBS case Jan. 10.

for Price, Waterhouse & Co., CBS auditors, and then became comptroller, assistant treasurer, and then vice-president and a director, in charge of the owned and operated stations, and in general charge of station relations, along with other executive duties.

CBS has a total of 1,724 full time employees of whom 374 are artists or musicians, Mr. Runyon explained in responding to questions by Judge Burns. In addition a number of employees are given "sustaining" or "sustained" time, on a per performance basis, he said. The payroll in 1938 totaled $5,309,530, and with the "sustaining" employees, aggregated $6,382,659.

Breaking down the employment rolls, he brought out 861 employees in New York head office; 218 in Chicago; 215 in Los Angeles; 107 in St. Louis; 74 in Washington; 68 in Boston; 65 in Minneapolis; 51 in Charlotte; 43 in Cincinnati, 11 in San Francisco, 5 in Detroit, 2 in Milwaukee; 2 in London and 1 in Geneva.

Functions of Network Officials Delineated

Functions of various officials in the CBS organization were outlined by Mr. Runyon in describing a major organization chart introduced in evidence. These included artists' service, operations, and sustaining, technical, and administrative functions. There would be detailed testimony with regard to them, Mr. Runyon explained subsequent witnesses would testify. This was significant because during NBC's testimony, the FCC appeared to make a major issue out of such collateral operations.

Mr. Runyon brought out that resident managers of CBS stations have comparatively free rein. He described a series of exhibits covering each of the nine stations comparing programs, both commercial and sustaining, of local origin, with those originated by the network.

BROADCASTING • Broadcast Advertising

DEADLY SERIOUS were the expressions of these CBS executives shortly after the opening gavel for presentation of the CBS testimony Jan. 10 at the FCC network inquiry. Left to right are M. Runyon, vice-presidents of CBS stations; Joseph B. Butcher, CBS Washington attorney and of CBS counsel; Harry C. Butcher, CBS Washington vice-president, and Frank K. White, CBS treasurer.
AFRA Threatens Net Strike

Local Unions to Vote By Jan. 22 on the AAAA Scale

THREAT of a nationwide strike of radio talent workers, conceivably throw every commercial network program off the air was raised Jan. 12 at a meeting of the national committee of the American Federation of Radio Artists.

Passing a resolution that "conditions have arisen in the field of commercial network broadcasting that make it imperative that members of AFRA refrain from working for advertising agencies and producers who fail to become signatories to AFRA's Code of Fair Practice," the union officials issued a call to all local memberships to hold meetings of their memberships not later than Jan. 22 to vote on the strike issue. This notice was sent to locals throughout the country for use at the union's recent convention in St. Louis, the national board was given power to call a strike on its own authority.

Call for a strike vote of the 6,000 radio actors, singers and announcers comprising AFRA membership followed upon the union's activities in breaking off negotiations with a company representing the advertising agencies and network commercial programs. At a meeting held Jan. 10, the agency committee submitted its suggested minimum wage rates, the contract was submitted by AFRA to the agencies Dec. 8 (Broadcasting, Dec. 15). The AAAA, in a letter, according to AFRA's statement following the meeting, "were so far below prevailing rates for national network sponsored programs that the union's officers were never submitted to AFRA by the agencies."

Call for a joint conference on the question of establishing a code of minimum wages and conditions for performers employed by network commercial programs. At a meeting held Jan. 10, the agency committee submitted its suggested minimum wage rates, the contract was submitted by AFRA to the agencies Dec. 8 (Broadcasting, Dec. 15). The AAAA, in a letter, according to AFRA's statement following the meeting, "were so far below prevailing rates for national network sponsored programs that the union's officers were never submitted to AFRA by the agencies."

Calling that conferences with individual agencies indicated that some of them are willing to adopt a code of fair practices satisfactory to AFRA, the board said that no action will be taken by AFRA members against any agency or its programs if it signs the AFRA Code. The board also instructed AFRA members not to sign any contracts for radio work without the approval of the union's executive secretary, and made it clear that such contracts contain a clause rendering them void if the union is called unless the agency or producer has signed the Code.

The AAAA Proposals

Minimum pay for actors suggested by AAAA is $15 for a quarter-hour show, including 2 hours rehearsal; $25 for a half-hour show, including 3 hours rehearsal; and $50 for an hour show, with four rehearsals, and rates for reruns, to carry an additional 25% of the base rate. Overtime rehearsals are to be paid for at $1 per quarter-hour. (AFRA's suggested minimum were: $15 for a quarter-hour and $10 for a rerun; $25 for a half-hour and $15 for a rerun; $50 for an hour and $17.50 for a rerun, with all rehearsals being paid for at $6 per hour.)

AFRA's suggested minimum scales: Dramatized commercials, when actor is not otherwise in the cast, $10 each, regardless of length of role; $25 for additional one-half hour rehearsal, and with 25% additional for rerun. Bit parts, $6 minimum per show, including a two-hour rehearsal. No charge for doubling parts in the same show. Program auditions, 50% of broadcasting minimum rate of pay; voice and talent tests free of charge. Scale for actors and singers is also applied to announcers, except staff announcers for whom minimum commercial scales have already been established.

Regarding cancellations, the AAAA suggested that the terms should be fair to both talent and employer; avoid involving the latter in unmerited embarrassment and expense, and in unmerited loss of employment.

These proposals were submitted to AFRA in a letter signed by the Agency Conference Committee, John La Roche, chairman, which reads as follows:

The Conference Committee, composed both of members of the AAAA

(Continued on page 74)

Suggested Minimum Pay For Actors and Singers On Sponsored National Network Broadcasting

(Does not apply to regional or local broadcasts)

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15</td>
<td>for 1/4 hour show—including 2 hours rehearsal.</td>
</tr>
<tr>
<td>$20</td>
<td>for 1/2 hour show—including 3 hours rehearsal.</td>
</tr>
<tr>
<td>$25</td>
<td>for 1 hour show—including 4 hours rehearsal. (25% for rerun).</td>
</tr>
</tbody>
</table>

Rehearsal overtime—$1 per hour, payable $1 for each quarter-hour or fraction thereof. No charge for doubling parts in the same show.

Discount for multiple shows per week: 33 1/3% for 5 or more shows; 25% for 4 shows; 20% for 3 shows; 10% for 2 shows. (25% for rerun.)

Overtime: $25 for each additional hour, $50 (plus $25 for a rerun). Commercial for rerun. Dragnetized commercials, when actor is not otherwise in the cast, $10 each, regardless of length of show, including 1 hour rehearsal, and with 25% of base rate additional for rerun. Rehearsal overtime—$1 per hour, payable $1 for each quarter-hour or fraction thereof.

Bit parts minimum pay: $15 per hour rehearsal. (Crowd effects excepted.)

For making transcriptions: For single shows, the program is for transcription only and is not less than 15 minutes in length. 75% of above minimum for live broadcast. For multiple shows recorded at the same session, a 50% discount to be negotiated between agency and talent and based on time consumed.

For taking show off the line for recording: No charge in view of no additional effort on the part of the talent (but use of records should be restricted to same sponsor as broadcast, unless otherwise agreed). Where a program is broadcast live on a network and there is a separate session for the recording of the broadcast, the additional fee shall be the same as for a rerun.

For auditions; 50% of broadcasting minimum rate of pay for program auditions; voice and talent tests should be free of charge. Double parts in the same show; no charge.

For rates for singers, other than soloists, to be proportionately discounted for number taking part, and with due regard to their total cost to the sponsor.

Above scale and conditions for actors and singers to apply to announcers except staff announcers for whom minimum commercial scales have already been established.

Cancellation terms: Should be fair to both talent and employer; avoid involving the latter in unmerited embarrassment and the former in unmerited expense. An actor or singer, who, in the producer's opinion, proves incompetent or detrimental to a show after no fault, and an AA should guarantee artist 50% of minimum scale for the broadcast in question.

Each employer should have the right to discharge any employee for justifiable cause.

These various suggested provisions are related to one another in constituting a total cost to the sponsor.

ACA Contract Includes Most of WPEN's Staff

With the exception of staff musicians, station manager and press agent, every employee of WPEN, Philadelphia, was included in the contract signed by the station's management with the American Communications Assn., CIO union. Even porters and switchboard operators are included under the terms of the one-year agreement, which calls for a closed shop, hiring to be done through ACA, vacancies to be filled as the result of the practice of carrying out such as these may be within the scope of Commission activities.

ACA Work Scheme Rejected by FCC

The FCC is not justified at this time in urging a "suggestion of the Joint Unemployment Council, American Communications Assn., for a group of radio projects designed to employ jobless men, the Commission informed the ACA in a letter dated Oct. 22.

After careful study and consultation with the WPA, the FCC said it found that some of the projects "were not fully described, and the practical difficulties involved." In addition it is stated that the ACA was working with federal agencies upon projects which involve a house-to-house canvass.

The Commission points out that "it is unable to assign the necessary supervisory and planning personnel, inasmuch as its staff is already overburdened with regular work. Also, the funds available from the Commission's appropriation are insufficient to permit the purchase of necessary technical apparatus required to carry out the projects."

The FCC will continue its study of the projects which appear to have greatest merit and, "if it is found that the difficulties and personnel, financial and personnel restrictions can be overcome, consideration will be given to the practical feasibility of carrying out such of these as may be within the scope of Commission activities."

Thermal Testing

THERMAL INSTITUTE, DETROIT (Institution in air conditioning), on Jan. 11 started Your Opportunity Contest Monday night radio talent, known as "The Listening show," on WWB, Chicago.

Agency is Rickerd, Mulberger & Hicks, Detroit. The show may be heard on WBBM, Chicago.

KATE SMITH, radio songstress, commentator and author, has been named on the recently announced WABC, New York, "Ten Songs for Women of 1938" issued by American Women, feminine equivalent of Who's Who. 

Page 14 • January 15, 1939 BROADCASTING • Broadcast Advertising
FACSIMILE becomes a regular service at another station as WBEN of the Buffalo News begins regular service this month on its regular 900 kc. channel nightly. Monday, May 20, it is the first issue of the regular schedule; it measures 8.5 X 7 inches. In photo at right, Elliott Roosevelt (right), president of Hearst Radio Inc. and the Texas State Network, views the installation at KSU of the St. Louis Post-Dispatch Jan. 5, with George M. Burbach, the newspaper's advertising manager and station director. Exactly 30 minutes after this photograph was taken it was reproduced in the daily radio facsimile edition carried on shortwaves by WXYZ, the KSD facsimile adjunct. Both the WBEN regular-wave and the KSD shortwave facsimile installations are RCA. Paramount Newsreel featured the Post-Dispatch facsimile station in its first week's release of 1939, depicting graphically the reception of the first regular facsimile newspaper.

Lever Acquires Hecker

LEVER BROS. Co., Cambridge, Mass., maker of Lux, Rinso and Lifebuoy soap products and Spry shortening, has acquired the soap business of Hecker Products Corp., New York, including Gold Dust, Silver Dust, Floss Soap and Sun Ray, for a reported cash payment of $2,500,000. Remaining Hecker division, milling, cereal and shoe polish, continue as before. Change in ownership of the Hecker soap products will not affect the present agents. BBDO, New York, will continue to handle advertising for these products and the change will continue to be placed through J. Walter Thompson, New York, and Ruthrauff & Ryan, New York.

New Fleischmann Show

STANDARD BRANDS, New York (Fleischmann's Yeast), has tentatively set Jan. 16 to start a five weekly-quarter hour afternoon adventure-mystery series, title of which was not revealed at writing, on approximately 10 NBC-Pacific red network stations. Series is to be heard Mondays through Fridays, 3:30-5 p.m. (PST), for 26 weeks in a test campaign. If test is successful, it will then be expanded continent wide on NBC-Red. Show is being written by Cyril E. Morse, author of One Man's Family, weekly column sponsored by Standard Brands Inc. (Tenderloin Tea), on NBC-Red. Agency is J. Walter Thompson Co., New York.

Women Pay Tribute to Recent Advance In Child Programs at NBC Conference

PARENTS, educators and broadcasters found children's programs improved when they met in roundtable discussions Sunday afternoon luncheon given by NBC in the Rainier Room of the R.C.A. Bldg. The luncheon, arranged by Margaret Cuthbert, director of women's activities of NBC, and was attended by leaders of children's, parents, educational and cultural groups.

The majority agreed that the luncheon marked a step toward the ideal in radio entertainment and that the problem of improving programs was not so great as it had appeared. Dr. James Rowland Angell, NBC chairman on education, emphasized NBC's children's programs and suggested that more programs be built around Americanism and the virtues of truth, virtue, and sacrifice. These suggestions were praised and amplified by several of those present during the discussion following the speeches.

During the round table discussion Mrs. W. H. Corwith, radio chairman of the Women's Auxiliary of the American Legion, expressed the opinion that certain types of programs dealing with adult life and the world of tomorrow should be modified in view of the fact that they attracted a large adult audience, but stated that as far as she knew none of NBC's sustaining children's programs had ever been criticized.

Mrs. Sidonie M. Gruenberg, director of the Child Study Assn., declared: "We exaggerate the magnitude of the problem" and pointed out that in their first studies of children's programs there was a great difference of opinion between "what the children like and that the adults detested and feared." She said that educational and a better understanding of the preferences of children since that time has served to help parental guidance.

Dr. Walter Damrosch, NBC's music counsel and director of the Music Appreciation Hour, said that when radio came into his life he knew the only thing he wanted had followed continuously since. He thanked radio for giving him the opportunity of bringing music and the appreciation of it to the millions.

He suggested radio for giving him the opportunity of bringing music and the appreciation of it to the masses of the American people.

As a representative of the motion picture industry, Miss Winter declined to name the agencies that have considered themselves dominant and have forgotten some of the things that we radio and motion picture people have learned so thoroughly and that is the value of the emotional life in backing up the truth.

Listener Reaction

It was explained by Miss Cuthbert that the four new NBC children's programs were selected after a careful study of the suggestions and recommendations of thousands of individual listeners and of many educational, cultural, women's, and parent and teachers' organizations. Every week NBC receives thousands of letters from its listeners, she said. Each one of these is carefully read and all worthy suggestions noted and passed on to executives responsible for the production of programs. In some cases where further enlarge-
State Laws Affecting ASCAP Argued In Supreme Court; Ruling in Montana

INITIAL tests of anti-monopoly statutes adopted by the States of Florida and Washington and allegedly affecting future operations of ASCAP were argued before the U.S. Supreme Court, Apr. 12.

An appeal taken by Florida from a decision of the three-judge Federal court in that jurisdiction granting ASCAP a temporary restraining order against the Florida State anti-monopoly law, constituted the basis for one of the Supreme Court views. The other came up on appeal of ASCAP from a decision of a five-judge Federal court in New York City, involving another temporary restraining order.

The Supreme Court noted that the jurisdictional question of whether the State statutes are subject to Federal review is involved in each proceeding. To be considered is the amount of power that the States have over the broadcasting industry in order to fix the minimum amount of compensation.

Mountain Ruling

Supplementing these two actions, the three-judge Federal court in Helena, Mont., on Dec. 30 dismissed the petition of ASCAP for a temporary injunction to restrain the State from prosecuting violators of its law, a law which is basically similar to those in force in Washington and Florida. The court determined on the constitutional grounds that the statutory minimum amount of $3,000 involved was not involved.

In the argument before the Supreme Court, Tyrus A. Norwood, Assistant Attorney General of Florida, divided his argument with Lucien H. Boggs, Jacksonsville attorney and special counsel for the Florida State Association of Broadcasters, and Samuel Rogers K. C. (King’s Counsel) Toronto, for the CAB and by Brooke Claxton, Montreal, for the CAB.

The CAB this year, in order to amend the Canadian Copyright Act, asked broadcasters to pay $28,870 additional to compensate for the licences of radio receivers in public places, such as restaurants, hotels and barbershops, etc., which had been paid in copyright Act amount freed from a Per cent. of $10 for each receiver to the CAB. The sum was reduced by the CAB before the Appeal Board to $17,000, and the Appeal Board ruled the broadcasters would have to pay the CAB $1,000 for each commercially used receiver. Neither the CAB nor the CAB has yet decided whether they will pay this, since they feel that if they do, they should be able to tell the Cannabis they should tune in.

The whole question of copyright was also argued as a supreme court in the forthcoming CAB convention at the Royal York Hotel, Toronto, July 30-31.

Also at the CAB convention will be discussed rate standardization; the Technical Committee will report on the results of the Havana agreement as it affects Canadian broadcasters (Broadcasting Jan. 1); CBC regulations and commercials policy, increased telephone service and use of transcriptions during evening hours. The agenda for the convention has not yet been set, but it is expected the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies will be able to solve their problems with the broadcasters. Practically full attendance of the 58 member stations is expected.

Neutral Observer

TO WARD OFF allegations of bias in reporting political news, WSM, Nashville, has secured four Your Greatest Reporters, William H. Eagle, first assistant state’s attorney general, who nightly reviews the progress of the Legislative to WSM listeners—and who can afford to be neutral, since he is appointed by the State Supreme Court for an eight-year term.

Southern Californians Urged Stations to Adopt
Free Radio Music Plan

HAVING approved the movement undertaken by Davis & Schweger, Los Angeles music publishers company, to secure ASCAP’s domination of music in radio, the Southern California Broadcasters Asso. has decided to further endorse. Organization at its January meeting, by resolution, recommended that all Southern California broadcasters subscribe to the firm’s free-music-for-radio plan of 64 transcribed and recorded songs monthly [Broadcasting, Dec. 15].

Davis & Schweger have several hundred subscribers, known and unknown, on their list for subscription, and on Feb. 1 plans to start recording 64 songs monthly for distribution to stations subscribing to its service. Firm plans to have several thousand songs in its library service by December, 1940, when ASCAP’s copyright contract with radio expires. Transcriptions and recordings issued will be varied enough to meet requirements of stations and demands of listeners, according to Carl Haverlin, general manager. It was pointed out that the broad- casters will pay ASCAP a royalty of $5,000 annually for music privileges.

KPLA, Los Angeles, devotes a weekly half-hour program, Song Search, exclusively to the company’s program, Don Lee Broadcasting System, Los Angeles, and is also fostering the movement with an amateur-professional opportunity contest, to get listeners to sign up in a Davis & Schweger contract to make recordings for winners. Contest now is continuing for a 10-week series, winner being selected at close of each period to be awarded a contract. Similar song writer discovery programs will be inaugurated on stations nationally, Mr. Haverlin said.

Brookfield K. C. Test

SWIFT & Co., Chicago (Brookfield sausage), on Jan. 8 started a 200-day advertising campaign on 291 weekly announcements on three Kansas City stations—KMBD, KFWB and KCKX. The campaign may be expanded following the test. Agency is J. Walter Thompson Co., Chicago.

Geppert May Resume

GEPPERT STUDIOS, Des Moines (photo enlargements), is contemplating a new spot campaign of from five to 15-minute discs, three or six times weekly. It is under discussion whether discs may be used on about 100 stations. Coolidge Adv. Co., Des Moines, is agency.

Chamberlain Spots

CHAMBERLAIN Laboratories, Des Moines (Chamberlain’s Lotion), Jan. 13 started minute spot announcements five days a week on 32 stations in a national campaign. Discs were cut by WBS, agency is John H. Dunham Co., Chicago.

MBS, on Jan. 15 started using the Skylot Theatre, located on the 50th floor of the Chase Bldg New York, for the Sunday afternoon broadcasts of The People’s Rally, sponsored by the Mennen Co., New York.
If I Owned a Small Radio Station

Aping Metropolitan Standards Deemed A Mistake

By EMERSON BREWER

I HAVE bought what amounts to quite a little time on the air. I would prefer to use small stations just as the small station idea fits into my plan of sales and distribution much better than do the larger stations with their large and affiliated audiences. I like their flexibility, the opportunity for localization.

I use some small stations now but I can prove this by comparative figures, that the smaller stations are losing their audience. They are losing circulation, to paraphrase the newspaper space—salesman. Spectacular and world-known programs and personalities are making radio audience lose sight of the fact that there are small stations on their dial that should and could give them the enterntainment they want:

At no time of the day or night are there programs on all of the larger stations sufficiently interesting and sufficiently lead in appeal, to take all of the potential local listening audience. If this is true, I find, and I have been told to my satisfaction that it is why then do not the smaller stations do a better advertising job for the advertiser?

Small-Town Slant

I think the fault can be attributed to the small station owner and to the small station program director. Either they try to emulate their bigger, richer and stronger brothers or they fail to analyze and appreciate the wants and the interests of their own audience. In trying to compete with the larger chain and affiliated stations they are faced with one of two situations. Either they spend so much that they rapidly deplete their small treasury and then are forced to reduce programs or they use inferior talent and uninteresting programs and drive their audiences to a larger station with a program more general.

What the average small station should have in its employ is a man who has had training on a small-town newspaper. I would not care, if I were the station owner, if that man had worked a week or a week each week in a so-called hick town. He would have the training and be able to sense the program desires and the news wants of the people which the small station owner must soon decide is his proper audience and the audience which the station owner must serve in order to whom he can appeal, most desire.

Small station owners and program directors still believe that somewhere, somehow they will find the larger audience. Prof. Quix or a new type of program that will knock an audience dead... a program that will have the Charlie Barnet fans turn him out to grab matches of their new find; but they will never find

THERE'S a lot of floss and tinsel and costly luxuries around big-time radio stations, and smaller operators often try to emulate their city cousins. Right there is where they make a mistake, the author feels. Liking small towns and small towniness, he takes the position that it's silly to put neon lights in haymows. He used to be a newspaperman himself, all the way from country weeklies to metropolitan dailies; has served time with a number of advertising agencies; has planned merchandising campaigns on packaged products. Later he was advertising manager at Schenley Distillers, and left there to handle the McKesson-Robbins account for Gardner Adv. Agency.

Small But Profitable

If I owned a small station I would be satisfied to have it remain a small station but I would insist that it make money for me. I would make that station my community's station. That wavelength and dial number would be better known to my audience than WABC or WHA. That would be the number to which every housewife would turn at certain hours and she would turn with the assurance that she knew a program that would interest her.

My small station would become the community's station. Mrs. Jones entertained at bridge, I would report that fact during a period devoted to local news. I would carry every activity, every thread in which the people of that community and that community alone, would be interested. I would carry announcements of contests in which people of that community and that community alone, would be interested. I would carry announcements of the nearest movie showing and carry them free. If the Catholic Church or the Methodist Church was giving an ice-cream social in the cemetery lawn, people would hear about it.

If Joe Zhil's daughter, home from school, brought guests and they were entertained with a dance at the Country Club, that story would go on the air. My announcers would be reporters and they would employ women out from time to time or would be on the telephone getting these stories, as they are called in small communities. I would take a leaf from the small town editors' news book and I would mention the names of the people of that community as many times and as often as I could.

Stress Local Situations

I would ignore national news, national characters and use local situations as often and as much as was possible. There would be regularity to this program. In this way every housewife, every kid and every father would know where to find that which interested them the most. I would promote children's programs. I would encourage children's activities. I would report local athletic contests, even if I had to have a crew of small boys running between the school gymnasium and my office with written play-by-play stories to prove to the community.

Now who would be the result? In the first place I would build a listening audience made up of those who were interested in the confines of my own trading area. But I would know that I had that audience and I could pour proof onto the desk of any time buyer who doubted it.

In the second place, this has no doubt already suggested itself to, and I would find a demand for commercial tie-ups for every one of these local programs. In the third place I would go to the advertising agencies who are handling local programs for national advertisers and I would show them that I had what I claimed I had and that could make money for them and I would make a lot of money for myself... and it would be net. Maybe I would find a commercial tie-up for the counter at first, but when the commissions had all been paid and the make-good time written off, I would discover that there was more in the bank than I ever had had since I was granted the call letters.

I said I could cite proof, and I can. I can cite actual visible, unsailable proof that any number of small stations have lost or are losing their listening audience. I do not have to prove that any number of small stations are so terribly far in the red only forlorn hope keeps the owners on the job at all. In so far as proving that my idea of localizing the station and making it part and parcel with local activities, is concerned, I have only to point to the small town newspapers. Does the New York Times compete with the Patchogue local sheet? It does not and if the Times circulation in that small Long Island town were to double, it would affect the local paper not one bit.

And this is true of all small communities located outside of other centers as well. In sections where the small towns and cities are more self-contained and less dependent on, and less a part of the larger center, this is doubly true. There is the same place for the small community station, contributing its share to local events, local advertising and fighting for the local issues and disseminating the local news about local people that there is for the small newspaper.

I could have called attention to the necessity of the small station doing a real job with the local advertiser instead of the large advertiser, just as the local paper carries the local portion of the national Buick advertising campaign. Every national campaign needs must have and every national sales promotion manager wants, a local tie-up with his local points of distribution. But he will not tie in either with spot transcriptions or local announcements unless he can be made to believe that the small station has a local audience.

Indeed today and tomorrow more than ever you are going to have to prove that you have that local audience and the national advertising man is going to make a few tests. He is going to watch the results and if you have not the audience which will make the local tie-up profitable your contract will be up.

The vast majority of small station owners will have a tough job proving this, unless they do something to make their small station a truly local station, an actual part of their community, upon which those who are really listeners can rely. In their own trading area can depend for programs of actual local interest.

BROADCASTING  •  Broadcast Advertising

January 15, 1939  •  Page 17
Policies on Religion, Politics Are Retained by NBC Group

Advisory Council Sees Need of Scrutiny but Votes For Continuance Without Change

NBC’s policies covering programs of religious, political or controversial nature were presented by Leonard Lohr, NBC president, to the Advisory Council of broadcasters at its regular meeting Jan. 9, and after a full discussion of each point the council unanimously approved the continuance of these policies without change. The meeting was the first attended by former Governor Alfred Smith, who was elected to membership to fill the vacancy created by the death of Judge Morgan J. O’Brien, prominent Catholic layman.

Formed at the time of NBC’s organization, the Advisory Council is composed of public-spirited minds and worth-while representatives of education, religion, social welfare, music, labor and industry, who periodically meet to review the operation of the network in serving the public and to aid in plans for further service. Attending the meeting were Oliver D. Yesterman; Dr. James R. Angell; Mrs. August Belmont; Dr. Henry Sloane Coffin; Miss Ada Comstock; Dr. Walter Rathbone Baker; Dr. Richard P. Bird; William Green; David Sarnoff; Gov. Alfred E. Smith. Mr. Lohr and John F. Royal, vice-president in charge of operations, also attended. Illness or absence from New York prevented the presence of the following members: D. Daniel S. Gravath, Hon. John W. Davis, Gen. James G. Harbord, Dr. Robert M. Hutchins, Henry S. Pritchett.

Still Sound

Expressing the belief that NBC’s policies, followed for as long as 11 years, are still sound and applicable, Mr. Lohr urged the council to scrutinize them again in the light of present-day conditions for either re-affirmation or amendment. He read the policies, as follows:

NBC does not sell time for religious programs, but as do other broadcast companies, seeks in accordance a disproportionate representation to those individuals or groups who choose to command the largest purser.

In view of the vast numbers of religious sects, the company cannot attempt to serve each individually. It cannot of its own choice wisely single out particular individuals in representing its forms of faith. It has accordingly chosen responsible organizations representing the three dominant religious groups in the United States: Catholics and Jews, to suggest speakers and prepare programs.

NBC does not permit attacks upon religious faiths or upon racial groups. A religiousmessage must be non-sectarian and non-denominational in approach and interpretation. It must be of the highest, so that it may bring to the individual listener a realization of his responsibility to God and to society. Speakers on NBC religious programs seek to comply with these ideals.

During the period of elections only, the council, on the advice of its representatives of the major political parties. It does not accept dramatic presentations of political issues, for it is impossible to prevent essential misrepresentation and unfairness when this technique is employed.

In connection with its sustaining programs, the company attempts at all times as nearly as possible to prevent the presentation of items which give rise to exceptions of every controversial question which materially affects the life or interests of a group or one side of such an issue is broadcast. The sponsor does not control, as a matter of right, an opportunity for the opposing side or individual to be given equivalent opportunity to present its side, but in ordering permission to broadcast the NBC has assumed an obligation to the public to prevent the differing views so that the public may be fully informed on the subject.

It follows the same principle on sponsored programs, where particular opinions on important issues are expressed. In this case the programs are ordered after consideration of a representative of views opposed to the sponsor’s speaker.

In the case of programs not to be construed as synonymous with freedom of the press or freedom of speech. NBC seeks to have broad public notice has its own characteristics and limitations.

A speaker having been granted time on the air, NBC does not censor or in any way influence opinions expressed, but reserves the right to check for violations of the law and to appeal to administrative and judicial authorities. This same statement, as the courts have held broadcasters responsible for any damaging statements made over their facilities.

Limiting of Agent’s Fee To10% Sought by Talent

COMMISSIONS allowed Hollywood talent agents to cut to 10%, the same fee allowed legitimate film bookers. New scale also will force advertising agents for spots on radio programs.

Pact for licensing of agents, Screen Actors Guild is being used to compel permission to its board of directors. NBC Board of Directors Meeting of Artistic Directors Managers Guild has been scheduled for Jan. 30 to pass on the agreement if it is approved by the actors. The AGF investigation disclosed that some radio talent had paid as high as 55% while a 33.3% charge was not common. The organization has dozens of reports from members listing salaries received for radio appearances and amounts paid agents. Fee for agents in the film field will also be limited to 10%, sidetracking personal management contracts which now call for a higher percentage. NBC will be permitted to represent film talent or radio artists unless he has a franchise from SAG.

Alkaline’s Spots

ALKINE Co., New Brunswick, N. J., recently appointed Charles Dalles, Billboard and Variety correspondent, to handle its advertising. A campaign of three to four spot announcements on each of the company stations—WPEN and WDAS, Philadelphia; WJAS, Pittsburgh; WAAAT, Jersey City; WMCA, New York. It will continue until the end of the “cold season”.

Flocks of Spots

CHALLENGING the recently published ad sales report of WIBC, Indianapolis, KYOS, Merced, Calif. harks back to Jan. 8, 1938, when it sold every available spot for the day—73 in all—to the Fredway Furniture Co. of Merced. The spot announcements were broadcast between 7 a. m. and 6 p.m. for the company.

CBS and NBC Contract For Crossley City Study

TO OBTAIN statistics on urban listening habits similar to those on the list of habits of residents collected by the Joint Committee on Radio Research, whose report on the survey is expected in the middle of next month, has been released by NBC.

The new survey was made with the aid of the radio habits of city dwellers, both networks felt that a new survey, with data collected and tabulations made on the same day, would provide a means of accurate comparison of the two surveys.

Rural study, which was financed cooperatively by the two networks, was made by the JCRG to determine if ownership and broadcast range listening habits of farmers and dwellers in small towns and was used by the Committee in its estimate of set ownership throughout the country, which was published last spring. Final draft of the report is now in the hands of NBC and CBS, but additional material has been published as soon as all members have approved it, probably before Feb. 1. Ultimate value of the survey, which is of the same technique, is being conducted by NBC and CBS without the supervision of the Committee.

Rosco Dog Food Test

DR. W. J. ROSS Co., Los Alamitos, Cal. (dog foods), to introduce a new brand, Rosco, on Jan. 26 will start a 30-day test campaign on KFSD, San Diego, Calif., using daily spot announcements in additional to a weekly, half-hour, half-talent feature children’s program, Roscoo Radio Revue

New Book Covers Radio Law Field

Socolow Treatise Delves Into All Phases of Regulation

By ANDREW J. BENNETT

Member, D. C. Bar

THE LAW of Radio Broadcasting, by A. J. Socolow of the New York and FCC Bar Assn, (Bar- his & Co., Jan. 2, 1939, $25) covers the entire field of broadcasting law. Legal practitioners are always interested, but Mr. Socolow’s style, method and thoroughness in treating his subject with legal precision make the book interesting. It also illustrates the fact that the broadcasting industry made the reviewer’s task a pleasure and an educational experience.

The author’s objective apparently was to create in one work (two volumes, 1,200 pages), a textbook which would be of daily value to lawyer and layman alike, for he has covered the broad field of radio law in understandable language, yet profusely annotated. Statutes, treaties, court decisions and cases explained in broadcast law are analyzed in the light of applicable legal principles. The author carefully states the facts and points out the weaknesses and limitations of various decisions and statutes.

Supplement Planned

The first chapters are devoted to a comprehensive jurisdiction over radio, the various Federal statutes, the procedure before the FCC, the framework of the decisions of the Commission and of the courts. The new FCC rules of practice and procedure promulgated after the book went to press are not included, but the publisher announced in a recent advertisement that they are being brought into line with the General Motors Corp., Detroit.

The chapters devoted to the regulation of the law with respect to advertising copy; contracts, agency, defamation, unfair competition, labor, etc., are treated in a discussion of the subjects are of particular interest at the moment with the convening of State legislatures.

INSTITUTE FOR DRY CLEANING and Advertising, New York, has secured 13 recordings cut by the TransamERICAN Broadcasting System for the “National Convention of Dry Cleaning and Advertising”, which takes place in February. The quarter-hour programs, entitled “Dress for the Season”, consists of taped conversations and after the testing will be available to the advertising organizations on their local stations.

Page 18 • January 15, 1939

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
WHO offers 247,000 EXTRA TELEPHONES in "IOWA PLUS"!

Statisticians know that residence telephones are one of the very best barometers of prosperity.

WHO's Iowa has 370,761 residence telephones—as many as Maine, Vermont, New Hampshire and Maryland all rolled together!

But the fact we want to emphasize here is that WHO also reaches an EXTRA 247,000 telephone subscribers OUTSIDE of Iowa—a bonus of prosperous listeners who can be reached by no other single station.

WHO FOR "IOWA PLUS!"

DES MOINES ... 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

40% FROM OUTSIDE OF IOWA

60% FROM IOWA ITSELF
Major Networks’ Gross Billings by Advertisers: 1938

**NBC Gross Billings**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$4,860,155</td>
</tr>
<tr>
<td>Canby</td>
<td>$658,218</td>
</tr>
<tr>
<td>Coors</td>
<td>$448,680</td>
</tr>
<tr>
<td>Crisco</td>
<td>$205,074</td>
</tr>
<tr>
<td>Nash</td>
<td>$13,972</td>
</tr>
<tr>
<td>Dreyfus</td>
<td>$13,972</td>
</tr>
<tr>
<td>Ivory Flakes</td>
<td>$200,903</td>
</tr>
<tr>
<td>Lava Soap</td>
<td>$19,488</td>
</tr>
<tr>
<td>Maxwell Naptha Soap</td>
<td>$356,962</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>$7,620,477</td>
</tr>
<tr>
<td>Chase &amp; Sanborn Coffee</td>
<td>$965,484</td>
</tr>
<tr>
<td>Post Yeast</td>
<td>$752,299</td>
</tr>
<tr>
<td>Royal Desert Yeast</td>
<td>$125,529</td>
</tr>
<tr>
<td>Yeast For Bread</td>
<td>$125,529</td>
</tr>
<tr>
<td>Landers, Leaf &amp; Co.</td>
<td>$2,654,546</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>$5,219,220</td>
</tr>
<tr>
<td>Diamond Dogs</td>
<td>$28,682</td>
</tr>
<tr>
<td>Grape Nuts</td>
<td>$464,786</td>
</tr>
<tr>
<td>Huggies</td>
<td>$30,814</td>
</tr>
<tr>
<td>Jello</td>
<td>$601,441</td>
</tr>
<tr>
<td>Maxwell House Coffee</td>
<td>$306,914</td>
</tr>
<tr>
<td>Post Raisin Bran Flakes</td>
<td>$716,276</td>
</tr>
<tr>
<td>Sterling Products Corp.</td>
<td>$4,275,486</td>
</tr>
<tr>
<td>Aerial</td>
<td>$414,503</td>
</tr>
<tr>
<td>Anacin</td>
<td>$47,501</td>
</tr>
<tr>
<td>Binsolol</td>
<td>$457,004</td>
</tr>
<tr>
<td>Edna Walling Barber</td>
<td>$3,863,840</td>
</tr>
<tr>
<td>Aero White</td>
<td>$2,477,777</td>
</tr>
<tr>
<td>Avis</td>
<td>$47,502</td>
</tr>
<tr>
<td>Ford</td>
<td>$457,004</td>
</tr>
<tr>
<td>Fresenol</td>
<td>$79,708</td>
</tr>
<tr>
<td>Hill's Gold</td>
<td>$23,506</td>
</tr>
<tr>
<td>Hill's Nose Drops</td>
<td>$22,197</td>
</tr>
<tr>
<td>Kolynos Jr.</td>
<td>$79,708</td>
</tr>
<tr>
<td>Louis Pelli</td>
<td>$184,762</td>
</tr>
<tr>
<td>English</td>
<td>$8,584</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>$1,565,637</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>$2,654,546</td>
</tr>
<tr>
<td>Miles Laboratories, Inc.</td>
<td>$1,387,006</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>$2,275,855</td>
</tr>
<tr>
<td>Lucky Strike Cigarettes</td>
<td>$1,074,549</td>
</tr>
<tr>
<td>General Motors, Inc.</td>
<td>$2,103,985</td>
</tr>
<tr>
<td>Miles Oil Co.</td>
<td>$2,192,489</td>
</tr>
<tr>
<td>Corn Rix</td>
<td>$68,348</td>
</tr>
<tr>
<td>Wheaties</td>
<td>$19,939</td>
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<tr>
<td>Bristol-Meyers &amp; Co.</td>
<td>$117,590</td>
</tr>
<tr>
<td>Quaker Oats</td>
<td>$37,319</td>
</tr>
<tr>
<td>Aunt Jemima Pancake Flour</td>
<td>$247,720</td>
</tr>
<tr>
<td>Big Red</td>
<td>$18,700</td>
</tr>
<tr>
<td>Radio Corporation of America</td>
<td>$934,000</td>
</tr>
<tr>
<td>Clinical Laboratory</td>
<td>$806,438</td>
</tr>
<tr>
<td>Citro Cigarettes</td>
<td>$638,000</td>
</tr>
<tr>
<td>Firestone Tire &amp; Rubber Co.</td>
<td>$382,206</td>
</tr>
<tr>
<td>Farm Trailer Tires</td>
<td>$82,472</td>
</tr>
<tr>
<td>Tires &amp; Tubes</td>
<td>$602,724</td>
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<tr>
<td>Sun Oil Co.</td>
<td>$1,061,584</td>
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<tr>
<td>The Andover Jergens Corp.</td>
<td>$226,277</td>
</tr>
<tr>
<td>Jergens</td>
<td>$1,735,672</td>
</tr>
<tr>
<td>Woodbury Soaps &amp; Cosmetics</td>
<td>$814,004</td>
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<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$571,015</td>
</tr>
<tr>
<td>Pillsbury Flour Products</td>
<td>$251,485</td>
</tr>
<tr>
<td>Carnation Co.</td>
<td>$560,872</td>
</tr>
<tr>
<td>Albertson's</td>
<td>$458,202</td>
</tr>
<tr>
<td>Carnation Mills</td>
<td>$51,840</td>
</tr>
<tr>
<td>崇</td>
<td>$556,367</td>
</tr>
<tr>
<td>Bresse</td>
<td>$350,405</td>
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<tr>
<td>Morris &amp; Co.</td>
<td>$252,455</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>$498,404</td>
</tr>
<tr>
<td>Fresian Fast Food</td>
<td>$213,374</td>
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<tr>
<td>Kresge's</td>
<td>$94,620</td>
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<tr>
<td>Lashbrooke, Ltd.</td>
<td>$346,000</td>
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<tr>
<td>B. T. Babbitt, Inc.</td>
<td>$477,700</td>
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<tr>
<td>General Electric Co.</td>
<td>$149,840</td>
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<tr>
<td>General Electric Co.</td>
<td>$190,931</td>
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<tr>
<td>Warner &amp; Swasey Co.</td>
<td>$384,189</td>
</tr>
<tr>
<td>Alemite</td>
<td>$128,624</td>
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<tr>
<td>Refrigerators</td>
<td>$128,624</td>
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<tr>
<td>Baldwin-Farin Co.</td>
<td>$388,246</td>
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<tr>
<td>Hal's Nest</td>
<td>$165,960</td>
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<tr>
<td>Harvard</td>
<td>$384,563</td>
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<tr>
<td>W. F. Hitch Co.</td>
<td>$384,563</td>
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<tr>
<td>Briscoe Sales Corp.</td>
<td>$398,246</td>
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<tr>
<td>Pacific Coast Sales</td>
<td>$306,236</td>
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</tbody>
</table>

**CBS Gross Billings**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>W.G. Leitch Co.</td>
<td>$2,750,141</td>
</tr>
<tr>
<td>Cenex</td>
<td>$23,982</td>
</tr>
<tr>
<td>Bold &amp; Ballard Co.</td>
<td>$2,783,000</td>
</tr>
<tr>
<td>Philosophy &amp; Food Service</td>
<td>$2,654,546</td>
</tr>
<tr>
<td>Minneapolis Manufacturing Co.</td>
<td>$3,144,400</td>
</tr>
<tr>
<td>General Motors Corp. (Buick Div.)</td>
<td>$789,730</td>
</tr>
<tr>
<td>Tillsamok County Creamery Assn.</td>
<td>$10,260</td>
</tr>
<tr>
<td>International Paints</td>
<td>$582,730</td>
</tr>
<tr>
<td>Marston &amp; Co.</td>
<td>$10,400</td>
</tr>
<tr>
<td>Varnish &amp; Cleaner Co.</td>
<td>$12,820</td>
</tr>
<tr>
<td>American Oil Co.</td>
<td>$7,000</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>$12,730</td>
</tr>
<tr>
<td>Pacific Guano Co.</td>
<td>$2,235</td>
</tr>
<tr>
<td>Johnson, Carvel &amp; Murphy</td>
<td>$362,760</td>
</tr>
<tr>
<td>Local Loan Co.</td>
<td>$492</td>
</tr>
</tbody>
</table>

**MBS Gross Billings**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barry Cigars, Inc.</td>
<td>$2,259,436</td>
</tr>
<tr>
<td>Gospel Broadcasting Assn.</td>
<td>$182,842</td>
</tr>
<tr>
<td>Ironclad Yeast Co.</td>
<td>$179,724</td>
</tr>
<tr>
<td>Lone Ranger (Cooper Prog.)</td>
<td>$149,030</td>
</tr>
<tr>
<td>Cornelius, $19,500</td>
<td></td>
</tr>
<tr>
<td>Protar &amp; Co.</td>
<td>$638,205</td>
</tr>
<tr>
<td>Lorthard Laymen’s League</td>
<td>$94,084</td>
</tr>
<tr>
<td>Vdaddy Corp.</td>
<td>$62,200</td>
</tr>
<tr>
<td>J. B. Williams Co.</td>
<td>$70,625</td>
</tr>
<tr>
<td>Peck &amp; Sons Co.</td>
<td>$8,205</td>
</tr>
<tr>
<td>Hebrew Publishers Co.</td>
<td>$642</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$3,864</td>
</tr>
<tr>
<td>Franklin Motor Car Co.</td>
<td>$108,936</td>
</tr>
<tr>
<td>Franklin Motor Car Co.</td>
<td>$7,936</td>
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<tr>
<td>William &amp; Son Co.</td>
<td>$93,135</td>
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<tr>
<td>National American</td>
<td>$8,159</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>$3,864</td>
</tr>
<tr>
<td>Famous &amp; Son Co.</td>
<td>$6,596,827</td>
</tr>
<tr>
<td>General Shoe Corp.</td>
<td>$6,320</td>
</tr>
<tr>
<td>Famous &amp; Son Co.</td>
<td>$6,596,827</td>
</tr>
<tr>
<td>General Shoe Corp.</td>
<td>$6,320</td>
</tr>
<tr>
<td>Famous &amp; Son Co.</td>
<td>$6,596,827</td>
</tr>
<tr>
<td>General Shoe Corp.</td>
<td>$6,320</td>
</tr>
<tr>
<td>Famous &amp; Son Co.</td>
<td>$6,596,827</td>
</tr>
<tr>
<td>General Shoe Corp.</td>
<td>$6,320</td>
</tr>
<tr>
<td>Famous &amp; Son Co.</td>
<td>$6,596,827</td>
</tr>
<tr>
<td>General Shoe Corp.</td>
<td>$6,320</td>
</tr>
</tbody>
</table>

**1938 Network Advertisers by Industries**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Advertisers</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>108,615</td>
<td></td>
</tr>
<tr>
<td>Building Materials</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Cigar Cigarettes</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Clothing</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Confectionery</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Financial &amp; Insurance</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Garden &amp; Field</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Jewelry &amp; Silverware</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Lubricants &amp; Fuels</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Furniture &amp; Hardware</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Paints &amp; Hardware</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Radios &amp; Musical Instruments</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Scholarships &amp; Training Courses</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Shoes &amp; Leather</td>
<td>2,977,346</td>
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</tr>
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</table>

**Combined Red and Blue**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Advertisers</th>
<th>Gross Billings</th>
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<tbody>
<tr>
<td>Automotive</td>
<td>108,615</td>
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<tr>
<td>Building Materials</td>
<td>2,977,346</td>
<td></td>
</tr>
<tr>
<td>Cigar Cigarettes</td>
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<tr>
<td>Clothing</td>
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<tr>
<td>Confectionery</td>
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<tr>
<td>Beverages</td>
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<tr>
<td>Financial &amp; Insurance</td>
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<tr>
<td>Garden &amp; Field</td>
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<tr>
<td>Jewelry &amp; Silverware</td>
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<tr>
<td>Lubricants &amp; Fuels</td>
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<tr>
<td>Furniture &amp; Hardware</td>
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<tr>
<td>Paints &amp; Hardware</td>
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<tr>
<td>Radios &amp; Musical Instruments</td>
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<tr>
<td>Scholarships &amp; Training Courses</td>
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<tr>
<td>Shoes &amp; Leather</td>
<td>2,977,346</td>
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*Combined红色和蓝色*
### B-S-H Again Tops Network Accounts

**J. Walter Thompson Second, Young & Rubicam Third**

**BLACKETT - Sample - Hummert**

again takes first rank in combined billings placed on nationwide networks during the year, running neck and neck for second and third positions.

Among accounts making up a good portion of the total were General Mills, Procter & Gamble and Sterling Products, with daytime commercial time forming a high share of the program fare.

The B-S-H network billings in 1937 topped $1,283,826; Walter Thompson Co. totaling $529,088 and Young & Rubicam $569,640. Benton & Bowles was fourth with $4,800,399, followed by Lord & Thomas with $4,791,886 and Ruthrauff & Ryan with $4,015,059.

In all, 21 agencies billed more than a million dollars with network accounts last year, ranking among the three major networks.

[Individual account billings on each of the networks are published on page 20.]

**P & G the Largest**

Procter & Gamble was easily the top sponsor on NBC networks during the year, with billings of $4,860,155. In addition P & G booked $1,207,070 on CBS where it ranked as fourth largest.

Second on NBC was Standard Brands with $2,670,467, followed by General Foods with $2,526,610. General Foods also pulled in $270,436 in CBS time, ranking as second largest sponsor on that network.

Station Products was fourth largest national NBC account, spending $2,485,452. American Home Products Co., another drug producer, with $1,683,340 on NBC and Campbell Soup Co. was sixth with $1,665,637.

Other million dollar accounts on NBC were National Dairy Products Corp., $1,465,597; Miles Laboratories, $1,465,287; National Cigarette, Tobacco, $1,381,884 and General Mills, $1,200,886.

On CBS the dominant account was Lever Brothers Co., which used $2,790,141 in the year. Other CBS million dollar accounts were General Foods, $2,720,358; Colgate-Palmolive-Peet Co., $1,737,439; Procter & Gamble, $1,710,707; American Tobacco Co., $1,263,282; William Wrigley Jr. Co., $1,241,707; Liggett & Goodwin Co., $1,118,356; Ford Motor Co., $1,062,896; Chrysler Sales Corp., $1,008,612; B. J. Reynolds Tobacco Co., $1,000,184.

Heading Mutual billings were the special cooperations, with billings of $653,783. First among individual accounts was Bayuk Cigarettes with $256,486, followed by Gospel Broadcasters, $182,942; Garden Baking Co., $182,574; Ironized Yeast Co., $179,724; Lone Ranger (cooperative), $156,789; General Mills, $137,492.

### Junket to Place

**JUNKET Co. Little Falls, N. Y.**

Quick Podge berk, owner of the Shadow of Fu Manchu, transcribed serial drama, three times weekly on WRAV, Richmond, beginning Jan 16, in the interest of Domino cigarettes. If the program is successful, sponsor is expected to extend it to other markets. The agency is Warrick & Legler, New York.

### Network Billings by Company, 1938

<table>
<thead>
<tr>
<th>Network Billings by Company, 1938</th>
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<tbody>
<tr>
<td><strong>By NBC, CBS and MBS</strong></td>
</tr>
<tr>
<td><strong>Position</strong></td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td>1. <strong>Proctor &amp; Gamble</strong></td>
</tr>
<tr>
<td>2. <strong>NBC</strong></td>
</tr>
<tr>
<td>3. <strong>CBS</strong></td>
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<tr>
<td>4. <strong>General Foods</strong></td>
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<tr>
<td>5. <strong>American Home Products</strong></td>
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<tr>
<td>6. <strong>Standard Brands</strong></td>
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<td>7. <strong>Lever Brothers</strong></td>
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<tr>
<td>8. <strong>P &amp; G</strong></td>
</tr>
<tr>
<td>9. <strong>Campbell Soup Co.</strong></td>
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</tbody>
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### Network Billings for Year Again Achieve Records

**NBC and MBS Show Boosts; CBS Downs 4.8% in 1938**

GROSS time sales of the nationwide networks in 1938 again achieved a new high, though on a slimmer margin than previously. The year’s combined total gross billings of NBC and MBS reached $71,728,400, a gain of 3.0% over the 1937 total of $69,612,482. For NBC and Mutual, 1938 was the best year in the network’s history. NBC’s 1938 total was $41,462,679, an increase of 7.3% over the $38,550,890 in 1937. Mutual’s $29,202,793, up 2.2% from the 1937 total of $28,960,594, topped last year’s $28,722,118.

Despite figures were pretty much in line with those for the entire year. NBC’s $3,887,072 was made up of $3,879,072 in 1937.

In Dec. 1937, Mutual showed the largest percentage gain with $331,714, or 10.9%, over the $245,465 billed in the first month of 1937. CBS sustained a 1.3% drop in 1937 with $2,786,618 in Dec. 1937 to $2,529,060 for the same month of 1938.

Combined figures for the year show $6,753,501, an increase of 1.2% from the Dec. 31 figure of $6,751,619.

**Gross Monthly Time Sales**

<table>
<thead>
<tr>
<th>NBC</th>
<th>% Gain</th>
<th>Jan. 1938</th>
<th>$3,887,072</th>
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<tbody>
<tr>
<td>MBS</td>
<td></td>
<td>$1,430,760</td>
<td>3.7%</td>
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<tr>
<td>CBS</td>
<td></td>
<td>$2,529,060</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

**Percent change from 1937**

<table>
<thead>
<tr>
<th>NBC</th>
<th>% Gain</th>
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<th>$3,887,072</th>
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<td></td>
<td>$2,529,060</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

### Bank Group Disc Series Acquires 85 Sponsors

**AMERICAN BANKERS ASSN.** New York, has lined up a total of 85 banks to sponsor its Song & Story series of transcribed program, on local stations, the majority of which are grouped under the Kansas City Clearing House Association, with membership of 13 banks; the Wisconsin Bankers Assn., with 17 banks; the New York City Clearing Assn., with 25 banks; the Jameson Clearing House Assn., with seven banks. Each of the 85 banks, in turn, is submitting a rather preliminary stage of the following stations have been decided upon: KORC, WJZD & WJFN; WMFF & WDNA; WPSB & WPX; WRAO & WTMH. The series consists of 13 episodes, each made possible by the NBC Transcription Service, which are largely musical with one act. Production and sound will be included in each broadcast, to try the service banks offer to the average family.

### New Candy Series

**WALTER H. JOHNSON CANDY CO. Chicago** (Power House Candy bars), on Jan. 13 started weekly quarter-hour cliffhanger on WMAQ, 880 kHz, Chicago.在 the South. Agency is Campbell-Ewald Co., Chicago, is agency.
Latest Questionnaire of FCC Taps Inner Station Business

Details of Ownership, Operation and Policy as Well as History of Personnel Are Sought

IN ITS apparently endless search for data from station licensees, the FCC on Jan. 5 dispatched a new questionnaire—designed to bring data on the innermost phases of ownership, operations and policies—and even the antecedents of personnel.

Labelled as information desired for the so-called network inquiry, with its related monopoly phases, the questionnaire appears to many of informed observers, appears to transcend in some respects the scope of the FCC’s authority and packs a few “sleepers". This is seen notably in connection with inquiries about the income and profit derived by station licensees or corporations from businesses in which they may be engaged aside from broadcasting. Also are asked the past experiences, questions are about the authority of such employees as managers, commercial managers, program directors and other department heads.

The new questionnaire supplements that sent out prior to the opening of the current inquiry last November to corporate parents, in which, corporations owning capital stock in stations and station directors, all, is told to apportion the four questionnaires, including the newest one to the some 800 broadcast licensees, have been dispatched to at least 2,000 stations, holding companies, and others holding direct or indirect stock interests in stations, and to stockholders and officers.

Commissions Included

It is apparent too that the FCC is probing for anything smacking of unfair competition or restraint of trade, for it seeks to learn what policies licensees having interests in other businesses use their stations to advertise them (most of them do) and whether they give themselves stings of a glimpse of how they charge themselves anything at all. It also apparently is seeking to determine whether excessive commissions are paid for business, because the name of every individual procuring compensation from stations other than on a “flat amount for salary agreed upon in advance” is requested.

The purpose is to ferret out information on “multiple ownership, absentee ownership, tendencies toward monopoly, character of ownership and other business affiliations.” This is one of the general headings of the network inquiry now in progress and likely to run until late spring or early summer.

All this data, after analysis, will be introduced at the hearings by FCC witnesses, primarily members of the FCC’s four-person staff, under one of the general headings of the network inquiry now in progress and likely to run until late spring or early summer.

That, however, may be a month or two off, since CBS, MBS and a score of regional and state networks are yet to complete their presentations. NBC alone occupied the stand from Nov. 14 through Jan. 5.

The broadcast station licensees must return the new forms by Jan. 29, 1938. Character of the questionnaire, it is expected many stations, primarily in the larger markets, will find considerable difficulty in cutting them. Many industry eyebrows are being lifted of the latest excursions into the most intimate phases of station operation, particularly since it obviously places greatest hardship upon the smaller units in the industry, those 100-watters and independents that find the going hard and were authorized primarily to give local stations a share of opportunity for “self-expression”.

Easier for Larger Stations

The larger stations, while they may experience difficulty in responding so hurriedly to some questions raised, nevertheless, is in a far better position to supply the information, by virtue of greater man-power, ability to hire lawyers, and otherwise to meet requirements about written policy, delegation of authority and the like.

In its release, the FCC stated that replies, when made, will show the extent and character of absentee ownership, use of voting proxies in effecting or maintaining direct or indirect control of stations, “second tier” control, and that sort of material. Information about management control, transfer of control, and matters of such sensitive ramifications of the Commission’s inquiry, will be withheld.

Chairman’s Explanation

Chairman Frank R. McNinch said the press release made it plain the Commission has taken no position with respect to the propriety of any of the practices under investigation. If there is any proof to the contrary, it is aimed at obtaining full information about the conditions and practices existing.

At the opening of the hearings, it was announced the station is requested of those businesses, and other businesses which owns, or whose business if not; the basis for compensation; the amount and percentage or portion; the arrangements under which the compensation is paid.

Essentially similar data is sought from licensees corporations, except that the condition exists from the minutes of each meeting of the board of directors since Jan. 1, 1938, on all matters concerning the corporation, which are supplied. Moreover, a description is requested of the experience of each director and officer in operating or conducting the affairs of a station before joining the organization.

Horklips May Add

HORKLIP’S MALTLED MILK CORP., Racine, Wis., on Jan. 2 started Mad Hatters, five weekly quarter-hour live strip show, on WLW, Cincinnati, Ohio, under which the series may expand to other stations in the near future. Roche, Williams & Connyngham, Chicago, is agency.
WLS and KOY
CHICAGO PHOENIX

Announce

the re-appointment of

John Blair & Company
CHICAGO NEW YORK DETROIT SAN FRANCISCO LOS ANGELES

as Exclusive

National Representatives

Effective January 1, 1939
Station in Mobile is Granted by FCC

Improved Facilities Awarded To Four Other Stations

A NEW station was authorized in Mobile, Ala., and four existing stations secured improved facilities, in decisions rendered by the FCC Jan. 5, all to become effective Jan. 16.

In Mobile with 55,000 watts to operate with 100 watts daytime only on 1200 kc., and the license will be in the name of the Quigley Specialty Co. in Mobile, Ala., through the Quigley Specialty Co., owners of the Quigley Motor Co. and the Quigley Specialty Co. in Mobile, Ala., through the Quigley Specialty Co., owners of the Quigley Specialty Co.

Two stations in Pennsylvania which have been sharing time at night on 1200 kc., were Am. to go to full time on the same frequency. They are in the newsstands for the N. Y. day time and the New York World's Fair. The station is now 400 watts and 1500 watts on 1300 kc., also in Mobile, Ala., by the Quigley Specialty Co.

A proposal that KTHS, Hot Springs, 10,000 watt, apply to the FCC for 50,000 watts and be operated a management company. In corporation capitalized at $150,000, was laid before members of the Hot Springs Chamber of Commerce, licensor of the station, at a conference in that city Jan. 3 by Elliott Roosevelt, who was the president of the Texas State Network and also heads East Radio Inc.

According to the Hot Springs Star, the local group "looked with favor" on the proposal under which about $175,000 would be spent for new equipment and under which Mr. Roosevelt would head the new corporation and agree to pay all of the operating costs of the stations plus a percentage of gross revenues each year for 10 years. He guaranteed interest at least a $5,000 annual return.

The corporation would consist of local and Arkansas citizens, and it was stated that the deal would not way violate the existing contract with Col. Tom R. Barton, who was left in the deal would be given an offer to assume its license. A management contract, it was stated, would not violate this agreement.

FCC Reaffirms Its Grant Of Austin, Tex., Station

KDDG, Austin, Texas AM and M College, operating the 500-watt WTAW on 1120 kc. at College Station, Tex., had failed to show need for additional time in order to broadcast its educational programs or commercial programs which it proposed to bring on the air. The FCC on Jan. 3 reaffirmed its decision of July 6, 1937, authorizing the use of the WTAW in Austin, Texas, to use 10,000 watts daytime and share time with WTAW.

The college protested the grant of the new station, to be known as KTHC, which was allotted the time not used by WTAW which operates only a few hours daily. College authorities had failed to agree on a time sharing arrangement with the State Capital Broadcasting Assn., the group to whom the CP was issued. The group comprises R. B. Anderson, of the State Board of Education; A. W. Walker Jr., law professor of the U. of Texas, and R. A. Stuart, Fort Worth attorney.

Folger Back on 17

FOLGER COFFEE Co., San Francisco, after a 26 weeks' layoff, on Jan. 9 renewed for 26 weeks its five-minute five talent broadcast on 1370 KFI.

From three to five programs weekly are being used on KNX KSFO and KRLD. KHGL KOW KBFK KJM KMD FOKO KOH KKW KERN KSSO.

Agency is Raymond R. Morgan Co., Hollywood.

New 'Listener's Digest'

FIRST issue of Listener's Digest, a new monthly publication featuring dossiers of radio programs heard on networks and stations, made its appearance on the newstands the week of Jan. 9. It is edited by George T. Engleston and published in New York in cooperation with the Conde Nast Publications. It carries no advertising and its format is much like that of the Reader's Digest except that it features a photographer (Toscanini) on the front cover and a table of contents on the back. It sells for 25c.

New 'Radio Digest'

M. L. ANNENBERG Publications, 551 Fifth Ave., New York, issued Vol. 1, No. 1 of Radio Digest as its first issue, devoted to the newstands at 3 cents. The digest appears in the newstands at 3 cents. The digest appears in the newstands at 25 cents. Like the new Listener's Digest, it carries essentials of radio programs. The digest does not carry advertising. Editor is Curtis Mitchell, who is also editor of Radio Guide. Managing editor is Ken W. Purdy.

THIRTEEN years of continuous use of radio, has convinced the Greater Louisville First Federal Savings & Loan Association that radio advertising pays—its resources having grown from $2,000,000 to more than $11,000,000 over that period.

The Association began its 14th year as an extension of its full service over Louisville's stations, WHAS and WAVE, on Dec. 31, when L. Frank Withers, president, and Gustav Flexner, secretary, with an audience of listeners, appeared in microphone appearances over WAVE paid high tribute to the past radio played in the development.

The Association began its radio campaign Dec. 30 over WHAS, using a vocal ensemble. It has never changed that program. When WAVE began operation in 1924, it began using the vocal ensemble. It has never changed that program.

At present the Association uses a half-hour each Saturday night and a half-hour during Mondays through Saturdays on WAVE, and six 15-minute broadcast Mondays through Saturdays on WHAS. The company main-
For Citrus Fruit Drives

Radio Being Widely Used

For Fruit Drives

Changes in the Fruit Industry

Minority Group in RCA

Shopping News

Curtis Peabody expands

York, which has been conducting a

new program of shopping news

...
Financial History of NBC From Its Inception: Consolidated Statement of

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>% of Total</th>
</tr>
</thead>
</table>
| 1926 | $18,885,532 | 100.00%
| 1927 | $33,690,245 | 81.02% |
| 1928 | $30,148,758 | 78.90% |
| 1929 | $26,679,834 | 76.27% |
| 1930 | $23,585,180 | 75.15% |
| 1931 | $24,686,965 | 77.61% |
| 1932 | $22,389,538 | 73.54% |
| 1933 | $20,165,300 | 69.05% |
| 1934 | $18,652,331 | 63.74% |
| 1935 | $16,003,648 | 56.52% |
| 1936 | $14,181,749 | 49.98% |
| 1937 | $11,795,069 | 40.21% |
| 1938 | $9,572,862 | 32.84% |
| 1939 | $7,971,682 | 27.81% |

**Gross of 325 Million Recorded, FCC Is Informed**

During the 11 years of its operation, from 1926 to 1937, networks of NBC realized a net operating profit of $19,885,532 out of a gross income of $228,404,984. With estimated total revenues of $42,211,208 for the 1938 calendar year, the lifetime record of the NBC networks will show a gross income of $324,016,252, while the net operating profit is expected to rise to $45,971 for 1938 to bring the 12-year profit figure to $223,573,065. Comparable CBS figures, submitted during that network's phase of the hearings, will be found in article beginning on page 12 and tables on page 70-71.

These figures were made available for the first time Jan. 4, during the FCC network inquiry by Mark Woods, vice-president and treasurer, who submitted statistical data, including a consolidated statement of income, expenses, and network operating profit from its formation in 1926 through 1937. Because of the wholly-owned subsidiary of RCA, revenue figures of this character never before have been broken down, but have been included in RCA's balance sheets.

One Year in the Red

NBC wound up presentation of its case in chief Jan. 5 with its president, Lenox R. Lohr, testifying as to policies and administration, which had been preceded by Mr. Woods. David Sarnoff, RCA president and NBC board chairman, who launched the network inquiry Nov. 14 when he delivered a prepared statement in which he advocated industry self-regulation on programming, is yet to appear for cross-examination—probably after CBS completes its presentation, which began Jan. 10.

NBC was in the "red" only during the first year of its operation, from November 1, 1926 to December 31, 1927, according to Mr. Woods' compilations. Its net profit in 1928 was $427,239; jumped to some $714,000 the following year; fell short of $2,000,000 in 1930; reached $3,265,329 in 1931; dropped to a total of $1,000,000 in 1932, plunged to only $508,000 in 1933; skyrocketed to more than $2,065,000 in 1934; exceeded $3,000,000 in 1935 and increased to a high of $5,392,649 in 1936, and reached $3,699,386.41 in 1937. The 1938 estimates were based later by broadcasting.

Precise figures for the 11-year period showed a total gross income of $289,404,984 of which $211,125,700 represents net income after discounts, with the net operating profit $18,885,532. Of the aggregate operating profit, $14,181,749 was from the sale of Blue and Red network operating figures, particularly in the light of the competitive operating claim. Expressing this was quite difficult because it is practically impossible to segregate rental overhead, personnel and other expense factors common to both networks as a whole. Mr. Woods nevertheless contended there was actual competition in sales, and that the networks could be developed on parallel lines.

A Risky Business

While this may not be competition in the ordinary sense, Mr. Woods said it is in an economic way. Today network salesmen are "plugging the Blue for all it's worth, because there is more time to sell on it." The trend of questioning with re

LOEX R. LOHR

spect to NBC's dual network operation tended to confirm the earlier view that the FCC proposes to make it a major issue in its inquiry. Practically every policy witness who has appeared for NBC has been interrogated about that line.

Maj. Lohr declared he also was responsible for the initiation of the five-year NBC contract, shortly after his assumption of the NBC presidency. Broadcasting, he said, is different from any other business, principally because it is in the nature of a personal service, like that performed by a lawyer or doctor, as distinguished from a manufacturing or industrial operation. NBC, for example, does not own its headquarters building or the wire lines it uses. It also is a "hazardous business" in that stations operate only on a six-month license, and NBC's business is transacted with only about 25 major customers. Should two or three accounts drop, he said, the entire structure would be placed in jeopardy.

Because of these factors, Maj. Lohr said NBC must resort to long-term planning and build up a considerable fund of audience loyalty. If it were possible for one or two stations in im
though this be the little reason able, from time on affiliates, and still required for radio, differing from the stage and the movies, makes it desirable, he said, adding that he did not imagine existence of any conflict until he had "read the testimony" of earlier NBC witnesses.

Unquestionably it has been found that when a sustaining program goes commercial it immediately multiplies its audience several times, the NBC president said. Merchandising done by the advertiser and the agency, plus the fact that affiliates will maintain a commercial on regular schedule, whereas they might drop the sustaining feature from time to time, no matter how good, are the primary factors.

Advisory Council Policy

Maj. Lohr said he thought it possible to sponsor at least 50% of the programs and still render excellent service, if not the best available, yet have ample facilities to handle public service features, including education, religion and special events. He declared he saw little reason to change the existing program fundamentals outlined by NBC's Advisory Council when the network was first formed, but that "this is a changing world, and radio certainly is a changing art".

[The Advisory Council met Jan. 9 and affirmed the existing policy. See article on page 18 in this issue.]

Regarding religious broadcasts, Mr. Lohr said his own idea is that the present policy of refusing to commercialize them is sound, but it will be reviewed by the Advisory Council. NBC's policy is to limit sale of time to those who sell goods or services. Otherwise, he declared, that group which has the most money or could raise most, would be in a position to put over its philosophy. This practice applies to presentation of controversial issues in sponsored programs, though this has happened either as a secondary consideration or accident, he said. In such instances, the sponsor must hold himself ready to give any substantial advertiser groups the opportunity to answer on an equal basis.

Attitude on Alcoholics

In announcing the new plan on all alcoholic beverage advertising, Maj. Lohr pointed out that to date only hard liquor has been forbidden. Now that embargo is being extended to cover light wines and beer, despite the fact that "quite a few" think that beer is desirable in influencing the public's indulgence in hard liquors. He said, however, that after more thought, it was concluded that NBC will render its best public service and satisfy most people by eliminating all such copy.

Maj. Lohr disclosed that NBC had turned down two distillery proposals—one to sponsor classical lumber music after 11 p.m., with only the sponsor's name as the commercial credit, and the second whereby the distiller proposed that a church group be permitted to select a tempeanter on regular schedule, with only the distiller's name as credit.

Regarding commercial credits, Maj. Lohr said it is "not easy" to make decisions on what makes good copy, involving good taste. Frequently, hairline decisions are necessary. As to length of commercials, he deprecated any iron-clad system which would put a "stop watch" on copy. Theme songs, dramatized commercials and other innovations would make it most difficult, and might cause numerous additions now existing among commercials to expand them to the maximum. NBC rules now specify that no commercials shall exceed 10% of the commercial time, and that three minutes is the maximum for a quarter-hour.

Children's Programs

Discussing revision of NBC's program rules, Mr. Lohr jerked from his pocket a "tear-sheet" dealing with children's programs, after Chairman McNinch had made an inquiry. The proposed changes are: reduction of time used for children's programs and the presentation of controversial issues in sponsored programs, though this has happened either as a secondary consideration or accident, he said. In such instances, the sponsor must hold himself ready to give any substantial advertiser groups the opportunity to answer on an equal basis.

Mark Woods

Mark Woods, advertiser authority and good living. The hero or heroine must be depicted as intelligent and morally clean, and fair play must be stressed. In adventure stories there can be no torture, horror, supernatural, profane or vulgar aspects. Kidnapping is out, along with any serial climax of "morbid suspense or hysteria." Likewise there can be no excessive gun-play and no deaths or physical torture.

Introducing his fiscal statements, Mr. Woods explained that the paid-in capital stock of NBC amounts to $3,300,000, represented by 3,300 shares of no par value sold at $100 per share. Originally this stock was issued 50% to RCA, 30% to General Electric and 20% to Westinghouse, but RCA in 1930 took over the entire stock and NBC was acquired as a 100% subsidiary.

Payments to Affiliates

There was detailed cross-examination by Mr. Dempsey on the consolidated statement, particularly in connection with depreciation items and compensation to stations. The statement showed that since NBC began operation in 1926 through the end of 1937, it paid affiliated $42,997,862, or 15.19% of gross income. In 1937, the figure was $7,166,363 of its gross of $41,583,339 or 17.24%. Mr. Woods stated, however, that this included the NBC owned and managed stations, and that the independent affiliates received as an average in the neighborhood of 30% of the gross take.

Music license fees, or payments to ASCAP, along with the other miscellaneous license groups, amounted to about $3,000,000 for the 11-year period or something over 1% of the gross. In 1937, year, write-off on $1,071,675, or 1.02% and about the same for the preceding years back to 1933. Independent stations pay on the basis of $250,000 net receipts plus arbitrary sustaining fees to ASCAP alone, under contracts which expire in 1940, though many newspaper stations pay on an entirely different basis.

Six-Year Write-offs

Asked about the depreciation and goodwill write-offs shown on the consolidated statement, Mr. Woods said these represent the difference between the actual physical property value of the seven stations purchased by NBC and their net purchase, along with depreciation on equipment, furniture and other physical properties. Whereas NBC original cost of equipment at 20% of original cost at 33 1/3% because of the swift obsolescence factor, this was reduced to 25% and then to 15% or a six-year write-off on 1 1/2% equipment. A new scale, introduced in 1938, includes:

- Standard broadcast transmitters, depreciated over six years prior to 1938, now over 10 years; international broadcast transmitters six years then and now; experimental high-frequency transmitters, six years then and four years now; studio speech input equipment, six years then and 10 years now; field speech input, six years then and now; sound of thing and reproductions, six years then and four years now; receivers, loud-speakers and amplifiers, six years then and now; equipment held under lease, six years, then four years now, the length of the lease; office furniture and equipment, eight years then and 10 years now; automobiles, four years then and five years now; leased in property, written off during life of lease.

As for the good-will item on sta-
Economic Obstacles to Visual Advance Cited by Lohr; Relay Methods Studied

SPEAKING of the possibility of building a television network, Lenox R. Lohr, president of NBC, estimated that construction of a network, if it were possible, would cost $500,000 at present rates. However, laboratory developments have indicated that cascaded radio relay stations could provide an economically feasible solution to television network operation, Maj. Lohr added.

Testing out the NBC chain monopoly inquiry Jan. 5, as NBC was ending its presentation, the NBC president suggested that high cost of developing and producing visual broadcasts. A nominal increase in video activities by NBC will necessitate an outlay of several million dollars for additional technical equipment, along with perhaps a more than proportionate increase in program production cost, he declared.

Television development breaks down into such separate departments as technical, programs, and economics, Maj. Lohr stated. He told of sitting in Denmark and in Denmark, and being told in Denmark, what was going on in Denmark, about 28 miles from the NBC television studios in the Empire State Building, NBC executives this past year were receiving sets or resells, which would not, by any stretch of the imagination, be considered flopped with the television set, and could not bring about the visual broadcasts. A nominal increase in video activities by NBC will necessitate an outlay of several million dollars for additional technical equipment, along with perhaps a more than proportionate increase in program production cost, he declared.

Visual programs may be produced to derive a definite benefit from this service, he said.

Completing his direct testimony early in the Jan. 5 session, Maj. Lohr said NBC could make more money, although it had not and would not, by carrying certain programs which under present standards are economically unprofitable but which are deemed inadvisable for sake of the future of broadcasting, by selling present sustaining period, the expense of the network's public service, and by cutting down the proportion of cards paid within sustaining features. He said he thought the most healthy situation would be set in the future, allowing for unforeseen developments, and expanding activities, "including back"

Radio on the Farm

Refers to DEC News exh. published by the Rural Electric Administration, Maj. Lohr pointed out that a survey of 16 rural telephone systems were owned by 86%, while the nearest appliance of similar price, comparable to those of the telephone, is only 16% of the rural subscribers. Furthermore, he observed, radio furnished more flexible service than high, and was evenly distributed over the country as a whole, unlike other appliances, which tended toward spotty distribution.

Direct examination by Mr. Hennessy concluded with testimony from the National Rural Electric Co-operatives, covered in a separate story on this page.

Questions asked by Maj. Dempsey, and asked for a definition of "educational broadcast", Maj. Lohr cited from motion picture film, live studio appearances, and studio pickups, he explained. Although film is "an ideal means" of reproduction, it is very expensive—$3,000 per minute—and feature films produced by movie companies are even more so. This is especially true because a television showing would kill box office on the regular theatre showings. Live studio programs per week for the larger studios, sets and prop scenes, change, long rehearsals and memory appeals are almost unspeakable in view of the high cost of developing and producing visual broadcasts. A nominal increase in video activities by NBC will necessitate an outlay of several million dollars for additional technical equipment, along with perhaps a more than proportionate increase in program production cost, he declared.

"The three things that are not fully blown with television, contrary to the humble start of many radio operators, he continued, "is the presentation in development solution at present" for the economic problem, Maj. Lohr said that a contented schedule of two hours per week of television programs would cost NBC about $500,000 a year, a part of the schedule week. Allowed beyond this, the weekly, it would involve expenses of around $3,500,000 for additional technical equipment in addition to the rapidly increasing production costs.
A Moment, Madam—Please!

Yes, we know, Miss Plimsoll. Of course you must make the 4:18. But there's a train every fifteen minutes. News like this breaks rarely. Sit down, won't you? May we hold your parasol? Porter! The bags here. That's the good fellow.

We remember it began on a Tuesday, December 20, 1938 to be quite precise. The day was clear; the air fine. Being winter, there were no larks.

We have a curiously vivid recollection of seven investigators employed by a firm known as Hooper-Holmes.

What's that, Miss Plimsoll? Espionage? Dear lady, no! A survey merely—new style. But, to continue... We called Hooper-Holmes. We told them: "Go look into cars—don't touch—parked cars, in paid-space, parking lots, garages, in Manhattan, Brooklyn, Queens, Bronx-Westchester, Newark, Find," we said, "to what stations the dials are set." Out went Hooper-Holmes. In time came this report—

**SURVEY MADE—TUES., DEC. 20TH, 1938**

**TOTAL CARS RADIO-EQUIPPED 40%**

<table>
<thead>
<tr>
<th>New York's Total</th>
<th>% of Auto-Radio</th>
<th>Dials Set at Stations</th>
<th>Call Letters</th>
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<tbody>
<tr>
<td>Four 50kw Stations</td>
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<tr>
<td>WOR</td>
<td>23%</td>
<td></td>
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<tr>
<td>STATION B</td>
<td>17%</td>
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<td>STATION C</td>
<td>13%</td>
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<tr>
<td>STATION D</td>
<td>10%</td>
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</tbody>
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In other words, more people were listening to WOR than to any other Metropolitan-New York station. In fact, 33 1/3% more auto-radio dials were found set at WOR than the next most popular station: 130% more dials were set at WOR than at Station D.

"Then WOR must be putting out the kind of programs most people want?"

Precisely, Miss Plimsoll. You DO catch on! Not only that, dear lady, but if we popped up on this many auto-radio dials, imagine how often we must be popping up on the dials in the more than 4,330,000 radio homes we smother with sound! Whatever the reason—we can't see how it could be any but the one you mentioned—there's still room on WOR. Big load; little load. WOR delivers in high. If, Miss Plimsoll, you should drop into the parlor-car and meet an advertiser, or an agent or a space-and-time-buyer, we hope you'll recite the facts regarding this little survey. You might also tell him that more than 73% of WOR's sponsors are among America's greatest national advertisers. And that WOR is carrying more national spot placements than any station anywhere.
Twisted Questions

Women were not given an opportunity to express their general opinions of radio entertainment and the five questions were all so phrased as to make the natural answer unanimous; so, the American system of broadcasting supported by advertising was approved by a majority of the voting audience. Answers to questions are summarized herewith:

60% of the per cent of Journal readers said they believe too much time is given to advertising on radio programs.

Thirty-three per cent of Journal readers said they would prefer no advertising at all, while 32% of those surveyed said they would prefer other ways; for “all others” the proportion was the same.

Sixty-eight per cent answered yes to the question “Do you think some radio programs are too exciting?” and 44% said “no” to the question “Are there enough programs for the whole family?”

Walker Named Manager of RCA Record Staff

FRANK WALKER, head of RCA Victor's broadcast transcription activities, has been named managing director of the Victor and Bluebird record department, succeeding Edward A. Collender, who became president of American Record Corp., following its acquisition by Columbia Broadcasting, Jan. 1. Mr. Walker first associated with the company in 1919.

Mr. Walker is a graduate of Columbia College, which he entered in 1919. In 1924, he was a Clark student in business and economics, and began working for the company in 1933. He joined RCA Victor to organize and operate the company's electrical transcription business, which has grown into a substantial part of the business in the recording field.

Assisting him are W. T. Walker, manager of record sales, and Max Basel, in charge of recording research activities; Fred Wilson, assistant manager of the recording market; Charles Danforth, director of music recordings; and Tom Joyce, advertising and sales promotion manager and Julius Hauenstein, publicity director.

KMP/CBS Accord

THROUGH a friendly agreement between CBS and KMP, Beverly Hills, Calif., that station on Jan. 9 started broadcasting 11 hours a week to KNX, Hollywood, Calif., and was expected to produce a re-organization of CBS international broadcasts similar to that which has taken place at NBC during the past year.

KMP, which produces CBS programs, has taken over the broadcasting business from NBC, as CBS has dropped out of the network broadcasting with KMP despite the fact that they were the highest bidder for the rights.

WALLERSTEIN FORESEES Benefit in Recording And Radio Cooperation

EDWARD WALLERSTEIN, recently elected president of the newest branch of the American Broadcasting Corp. [Broadcasting, Jan. 1], has been in the recording field since 1936, for the past five years as manager of the record and recording division of RCA Victor. His recording career began care, cuddly enough, at the Brunswick Collodier, from which he developed the Redwick Record Co., which is now subsidiary of the American Record. Beginning as salesman in the Baltimore branch, after three years that man made manager of the New York branch and in 1939, eastern sales manager. In 1951, when it was purchased by American Record, Wallerstein was made general sales manager of Brunswick. Two years later he joined RCA Victor.

In contradiction to the frequently expressed opinion that radio has killed the phonograph record, Mr. Wallerstein believes that the collaboration of radio and the recording industry will will make the phonograph record “a major factor in the field of home entertainment.”

Stating that “the falling-off of interest in records is to a large extent contributed more than is justified to radio,” he continues that “the record industry has proved through the beginnings of radio, progressing to the revolutionary period that produced the magnetic microphone and electrical recording. The real drop dates, in common with everything else from the depression, are the first two years. Improved instruments and records, plus the general revival of interest in music, due largely to radio, has caused a re-gestation of the recording industry in the last five years, Wallerstein adds.

The agreement is produced by George K. Throckmorton, president of RCA Mfg. Co., who in his year-end statement hails “the acceleration of interest in recorded music of all types” as one of the most significant developments of 1935. To culminate the new year, he states, “there has been a marked increase in the popularity of recorded recordings over the period one year ago. While public demand for recorded music has been increasing steadily to a record breaking level, the lagged behind. This is one of the big jobs ahead for 1939—to make it easier for the public to get recorded music it craves, whether of the ‘popular’ or ‘classical’ type, in every section of the country.”

Duart Regional

DUART MFG. Co., San Francisco (Creme of Milk cosmetics) returns network charging to KMP, redrafting a new program schedule to start Jan. 15 on the CBS Pacific network. The program, “The 30-30-30 News Interest,” will be released Sunday, 2:30-3:00 m. (PST) over KNX, KSPD, KTVU, KION, KSFO, KHJ and KOIN. The program, first run in Portland, will originate in San Francisco.

Listeners will be invited to write about their interests and the program will continually discuss personal problems. These will then be presented, anonymously, by one of the program’s “friends” and they will be discussed informally by a group of young people. The contract, for 26 weeks, was signed by the San Francisco office of the Wallerstein Foundation, Inc., Wasey & Co.
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 goddam 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."

You are invited to use the new 50,000 Watt Power of WWL New Orleans for your profit.

Tell-Sell over WWL

CBS affiliate Vincent F. Callahan Gen'l Mgr.

Represented by the Katz Agency

WWL NEW ORLEANS
REFUGEE PROGRAM

AMALGAMATED Clothing Workers of America, an organization of 250,000 trade unionists of which Sidney Hillman is president, on Jan. 20 will sponsor a weekly program on WVEW, New York, with Dr. Sig mund Spaeth, music authority, as m.c., and Prof. Joseph Turnau, former director of the Vienna State Opera House in Vienna, as musical director. Outstanding refugee artists in America will be heard in the programs by The American Committee for Christian German Refugees, the German Jewish Club and the Greater New York Coordinating Committee for German Refugees. Other leading writers and educators will present talks centering around the subject of Democracy under the chairmanship of Hendrik Willem van Loon.

Air and Hounds

Radio communication between an airplane flying overhead and cars on the ground below was used to direct 1,000 Midlands during a big rabbit hunt in Stanton County, Neb., recently, with shortwave signals from the plane picked up and rebroadcast by WJAG, Norfolk, Neb. The hunt covered 30 square miles, and observations from the plane were passed on to WJAG to receivers in automobiles accompanying the hunters as they closed in their huge circle.

Saving our Resources

UNITED STATES' battle to regain its treasure of natural resources is the theme of What Price America, a weekly dramatic series to be carried on CBS, 5-5:30 p.m., beginning Jan. 26, in collaboration with the Department of Interior. Dramatizations, prepared by Interior Department experts, will be produced by CBS technicians, directors and actors.

Bill Stern's Sports

PATTERNED on a newspaper sports section, Bill Stern's Sport, will open on NBC-Red Jan. 19, will present latest sport news and human interest stories of athletes.

DOG HOUSE LAMENT

DESIGNED to alleviate, mitigate, ameliorate and otherwise relieve the woes of all good dogs because of misunderstandings with wives or sweethearts, are in the "dog house" segment of "Big Ben Dog House for Brown & Williamson Tobacco Co." The three-episode serial, "Uncle Ben" and his observations on a man's little troubles, Phil Davis' home for the "led" Ben, male quartet, and "Sweet Adeline," feminine singer. Musical theme is "The Prisoner's Song," and prizes are given for best "how I got in the dog house" stories.

Drama at Floor Show

INNOVATION in floor show entertainment was Drama of Hats, under Mr. Charles Claude. Jan. 10 from the Marine Dining Room of the Edgewater Beach Hotel, that city. Charles P. Hughes, writer of the Company of Cadets, produced the dramatic show, and special sound effects were given by Lee Randel of Western. Purpose of the show was to experiment with a late evening dramatic serial for night club on a radio presentation.

Quiz on Government

CIVIC QUIZ on Government has started on WLS, Chicago, in a quarter-hour Wednesday evening session under auspices of the Chicago City Manager's Committee. The quiz asks questions dealing with government and an expert answers the queries. The questions are passed on by a non-partisan advisory board representing all political and social associations.

Luck at Last

HUMAN interest angles of song writing and entertainment are featuring Josef Cherniavsky's orchestra and a large dramatic cast are presented on a new series of weekly programs on MBS. The program, My Lucky Break, also gives some unknown songwriter an opportunity to win $25 if the song he sends is played on the air.

Johnny Q's Perspective

ALFRED SEAGAL, columnist of the Cincinnati Post, is conducting a series of four weekly programs called Mr. Dodd Looks at the News on the NBC-Red network. The program, which consists of first-hand, up-to-the-minute interpretations of happenings of the day, is presented with the aim of showing the average man's side at the news.

Bogga on Dogs

NEW series of programs, with Peter Boggs, canine expert, answering pet-owners' queries, has started on a twice-weekly basis on WEEI, Boston. Started during the Christmas season, Tuesdays and Thursdays, the Sunday show is in dramatized form, with dogs in the cast.

Gleaned From Weeklies

IN COOPERATION with weekly newspapers of Western Montana, KVOG, Evansville, Montana, presents local news and editorials gleaned from the papers in its territory.

The news of a week USING six different voices, along with music and sound effects, WHF, Harrisburg, Pa., has started News in Review, a novel Sunday news cast that runs the gamut from international to local and women's to sports news. Tickers, radio signals, roar of press and musical effects are used in the program. Transradio is the chief news source, with local material written by the announcers themselves. The program was created and directed by Dick Bedsonmouth.

To the Chief

DIRECT from the studios of the Department of Interior in Washington, Secretary Harold L. Ickes for the first time in history dictated to a radio audience his department's annual report to Congress, during a special program. Dear Mr. President, originated for MBA by WJL, Washington, Jan. 8. In addition to Secretary Ickes, other officials of the Department spoke on the program. A number of the individual department reports were dramatized.

Guess Who's News!

STAGE and screen gossip feature, Soup Truckers, conducted by David Lowe, has been rescheduled thrice-weekly on WNEW, New York. Soup Truckers' biographies of actors, movie star and talkies are given, in addition to news and views of Hollywood and Broadway, and listeners guess identities of persons described. Theatre tickets go to first 40 correct answers.

Sports Forum

NEW slant on a sports program is Following the Ball, a full hour afternoon show on WCAU, Chicago, featuring two commentators in arguments about outstanding sportsmen and sports events. Harry Creighton and Young Lee, sportscaster of WAAF, take sides and argue their ways through all local and national sports controversies.

Chicago's Meeting

WENR, NBC-Blue outlet in Chicago, will start WENR Town Meeting, a full hour Tuesday evening show designed for discussion of local problems of Chicago, patterned after NBC's America's Town Meeting of the Air, the new show will feature Jean Samuel Stevens of Northwestern U. as moderator.

CIRCUS impressions of an 8-year-old boy, including an elephant-back ride with Frank Buck, were carried in CWA, Atlanta, on a special circus feature when the Sells-Floto-L. G. Barnes show came to town with Buddy Swicegood, son of WAGA Manager Jess M. Swicegood, at the microphone.

Turntable in Cell

READY to transcribe an in-questor broad cast involving local celebrities, during a recent visit to a small eastern Colorado community by the mobile unit of KLZ, Denver, Chief Engineer T. A. McClendon requested that the portable equipment be accommodated in the portable equipment. Told to use an adjoining room, McClendon opened the door and found himself in the town calaboose—and that was where they made the record.

Roving Newsman

SENDING its own reporter into Los Banos, a neighboring town, KYOS, Minden, Cal., has had such good results from a news-commercial program aimed directly at the news-listeners and merchants of the community, that it is planning to start the same idea in other towns served only by a weekly newspaper. The reporter gathers local news, dispatches it to KYOS, and a recent item sent forward on Los Banos Daily News, along with commercials from local merchants.

* * *

 Pronounced Value

THE COURT OF VALUE is the title of the local commercial program created for an innovation on station KWLK, Longview, Wash. The purpose of the program is to sell cigarettes for a cut-rate drug concern in Longview and Kelso. With one announcer taking the part of the prosecuting attorney, and a member taking the part of a product, all the action of the court is brought out in the interview. When the interview is over, Judge Value will Kyos his gavel and exclaim: "Case dismissed, I pronounce this product a value."

Real Tea Party

TITLED Tea in Studio One is a new feature launched on KSFQ, Pacifica, December, and is being produced by Ambrose's KSFQ Orchestra provides the background for a real tea party, with the late Latta Fisk, as hostess and mistress of ceremonies. Tro Harper is a special guest at the studio tea party, broadcast Friday evenings from 4:30 to 4:45.

* * *

Wise Guise

OLD GAME in new guise is Knowledge Pays, on KIRO, Seattle. Participation in the question-answer feature is open to all listeners, with cash prizes to winners. Telephone answer questions once in a while; the only evidence of program's merit, but also mailing list for sponsor, Schwabacher Brothers & Co., wholesale grocers.

* * *

Miss Duel

ON ITS specialized Consumer's Spelling Bee recently KTUL, Tulsa, presented spelling team competition, involving members of staff from the KJTL and KOME, Tulsa, from the KTUL studio.

Inside Glimpses

BEHIND-the-scenes description of a different place each week, from a hotel kitchen to a municipal filtration plant, is provided on the weekly quarter-hour interview program, Tell Tale Mike, conducted by Carl Mark on WHX, Cleveland.
Singing grams for interested parties, are and free tutorial analyst the Eves of Texas played by orchestras in Fort Worth and Dallas synchronized from local stations. 


Night in New York NEW kind of musical variety program is now being presented weekly on WHN, New York, through the cooperation of the editors of Cue magazine. Entitled Gotham Nights, the show features stars from the legitimate theatre, from New York's night spots, from society and from the screen, with Don Albert's orchestra and Ed East as commentator.

Among the Lawmakers NEWS of the Texas Legislature at Austin is reviewed weekly on State Capital News, started by WFAA, Dallas, Jan. 3. Reports for the new feature are prepared by William M. Thornton, staff correspondent, and Alonso Wasson, editorial analyst of the Austin bureau of the Dallas News, and are read by James Alderman, of the WFAA news staff.

Campus Conceptions COLLEGE students' reactions to contemporary happenings are investigated on The Student Takes the Mike, carried by CBS Jan. 14 and 21. Informal discussions between students of Northwestern, Chicago, Illinois and DePaul Universities are introduced by Parker Wheatley, of the University Broadcasting Council.

Class in Singing SINGING lessons, with listeners coming to the studio for personal instruction as part of the program and free transcripts of the programs for interested TQN staff are provided by WCOF, Boston, on Singing School of the Air, conducted by Charles Jacobs, baritone, with piano accompaniment by Ivar Sjestrom.

Laurels of 1938 REVIEWING its accomplishments during the year, WAML, Laurel, Miss., carried a 30-minute sustaining late on Dec. 14. Manager E. V. DeGruy reviewed the closing year, while Station President D. A. Matison forecast for the coming year. Staff members were introduced and interviewed briefly.

Cash From Home JACK ELIASSEN of the sales staff of KDON, Monte- rey, Calif., has turned the new home he is building into a radio studio, with remote broadcasts from the residence. Sponsors are building supply firms and contractors handling construction.

Man Tells Women WLS, Chicago, claims to have the only male household hint on the air. Henry Hornbacke (Merle Hough) conducts Henry's Exchange in a daily afternoon series. Housewives seem to like Henry, whose mail count in three weeks was 13,562 letters. One listener sent in 256 hints gathered by three generations of her family's housewives.

How About It? CYNTHIA DREW, formerly in the research department of Lord & Thomas and Young & Rubicam, New York, has incorporated her insights in a five-week quarter-hour program, How About It?, on KEHE, Los Angeles. She writes and produces the series.

Ideas of All Sorts IDEA EXCHANGE with listeners invited to send in their ideas on everything from the proper way to change the baby to the settlement of war debts is Everybody's Ideas, now passing its eight successful month on KGIR, Butte, Mont., and the Z Bar Net.

Radio Primer FROM ABC of Radio, recently published NBC radio primer, WTMI, Milwaukee, has built a series of weekly quarter-hour programs dramatizing radio and its phenomenon to teach listeners how it all works.

All About Jobs REASONS why people took up their various professions, along with hints to others who might be looking for such jobs, are voiced by the jobholders interviewed by Clint Blakely on The Other Fellow's Job, WAPI, Birmingham.

The Theatre Pays WITH THE theatre paying for time and line charges, Auditions of the Air is carried weekly direct from the stage of a local theatre on KOME, Tulsa. Amateurs get a chance to be heard on the air and by a visible theatre audience at the same time.

Ways of the Air NEWS appealing to aviation enthusiasts and model builders, including interviews with General De- gnisaved aviators, is presented by Bruno Marchi, model plane authority, in a weekly quarter-hour, Airways, on WCOF, Boston.

Edmonton Melange CLEARING house for ideas and information of listeners is Edmonton De- livery. Broadcasting on CIGA, Edmonton, Alta. Beside holding open forum on subjects like child care and such, the program embodies a Radio Pen Pals Club.

Cash From Home

W E E K L Y agricultural feature, Everybody's Farm, on WLW, Cincinnati, was extended from 20 min- utes to a full hour Jan. 7. New feature of the expanded program is a question-answer contest among vocational agriculture students, 4-H Clubbers and other rural organizations, along with an outstanding farm speaker each week of special interest to farm women. In cooperation with neighboring state agri- cultural extension services, several full-hour remotes will be carried from state agricultural colleges.

Stuff From Students SCHOOL news, gossip, sport dope and glee club performances, with local high schools participating, are presented on the new High School Studio Party series, started on WMAQ, Chicago, under auspices of the Chicago Radio Council.
MORE and more the trend is to "humanize" announcers. This is a departure from custom a few years ago, when the announcer was a staid, pompous individual who read his script with a supercilious air—as though he were not at all concerned with the listener. Eventually we were allowed to get away from "stiff" announcing and be ourselves, for a change.

Of course, the tests for new announcers are just as stringent as ever. A thorough educational background is still important. So is absence of dialect. And it's essential to know how to wrap one's tongue around such musical names as Dvorak, Drakuloff, Nucor, waki, and Ryadier. The announcer must take in his stride French, German, Spanish, Latin and Italian words, so that he will never be feasted by such musical terms as "Cavalleria Rusticana," "Badnagere," "Ermesinda," "Habenera," and "Gaudemus."

The current turmoil abroad has made it necessary for announcers to study up the pronunciation of geographical terms that don't come up in ordinary conversation.

Howard Hughes' recent flight around the world gave the announcers a chance to show the world how small Omsk, Yakutsk, Krasnoyark, Novosibirsk and Kanak.

The battles in the Orient have brought into prominence such erudite sounding places as Kukiang, Peiyang, Suchow, Ichang, Wuhan, Wachang, Swatow, Chungking, Yangtze, Kwangtung, Tsiyan, Hopeh, and Lung-hai.

Knowledge of pronunciation is important to an announcer, but it is only a small step. It isn't how you pronounce things, it's the way you say it that counts.

There was a time when members of the announcing staff had two tones of voice—the artificial manner they assumed on broadcasts and the tone they used in ordinary conversations. The difference sometimes was so vast that you couldn't recognize a radio announcer's voice if you heard him speak naturally. After that experience, announcers are naturally more choosy of their rhetorical p's and q's when they are professional announcers. They don't put on airs.

While many announcers have become successful as specialists, it is also a good idea to be so versatile that you can fill any type of job at a moment's notice. The veteran announcer is so accustomed to quick changes.

When I got my first job as an announcer on WCGU, Coney Island, I not only read announce- ments, I sang, played the piano, wrote scripts, acted in plays and even acted as repairman when trouble developed in the mechanical parts. This training was invaluable, in that it prepared me for every type of contingency in a broadcasting situation. The announcer of today is often required to perform for extraordinary duties. He has a hand in production, he participates in news, he works as a publicist and does other odds and ends.

Every announcer, I believe, has an eye on something higher in the radio profession, and it is true that the profession has been a stepping stone. Harry VonZell, for example, is now a production manager for Young & Rubicam, Louis Dean, former announcer, has an executive job with Campbell-Ewald. Larry Harding is a production manager for CBS. Graham McNamara, Jean Paul King, Kenneth Roberts and numerous other announcers now have posts with the newscast companies.

Harry Blaney (right), president of the Cincinnati Advertiser's Club, thanks Dewe H. Long, advertising manager for the entertainment staff of radio artists provided for club members at the NAB and who put the meeting, and for the half hour coast-to-coast-Mutual broadcast from the dinner, which brought congratulations from other advertiser's clubs all over the country. Among the many WS AI artists appearing on the coast-to-coast broadcast from the dinner were Jose Cherekavsky and his orchestra, William Steo ss and the DeVore sisters.

Plans for New WTRY
F. E. Ripley, vice-president of WS YR, Syracuse, will be manager, Ed Robinson, formerly of WS YR and WJTN, Jamestown, N. Y., will be commercial manager, and W. F. Moore, now of WN BX, Springfield, Vt., will be chief engineer of the WTRY, Troy, N. Y., opera- tion of which will start shortly, according to Harry C. Wilder, opera- tor in charge of WJTN and WBZ, and who will head the WTRY operating company. The new station, with transmitter on 1370 kc, will use an RCA transmitter and a 250-foot Lingo tower. Mr. Wilder reported. It will occupy studio in the Proctor Bldg., and is expected to go on the air some time in the spring.

Emporia's New Outlet
CONSTRUCTION is proceeding on the new K FSW, Emporia, Kan., authorized last Nov. 20 by the FCC, and W. T. Trimble, general manager, reports the station will be ready for operation in later January or early February. The station, with 100,000 watts daytime on 1370 kc, using Collins transmitting equipment and WE microphones with a Lingo radiator. Mr. Trimble, formerly in newspaper and agency work in Chicago, is one of a group of 16 local resi- dents who secured the construction permit, headed by Dr. C. S. Trim- ble, largest stockholder with 29%. Sidney Anderson has been engaged as program director and Paul H. Daniels, formerly at K FPI, Abil- ene, Kan., will be chief engineer.

Woud Sell KG V
SUBJECT to FCC ratification, KG V, 100-watt outlet on 1370 kc. in Great Bend, Kans., has been sold to Miss Helen Townsley, local business woman engaged in bookkeep- ing work and insurance business. The station is licensed to Ernest Edward Rueslen, grocer, who sec- ured a construction permit in the fall of 1938. Miss Townsley has paid $2,000 for the station, which is to be sold to the buyer on the air last March 1.

Dealers to Assist Radio Promotion
NAB and RMA Pushing Plan
For Cooperative Action
RADIO is expected to play a more prominent part in local advertising of receiving sets, under a plan evan Sol. 6 at a meeting of representatives of the Radio Manufacturers Association with the NAB, as part of the co- operative promotional campaign recently approved.

RMA officials agreed to project various means of using radio local spots to advertise dealers for local promotion. Along with mats, copy ideas and other data distributed by them to dealers for local newspaper merchandising, they will include suggestions for spot announcements, of local studio presentations and adaptation of transcription features. Thus, use of radio will be given an equal break along with printed media, as far as the manufacturers’ merchandising books are concerned.

Plans Under Way
Meanwhile, the two groups are progressing with cooperative plans, for a national cooperative campaign to promote radio. Several program building organizations and trans- mission companies have volunteered their services, along with record companies and independent studios. The fourfold objective, broadly, is to increase the number of hours of listening; increase in the number of listeners; sell the excellence, diversity and extent of program service, sell the importance of radio in broadcasting and the contributions made by individual stations.

To launch the cooperative effort, Washington dealers soon will be invited to a conference, as the guests of the four Washington stations for round-table discussion. The whole discussion will be recorded and transcriptions after revision and dramatization, will be sent to all NAB members, with the objective of holding similar dealer-broadcaster cooperative sessions. Dealers and distributors will be invited into the broadcasters’ studios and advised in how they can increase set sales, and at the same time generally develop industry-wide broadcasting work.

Attending the Jan. 6 meeting for the RMA were Sayre M. Randsell, Philadelphia, Pennsylvania, director of public relations of RCA, and Bond P. Deddes, executive vice president of RMA, Neville Miller, NAB president, and Ed Kirby, public relations director, represented the broadcasting industry.

White King Series
LOS ANGELES SOAP Co., Los Angeles (WKBV, King soap), has Raymond R. Morgan Co., Hollywood, on Jan. 2 started for 13 weeks, using from three to five live spot announcements weekly on K KF SO, KSL KGIR KF BB KRC KCM MUL KFW PAP GNC MKO KRVY KPRP KVI KJS MB ME KRM KRAM KFXD KOA KPSA KFMR KFGP KAR AFRDM, in addition on Dec. 22 renewed for 10 weeks Early Morning News on 1370 kc, Los Angeles stations, Tuesday, Thursday, Saturday, 7:45-8 a. m.

KOME in Operation
KOME, Tulsa, new 250-watt daylight station on 1310 kc, is now in full operation, after going on the air Christmas Day. It is a unit of the Oklahoma Network which is affiliated with MBS. Harry Schwartz, president of the Tulsa Federation of Labor, is licensee, and his staff consists of Glenn Wynn, manager; Harold Grimes, formerly in newspaper work, com- pany secretary; William Leno, manager of studios at Sapulpa, Okla.; Ann Moore, chief accountant and secretary; Elmer Smith, director; Jay Crum, news- caster; Al Hunter, announcer; James Manshup, chief engineer; J. I. Smith, chief announcer; Rodney Cross, control operator; Buddy Siegel, sports announcer; Emery Winn, continuity chief; Mrs. Eugene Wynn, chief secretary; Jane Austin, home economist. It is WE equipped through.

Signs Cleveland Games
GENERAL MILLS and Soony Vacuum Oil Co. will sponsor the broadcast of games of the Cleveland Indians on WHK - WCLE, Cleve- land, during the 1939 baseball season, according to an announcement of K. K. Hackathorn, WHK-WCLE sales manager. The stations were granted exclusive broadcast rights for the season, with WCLE scheduled to carry all weekday games and WIK, Sun- day games played away from Cleveland. No Sunday broadcasts are permitted when the Indians play at home.

Nacor Foreign Discs
NACOR MEDICINE Co., Indianapolis, Indiana, announced that NACOR 21 will start a spot campaign of daily transmitted announcements on three foreign language stations. E. H. Brown Adv. Agen- cy, Chicago, is agency.

Broadcasting • Broadcast Advertising
GOSH, VARIETY

This means a lot to us!

But it means SO MUCH MORE to advertisers!

* Roy! Are we pleased ... and proud ... over our VARIETY Showmanship Award! And not alone because of the honor itself, but because VARIETY is the best possible proof to advertisers that we have thoroughly impressed our market first.

And that, after all, is the important thing about these VARIETY awards. Sure, the plaque looks pretty, hanging in a conspicuous place in the studio ... but it's what's back of it that really matters.

Back of KVOR's, for instance, is all the experience that, for the past 4 years, has caused VARIETY to rank WKY in Oklahoma City and KLZ in Denver, tops in their respective markets ... Back of it is the half-century history of attainment that centers around the Oklahoman and Times ... that has made the Farmer-Stockman the greatest farm paper in the Southwest.

In its own way and in its own sphere, KVOR matches these outstanding performances. As unique as the market it serves, this station sells the

KVOR Colorado Springs

COLUMBIA NETWORK • 1000 WATTS • FULL TIME

The Oklahoma Publishing Co. • The Daily Oklahoman • Oklahoma City Times • Farmer-Stockman
WKY, Oklahoma City • KLZ, Denver (Affiliated Management) • Represented by the Katz Agency, Inc.
RCA the Name
Across the Sky!

RCA Radio Corporation
RCA Manufacturing Co., Inc.
RCA Institutes, Inc.
RCA...the name symbolizing creation, progress, achievement in radio! RCA...Radio Corporation of America...a family of doers writing history with sound in the sky!

Makers of instruments for radio transmission and reception of sound, code messages and facsimile reproduction. Makers of instruments for the recording of sound on records and on motion picture film. Creators of countless radio devices vital to science, industry, medicine, telephony, and public safety.

RCA...creator of a nation-wide broadcasting service, the National Broadcasting Company.

RCA...creator of a world-wide radio communications system with direct circuits between the United States and 43 foreign countries, and with ships at sea...a message service with the speed of lightning.

RCA...pioneer in research in radio, sound and television.

RCA...truly American, owned by a quarter of a million stockholders in 48 states.

RCA...19 years a name across the sky...19 years of service to all the world.

Listen to the "MAGIC KEY" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

of America RADIO CITY, NEW YORK
National Broadcasting Company R.C.A. Communications, Inc.
Radiomarine Corporation of America

BROADCASTING • Broadcast Advertising January 15, 1939 • Page 37
Gallup Poll Shows 3,500,000 Heard Father Coughlin Regularly in December

DURING December approximately 15,000,000 persons listened to one or more of the Sunday broad- cast of the Reverend Charles E. Coughlin, Democratic presidential commentator, according to esti- mates of the American Institute of Public Opinion. George Gallup, after a recent na- tional survey of listeners in all parts of the country, said the survey indicates that only about 3,500,000 listeners heard Fa- ther Coughlin regularly. The survey indicates that about 75% of those who had listened to the broadcasts, 75% of whom said they could not express an opinion. Of those who did have opinions seven voters in ten disapproved, while only three in ten approved. The survey also in- cluded questions directed to listeners who are likely to be listeners of Father Coughlin, in an attempt to find out if the listener is more likely to be a city dweller than a farm or small town resident and likely to be in the lower income groups than a member of the well-to-do or middle- income group.

Members of Father Coughlin’s own faith were said to form less than 10% of the listening group, only four out of 10 of those who listened in December stating they were Catholics and the rest Protestants. Anyone who persons who said they voted for Roosevelt in 1936, form a greater part of the audience than Repub- licans despite the priest’s bitter attacks on the President in the 1936 campaign urging the election of Lemke on a third party ticket.

CALLS TO MAJOR
1,260,000 Voted in Two Years
For Bowes Talent

LISTENERS attempted to make 1,260,000 voting calls for Major Bowes’ Original Amateur Hour, according to an investigation made by the head of the Bowes Broadcasting Company, Inc. on Sept. 17, 1936 to Sept. 7, 1938, according to a recent report pre- pared by H. A. Fishbein, the statistician. The report reveals that during the two-year period Major Bowes saluted 105 cities in 35 states.

These cities had a total of 4, 400 votes residing in them. Of the 1,260,000 attempted calls, 680,000 were completed and 580,000 were lost because of “busts”. The calls were handled by 6,700 operators using as many specially wired tele- phones connected to 140 specially constructed switchboards by AT&T in the 104 cities. Some 210 supervisors directed operators handling votes and1,400 to 500 tally clerks by 250 page boys, and from the tally clerks relayed by 208 trained long distance operators at strategic points in 104 long distance lines from the cities to the basement of CBS’s Broad- way studio.

WTMA Starts in March
WITH Douglas L. Bradham di- recting construction, the new WTMA, Charleston, S. C., 100 watts night and 250 watt day on 1210 has been granted a permit to go on the air on or about March 15, accord- ing to Y. W. Scarborough and J. W. Orvin, president and vice-presi- dent respectively of The Charleston Coast Life Insurance Co., who will be partners in the enterprise. Mr. Bradham was formerly chief en- gineer of WSCS, Charleston, and has been with WIS, Colum- bia, S. C. Mr. Scarborough stated that he will himself assume the management of the station, and H. C. Powers as commercial manager and Harry A. Wescott as program di- rector. Mr. Powers formerly was in radio and at present is adver- tising manager of the Atlantic Coast Life Insurance Co.
HOW NBC BLUE OFFERS LOWEST COST
...in Network History!

REGULAR AUDIENCE
New surveys prove high per cent of regular listeners—

PREFERRED TIME
You have a selection of choice hours at which to broadcast—

NEW DISCOUNTS*
Make it easy for you to "go National" on a modest budget—

* For advertisers who want national coverage the NBC has set up an economy discount schedule that provides wider opportunity at lower cost. The strong Basic Blue Network, plus valuable supplements, is now available for your programs at rates that permit coast-to-coast circulation for very little more than the cost of the Basic alone. You can have the whole story quickly, completely, concisely by communicating with the nearest NBC office.

"Better Buy Blue"

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

www.americanradiohistory.com
Lack of FCC Power Decried By McNinch In Annual Report

Chairman Asks More Funds and Says Substantial Progress Has Been Made by the Commission

WHILE the FCC's annual report to Congress, made public Jan. 16, was devoid of sensational revelations, Chairman Frank R. McNinch nevertheless alluded to attempts to improve radio coverage and the practice of granting radio licenses on the basis of a community's ability. He also predicted that the usefulness of a large part of the radio spectrum for communication purposes will be greatly increased by the use and development of television equipment. The FCC has, however, been criticized by many people for failing to give adequate attention to the problem of antenna interference and for not enforcing the provisions of the Communications Act.

May Seek Laws

Another approach that legislation recommendations pertaining to broadcasting may be expected to follow is the suggestion to the government to the current investigation of network broadcasting and of possible monopolies. The industry is being conducted, he said, "in order to get the necessary information upon which to base legislation." He added that it was expected "to produce much information of value." Only two direct suggestions of recommendations for additional or amended legislation were made. One was to soften the penalty for unlicensed operation of radio equipment and the other to bring within the jurisdiction of the Commission the amateur service.

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According to the report, the FCC has been asked to consider the possibility of making television available to all persons in the United States. It is expected that the FCC will give serious consideration to the matter and will report on it at an early date.

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A Summary-Index of successful radio programs reported in Broadcasting during 1937 and 1938... indispensable to radio advertisers, advertising agencies, radio stations and everyone engaged in building radio programs... one of the entirely new features in the 400 page 1939 Broadcasting Yearbook Number.*

The Summary-Index is divided into the following program classifications.

- Advertising & Promotion
- Charity
- Civics & Government
- Contests
- Drama
- Education
- Employment
- Entertainment Tips
- Farm
- Fashions & Shopping
- Food & Recipes
- Health
- History
- Homes & Gardens
- Human Relations
- Interviews & Forums
- Juvenile
- Light Music
- Literature
- News
- Patriotic
- Pets & Hobbies
- Program Announcements
- Quiz
- Schools & Colleges
- Serious Music
- Sports & Outdoor Life
- Swaps
- Traffic & Motoring
- Travel & Tourists
- Variety
- Women's Clubs

Please enter my subscription to Broadcasting at once and send me the 1939 Yearbook Number:

NAME
FIRM
ADDRESS
CITY
STATE

Bill me.  
Check enclosed.

No extra charge for Canadian subscription. Add $1 for foreign subscription.

Clip this and get 1 Broadcasting Magazine twice a month 2 big 1939 Yearbook Number!
The fast growing Gold Group is not a network, but every member station is a network station. In building its new transcription system, World surveys each major market . . . studies each station for popularity, aggressiveness, merchandising cooperation with advertisers . . . and then chooses its newest Gold Group member.

City by city, the choicest stations join the World Transcription System, building the strongest possible radio coverage.

You can use few or many Gold Group stations as your markets dictate . . . good station periods are provided, regardless of time zones . . . you enjoy uniform dealer merchandising service at point of sale . . . there are substantial savings in production costs. And all this with one centralized control for simplicity and responsibility.

World's new Gold Group serves as the most efficient vehicle for the broadcasting of the famous World Vertical-Cut Wide Range transcriptions, which have always been recognized as the finest achievement in high fidelity recording.

We invite inquiries of agencies and advertisers. Address the World Broadcasting System, 711 Fifth Avenue, New York City, New York (301 East Erie Street, Chicago, Illinois; 1000 North Seward Street, Hollywood, California).

World Transcription System

A Service of

Asting System
Transcript of a court case where the broadcasting company, specifically KVOA, is seeking a permanent injunction to prevent interference with their radio station.

Rangers Cited

In a special CBS coast-to-coast broadcast on Jan. 15, 50,000 Rangers fans who tuned in to a game between the Texas Rangers and the Chicago Cubs in Sacramento are being sued by ABC for the use of the radio station's signal.

McClatchy Facsimile

Guy C. Hamilton, general manager of the McClatchy radio stations, and vice-president and general manager of the McClatchy Communications Company, announced in Sacramento recently that facsimile receiving sets are being installed in 50 hospitals in Sacramento and a like number in Fresno. They will be used on an experimental basis for one year, but it is expected that the McClatchy interests have been pioneering facsimile broadcasting in the West for many months.

Means to Reduce Radio Interference

from Diathermy Apparatus Discussed

Approximately 100 representatives of the broadcasting industry, the medical profession and the firms that manufacture diathermy machines and other electrical medical apparatus met at Columbia University Jan. 9 to discuss the problem of radio interference. Some representatives described the great value of diathermy in medicine and the manufacturers of electrical therapeutic instruments presented their side of the picture. Session ended with the adoption of a resolution that the FCC should cooperate to organize a committee to study the problem and that no interference exists in the field of medical equipment.

Goodrich Plans News

B. F. Goodrich Co., Akron (tires), on March 6 is planning to sponsor three evening news programs weekly on a list of CBS stations. With the exception of WABC, New York, Goodrich has not been heard on CBS stations at the present date. Ruthrauff and Ryan, New York, handles the account.

Ultra-High Transmitter

Nearly Complete at KNX

Installation of a RCA 100-transistor ultra-high frequency transmitter for KNX in Los Angeles will be nearly complete within the next two weeks. The ultra-high frequency signals will be completed during late January at CBS Holly- wood, with the regular weekly schedule of 40 hours experimental broad- casting inaugurated, according to Donald W. Thornburgh, Pacific Coast vice-president. The transmitter will operate on 35.6 megacycles with call letter W6XDA. A tuned concentric antenna, rising 40 feet above the roof of CBS studios is being built.

No television experiments are intended or contemplated over W6XDA in the future, CBS officials state. Some of the old time tie-ins are not to be used; some of the old time tie-ins are not available.

Associated Oil Starts

Basketball Schedule on 8 West Coast Stations

Tide-Water Associated Oil Co., Associated Oil Company of California, on Jan. 3 launched a schedule of basketball broadcasts over eight stations in the Pacific Northwest, bringing to the listening audience descriptions of all the Pacific Coast Conference and important non-con- ference games to the end of season early in March.

Harold Deal, advertising and promotion manager of Associated Oil, stated that Associated would spend approximately the same amount this year as last year to radio- sgorp as it did last year. One of the heaviest schedules goes to KYA, the station in the tourist spot, Santa Rosa, 50 miles distant, which will be tied in a special net- work for the release of the conte- st. KYA will broadcast 22 games. Associated likewise has formed another special network in the Pacific Northwest, linking five stations. KEHE, Los Angeles will be tied with KYA and KSRO in California and the scheduled basketball broadcasts, Mr. Deal stated.

The stations in the Pacific North- west on the Associated schedule are XXL, Portland, Ore.; KAST, Astoria, Ore.; KIRC, Seattle; KFPO, Spokane and KRKC, Lewist- on, Idaho.

The favored team will be the sports-caster for the Los Angeles games; Doug Montell and Phil Ray in the San Francisco Bay area; John Carpen- ter and George Orr in Seattle; Leo Fas- sen in Seattle and Rod Klise at Lewiston, Idaho.

It is understood that Tidewater Associated plans to follow up the basketball schedule with the broad- cast of other collegiate events and field meets on the Pacific Coast. The basketball account was won by Lord & Thomas, San Francisco.

BROADCASTING • Broadcast Advertising

Page 44 • January 15, 1939
A curtsy to Variety for five punch-laden words in its December 14, 1938 issue: “WKY remains the regional Barnum.”

But this is not the first time the top journal of show business has pointed to WKY’s ability to put on a full three-ring circus at a single admission price. Back in 1936 Variety singled out WKY and said, “WKY by a mile in Oklahoma City. Builds programs, spawns ideas. Stunts, news, sports, vox pop. Active on all fronts and out to get places.”

What are a few of these WKY Barnumisms? For those who come early to get in on the animal acts and the jugglers there was the time that Gene Autry’s horse moved into WKY’s main studio and neighed into a mike or the time Maxie Baer clowned through an interview. The next ring appealed to the more serious, featuring every detail of the first visit to Oklahoma of a living U. S. President. Down in the end ring was the music lovers’ delight the Festival of the Southwestern High School band competition. That’s why there’s never a dull moment in any of WKY’s rings. Neither is there ever a dull moment at counters where WKY-exploited products are being sold. WKY remains the regional Barnum... and Barnum knew how to pack ’em in!
Rates and Ruts
WHENEVER business gets a bit tough (and it hasn't been too sprightly lately in national spot) the little man with the pitchfork begins poking into rates. Fragmentary reports indicate that national advertisers are beginning to reap a harvest of time-buying at local rates, approaching the good old days when they regarded broadcasters as the biggest suckers in advertising.

Many times in these columns we have led with our rapidly doubletching in favor of a single rate for radio. We're still for it, not only because it is the one solution for rate-ratting during business ruts but because there really isn't much justification in these times for a differential. It is conceded when a station pays no local agency commission, there is a basis for a 15% differential. But those 30's and up are hard to justify.

Business really isn't tough enough, though there may be an understandable dip in long-term spot. Advertisers are using their promotion close to sales because they don't want to run big inventories or obligate themselves too far ahead in uncertain times. Competition may be a little tougher with networks relaxing certain policies to entice spot accounts their way. Magazines, not the offing band baffle stuff that for the nonce appears really attractive. That's competition. Radio hasn't yet met a competitive situation that it couldn't beat.

In the final check up a station's self-respect is involved in rate-chiseling. To begin with a national account doesn't expect to get the retail rate, but he'll try to get it every time. If he does, he figures he has saved money, but he isn't sure he has saved as much as his competitor, who unquestionably got his own special deal. From there on, the station is under suspicion. The word spreads to other accounts, and the agency looks for the same sort of deals (or better) for other clients, at the same time perhaps being a bit chagrined because he lost commission when the rate-cut was wangled.

And the station representative working on the account, or some other, a la rate carte, finds himself in a mess. He takes the rap for the station, because he doesn't know what the agency or advertiser knows about that bargain business.

It's a sucker game all around for the broadcaster. In signing off, we would like to confess the grapevine we get is that things aren't serious yet, either in the loss of business or the degree of rate-ratting. We're simply hoisting the warning in the hope of averting a spread of the infection.

Kudos for Radio
WHEN a publication like The Nation, mouthpiece of the ultra-liberals, finds something to praise in radio, which it usually attacks, that's news. The magazine's Honor Roll for 1938, in which it extends its kudos for liberal activity during the year, cites CBS "for its intelligent and objective reporting of the events leading up to the Munich pact and the dismembrertment of Czechoslovakia, which set a new standard in broadcasting." Included also is Vladimir K. Zworykin, the RCA television scientist, "for perfecting a model electron microscope which promises to open new vistas to the scientist comparable to those afforded by the invention of the first optic microscope."

Ever since the European crisis, which once again proved the American system's superiority over all others so far as honest and objective and complete coverage of the news is concerned, we have noted a diminution of criticism of radio by the American Plan. The Nation's citations indicate that the blow-hards and chronic fault-finders, whether in Congress, on the Commission or elsewhere, are going to find their arguments if not their publicity paths scrutinized much more carefully hereafter.

Six Month-itis
A RATHER unusual annual report has been submitted to Congress by the FCC. It has been a sort of time-honored custom for governmental agencies to make their reports just about as dull and drab and hackneyed as the mechanical specifications for a warehouse. While the body of the FCC's report more or less follows the dry-as-dust formula, Chairman McNinch's letter is mental fairly bright. It goes beyond the fiscal year, and essays to bring Congress up to date on FCC affairs. The energetic little FCC chiefitan knows how to turn a phrase and does it with gusto.

Actually, there is nothing really startling in the letter. As was expected, both it and the report dwell largely upon broadcasting, rather than other phases of the FCC's multifarious functions. But we got a jolt when we read in the letter that "because of their large number and the requirement that licenses be renewed every six months," broadcast stations claim a large share of the Commission's attention.

We were not aware that the law prescribes a six-month license. Quite the contrary. The law permits the licensing authority to issue broadcast licenses for terms not to exceed three years. The onerous six-month tenure is of the Commission's own making. Broadcasting is the only industry exist, big or little, that is forced to pass regulatory muster twice a year.

For more than a decade, broadcasters have entreated the FCC and its predecessor Radio Commission to encourage stability in their industry by extending the license to the three-year limit permitted in the statute. As far as we know, there has never been anything in the nature of a plausible answer.

We concur in Chairman McNinch's conclusion that the FCC is snoozing under and that its regulation of broadcasting is its major work. But instead of seeking from Congress a greatly increased appropriation by leaning so heavily on its claim of a six-month license renewed requirement, we respectfully suggest that it follow the plain dictates of Congress by the very simple expedient of adopting a new order for three-year broadcast licenses.

Dollars for Dollars
MANY banking and financial organizations, we have often pointed out, are missing a bet by not computing radio results. A substantial number, resourceful and progressive, are using it and finding that money spent on radio rings their own little registers. Others have tried radio, flopped and now remain aloof because they expected too much or perhaps because they considered it beneath their dignity.

The most eloquent testimonial on radio results we have seen in many a day comes from Louisville. There, the Greater Louisville First Federal Savings & Loan Association has begun its 14th successive year on the air. It uses both Louisville stations six days a week. Its resources since it began radio advertising in 1925 have increased from $2,000,000 to $11,000,000.

The banking firm, says its president, L. Frank Withers, has sought only to sell good will. Deposits and loans logically followed. The company even maintains its own broadcast studio in its own building in Louisville. Its basic program has remained unchanged. It is satisfied with its radio results, for it went into radio for the long pull and did not look for rabbits out of a hat.
ROGER WILLIAM CLIPP

IN THE LEGAL profession the Philadelphia lawyer has become a sort of legendary figure, whose technical prowess theoretically is greater than that of his colleagues in any other area. In the same way a single locale may become famous for the keenness of its broadcasters, because in no other metropoli
tan area competition for the lis
tener's ear and the advertiser's dollar more vigorous. This is so not only because Philadelphia has nine stations of its own, but be
cause it must vie with the clear channel stations in neighboring
New York and in great extent.

A few months ago there emerged into this Quaker City's competition a young fellow well known in broadcast. He took over the helm of WFIL, an aggressive re
gional, and has more than kept it in
the swan. He wasn't new to Philadelphia radio because he had
served as business manager of WFIL since its reorganization three years before but the task of directing its destinies was a new assignment, and, as its general manager, he has had an opportu
nity to try out long pent up ideas which seem to be clicking.

Roger William Clipp, 35, short, stocky trim, with the physical fitness that bespeaks exercise, has
known radio since his knee pants days. Like many another station
executive, he started as a "ham," became an engineer, and finally
fixed his destiny in the front of
c. In addition to his general man
agement of WFIL, the official rec
ords show that he is half owner of
WTBO, Cumberland, Md. re
gional. By remote control, he also
supervises its broad policies. Near
Hagerstown, also in Maryland, is
his native city where he first be
came interested in radio when it was still called wireless.

Last September, when Donald Withycomb, an ex-WFIL
manager of WFIL, young Clipp, his
lieutenant not only at WFIL but
during preceding years at NBC, promptly was elevated to succeed him. Samuel R. Rosenbaum,
president of WFIL, paid him high tribute when he remarked that he
did not have far to look for Mr.

Said STROTZ, former program mana
ger of the NBC Central Division.
Chicago, has been named setting man
ager of the Central Division. C. L.
Menzel has been promoted to program
manager and Jules Herbovec, new
crewels Menze as production manager.
Wynn Wright, formerly of the NBC
radio promotion department Dec. 1,
1938, joining WCCO early in Janu
ary.

GENE TITOMAS, station sales man
ager at WOR Newark, on May 5
named manager of sales division
in WCCO, Minneapolis, by Man
ager E. H. Gammons. He is 26 years
old, and a graduate of the Univer
sity of Kansas.

With advertising agency and trade
journal experience, he joined the CBS
sales promotion department Dec. 1,
1938, joining WCCO early in Janu
ary.

The Sony Maxwell of Cleveland, with
vesting wedding plans for May or
June.

MILES A. METZGER on Dec. 31 re
signed as manager of WJJD, Tusca
loha. With him he held a one-year
management contract since June 1.
and James R. Doss, distributor, has
resigned his position as sales mana
ger, and Mr. Metzger has applied for
the facilities of the station in an application pending before the FCC.

CHARLES BROWN, sales promotion
ager for the NBC West Coast Divi
sion, left San Francisco Jan. 4 for
the NBC Hollywood Radio Center.
He was the last of the NBC sales
executives to be transferred to the
Southern California broadcasting cen
cen.

SYDNEY GAYNOR has been ap
pointed count manager of KDKA, Los
Angeles, a newly-created post.
(yernor was assistant to Thayer Ridgway, commercial manager of KDKA Broadcating System, of which KDKA is a key station. He will func
tion under Ridgway.

While Roger was soaking up
ev'bit of literature on radio he
could lay his hands on, and mak
ing that he could do, and
radio, that he found himself
very little on a ten-year detour
carrying that carried him throug
out the World School of the Uni
versity of Pennsylvania, and dur
ing his undergraduate days worked
his way through, doing odd jobs
as well as asking advertising man
ager of the University's Classboard.

When he was graduated in 1925,
opportunities in broadcasting were
few, so he reluctantly returned to
his home town and stepped into a
junior executive position in the
trust department of the Hagers
town Bank & Trust Co. Then he
went back to Philadelphia to join the
Independence Indemnity Co.
Still casting about for an opening
in radio his big chance came in
1929 when he joined NBC in New
York as assistant to Glenn W.
Payne, chief commercial engineer.

In 1935, when Sam Rosenbaum
offered Don Withycomb the general
manager post at WFIL, which had
just come into being as NBC's Blue
outlet through the combina
tion of two old-time stations, 
WFIL and WLIT, Roger went along
with his former boss. For three
years he served as watchdog of
those vital strings. It was after
that time that he entered radio in
1925, specializing in setting up and directing the Quaker Network, a two-year-old infant
chain of 17 Pennsylvania stations,
created originally to handle politi
cal business. As a one-man organ
izer, traffic department, time sales
man and general factotum, he sold
a good deal of business his initiative
to Democrats and Republicans dur
ing the 1938 race. Today the net
work is a sound success, with the
 primaries of last year, political
placements exceeded $150,000, and
that figure was dropped in the 1938
campaign.

Despite a ten-hour-a-day siege at
the office, and intense listen
ing at night, he still finds time
to lead a contented and typically
American home life. He lives in
suburban South Ardmore with his
wife, June, and two children, Bette
11 and Sammy, 8. He manages to get
in a couple of rounds of golf a
week, shoots in the low 90's. He
is an active Mason, and while he
no longer maintains his own home
act, he still QSO's on the equipment
of one of the MFIL engineers when he can find the time.

As for the future, Roger Clipp
doesn't look beyond WFIL and his
job. There's the best in the Au
tomobile in the land. He believes the
station, with its exclusive NBC
Blue, MBS and Quaker Network
affiliates, and its new plant and
studios estimated at $500,000, will
stand a good chance to prosper.

BROADCASTING  •  Broadcast Advertising

January 15, 1939  •  Page 47
EDWARD SCRIVEN, formerly of BBDO, Chicago, has been named vice-president of A. C. Nielsen Co., Chicago research firm. He has been in error Dec. 15 when it stated that Mr. Scriven was named to the firm's radio index. Hugh L. Bauch, executive vice-president, is in charge of the radio index department.

THOMAS D. CONNOLLY, formerly advertising manager of Abraham & Straus, Brooklyn, New York, has been named sales manager of WINS, Glendale, N. Y., succeeding T. G. Tinley, resigned.

T. B. MATTHEWS, formerly with WNXA, Yankton, S. D., has joined the commercial staff of KTRA, San Antonio, heading the industrial relations department, and not of WOAI as erroneously reported in the Jan. 1 Broadcasting.

JAMES R. CURTIS, manager of KFRO, Longview, Tex., has been elected a director of the local Chamber of Commerce.

JERRY BRANCH, of the engineering department of WLCI, Cincinnati, has been transferred to the office of John J. D. Bongione, vice-president and Crosley Co., in charge of broadcasting, in an advisory capacity.

MARTIN BOWES, who left the sales staff of WSHU, Bridgeport, Conn., in the spring to direct an amusement park, has returned for the winter months.

C. W. FARRIGER, television coordinator of NBC, has moved to the New York Art Directors Club on Jan. 6, speaking on the present status of television development.

WALTER ELY, chief engineer of KGFV, Kearny, N. J., since 1938, has been named manager of operations, succeeding William E. Baker. Fred Christensen, former manager of the station and Industrial Manager, has been named program director at Kearny.

BILL SANFORD, formerly with the display advertising department of the Cedar Rapids Gazette, has joined the sales staff of WMJ, Cedar Rapids.

WILLIAM C. GILLESPIE, manager of KTVU, Tulsa, reports that Lawson Taylor is married. He is a commercial manager instead of Hurl Ottilriage. Ed McCaffrey has resigned as commercial manager of WCAU, Philadelphia, and has been named program director at Kearny.

TOM HAMILTON, for three years a member of the advertising department of WGN, and previously on the sales staff of FDR, has recently joined the sales staff of WNEW, New York.

THEODORE M. THOMPSON of NBC's general service department, recently became administrative assistant to Walter G. Preston, NBC director of educational programs.

W. R. VANCE, formerly of McKnight & Jordan, New York, has been named radio director of William Morris Agency, New York, and production firm which has moved to larger quarters on the 20th floor of 224 W. 57th St.

T. G. TINSLEY II, on-line sales manager of WBO, Glendale, Pa., and Doris H. W. Land, recently with the Philadelphia Record, have joined the organized sales department of WTLF, Philadelphia.

ART MOSBY, general manager of KGVO, Missoula, recently was elected to the board of directors, and is a member of the Missoula Chamber of Commerce for a three year term. He is also a member of the city planning board.

RONALD B. WOODARD, manager of WALK, Zanesville, has been appointed Musikum County Chairman of KGM, for the President's Birthday Ball.

TED REAM, formerly with WRVA, Richmond, Va., and Harry Clark, announcer for WIC, Hartford, on Jun. 1 joined the CBS announcing staff in New York, succeeding Harry John Laing. Mr. Ream, leaves for Holly- wood for a singing-announcing assign- ment on the Eddie Cantor pro- gram, while Mr. Laing has accepted an RKO Radio picture contract.

JOE MATHEWS, formerly of KOKO, Portland, has been named program director of KBOX, Muskogee, Okla., effective June 1, succeeding with KFXR, Oklahoma City, and KBOX has the sales staff of WDR, Tulsa, Okla.

DOROTHY VAUTIER who has been conducting a woman's program on SGB, Sydney, Australia, for several years, arrives at WLS, Los Angeles Jan. 23 on the Monterey. She will make a se- ries of travel transcriptions for the Australian Women's Weekly of Sydney.

HIL B. WILLIAMS, formerly of WRC, Washington, D. C., has been named an advertising director of the National School of Industrial Arts, receiving executive instruction about production and programming. He has just returned to the WKY transmitter.

BILLY EVANS, m.c. of Top O' the Morning on WTMJ, Milwauk, is the father of a boy born Christmas day.

JOHN E. REILLY, program director of WJAZ, Newark, has been named to master of a radio luncheon held by the Advertising Club of Boston.

JIMMIE WILSON, whose Catfish Band from Nashville, Tenn., is a popular novelty in early Oklahoma radio, has joined the staff of the Oklahoma sales office of the KOKY, Tulsa. He has revived the Catfish band among Sapulpa business men and airs it weekly from the KOME Sapulpa studios.

CATRiona, pianist and announcer of KYW, San Francisco, has been appointed program director of the station.

LYLE DANIELS, member of the music production staff of WSB, Atlanta, was slightly injured Jan. 4 in an automobile accident in Okla- homa.

FRED GARRIGUS, announcer at WEEJ, Boston, is the father of a boy born Dec. 29.

R. H. REED, formerly of WBO, Dayton, has joined WIRE, Indianapolis, as night operations man- ager.

RICK FOSTER, CFRM, Toronto, can- nulator, has sailed for a European trip to obtain facts for his Armada Club.

TRO HARBOR, KSFO, San Francis- co, announcer and Jane McGreevy, secretary, recently renewed their en- gagement, with the wedding scheduled Jan. 31.

WILLIAM WINTER, new manager of the NAB, Denver, has been appointed local chairman of the com- mittee for the celebration of the Presi- dent's birthday.

EDWARD GIANEAMAN, promotion manager of 20th Century Radio Prod- uctions, Hollywood, has returned from a nationwide publicity tour to handle publicity of the new Monkey Farm in that city.

JACK DONELLY, formerly of KYOA, Siloam Springs, Ark., has joined KWSO, Jefferson City, Mo.

KING WHYTE, formerly of KVOA, Tucson, Ariz., has been named pro- gram director of WAPI, Zanesville, O., Mark McCulloch, of Muskingum College, has been named manager of the WAP- I. Radio Hope Show, sponsored by Popcorn Co.

SHELBY ANDRON has been named general sales manager of WAGA, Cleveland, according to a recent an- nouncement of Mr. J. A. Jordan.

FLORENCE HUNTSINGER, traffic manager of KDYL, Salt Lake City, for the last four years, married Burke Brighthouse of the Civil Aeronautics Authority in December.

BILL EDMONDS, formerly of KKK, St. Louis, since 1935, has joined the sales staff of WLB, Cincinnati.

HAROLD DORR, pianist for the Boston Keene houses for the last 15 years, has joined WAB, Bangor, Me., as technical manager. Bud Sim- Kinson, formerly vocalist on stain- ishers, has joined the announcing staff.

GARY CARTER has joined KFSS, Hollywood, as staff announcer.

LISTER F. GRIFFITH, announcer of NBC-Chicago, has married Marion Garner Jan. 2.

HARRY SHERRATT, public relations di- rector of WBVM, Chicago, has an- titled "Radio Takes to the Hills" for an Automobile & Trailer Travel. The ar- ticle discusses the reporting from the WBVM mobile unit.

VIRGINIA BARRY, continuity writer of Fields Brothers Enterprises, Hollywood, Calif., was married, Feb. 5, to John Mathew, country singer and actress of NBC Chicago.

CRAWFORD SULLIVAN, continuity writer of Fields Brothers Enter- tainment, on Jan. 1 left for a year's writing in Svca.

DAVID BAYLOR, traffic manager of WAGA, Cleveland, is the father of a girl born Dec. 31. Mrs. Baylor is heard on WGR as Shirley Selden.

THOM HAFFNER, formerly in radio in Philadelphia, has been signed by the Carpenter Agency, as on-air writer and actress of NBC Chicago.

DOUGLAS EVANS, KFI-KECA, Los Angeles, has been given a license to operate shortwave trans- mitter WQG.

CARL GEISE, production manager of WGB, Cleveland, is married Mildred Bruder, formerly WGR hol- der, and Laing has been named manager of the KVOA studios, and has recently accepted a new position.

STANLEY DARLING, acoustics ex- pert of the NBC Broadcast Network, was in Chicago in early January to study the acoustical de- velopments in that city.

Jack WHITE, sportscaster of KCLW, Windsor-Detroit, on Jan. 7 married Wilds Arnold of the staff of the WGH, Pittsburgh.

HAROLD BEAN, program director of WMIB, Peoria, Ill., has recently accepted a position as sales man- ager in Chicago Jan. 15.

CLAUD SMITH, formerly secretary of the Community Foundation for the City of Chicago, has joined the continuity department of WHK-WWJ, Cleve- land.

GOXZELLE ZEPER, singer heard on WBDI, Ronoke, Va., recently au- nounced her marriage to Talmadge Combie, a non-professional.
When you have a job of spot-advertising to do, use the NBC Programmed Stations listed herewith.

Collectively, these 15 stations form a sound pattern—the logical result of NBC Engineering and Programming. Individually, they have clear-cut local identity and prestige. This ideal local condition, backed by nationally famous NBC Network Programs, has given these stations complete command of radio homes in their markets...the richest markets in America. And their sales-results have written one of NBC's favorite Success Stories.

The NBC spot-advertising specialist in any of these cities, also Detroit and Hollywood, will be glad to assist you in solving your own particular spot-advertising problem.
CHARLES McMAHON, formerly of WNOX, Knoxville, has joined WCSC, Charleston, S. C., as program director. He will be assisted by Judy Arden, formerly of WBG, Greensboro, N. C. The reorganized WCSC department now also includes announcers John Watkins, formerly of WHAS, Louisville, Bob Leigh, formerly of WGRG, New Albany, Ind., and Phil Sutterfield, formerly of WHAS and WLAP, Lexington, Ky.

LEONARD L. LEVINSON, Hollywood writer on the NBC Pacific Coast sustainer, Hall of Fun, and Leonard Neubauer, of that city, have sold a short story, Wages of Innocence, to Collier's magazine. It was originally written for radio.

RUTH CHILTON, women's commentator of WSRY, Syracuse, has been elected to the Syracuse Zonta Club, an organization of executive women, and the National League of American Pen Women.

BOB HUSSEY has been placed in charge of radio exploitation of Paramount Pictures, film productions and personalities, with headquarters in Hollywood. He is the father of a baby girl born Jan. 2.

FRANK RAND, publicity director of CBS-Chicago, spoke Jan. 10 before the Nile Center P. T. A. on "Radio and Educational Broadcasting".

LEE CHADWICK, continuity writer of WTAR, Norfolk, has been named editor of the Fort Advocate, monthly publication of the Norfolk Junior Chamber of Commerce.

JEFF BAKER, formerly of WTAR, Norfolk, has joined WVR, Richmond. Mrs. Elizabeth Wilder has joined WTAR, replacing Grace Gatling, recently shifted to WRTD, Richmond, as program director.

HARRY EISLEY of KDKA, Pittsburgh, has been named assistant to Traffic Manager G. Dare Fleck by Manager S. D. Gregory, Don Dixon, formerly assistant librarian, has been promoted to librarian and Nancy Brooke his assistant.

LOWELL SLAY, new to radio, has joined the staff of WAML, Laurel, Miss., as student announcer.

H. J. McALLISTER, former chief announcer of KVI, Tacoma, has joined KOA, Missoula, as chief announcer and director of special events.

VERNON McGAHAN, announcer of KGVO, Missoula, married Florence Kliewer, of Great Falls, Mont., May 31, 1938, it was announced recently.

BILLY GUYER, pianist, has joined WJW, San Antonio, to perform with Beatrice Morin at the organ as the Peppermintes. Hoyt Andres, formerly of KMB, Corpus Christi, has joined the WJW announcing staff.

DOUG DOAN, formerly with several stations in the West, has organized a free lance agency in Tulsa to produce radio programs for individual station and network sponsors. Mrs. Don, formerly Dorothy Demaree, is musical director of KOME, Tulsa.

Inevitable Wards

DURING George Coiret's drama series, Your Wisconsin, which is sponsored on WTMJ, Milwaukee, by Sears-Roebuck and deals with historical episodes of the state, Actor Manfred Gross recently had the line, "...and it's a good thing the Montgomery Guards got there in the nick of time". And sure enough—Gross read the line, "...and it's a good thing the Montgomery Guards got there..."!

DAVE FULTON, announcer of WJW, Akron, on Jan. 7 married Marian Greaser, at one time with WCAG, Pittsburgh, Karl Bates, WJW announcer, also recently married Margaret Barnet, one-time member of the WJW office staff.

KEN FROGLE, formerly Los Angeles Daily News radio editor, and Constance Marrell of Vancouver, B. C., were married in the latter city Dec. 17. Frogle is now Daily News sports editor.

JACK WATTS, formerly of WJEJ, Hagerstown, Md., has joined the special events announcing staff of WJW, Akron.

GENE LAVALLE, formerly in charge of production at WHK-WCLE, Cleveland, has been named production manager and program director of WJW, Akron.

CARLOS W. HUNTINGTON, public relations director in charge of special events at KFYR, San Francisco, recently was appointed to the World's Fair Advisory Commission for the city of San Francisco by Mayor Angelo J. Rossi.

MARSHA WHEELER has joined WSAY, Cincinnati, to conduct the WSAY Wonder Kitchen.

BILL EDMONDS, formerly of KWK, St. Louis, has joined the announcing staff of WLW-WSAI, Cincinnati.

GEORGE W. IRWIN, production manager of KEHE, Los Angeles, has announced his engagement to Eleanor Smith, of Santa Monica, Cal.

**Good Things from Radio—**

LISTENERS DIGEST

GOOD THINGS FROM RADIO PRESENTED IN BRIEF

FEBRUARY 1939

25 CENTS

and How!

On Sale at all News Stands Now

Page 50 • January 15, 1939

BROADCASTING • Broadcast Advertising

Four pounds of digestible directory data ... to be published in a few weeks!
EDMUND ABBOTT and Cillian Carol, announcers of WCCO, Minneapolis, received Christmas promotions to assistant production men. In addition to announcing they will have various production assignments.

MILTON DEUTCH, formerly of WHB, Newark, has joined WAT, Waterbury, Conn.

CELIA KOSTER, formerly heard on WNEW and WQXR, New York, has joined WAT, Waterbury, Conn., along with Don Ford.

CHARLES CUTLER, press relations head of WAT, Waterbury, Conn., and columnist for the Waterbury Democrat, has been elected columnist of the Connecticut Radio Time Table.

AMELIA UMNITY, NBC New York fashion commentator, was in Hollywood to broadcast fashions at opening of the Santa Anita racing season, Dec. 31.

STYLIS WHITE, continuity editor of WIND, Gary, has sold a dramatic script show, Working Wife, to the Goodwin Agency, St. Louis.

MARTIN JACOBSEN has joined the announcing staff of WCF, Chicago, replacing Ed Barke, who has resigned to accept the chief announcing shows of the Chicago Neologistic Society on WJJD.

BYRON MILLS, continuity acceptor editor at NBC, San Francisco, is recuperating in the Oakland Hospital from an appendectomy.

R. A. STOCKMAB, program traffic supervisor of NBC-Chicago, is the father of a girl born Dec. 17.

RON JOHNSTON has joined the art staff of the production department of KBS-KRT, Des Moines.

COLE McVARTIN, Jr, New York film announcer for CBS and NBC, recently joined the announcing staff of WNAV, Yankton.

ARCHIE LEONARD and Art Brown, both from the Lake University school of radio at Des Moines, have joined WNAV, Yankton, S. D.

GRACE GATTING, formerly of WTTA, Norfolk, has been named program director of WRTD, Richmond, replacing Fido Ginnan, now announcing full time and supervising the WRTD sports department.

SIDNEY ADLER, formerly night manager for WJAI, New York, on Jan. 2, joined WTN, Jersey City, to announce and take charge of production.

JACK VOTION, who recently resigned from NBC Hollywood Artists Service, has joined McVarr Agency, talent bureau in that city, as an associate.

DAN SBYMOUR and Del Sharbutt, CBS announcers on the respective programs, Aunt Jenny and Ask-It Basket, are fathers of girls born recently.

VINCENT SORREY, conductor of the Musical Clock orchestra on WOR, Newark, and musical director for the International Radio Club, has been appointed musical director for the International Television Radio Corp.

IRENE WICKER, formerly the Singing Lady and now presenting a series of Musical Plays for children on NBC, on Jan. 11, joined CBS after the script writing course of Columbia University, New York, on the writing of radio dramatizations.

VIC ROWE has been added to the announcing and newscasting staff at CFQ, Saatooton, Bunk.

JAMES HURLBUT, news editor of WJSV, Washington, D.C., is the father of a 6 pound 12 ounce baby girl, Pamela Sue, born Jan. 11.

ELLIOTT GROSS, newspaperman new to radio, has joined the announcing staff of WFMD, Frederick, Md.

ожно добавить:

“RADIO’S been good to me,” smiled George M. Cohan, star of “I’d Rather Be Right!” as he was greeted in Oklahoma City Jan. 6 by John Shafer, WKY special events chief. The fact that it was 6:30 a.m. did not keep Cohan from smiling and wise-cracking nor keep WKY’s mobile staff from being on the job.

J. Howard Doyle

J. HOWARD DOYLE, 29, announcer of WOR, Newark, died Jan. 3 as a result of injuries sustained in an automobile accident on route to New York from Columbus, where he had spent the Christmas holidays with his family. Mr. Doyle had been announced at WMC, New York, before joining WOR, and started his announcing career with WLW, Cincinnati.

SHORT STORY, Hypotenuse, written by Mrs. Dorothy Grant Franklin of the continuity department of WBT, Charlotte, has been selected by the Charlotte Writer’s Club as the best story written in North Carolina during 1938.

Staff Changes at WSYR

EIGHT personnel promotions and assignments affecting the program department of WSYR, Syracuse, were announced Jan. 10 by Col. Harry C. Wilder, president, Fred R. Ripley, vice-president of WSYR and local sales manager, adds to his duties the positions of manager and treasurer of WTRY, new 1,000-watt station assigned to Troy, N. Y., and to be licensed to the Troy Broadcasting Co., of which Col. Wilder is president. Station expects to start in the spring. Other changes send Al Parker, WSYR’s chief announcer and formerly of WGY, Schenectady, to WTRY as program director as Bill Rothum becomes head announcer of WSYR; Lansing Lindquist, WSYR continuity writer and graduate of WNBX, Utica, to program director’s post while Raymond Servatius continues as continuity chief and librarian. Florence Cummings, WSYR traffic manager, retains present post and also moves up to assistant to Vice-President Ripley.

Guests at White House

AMONG the guests attending President and Mrs. Roosevelt’s reception for the judiciary at the White House Jan. 5 were PCC Chairman and Mrs. Frank R. McNinch, and Commissioner T. A. M. Graven, Eugene O. Sykes, Thad H. Brown, Paul A. Walker, and Norman S. Case, along with PCC General Counsel William J. Dempsey.

THE PCC has denied in case of default the application of KGEX, Sterling, Col., to move studio and transmitter into Denver.

Network Neit Worth Nil!

Network stations regardless of power or location do not serve the WTBO service area consistently or effectively.

WTBO is the only station with a consistently satisfactory signal in Maryland’s second richest market and the vast contiguous area in 17 counties in Pennsylvania, Virginia, West Virginia and Maryland.

SHOUSE APPOINTS

PARK NBC CONTACT

ELDON PARK, assistant program manager of WLW, is taking an extensive course of study in New York and Chicago, headquarters of NBC program policies, to prepare for his appointment as NBC policy contact man for the Crosley stations. Announcement of the appointment was made by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting. Mr. Park will assume his new duties upon his return to Cincinnati in the near future.

Commenting on the appointment, Mr. Shouse said: “Definite recognition of the increasing importance of WLW as an originating point for both commercial and sustaining NBC programs is found in this new arrangement between Crosley Corp. and NBC.” NBC commercial originations from Cincinnati have increased from three to 16 programs per week in the space of less than a year.

“It is felt by both NBC and the Crosley Corp. that this new arrangement will not only expedite the handling of Cincinnati commercial originations but will eliminate one of the primary obstacles in the path of WLW as an originating point of increasing importance in the network broadcasting field.”

DR. FRANKLIN DUNHAM, NBC educational director, has been elected to honorary membership of the National Thespian Honor Society of High Schools because of his interest in high school radio groups and dramatic organizations. The honor will be conferred at the Society’s annual meeting in May.
I can concentrate on my putting since we turned over our selling to WRC.
HELENA RUBENSTEIN, New York (cosmetics), on Jan. 10, started a campaign on WEAI, Boston, consisting of two quarterly programs weekly, "This Way to Beauty," which will run for 13 weeks to advertise the opening of her new beauty salon in Boston. The programs are made up of talks, including a six-week radio campaign for the firm's products. The programs are delivered by M. K. General Mills.

DONALD D. DAVIS, president of General Mills, Minneapolis, in a recent letter to media carrying General Mills advertising agencies, clarified agency arrangements for the firm's products. Effective June 1, 1939, he said, Blacket & Sample-Humment will handle local agency responsibility for advertising Gold Medal "Kitchen-Tested" flour, Knox Gelatine and Soft Commerce in Cake Flour, while Knox Reeves Advertising will handle Wheaties and Bisquick.

CHIP STEAKS Co., of California, Los Angeles (from meat products), out of radio for some months, thru Glasser Adv. Agency, that city, on Jan. 9, started using daily spot announcements on KGW and in February will expand activity to include other Southern California stations. An extensive West Coast campaign is contemplated for late winter.

LEVER BROS., for Lux and Toilet Soap, started Jan. 11, a half-hour weekly French language radio show over a network of Quebec stations, J. Wailer Thompson & Co. the account.

COCA COLA Bottling Works, Cincinnati, has renewed its Civic Club of the Air, a weekly half-hour program of church and fraternal news, for 52 weeks on WCKY, Cincinnati, making the tenth consecutive year for the feature on WCKY.

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), has renewed for six months its sponsorship of John B. Hughes' news program twice weekly on KFRC San Francisco; KDOX Monterey; KGW San Jose; and KIEM Eureka, Cal. Bow Co., New York, placed the account.

RINKLEY COAL Co., Kansas City, is sponsoring the broadcast of a series of Kansas State University games on WREG, Lawrence. Due to prior commercial commitments, the games, starting at 7:30 p.m., are transmitted and broadcast later.

MULVENNEY'S REMEDIES, Toronto, which has been using small stunts for its Jelatin Betty lozenges, has started a test on a larger scale by using CIBA, Toronto, to sponsor and push one of its products, and expand if the program is successful. The agency handling the account, Toronto, placed the account.

L. H. MACK MARSHALL on Jan. 1 became advertising manager of the Continental Baking Co., New York. (Wonder Bread and Hostess Cakes) now the Central Region management of the Catale & Company advertising director of sales and advertising.

WESTERN CANADA Flour Mills, Toronto, (Purity Flour) starts on Jan. 16, a weekly live talent program and contest in Western Canada on CJOR, Vancouver; CHVW, Calgary; CKPC, Kamloops; CBOV Kelowna; CCRP Prince Rupert; CJOI, Lethbridge; CJAF, Calgary; CFQ, Edmonton; CFGP, Grande Prairie. Alt.; CKBI, Prince Albert; and CKCF, Saskatoon, etc.; CCKX, Redin; CKX, Yorkton; CFMR, Flin Flon, Man.; CCRX, Brandon, Man.; CJRC, Winnipeg; and CKFR Fort William, Ont. An account was placed by A. McKinnon Ltd., Toronto.

GAMBARELLI & DAVITTO, New York (wine), on Jan. 8, renewed its Moonbeam program for 26 weeks in WOR, Newark, WAAB, Boston, and WOL, Washington. The program under the direction of George Stockey, conductor, has been shifted back to the late evening spot, 11:15-11:45 p.m., which made it famous for six consecutive years from 1931 to 1936 before it left the air to return last fall at an earlier hour. De Biasi Adv. Agency, New York, handles the account.

OLE'S CHILI PRODUCTS Co., Chicago, on Jan. 12, started a weekly quarter-hour series in Sweden, For Ice, on WGN, Garry Agency: Dasho-Rogers, Chicago.


General Mills Agencies

AMERICA'S 4TH MARKET

"The Shadow of Fu Manchur" Radio's greatest serial available for national sponsor!

The sensational, madly popular "The Shadow of Fu Manchur" is a thrilling, tense, adventurous adventure serial, scripted and directed for radio history. With Paul Hatfield, "the voice of the century." Superbly produced. 15 minutes weekly. Write for more details!

WDCR, Hartford, Conn.

The Advertising Test Station

"The Advertising Test Station"

FOR THE RADIO MANAGER

Columbia Station

5,000 Watts

WWWA

C. P. MacGregor

1160 Kilowatts

JANUARY 15, 1939 • PAGE 53

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Broadcasting • Broadcast Advertising
PROCTER & GAMBLE, for Ivory Soap, has renewed for one year the daily Italian quarter-hour, "Ivory Mazages," on WOV, New York, and WPEN, Philadelphia. In addition to Ivory Mazages, Procter & Gamble sponsors two other 15-minute shows, "Meditations for Casum soap," and "Al- lures of Love for Oxydol." Agency: Compton Advertising Inc., N. Y.

CAMPBELL SOUP Co., Camden, has added two five-minute news periods on WMAG, Chicago, making a total of 18 newscasts weekly featuring Fort Pearson in Campbell's Condensed News. Ward Wheelock Co., Philadelphia, is agency.

ONTARIO Hydro-Electric Power Commission, government-owned utility, plans a spring and fall Old Fashioned Garden of Melody series of broadcasts on a small Ontario network to run 13 weeks each season. MacLaren Adv. Co. Ltd., Toronto, is in charge of the campaign.

IDAHO AUTOMOBILE ASSOCIATION, Boise, is in a campaign to curb careless and reckless driving, is using a weekly quarter-hour transmitted program, "Cavalcade of the Highway," on KIDO, KEPT, and KID. Other programs are to be added during the campaign. Series was produced by Pek Radio Productions, Los Angeles.

RITRI BAKING Co., Eny Claire W., on Jan 16 starts "Adventures of Ace Williams," five weekly quarter-hour disc shows on WEAJ, that city. E. W. Long, Chicago, handles the account.

RALSTON-PURINA & Co., Woodstock, Ont. (Purina Flour) is expanding the Checkerboard Time transcription series which after Jan. 16 goes on CFRB, Toronto; CPAC, Charlottetown, P.E.I.; CFMB, Fredericton, N.B.; CFEC, Chatham, Ont.; CHOB, Ottawa. James Fisher & Co., Toronto, handled the account.

IT WAS a happy event for (left to right), Donald W. Thornburn, CBS Pacific Coast vice-president; Chester J. LaRoche, president of Young & Rubicam Inc.; Rosalind Sung & Emme Actors Guild talent committee member and Col. J. Frank Drake, president of Gulf Oil Corp., when the Hollywood Guild was launched Jan. 8 on 61 CBS stations. Series was under arrangements of Screen Actors Guild, which is being sponsored by Gulf Oil Corp., with the Motion Picture Relief Fund netting in the neighborhood of $10,000 weekly for duration of the contract.

NATIONAL TEA Co., Chicago, on Jan 9 started Junior & Mrs, a quarter-hour five-weekly script show, 10-10:15 a.m. (CST) on WGN, Chicago. It is understood that the show may be used in other markets following a test period. Agency: Stickle-Gold Adv. Agency, Chicago.


WALTER M. LOWNY & Co., Montreal (chocolates) has renewed for 13 weeks a weekly hour French variety show with CKAC, Montreal, key station, and CHIN, Sherbrookes, CBC, Quebec; CJB, Rimouski; CKCH, Hull; CHIT, Three Rivers, on the network. A. McKim Ltd., Montreal, placed the account.

COLONIAL BEACON OIL Co., Boston (Esso), on Jan 2 contracted for the three five-minute Esso Reporter news broadcasts a day, six days a week, on WCBS, Portland, and WIRZ, Bangor, Me., through Marischla & Pritt, New York.

McCONNOL Co., Winona, Minn. (foods and cosmetics), on Jan. 11 started "Your Friendly Neighbour," twice weekly quarter-hour show featuring Chasney Prayson, tenor, on WHLM, Chicago, thru McComb Co., Minneapolis.

CONSOLIDATED DRUG Products Co., Chicago, Jan 1 started hour program on WHCA, New York, six times weekly, 4-5 p.m., to promote various novelties. The program features Zole Manners and hillbillys, and will run for 13 weeks at the end of which time other stations may be added. Agency: Benson & Dist. Chicago.

Typical Film Premiere

For New Gulf Program

SCREEN Actors Guild series, titled "Hollywood Guild," which started Jan. 8, Sun, 7:30-8 p.m. (EST), for 19 weeks under sponsorship of Gulf Oil Corp., Pittsburgh (gasoline), on 61 CBS stations from El Capitan Theatre, Hollywood, was given a premiere rivaling a film opening. Col. J. Frank Drake, president of Gulf Oil Co., Pittsburgh, Chester La Roche and S. S. Larmon, president and vice-president, respectively of Young & Rubicam, New York, as well as the biggest names in Hollywood radio and motion pictures attended the initial broadcast.

More than 1,000 Screen Actors Guild members have volunteered services for the series. Screen Directors Guild and Screen Writers Guild are also actively cooperating. Sponsorship of the series by Gulf Oil Corp. will not affect the Motion Picture Relief Fund $10,000 weekly. Tom Lewis of Young & Rubicam Hollywood staff is supervising production of the series. Agency writers are Jess Oppenheim, Charles Faswell, and Sam Kurtzman, with Austin Peterson, supervisor.

AGENCY Appointments

ELIZABETH ARDEN, New York (cosmetics), to Cecil & Pressley Inc., N. Y.

ROMA WINE Co., Lodi, Cal. (Cella grape juice), to Comas & Assoc., San Francisco.

THE ALKINE Co., New Brunswick, N. J. (Flama-O-Lyn Cough Remedy), to Chase, Dallas, Beach Co., Newark, radio, newspapers, and car cards will be used.

PREMIER-PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), to Lord & Thomas, Chicago. No radio plans for present.

RESIDENTIAL LIFE INC., Providence, R. I. (goldsmiths), to Abbott Kimball Co., N. Y., effective Jan.

SMITH & WESSON W. O. UNDERWOOD Co., Watertown, Mass. (guns, deviled ham), to BBDO. Y. (East Coast), effective Jan.


BRENNUNTY Packing Co., New York, to Alley & Richards Co., New York, for its biscuit and cracker division.

PETER DOELGER BREWING Corp., Harrison, New York, to Platt-Forbes, New York, for First Prize Beer and Ale.
C. P. MacGregor, Hollywood transcription concern, has signed the following as new subscribers to its program library service: WHRB, Portsmouth, N. H.; KORK, Sterling, Colo.; KABR, Aberdeen, S. D.; KOKB, Tyler, Tex.; WSFA, Montgomery, Ala.; WHMA, Anniston, Ala.; WIBU, Anderson, Ind.; KTOS, Merced, Cal.; KMPC, Bakersfield, Cal. Firm is recording a series of synchonic programs under direction of Dr. Nikolai Sokoloff, which will be placed on stations nationally by the WPA.

MERTENS & PRICE, Los Angeles, production unit, is producing a new 39-episode quarter-hour southern dramatic serial, Coon Hollow, written by Mary Margaret Headley. Series is being cut by Recordings Inc., Hollywood, under direction of R. Calvert Haws. It features the Headley Players of Springfield, Mo. Firm has completed a new quarter-hour transcribed series titled Leisure House, directed to the electrical appliance trade.

ASSOCIATED Cinema Studios, Hollywood transcription and production firm, early in January filed bankruptcy proceedings. Firm was started 11 years ago by Freeman Lang, now in Honolulu. He sold out two years ago to stockholders of a firm which changed the name. Mark L. Gerstie, vice-president of the Emporium, San Francisco department store, was president of Associated.

AKERS-HUMPHREY Productions, new Hollywood production unit, has been formed with headquarters at 1611 Cosmo St. Jerry Akers, formerly Denver radio executive, is president. Other officers include Albert F. Lapic, vice-president; Malcolm Eagle, secretary and C. S. Humphrey, treasurer.

FRED CANNON, of the Calgary office of All-Canada Radio Facilities Ltd., has been transferred to the transcription department of the Toronto office.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KPLT, Paris, Tex.; WICA, Ashtabula, O.; KID, Idaho Falls, Idaho.

WFBR PREDICTS for BALTIMORE--1939

© January, February: Lots of cold, lots of precipitation, lots of slush, lots of "dirty weather."

Baltimoreans will buy drugs, cold remedies, coal, fuel-oil, anti-freeze, skid-chains, galoshes, good, solid foods! And a lot of them, fleeing to kindlier climes, will buy vacation togs.

© March, April: Spring rains, spring sunshine, relapse into winter, Easter weather.

Baltimoreans will splurge on Spring finery, new cars, more gas and oil, will attend races and "Point-to-Points," will visit the cherry blossoms in Washington. Lots of parties; grocers and liquor dealers wear happy smiles.


Baltimoreans go home-hunting, furniture business booms, jewelers celebrate their "second Christmas," caterers work overtime. Golf gets going; nineteenth hole gets busy.

© July, August: "Is it hot enough for you?"

Brewers and bottlers rush; ice cream goes on the daily diet. Summer clothes and air-conditioning sales soar, sunburn counts its victims by the thousands. Lots of Baltimoreans vacation right on the beautiful Chesapeake, so food sales in Maryland know no summer drop-off.

© September, October: Late hot spell that lingers after Labor Day—then snappy fall—with Indian Summer. Football weather at last.

Baltimoreans change into winter-weights, lay in season's supply of fuel, shop for new oil-burners.

© November, December: From Indian Summer to zero. Auto Show—Last of the races; Turkey Day and Christmas Spirit.

Baltimoreans will spend more money in November and December than in any other four months!

In short--there are going to be lots of business opportunities--and the best way to meet those opportunities halfway is on Baltimore's favorite airway--WFBR.

In BALTIMORE they listen to WFBR--MARYLAND'S PIONEER BROADCAST STATION...
Geissinger to L & T

W. B. GEISSINGER has resigned as advertising manager of the California Fruit Growers Exchange, Los Angeles, to accept an executive position in London, England. Under his direction as advertising manager, more than $27,000,000 in advertising investment has been made. He will assume his new duties in Chicago Feb. 1. He is a former vice-president of the Association of National Advertisers and participated in formation of the Traffic Audit Bureau.

JAMES PARKS, formerly radio director of William Morris Agency, Chicago, has been named assistant to Charles Clagbough, radio director of Gardner Adv. Co., St. Louis.

MEREDITH PAGE, recently director of the Ohio State U. radio work, and previously program director at WOR, Newark, has been appointed director of W. A. Faye & Co., New York, in December as a commercial writer.

WILLIAM M. TYACK, former vice-president of the Amsterdam Agency, New York, which was recently dissolved, on Jan. 1 joined Metropolitan Adv. Co., New York, to head the resort and transportation advertising department.

MACKAY-SPALDING Co., New York, has announced the election of the following officers: H. K. Stroud, president; E. H. Hartman, vice-president; J. J. Johnson, secretary-treasurer; And R. L. Roper, manager.

GARDNER ADV. CO., St. Louis and New York, has announced that effective immediately the space buying, art copy and production departments of both offices will be transferred to St. Louis, while the executive headquarters and radio department will remain in New York under direction of H. S. Gardner, chairman of the board, and Roland Martinini, radio director. Fred Blackwood, news director, will work out of both offices.

WE DO NOT

Have to tell readers of this excellent magazine that radio broadcasting in Nova Scotia has brought good returns to sponsors as it has elsewhere. We remind you all, however, that

CHNS

HALIFAX, NOVA SCOTIA

is located in the most thickly radio populated area of the Maritimes.

Cecil and Presbrey Merge

New York Agency Firms

The advertising agencies of Cecil & Presbrey, New York, and Frank Presbrey Co., New York, effective Jan. 1 were joined under the name of Cecil & Presbrey Inc., with headquarters at 230 Park Ave., New York. Cecil becomes chairman of the board, Charles Presbrey, president, and John Presbrey, secretary and treasurer, in charge of the Richmond office.

LeRoy A. Klig is a partner in the firm and vice-president in charge of the Chicago office, and W. Thomas SETTINGS is in charge of the Miami office. Henry Souvaine is in charge of radio activities in New York.

As previously reported, H. P. Warkwick and Henry Legler have formed their own agency under the name of Warkwick & Legler at 230 Park Ave., New York (Broadcasting, Oct. 1).

Paul Cornell, formerly with Geyer, Cornell & Newell, New York, and at present head of the Russell School of Boys in Connecticut, on Jan. 9 was elected to the board of directors of Cecil & Presbrey to handle special assignments for the agency and to handle special assignments for the AAA for the year 1956-57.

In addition to the Presbrey accounts, the Cecilies brought the following accounts to Cecil & Presbrey: Elizabeth Arden, The Commodore in to Craddock-Terry Co., Lanier, Coors & Co. (Nestle products), Selznick International Pictures, State of Virginia, and George Washington Coffee Refining Co.

HOWARD ALDRED JONES, formerly vice-president of Blakely-Hummert, Chicago, has joined the executive staff of Lord & Thomas, New York.

MORTIMER W. Mears has been appointed manager of Gerth-Knollin Adv. Agency, Los Angeles office, and transferred from the San Francisco staff. He succeeds J. J. Dickely, resigned.

HARRY FEIGENBAUM Adv. Agency, Philadelphia, has moved to new offices at 34 Walnut St.

GREENLEAF Co., Boston advertising agency, has ceased operation.

E. D. KOLLOCK Adv. Agency, Boston, has been acquired by Harry M. Ford, Jr., Boston.

C. M. ROHRHAUGH Co., Philadelphia, is the new name of the Rohrbaugh & Gilson agency.

Baker to New York

WILLIAM R. BAKER, Jr., vice-president of Benton & Bowles, in charge of the agency's Hollywood office, has been transferred to New York with increased responsibilities. He has taken over agency supervision of the contact and plan work on Maxwell House Coffee, Log Cabin Syrup, Walter Baker's Cocoa and Chocolate, Certo, Sure-Jell and Diamond Crystal Salt, all General Foods Corp. products. Tom Revere, Benton & Bowles New York vice-president in charge of radio, is scheduled to arrive in Hollywood during late January for a couple months. Thereafter he will divide his time between the two cities, supervising radio activities.
BROADCASTING - Broadcast Advertising

January 15, 1939 • Page 57
Originations in Frisco Are Increased by CBS

CBS is increasing its Pacific Coast sustaining production schedule from San Francisco, according to John M. Dolph, assistant general manager of the CBS Pacific network in charge of programs. Arthur J. Kern, newly-appointed CBS Pacific Coast sales manager; Henry Jackson, Northern California sales manager; and Van Fleming, the network's San Francisco program director, were in Hollywood during early January for several days conference with Dolph and Donald W. Thornburgh, Pacific Coast vice-president, on announced plans.

The recently completed CBS San Francisco studies in the Palace Hotel are ideal for the production of additional Pacific Coast programs by our newly-extended staff in that city. Mr. Dolph stated, "San Francisco is one of the principal financial and merchandising centers of the Pacific Coast, moreover, and traditionally provides an appropriate setting for entertainment of the highest character."

FIGHT TOURNAMENT SPONSORED BY WHO

SECOND annual Des Moines Golden Gloves Tournament, to be held in Des Moines Feb. 14-22, already has drawn over 300 applications for entry from amateur boxers to WHO Radio Enterprises Inc., according to Bill Brown, WHO sports editor and director of the tourney. Entries have been received from 21 towns in Iowa, Arkansas, North Dakota and Florida.

The Des Moines tournament, sponsored by WHO Radio Enterprises, is sanctioned by the Chicago Tribune, founder of the Golden Gloves competition and the Amateur Athletic Union. The winning team of eight, one fighter in each weight class, will go to Chicago with all expenses paid to compete in the sectional finals.

WHO was the first radio station granted permission to conduct an amateur boxing tournament with assurance that the winning team would be recognized in the Chicago finals. Golden Gloves tournaments previously had been reserved for newspaper promotion. The idea of WHO sponsorship, conceived by Brown and Bobby Griffin, WHO announcer, became an official undertaking Jan. 16, 1938 when J. O. Malsard, vice-president of Central Broadcasting Co., approved plans for a Des Moines Golden Gloves meet. After official sanction by the Tribune, WHO conducted its first tournament last year.

For the first tournament free training quarters were made available to all competitors, with Hymie Wiseman, recent contender for the world lightweight crown, as official trainer and coach. Training quarters were supplied by the American Legion and equipment by WHO, the Legion and the Elks Club. The first meet drew 700 applications for entry cards from Des Moines and Minnesota, and 397 registration cards had been filled out and returned when the deadline for entries arrived.

New Fair Radio Chief

ARTHUR ROWE, for many years affiliated with radio and the electrical industry in San Francisco, has been named supervisor of radio and public address for the Golden Gate International Exposition in San Francisco. He succeeds Art Linkletter, who has been transferred to executive assistant to Mr. Rowe. The exposition has borrowed Jack Lyman from the KPO-KGO production staff to assist in the broadcasting schedules from the fair grounds.
NBC's Phase of Hearing Ends

(Continued from Page 58)

had been cut off during an NBC program, and he for using profanity.

Freedom of the air is in an entirely different category, with its own attributes and limitations, and there is no such thing as freedom of speech on the air, he declared. Questioned by Mr. Dempsey along lines similar to Roy C. Wilmer, NBC vice-president in charge of sales, earlier in the proceedings, Maj. Lohr said he did not think one big network would yield a greater diversity of programs, because networks at present watch each other's programs very closely and consciously try to offer something new all the time. Asked how many networks he thought could be operated in America, he said the number was naturally limited by facilities and talent, which is a very definite limitation, although the number of stations constitutes the present limiting factor.

In the early days NBC decided competition would be healthy for itself in forcing it to remain constant alert and progressive, he stated, and did not stand in the way of the formation of CBS. He told of a station applying to NBC for affiliation, NBC's action in returning the application with the explanation that it already had ample coverage in the station's territory and then referring the applicant to MBS for possible affiliation. Competition puts the network "on your toes", more from a program than a sales standpoint, and it makes necessary the best possible programming, he said.

"I feel that some competition is necessary. I do not think it advisable that one broadcaster control all network operations with no competition, for the same audience and customers, to keep him on his toes," he declared.

Queried about NBC's agency activities through its Artists Service, Maj. Lohr said no conflict exists between the functions of NBC as a purchaser-user and agent of talent, and that the artists benefit, even though radio may be a small part of their professional activities, from having at their disposal all the advantages radio can give. With close contact with artists, NBC can get the all-valuable variety in programming, cultivate artists and bring up young ones from the ranks, he explained. This could be done without the agent contracts, he admitted, but not to the same extent. Its agency activities cut a small figure financially in the NBC setup, taking in only about $200,000 in commissions out of a $4,000,000 business, he added.

He said for children's programs, he explained that NBC's new policy was a change from the former "good taste" basis to a matter of reducing criticisms received from listeners to definitely specified improvements and prohibitions which could be posted as "do" and "don't." He told Chairman McNinch that he thought the new regulations will bring substantial improvements.

Even adult programs must be edited with the idea in mind that children somewhere in the country are listening to a network program. For this reason he said he had decided against a program in which occurred an account of an execution in the death house. He added that mention of subjects like "adolescent pimples" also must be watched closely, since they might occur at meal time in some parts of the country and hence offend some listeners.

It is good policy to offend any group of people, even a small group, Maj. Lohr declared, hence the ban on liquor advertising or mention of human afflictions. The thin edge of a wedge could easily open up your whole policy," he said in justifying the complete exclusion of liquor advertising.

As the session ended, concluding NBC's presentation, Mr. Hennessey said that NBC would furnish certain supplementary exhibits requested by FCC counsel during the proceeding and thanked the Commission for a "fair and patient hearing." Mr. Dempsey responded for the Commission, thanking NBC for presenting "a picture of the facts as requested."

Singer Fur Spots
ALBERT H. SINGER FUR Co., New York, is running a campaign of two spot announcements weekly on WHO, Des Moines, and five spots weekly on WCCO, Minneapolis, which will run through the season of annual fur sales. Green Brodie, New York, handles the account.

COMING EVENTS CAST THEIR SHADOWS!

My adventures are known the world over... Magazines, Books, Screen, Stage! But 'tis merely a shadow of the powerful appeal my Radio dramatizations will command from the ready-made Audience eager to engage in a battle of wits with me. Fools—to think they can escape from the web of intrigue spun by the cunning and crafty FU MANCHO

LARGEST PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

* LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

RADIO Attractions INCORPORATED
RKO BLDG. RADIO CITY N.Y.

SEE PAGE 61
Studio Notes

GUNNAR WIIG, general manager of WHEC, Rochester, N. Y., reverted to his sports announcing days recently during the vacation of Lowell MacMillan, sports director. Called on to broadcast the play-by-play story of the city playground ping pong championship finals, Mr. Wiig reversed the usual procedure by having a table set up in the station's organ studio and bringing the players to the station where the matches could be broadcast under the best conditions.

KXOK, St. Louis, claims a scoop in flashing the appointment of Felix Frankfurter to the U. S. Supreme Court when it was announced by President Roosevelt recently. When a UP flash was received at 11:03:45 a.m., Don Ovsey, on duty in the KXOK news department, checked the schedule, found a news courtesy announcement set for 11:04:30, flashed the flash down the copy chute to the announcer's room, where it was typed and broadcast exactly 45 seconds after the flash was received from Washington, KXOK now has Transradio as well as UP service.

KNX, St. Louis, opens a new studio in the Crossley Building. The new studio was designed by Beulah Furgason, the station's designer.

Oldest Radio Employee
J. W. DEBELL, 74-year-old clerk in the music library of WHK-WCLE, Cleveland, and Mrs. DeBell will celebrate their golden wedding anniversary Jan. 16, when station employees will treat them at a party in their honor. Maj. DeBell, who came to this country from Canada to enter radio work at the age of 67, is the oldest employee of any Cleveland radio station. Before that time he was passenger agent for the Canadian Pacific Railroad in Winnipeg, Man.

WOLF
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System 1230 KC.

A LESSON IN MATHEMATICS!

20 small markets — 1 LARGE MARKET

Simple Isn't it?

But it is saleslogically correct. KFVR serves these many markets which combine to give you a large potential market of 500,000 Radio families.

Let us sell your story

KFYR
5000 W. Day
1000 W. Night

The Regional station with the cleared channel coverage

MEYER BROADCASTING CO.
BISMARCK, N. D.

National Representatives—Gene Furgason & Co.

WLW Awards
TO HONOR those who have served the broadcasting department of the Crosley Corp. for many years, WLW will broadcast "In Recognition" 22months, beginning January 20, from 11:15 to 11:45 p.m., EST. Powel Croley, Jr., president of the Crosley Corporation, will appear on the broadcast. Awards for outstanding service during periods of 5, 10 and 15 years will be presented during the half-hour broadcast. Miss Belush Strawway, WLW's director of trade relations, suggested the title.

WENR, Chicago, and WIND, Gary, aired an hour-long morning program Jan. 6 on behalf of the German Refugees Committee in a drive said to have been inspired by A. L. Leisker, retired board chairman of Lord & Thomas advertising agency. Dramatizations of actual experiences of refugees were featured in the program which was credited to being largely responsible for raising $1,000,000.

WIBW, Topeka, carried an account of the inauguration of a new state administration in five episodes, Jan. 8, starting at noon with the oath of office taken by Governor-elect Payne Ratner and other state officials and ending with the First Lady's reception at the Governor's mansion, an interview with the new chief executive in his statehouse office, the Governor's reception at the mansion and finally the grand march at the inaugural ball in the evening. All the remote broadcasts were supervised by Art Holbrook, special events announcer, and Karl Troedel, chief engineer.

KSTP, St. Paul, provided Minnesota inauguration-day accounts for listeners unable to listen to their radios during the day by recording highlights, along with the full inaugural ceremony, editing the whole and re-recording the significant parts, then cutting these into a continuous recording covering the entire day and rebroadcasting the transcription program later in the day.

NBC-Chicago, has established a department of information as a subdivision of its press department headed by William Ray. The new department will handle all public relations and listener's questions, combining previous functions of the audience and department and night manager's office.

WALTER HARRISON, editor of the Oklahoma Times, is heard Sundays on the non-commercial show, News Comes to Light, on WKY, Oklahoma City. Program is in interview-discussion form, with Ben Bessell, WKY news editor, asking the questions.

THE EARS HAVE IT!

Thousands upon thousands of ears perk up when WAIR tells a sales story. Here's a station that has been the listeners and the listeners' confidence.

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Page 60 • January 15, 1939

BROADCASTING • Broadcast Advertising
WITH a new information network covering practically every subject from Alice in Wonderland to sports, CBS is developing one of the most complete information centers in radio. The project, started last June under the direction of Wilm顿 Martin, who estimates he has 20,000 clippings with 500 coming in each week for sorting and filing. They come from CBS employees who are helping to fill the files with information in subjects in which they specialize.

USING "inoffensive" conversations with clients and state leaders in South America as background material, Dr. Maurice S. Sheedy, head of the Department of Religious Education at Catholic U. Washington, is giving a series of talks on the further unification of the Americas through cultural relations, which are broadcast on the NBC networks from the different points in South America. Dr. Sheedy stays on his 15,000-mile good-will tour of the continent accompanied by Bishop James H. Ryan of Omaha.

A RESULT of their appearance on the Refuge Theatre of the Air program on WOR, New York, the entire group of artists were included for a stand presentation the week of Jan. 15. Their appearance in Providence by E. M. Fox, owner of the theatre, who had not even seen the performers.

REITERATING allegations of consolidation on the big chains (CASTING, REITERATING), Jan. 11 Roake Carter, at present on a country-wide lecture tour, was interviewed during a visit to his office. Carter, a newspaperman, said that the big chains were actively trying to get the best people off the smaller stations.

LEADERS from the east coast were invited to a special broadcast on the first evening of the New York Philharmonic program--WJZ the first hour and WJZK the full two hours. The broadcast was heard in the New York area, and the full Philharmonic program was broadcast on WJZK.

KTSF, El Paso, originated a music program--the full Philharmonic program--WJZ the first hour and WJZK the full two hours. The broadcast was heard in the New York area, and the full Philharmonic program was broadcast on WJZK.

WJZT, El Paso, originated a music program--the full Philharmonic program--WJZ the first hour and WJZK the full two hours. The broadcast was heard in the New York area, and the full Philharmonic program was broadcast on WJZK.

Konica, KXAN, Kansas City, and KXOC, Kansas City, are broadcasting the full Philharmonic program--WJZ the first hour and WJZK the full two hours. The broadcast was heard in the New York area, and the full Philharmonic program was broadcast on WJZK.

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Radios in 40% of Cars

SURVEY of automobiles parked in paid-space parking lots and garages in metropolitan New York showed 40% of the cars to be radio equipped, seven investigators from Hooper-Holmes Bureau, on Dec. 20, having peeled into 5,680 parked cars in Manhattan, Brooklyn, Queens, Bronx - Westchester and Newark.

FACILITIES that CHALLENGE!
While Reaching Canada's Richest Market
at CFRB, TORONTO, ONTARIO

RIGHT up to the minute describes the facilities of CFRB, Toronto, the most popular radio station in Ontario, Canada's wealthiest province! CFRB's transmitter has 100% modulation crystal control, right at the centre of this greatest Canadian purchasing market!

Of CFRB's trained staff of announcers, one was recently voted Ontario's favourite! Four large studios equipped with John-MacVitie Acoustic Installation are available, including commodious Studio No. 1 with its ample stage. You need merely look-in on one of our participating programs to get the ready enthusiasm of the public for any of the many sponsored and sustaining programs to which CFRB welcomes them. Double turntable equipment of latest type, for broadcasting 78 R. P. M. and 33 1/3 R. P. M. is ever available to handle your transcription needs.

Junket's Canadian Spots
CHRIS. HANSEN Laboratories, Toronto (Junket), on Feb. 1 started a spot announcement and contest campaign to run in February, April and June on a Canada-wide list consisting of CHNS, Halifax; CHSJ, St. John, N. B.; CHRC, Quebec; CCFP, Montreal; CKAC, Montreal; CBO, Ottawa; CFRC, Kingston, Ont.; CFRB, Toronto; CHML, Hamilton, Ont.; CKTB, St. Catherine's, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CFCH, North Bay; CKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKLW, Windsor; CKFR, Fort William, Ont.; CJIC, Sault Ste. Marie, Ont.; CKRC, Winnipeg; CKX, Brandon, Man.; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CKRI, Prince Albert, Sask.; CJIC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CJAT, Trail, B. C.; CKOV, Kelowna, B. C.; CFJC, Kamloops, B. C.; CHWK, Chilliwack, B. C.: CJOR, Vancouver; CKWX, Vancouver. Account was placed by A. McKim Ltd., Toronto.

Ted Silenced
A FREAK accident caused a 15-minute break in Ted Husing's broadcast of the Orange Bowl football game at Miami Jan. 2 over CBS. The Tennessee team had just scored its first touchdown when an airplane spraying crops a few miles north of Fort Lauderdale crashed into the telephone wires connecting South Florida with the rest of the country, killing both telephone and network radio service. Emergency crews of the telephone company in less than 15 minutes set up a temporary circuit around the break.

Wow, Omaha, recently donated spot announcements to Omaha Taxpayers Assn. for its drive to collect delinquent taxes, which has netted over a half-million dollars in unpaid taxes in Omaha and Douglas County, Neb.

INSTALLATION of the new CBS television transmitter in the Chrysler Building, New York, is progressing at a pace which is expected to make it ready to go on the air by the time the New York World's Fair opens April 30. RCA equipment is being installed. Latest reports are that the television transmitter being built by DuMont Laboratories at Passaic, N. J. will be ready about Feb. 1.

A WESTERN Electric transmitter has been ordered for the new WENY, Elmira, N. Y. It will be constructed by the FCC to operate with 250 watts daytime on 1200 kc. It will be operated jointly with WESG, leased from Cornell University by the Fox Film Corp. also to be licensed by WENY.

NORTHERN Broadcasting Co. has bought two Linco vertical radiators for its two new 1,000-watt stations, CKLI, Kirkland Lake, Ont., and CKGB, Ovnt.

AUSTIN studios of KATE, Albert Lea, Minn., have been rewired by Engineer George Church for a separate patch panel through which remotes from Austin are patched at night. A new Clough Bregence tube tester and analyzer also had been added to the KATE equipment.

WTAR, Norfolk, has purchased a Type 5-D Transmitter, contingent upon the grant of power increase to 5 kw.

NORMAN HURLER, chief engineer of WAPI, Birmingham, is planning new remote equipment for the station, and Jimmy Evans has completed specifications for the new WAPI mobile unit.

WTAR, Norfolk, is rushing installation of its new 5,000-watt transmitter, including enlarging of the transmitter house at Glen Rock, Va., to accommodate the RCA 5-D equipment. Installation, supervised by Technical Director J. L. Grether, is expected to be finished by Jan. 21.

WBBM, Chicago, has remodeled its mobile. It now has all duplicate channels, and automatic equalizers. RCA recorders are used in the mobile trailer unit.

WHK-WCLE, Cleveland, recently completed six new ultrahigh frequency receivers to be used in conjunction with the stations' shortwave equipment. One set is to be installed in the WHK-WCLE mobile unit, four others at remote points throughout the city, and the sixth packed in a portable case to be used anywhere. Reramping of the shortwave equipment also included installation of a new speech amplifier in the mobile unit.

HIGH WINDS destroyed the 155-foot vertical antenna of WHMA, Aniston, on the morning of January 5. Erecting a temporary antenna immediately, the station carried on without losing any time on the air.

Ted Silenced
WDRC Ultra-High Tests

PRACTICAL tests of frequency modulation, as opposed to the conventional amplitude modulation, for broadcast purposes in the high frequencies, were authorized Jan. 9 by the FCC, in granting the application of WDRC, Hartford. The station was authorized to use a 100 watt transmitter developed by Dr. Edwin H. Armstrong, New York inventor, in the frequencies 86,000 to 400,000 kc. and 401,000 kc. and above from the studios of WDRC. While employing a wider frequency band, of some 500 kc. as against 10 kc., for standard transmission, preliminary experiments have indicated that greater coverage, less interference and superior quality is possible.

BEN FARMER, operating WOTM, Wilson, N. C., has applied to the FCC for a new local outlet on 1570 kc. in Concord, N. C.

JAMES R. DONOVAN, chief engineer of WDDO, Chattanooga, on Jan. 17 rejoins WTOC, Savannah, replacing Lawa Meador, resigned. Mr. Donovan, until he joined WDDO a year and a half ago, was WTOC's chief engineer.

MARTIN KIEBERT, engineer of the FCC, was transferred Jan. 3 from Seattle to the Washington, D. C. office. He formerly served as consulting engineer to 22 Pacific Coast stations.


JAMES MIDDLEBROOKS, CBS New York liaison engineer, now in Hollywood, is the father of a 74-pound girl, born Dec. 29.

MILROY BECK, of KGER, Long Beach, Cal., is said to be the only female sound effects engineer in Southern California.

Dr. VICTOR J. ANDREW, consulting engineer, has been elected chairman of the Chicago section of the Institute of Radio Engineers for 1939.

WALLACE MILLER, new to radio, has joined the engineering staff of KATE, Albert Lea, Minn.

ROBERT T. ANDERSON, radio "ham" who operated his own station W9MWC at Harrisburg, Ill., during the Ohio River flood in January, 1937, and for his heroic work won the William S. Paley Amateur Radio Award, has been made engineer for the CBS broadcasts of the New York Philharmonic-Symphony Orchestra.

BEECHER HAYFORD, chief engineer of WCOA, Pensacola, will also be chief of the new WIBW, Topeka, recently authorized by the FCC. The John H. Perry newspaper interests, operating WOAA, will also operate WJHP.

THE results of the three major surveys conducted here in 1938 show WCPO the third station in Cincinnati.

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Shirt Echoes

NBC sound engineers, at a recent Tchaikowsky broadcast of the NBC Symphony Orchestra, discovered that the tone values, especially in the higher frequencies, were interfering with unusual sharpness, and after investigation found that this was due largely to the fact that most of the gentlemen in the studio audience were wearing stiff dress shirts. Because of this, the sound waves came bouncing back from the stiff fabric, causing a reverberation, not present when informal attire was worn, sufficiently perceptible to register on the oscillograph which tests acoustical conditions in the studio. They further reported that large persons, especially men, absorb sound waves better than small persons.

GARLAND WILSON has been engaged as engineer of the new KTSW, Emporia, Kan., under contract. This engineer will be Paul H. Daniels, formerly at KFBJ, Abilene, Kan.

"MIKE" CHUCKRAY, formerly of KFRC, Columbus, Ohio, has joined the control staff of KOX, St. Louis.

BRAVO BELONGY, chief engineer of WBT, Charlotte, and a well-known marksman and hunter, recently was honored by the National Rifle Association with an appointment as a life member of the organization.

DAN SMITH, formerly of KBX, Muskogee, Okla., has joined the engineering staff of KOME, Tulsa.

ARTHUR MARTIN has joined the engineering staff of WALR, Zanesville, O.

FREDERICO RIES, formerly of KITE, Kansas City, has joined the engineering staff of KCCK, Kansas City, Kan.

M. JOHNSON, chief engineer of KDON, Montery, Calif., is engaged to marry Dorothy Milts, of Oakland, S. J. BEUN, well known for his electrical and radio development work, has joined the Brush Development Co., Cleveland.

LOUIS BOOKWALTER, technical director of KOIN-KALE, Portland, is the father of a boy born Jan. 3.

REMBERT B. OWEN has joined the engineering staff of WATL, Atlanta.

WALT H. RADKE has joined WIBW, Topeka, temporarily to fill in for Chief Engineer Karl Troeglan, who is supervising construction of the new WBW transmitter. Radke, a former WIBW control engineer from 1930 to 1935, has been with a Milwaukee advertising agency.

JAMES M. BURKE of the transmitter staff of WAGA, Atlanta, and Mrs. Burke became the parents of a son, James II, born Jan. 3. Mr. Burke formerly was chief engineer of WBW, Rome, Ga., and later with WDDO, Chattanooga, Tenn.

R. D. AVERY, chief engineer of WDBJ, Roanoke, Va., has accepted a position with the State Motor Vehicle Department in charge of construction of a statewide police radio system in Virginia. J. W. Robertson has been promoted to chief engineer.

Harry Fouch

HARRY FOUCII, recording engineer of Universal Microphone Co., Inglewood, Cal., died Jan. 3, a few days after a major operation. He is survived by a son, James R. Fouch, laboratory technician of Universal, and a brother, James R. Fouch, president of the firm.

New Plan of Measuring Volume Level Developed

A NEW SYSTEM of measuring volume or program level, designed to eliminate confusion caused by a lack of any previous standard method of measurement, is employed in calculating the new volume indicator developed by engineers of CBS, NBC and the Bell Telephone Laboratories, assisted by the Weston Electrical Instrument Corp., which is manufacturing the new meter. These indicators are now being installed by the networks and the Bell System and on May 1 they will adopt the new calibration as standard for volume measurements.

This standard system sets zero volume level as one milliwatt with an impedance of 600 ohms. Readings are designated in terms of "vu," numerically equal to the number of db above volume level which was the previous terminology and which was less exact as there was no agreement as to what should constitute zero level. New standards, of course, can be used only in reference to the new meter, which is now available only as a Weston Type 20 Volume Indica- tor. Specifications have been made available to other manufacturers, however, and it is expected they will enter the field. Announcement was signed by H. A. Affel, assistant director of transmission development, Bell Telephone Laboratories; Howard A. Chinn, engineer in charge audio engineering, CBS, and Robert M. Morris, development engineer, NBC.

LIVA MORBAN CRAFT, of Cedar Rapids, Ia., on Jan. 10 was issued Patent No. 1,146,441 by the U. S. Patent Office. It covers an oscillation system and was partially assigned to Collins Radio Co., Cedar Rapids.

LOOK AT THAT CHART—I'M INSULTED!

I'M the supreme mastermind. I have always been able to outwit my pursuers, but there is no escaping the efficiency boys and their graphs. From the looks of this audience chart maybe I'm making a mistake broadcasting my exploits. Maybe 100,000,000 minds are too much for me. No, no, NO—not for

FU MANCHU RADIO Attractions INCORPORATED
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TELEVISION STUDY IS BEGUN BY FCC

PETUS recently given television through announcement Jan. 3 by RCA of plans to market transmitters to broadcasters, received official cognizance of the FCC with the appointment of a committee to study the whole subject and prepare recommendations. Commissioner T. A. M. Craven, former chief engineer, was named chairman. Other members are Thad Brown and Norman S. Case.

The Commissioner announced that the application of the Milwaukee Journal Co., operating WMJ, to inaugurate an experimental television service to test public reaction, had been referred to the committee. Along with it the Commission referred the proposed standards for television transmission and reception submitted by the Radio Manufacturers Assn. several months ago, after long deliberation by its engineering committee.

The Milwaukee Journal has contracted for the purchase of an RCA 1,000 watt television transmitter—the first to enter the field under the new RCA policy. The application looks toward revision of FCC regulations to permit setting up an experimental program service for home reception as a test of "looker interest" in visual programs. Under existing rules the Commission requires research and technical experimentation by all those holding experimental television licenses.

Regarding the proposed television standards of RMA, the FCC stated that a number of manufacturers and experimenters have expressed opposition to their promulgation.

Television Creates Highspot in Radio

The first public demonstrations of television recording in New York last June and the subsequent progress of this infant art toward its debut into the entertainment world were chosen by Fortune as the outstanding radio news of the year. In its summary, "A.D. 1938", published in the January issue, Fortune says:

"Radio made the popular technological news of the year when in June television receiving sets were demonstrated to large crowds by several New York stores. RCA after having put on a television broadcast of a Broadway play for the first time, pitched out the flurry by suspending its experimental broadcasts, inferring that television was not yet quite ripe. However, Mr. Sarnoff was able to say later that limited television broadcasts and some receivers would be ready in time for the opening of the World's Fair early in 1939. The sale of television parts to experimenters went forward quietly, and RCA's roaming television trucks made their first news broadcasts. RCA further developed its new large-screen pictures projected from a cathode-ray tube and opened up a television demonstration to the general public. GE applied for experimental television licenses, CBS began to install a transmitter, and Paramount let it be known that it was ready to jump into the production of television shows."

Television to Be Shown By RCA in Exhibit at Golden Gate Exposition

The radio division of the Golden Gate International Exposition in San Francisco has announced that television will be shown in complete detail at the Treasure Island fair, which opens Feb. 18. David Sarnoff, president of RCA, has signed a contract calling for 15,000 square feet of floor space in the Palace of Electricity & Communications on Treasure Island.

The television feature will present several reception sets of three dimensional, life-sized pictures, made like a sound. Television transmission also will be shown. M. F. Burns, west coast manager of RCA Photophone, stated that RCA also will show radio facsimile and other new developments in the field of ultra-short-wave transmission and reception at the Fair. Various services of RCA including radiomarine equipment manufacture, RCA communications and NBC activities will be revealed. Burns is in San Francisco supervising construction and the placing of the exhibit.
Engineer Shifts Effected by CBS

Over 30 Employees Are Given New Network Assignments

WITHIN the last two weeks some 30 of the engineers employed by CBS have begun work in a different network headquarters or owned and managed station. Eight were transferred from WABC, New York, and a like number from WBBM, with the others leaving each of the network's other m. and o. stations, each vacancy being filled by a man from some other part of the country. Reason for this wholesale exchange of technical personnel, which in itself is a reflection of the belief on the part of management that the individual engineers duties of a different nature, is to broaden the experience of the men to the mutual advantage of themselves and CBS.

"Many of our engineers have abilities which they have not yet had the opportunity to develop," Mr. Runyon, CBS vice-president, explained, "and we hope that by giving them a chance to work under new conditions we may uncover these latent possibilities. Some of these engineers, which are going on all the time, have resulted in the advancement of certain others, and have enabled to show their diversified talents.

Union Angle Belittled

The routine nature of the transfer, excepting the number of men involved, was stressed by Mr. Runyon and by engineering executives, who argued that the promotions that the men were being shifted for the purpose of leading a union activity, especially those who were raising CBS technicians from their own organization, Associated Broadcast Technicians, into the ranks of the CIO affiliate, American Communications Assn. The following was sent as a bargaining agent for all engineers at CBS owned and managed stations by the Executive Labor Relations Board, following an election held under NLRB auspices.

Engineers transferred include: K. E. Davis, from WABC to WBBM; Gene English, from WABC to KNX; P. M. Evans, from WABC to WEEI; L. F. Farkas, from WABC to WBBM; V. M. Gamble, from WABC to WBBM; A. W. Hingle, from WABC to WPTF; C. H. Kleinman, from WABC to WBBM; C. G. Malmstedt, from WABC to WBBM; F. S. Gomes, from WEEI to WABC; R. G. Webster, from WEEI to WBBM; H. A. Fonty, from WJSV to KMOX; D. S. Mahaffey, from WJSV to WBBM; J. G. Carey, from WBT to WABC; J. E. O. Crow, from WBT to WJSV; Robert DeHart, from WKRC to WEEI; Ed Hameel, from WKRC to WBBM; to WBBM from WCCO; F. R. Heuberger, from WBBM to KNX; D. E. Winter, from WBBM to KNX; F. K. Jones, from WBBM to WCCO; R. G. Kania, from WBBM to WBBM; E. F. Knight, from WBBM to WBZ; L. W. Smith, from WCCO to WABC; W. F. Castane, from KMOX to WBBM; F. W. Jones, from KMOX to WABC; J. B. French, from KNX to KMOX, and R. W. Miller, from KNX to WBBM.

The Other Fellow's VIEWPOINT

Religion Locally

EDITOR, Broadcasting:

I read with a great deal of interest and excitement your editorial "Religion Via Radio" in the Dec. 1, Broadcasting. I am of the opinion that there is much so-called commercial religious broadcasts that may well be subjected to a closer scrutiny of the FCC. It goes without saying that the preaching of intolerance and violence has no place in broadcasting. I hope you can overlook the loose use of free speech as we know it in the United States.

It is to be regretted that some there are who must flay with stripes of sarcasm, those who, in truth, are trying to bring about the American free-thinking, worship their God in their own way. And I say this regardless of where they may be erected—be that location in pulpits, platform, newspaper, magazine or our own broadcasting lanes. There are some few transmissions which not even our sacred scriptural code can condone, and these are all too easily overlooked because of grace, but let us not single out broadcasting as the only field where we feel the blade of condemnation.

Religion and Networks

In the present controversy covered by your editorial, much stress is laid on what the networks do or do not do in connection with their religious broadcasting. Frankly, I cannot see how it is possible to maintain a reasonable line of conduct, which has its source in the conscientious self-sacrificing minister subjected to public criticism which has its source in the conduct of the few who seek to distort the obligations of the cloth with selfish gain as their guiding light. There are conscientious broadcasters and there are questionable; there are honest public servants and there are dishonest. I hope you know editors who may not measure up to your own ethics and maintain that you certainly we fairly admit that there are questionable commercial religious broadcasters.

But, by the same premise, it is impossible to fully and completely apply network policies to local operations. Your editorial states that networks "aitch periods to the recognized clergy which through their associations they divide among themselves..." I say that the network has its source in the conscientious self-sacrificing minister subjected to public criticism which has its source in the conduct of the few who seek to distort the obligations of the cloth with selfish gain as their guiding light.

While we are stating that networks "aitch periods to the recognized clergy which through their associations they divide among themselves..." I say that the network has its own policy and that they have their own sources of income, which is not the case with the local station.

Did you know editors who may not measure up to your own ethics and maintain that you certainly we fairly admit that there are questionable commercial religious broadcasters.

In your closing paragraph you quote, "By their fruits you shall know them" and you butt the idea of "By their fruits"—fruits of craftiness, the idea that we should judge all religious broadcasters, be they sustaining or commercial. I have had the opportunity such as comes to so few broadcasters, to observe the "fruits" of commercial religious broadcasting. Through extensive personal contact with listeners; through unsolicited letters from listeners and from close observation, I am conscious of "fruits" which have been expressed with a sincere appreciation for local commercial religious broadcasting. Sometimes I feel that the sophisti-

Radio AND Education

NBC will continue its series of broadcasts from the campuses of state agricultural colleges during the National Farm & Home Hour in 1939. The first program in the new series will originate at the University of Idaho Jan. 18, 12:30 p.m., on NBC-Blue. Others are planned for the U. of Missouri, Feb. 15, U. of Georgia, March 15, U. of Nebraska, April 15, and Oklahoma A. & M. College, May 17.

COURSES in the technique of writing for radio will be given during the winter term of the Writer's School conducted by the New York Chapter of the League of American Writers, which opens Feb. 6. An advanced course in radio for professional writers will be taught by Helen Bergovoy, of the CBS Workshop; and George Asness, originator and director of the Federal Theatre Radio Unit, will conduct the course for beginners.

RADIO WORKSHOP has been organized at Beverly Hills, Calif., to acquaint laymen with problems and methods of modern radio. Headed by Jerome Schwartz, continuity editor of KMPC, that city, and Thorburn Cowan, Hollywood producer and emcee, the Workshop will give a full week course in radio. Each week a different phase of radio is discussed by a prominent member of the industry. Maintaining an atmosphere of the industry, the group holds its meetings in the main studio of KMPC.

CHICAGO Radio Council reports that 204 local schools have 940 sets available free. Similar last June showed only 350 sets in 125 schools. For complete coverage of its many programs on Chicago stations, the Council estimates that schools of 1,000 pupils need at least six table model radio sets.

NEW serial for children, Chimney House, featuring readers from juvenile literature in new situations, is broadcast weekly on NBC-Red. The serial was written by Pauline Gibson of Scholastic Magazine, who has organized the Scholastic National Radio Guild, among high school groups interested in radio.

KSFO, San Francisco, recently inaugurated a discussion program with cooperation of the San Francisco School of Social Studies. It is a 15-minute weekly feature and is entitled Social Studies Round Table. From time to time outside experts are invited to join with members of the staff in special discussion on the program. The School of Social Studies, an experiment in adult education, was founded by Dr. Alexander Meiklejohn in 1932 and last year received a grant from the Carnegie Foundation.

CELEBRATING the tenth anniversary of National's School of the Air, heard daily on WLW-MBS, four speakers reviewed the progress of the radio school during a special broadcast Jan. 7. Speakers included B. H. Darrow, who set up the first broadcast for the Ohio School of the Air; John W. Bricker, governor-elect of Ohio, one of the early teachers on the program; Ralph Riddle, educational director, and William D. Boutwell, director of the Radio Workshop.

HARRIET HESTER, educational director of WLS, Chicago, was music director during the National Drama Festival given in mid-January under auspices of the University of Illinois U College of Agriculture.

EDUCATIONAL series explaining the functions of the Federal Bureau of Investigation, started by KLZ, Denver, recently is spotted immediately after each Friday night news broadcast. The program, prepared under direction of J. Edgar Hoover, is devoted to interviews with Wayne H. Lisserman, special agent in charge of the FBI Denver office.

ON THE SPOT educational broadcasts conducted by the city's industries feature the University of Kentucky's 1939 radio schedule, which has just been released and is available free of charge from the student Radio Station at Kentucky, Lexington.

IN ORDER to promote Americanism, and in an effort to acquaint the people of Washington with the freedom afforded them under the Bill of Rights, KLWJ, Longview, Wash., has arranged for a series of forum programs to be presented by the members of the Cowles County Bar Association. On each broadcast, two or three members of the bar discuss an article of the Bill of Rights.

WLS, Chicago, originated its noon-time Dinner Bell program from Purdue Jan. 9-10 and from Illinois U. Jan. 11-12, featuring speakers from the Agricultural Conference and the Farm & Home Week Convention, respectively. George Menard, WLS farm director, was in charge of the remote.

WIND, Gary, has started a new weekly series called The City under University Broadcasting Council, Chicago. Purpose is to present a sociological discussion of the city, places a city in the social structure, with emphasis on police protection, insanity, blighted areas and child welfare.

DOROTHY GORDON, conductor of the MBS program for children Not So Long Ago, on WLS, presented her regular hour broadcast of songs and stories before the annual meeting of the General Federation of Women's Clubs, convening that day at the Mayflower Hotel in Washington, D. C.

TWICE-WEEKLY classes to give high school and college students a practical understanding of radio, both from a layman and professional viewpoint, have been started on WALR, under direction of King Whyte, program director.

Children's Program Survey

RADIO Division of the Massachusetts State Federation of Women's Clubs is currently conducting a survey to investigate which children's programs are best designed tointerest and develop the mind and character of children under 12 years of age. A questionnaire has been sent out to some 80,000 women in Massachusetts asking such questions as "What is your child's favorite program?" "Does it have educational value?" "Is the child's emotional response desirable?" This information will be used by the Federation in its attempt to maintain radio programs.
A CIVIL TEST FOR ANNOUNCERS
New York Municipal Station Demands a Broad Knowledge of Microphone Candidates

DIFFERING from most radio stations, which employ announcers largely on the basis of performance tests, WNYC, New York's non-commercial municipal station, requires its candidates for announcing jobs to pass a six-hour written examination prepared by the Municipal Civil Service Commission, and only then admits them for the oral tests. More than 1,000 candidates for the four vacancies, in the station's announcing staff, took the written examination in December as a preliminary to the oral examination which will be given in February to the 30 highest scorers on the written part. A few of the questions follow: "The best way to evaluate a radio program is to count the number of its listeners." Is this a valid statement? Why or why not?

"Every radio program should be an entity in itself and not a part of any surrounding mass." Do you agree? Why or why not?

List three important principles of direction which you should bear in mind in the direction of radio dramatic activities.

List three factors which determine the number of regular listeners which a radio station attracts.

Can any radio program be entirely devoid of propaganda? Why or why not?

"One of the most significant facts in modern government is the rise of the administrative agencies." What is the basis for this statement?

Is it possible for a radio station to affect the crime rate? How?

Write a 50-word announcement on the purpose of the Lima Conference in introduction to the radio presentation of the Hungarian Rhapsody No. 2.

Explain briefly the following musical forms: oratorio, concerto, fugue, symphony, sonata, tone-poem.

Name a well-known composition of each type and author.

Definitions were asked for 25 words, including: diapason, etymology, choreography, opolite, torpid, etc.

Finally, the candidates were given 25 sentences, some with grammatical errors, to correct. For example: "This data has been interpreted with great care." "This is his, yours, and my problem." "They are as good as us."

Actions by FTC

THE Federal Trade Commission has charged M. L. Klein & Co., Atlanta (cold remedies) with making misleading claims for its Men- tholatum Cold Tablets. Zendejas Products Corp., Los Angeles, is charged with misrepresented the sale of proprieties advertised in Spanish. Pinal Inc., New York, has been ordered by the FTC to cease certain claims for its 612 Creme de Mascara. Elizabeth Arden Sales Corp. and affiliates were agreed to cease certain claims for cosmetics.

FCC Annual Report

(Continued from page 40)

which required some form of action. The casting of radio for police, marine, fire, aviation and other services has swelled the number of radio operators who must be licensed by the Commission to nearly 40,000. Some 60,000 amateurs also are licensed.

"The administrative task throughout the range of the Commission's functions is accordingly large, varied, and difficult," the report continued.

"Experience has demonstrated that the Commission is greatly undersized for its task and that this condition is largely responsible for the accumulation of work and the inability to keep a great part of this work current. Overtime work by the staff is unavoidable, and excessive.

"It amounted in the fiscal year to 1,000 days, or the equivalent of about 5 days for every person in the Commission's full-time employment of less than 400 people. Since the end of the fiscal year the overtime situation has grown only somewhat worse.

"To remedy this situation of under-estimation, overload, and accumulation, as well as to provide more adequate and effective facilities for regulation, the Commission has recommended this year a substantial increase in its budget.

"Reorganization steps already taken have helped materially but they are not, and cannot be, a complete cure. The Commission was behind on its work on pending applications for broadcasting licenses, as well as other phases of its work. Through speeding up of a great deal of over-time work, this accumulation of cases and work has been handled and made just tolerable.

"The divisional method of organization (i.e., Wireless, Radio, Telephones, and Broadcasting Divisions), which divided responsibility for Commission action, was abolished. The work was merged into a single organic whole.

"Since the close of the fiscal year we have adopted measures to complete, or largely to complete, the reorganization of the Commission's administrative set-up, and the Examining Division, as well as the Information Division, and Majority operated were abolished. Formerly, recommendations made by the examiners were, in the main, the basis for a great majority of the Commission's decisions. Under the new procedures each hearing is to be conducted by the Commission, by a commissioner, or by one or more suitably qualified employees, chiefly lawyers.

The Commission, instead of the person who presided at the hearing, will file a proposed report of findings of fact and conclusions of law in each case, which report shall be public. Opportunity will be afforded for the filing of exceptions and oral argument before the Commission issues its final report or order. This procedure provides for "fair play" by apprising the parties of the proposed decisions before they are made final, as the Supreme Court adjudicated in its decisions in the Morgan and other cases."

Recording Groups Merge into Single Organization

MERGER of the National Association of Performing Artists and the American Society of Recording Artists into a single organization under the NAPA title was announced Dec. 30 at NAPA headquarters in New York. Since both groups were working for the same objective, "legislative and judicial recognition of the artists' rights in the mechanical reproduction of their interpretative works," the announcement stated, "it was deemed wise to centralize the efforts under the supervision of one organization of a purely mutual character, one operated by the artists themselves for their own interest."

All members of the ASRA have been accepted into the NAPA, which now claims to include "practically all the recording artists in North America, both vocal and musical." Al Jolson, ASRA president, has been made a vice-president of NAPA. The following members and directors of ASRA have been elected to the directorate of NAPA: Alfred Hertz, Mary Garden, Nick Powel, John McCormack, Al Jolson, Lucrezia Bori, Victor Young, Noel Coward, Arthur W. Levy, Richard Crooks, Fred Waring, NAPA president, called the merger the best thing that could happen for recording talent, whose efforts "have been shamefully exploited for commercial purposes, who has made it a united drive for universal recognition and equitable consideration from the manufacturers and users of mechanical reproductions of our interpretative efforts."

IF I RAN A RADIO STATION

I WOULD give my audience the finest programs the entertainment market offers. For I know there is no limit to public response if you give the public what it wants. I would make available to my sponsors only the finest programs in order to assure maximum results. For they rightly deserve this for spending their money buying my time and for affording the public outstanding entertainment.

And to keep faith with myself and with these 1939 resolutions... I would begin with Radio's Greatest Serial Program

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McALPIN

BROADWAY AT 34th STREET, NEW YORK
Under KNOTT Management  JOHN J. WOELFLE, Manager

Would Retain WPTF
(Continued from page 10)

tion more than 10 years ago, it had been its consistent policy to develop it in the public interest. Mr. Coley reviewed the conditions of the agreement whereby WPTF began operation during evening hours on 620 kc., with NBC's consent and with the option whereby NBC could purchase the station as a definite part of the arrangement. He pointed out that the only point of disagreement has been Durham's refusal to subordinate the rights of WPTF to those of KPO at a time when the FCC was considering changes in its regulations which might give WPTF an opportunity to further increase its power and hours of operation.

Public Interest

In his reply to Mr. Coley, Mr. Hedges said that after careful consideration "we have concluded that the public interest of the State of North Carolina will best be served by the ownership and operation of WPTF by the recently formed North Carolina Radio Corp., whose widely distributed ownership represents the finest elements of a well diversified cross-section of the business and civic activities of the State of North Carolina."

Furthermore, Mr. Hedges said that since Durham had already assured NBC of its willingness to cooperate in the acquisition of the station by NBC "we therefore feel sure that you will not only be willing but anxious to extend that cooperation to the North Carolina Radio Corp., composed as it is of such able and representative citizens of North Carolina and I therefore earnestly urge that you confer with their officers and directors with that end in view."

He added he was sure that members of the new corporation "would welcome the inclusion of yourself and your associates in their ranks, since it is their purpose to represent as widely diversified interests as possible so as to insure at all times a truly impartial and disinterested policy for the management and operation of WPTF."

With the formation of the new corporation in December, it had been stated it was that organization's desire to retain as manager of the station Richard H. Mason, who has directed it for several years. It was learned, however, that there have been absolutely no negotiations with Mr. Mason and that he has refused to discuss this matter unless and until the company has a radio station in Raleigh for which it is seeking an executive head.
Quaker Oats on WOR
QUAKER OATS Co., Chicago, on Jan. 7 started a new weekly program The Man on the Farm on WOR, Newark, for Full-O-Pep poultry feed. The half-hour program is heard Saturdays and consists of musical transcriptions combined with ten minutes of interviews with local dealers and customers conducted by Joe Bier as m.c. The account is handled by Benton & Bowles, Chicago.

EXCLUSIVE contract for broadcasting 1939 baseball games of the Syracuse Chiefs of the International League over WSYR has been signed by the Atlantic Refining Co., which has sponsored Syracuse U football games over the station for several years. Account was placed through Joe Bier.

GEORGE H. PAYNE, FCC commissioner, returned to Washington in early January after having been in Florida for several weeks, to second trip there since presenting a physician's affidavit stating he was suffering from "hyper-tension complicated with a valvular heart disease" and that he must "take a complete rest for a period of at least several months."

NILES TRAMMELL, NBC executive vice-president, arrived in Hollywood Jan. 3 to supervise the new Wrigley show titled Gateway to Hollywood. He is expected to return to Chicago about Jan. 25.

JOHN PARSONS, formerly of WBNS, Summerfield C, and Edward Burns and Leo Kearan of Providence have joined the sales force of WOR New Britain, Conn.

ED WOOD, sales manager of WGN, Chicago, has returned to his desk following a week's illness.

ROSSER FOWLKES, announcer of WAI R, Winston-Salem, N.C., has been placed in charge of continuity and production, replacing Don Gardiner who joined WRC-WHAL, Washington.

GEORGE E. HALLEY, director of national program sales for KMBC, Kansas City, arrived in New York Jan. 11 for a two-week business stay.

LEO ROUETTE, of the continuity staff of WLS, Chicago, is the father of a baby girl born Jan. 7.

GEORGE JOHNSON, staff violinist of KVI, Tacoma, recently married Maxine Erickson.

RICHARD E. O'DEA, vice-president of WNEW, New York, who has been ill with a heart ailment for the last three months, has left St. Joseph's Hospital, Paterson, N.J., and plans to return to work soon.

J. F. DOROBY and Albert J. Pekola have joined the engineering staff of WHK-WCLE, Cleveland, as control operators. J. D. Woodland has resigned from the engineering staff to become chief engineer of WBEA, new station of the Cleveland Board of Education, whose construction Woodward supervised while still on the WWO-WCLE.

PHIL MYGATT, en route to Sydney to head J. Walter Thompson Co. radio department in Australia, was in Hollywood Jan. 3 to confer with Hungarian Daneker, West Coast vice-president in charge of radio.

HELEN SINCLAIR, of the radio copy department of Schwimmer & Root, Chicago, has returned to work after an appendectomy.

CAYLORD AVERY and Miss Laura York, both of the staff of WOW, Omaha, have announced their engagement. They are known as the "Yorkies", since both are less than five feet tall.

J. ORFN WEAVER, news editor of WBBM, Chicago, spoke Jan. 12 before the Illinois Federated Women's Clubs, Chicago, on "Backstage in Radio."

WALTER ZIVY, formerly of Seabriam Broadcasting System Inc., Chicago agency, has been named account executive of Newby, Peron & Flictrac Inc., Chicago.

ART BENZON, engineer of KVI, Tacoma, is the father of a girl born Christmas day.

JACK HOINS, formerly with the New York Daily News, has joined the CBS New York press department as copy editor, replacing Wallace West who was taken off the desk to handle publicity on television, shortwave operations and the network's new educational project, American Record Corp. Hal Davis has been transferred from the day staff to become night publicity manager.

JEFF BAKER, announcer and dramatic director of WATR, Norfolk, has joined the staff of WRVA, Richmond, as announcer, replacing Ted Reena, now with CBS in New York.

JOHN S. deRUSSEY, for the last four years a member of the advertising department of the Philadelphia Record, has been appointed to the KTW sales staff.

WILLIAM B. GELLATLY, former sales manager of WOR, Newark, has resigned from Miller Broadcasting System, another radio programming company, of which he has been sales manager for six months. No successor has been named.

J. E. BAUDINO, chief engineer of KDKA, Pittsburgh, on Jan. 10 spoke on "Developments in Radio Broadcasting" at the monthly meeting of Radio Service Men's Assn.

JACOB HEFFLER, comptroller of WCAU, Philadelphia, is the father of a girl born recently.

MRS. JOSEPHINE GOFF, dramatic producer of KSL, Salt Lake City, has been named state chairman of radio publicity for the President's Birthday Ball.

LARRY ROLLER, educational director of WHK, Mutual's Cleveland affiliate, will direct six programs from the convention of the American Association of School Administrators, to be held in Cleveland Feb. 25-Mar. 2.

GEORGE GERRYMAN has resigned on doctor's orders as executive secretary of Los Angeles Chapter, American Federation of Artists. Gerryman held the post only six weeks, and prior to that was Southern California director of the Federal Theatre Project, from which he had resigned because associated with AFA. L. Kornblum, AFA counsel, will handle duties of the executive secretary until the position is filled.

B. FURD GAMSON, who managed the Los Angeles office of J. Walter Thompson Co., before it was consolidated with the Hollywood radio division on Jan. 1, has resigned from the agency.

FRED GARRIGUS, of the staff of WEZ, Boston, and Mrs. Garrigus are the parents of a son, David Ber- ney, born Dec. 29. Office Manager Helen Lee of WEZ was married to Bernard Smith, of Cleveland, Dec. 10. Dorothy Drake has been appointed WEZ publicity director.

NOW.. WHBF
ROCK ISLAND - MOLINE, ILLINOIS
and DAVENPORT, IOWA
Joins MUTUAL
BROADCASTING SYSTEM
WITH POWER INCREASE
FULL TIME TO
1000 WATTS
1240 Kilocyles
THOROUGHLY BLANKETING
a daytime area of
600,000 People
NIGHT 300,000 People

GEORGE FURGASON & CO. National Representatives
NEW YORK • CHICAGO • KANSAS CITY

BROADCASTING • Broadcast Advertising

JANUARY 15, 1939 • Page 69
Financial History of CBS From Its Inception: Consolidated Statement of

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CBS Phase of Network Inquiry

(Continued from page 12)

said. While the contracts prescribe certain fixed periods, he said these policies are sufficiently flexible to care for conditions which might arise locally, such as a time gap which runs for a week, and other programs of shorter duration than WLB does not carry 15-week minimum schedule.

Referring Mr. Runyon to the exhibit dealing with national spot advertising on the owned and operated stations, Mr. Porter asked why WRC's national spot business represented only 5% of its local commercial time. Mr. Runyon responded that the competitive situation is such that WRC, as a smaller station, can use the local advertising accounts. National affiliation, he said, has nothing to do with it. In general competition with the other Cincinnati stations as well as with WLW affects the national spot picture there, he said.

As for whether CBS makes an effort to sell national spot through Radio Sales, Mr. Runyon declared, he hoped it made a "better effort" than others. The manager of each station in cities where Radio Sales does not have an office, acts as the Radio Sales representative for other CBS owned stations. WRC does not procure Procter & Gamble spot business, despite its

Network's Development

Traced by Mr. White

Resuming the speech Jan. 11, Mr. Runyon again was questioned on the power of local station managers to refuse network commercials. He said it made way for important local programs. Mr. Runyon said he did not recall a single serious dispute in connection with clearance of local time over owned and managed stations and that in many instances, matters of that character were simply handled in routine fashion and did not come to his attention.

In time of important local features is a very distinct as to the network, he said, since the effort to build community popularity and handling of small public service features is definitely in the best interests of the station and the network.

Frank K. White, treasurer of CBS, and in charge of all of its financial matters, was called as the next witness and traced the metoric development of CBS from its beginning in 1927 to the present.

Unlike its major competitor, NBC, CBS's balance sheets have been made available annually, since the corporation is independently operated. NBC, on the other hand, being a wholly-owned subsidiary of RCA, has not made public its individual balance sheets annually since these were absorbed in the RCA annual statements.

The consolidated profit and loss statement for CBS from 1927 to Jan. 1, 1938, disclosed an aggregate net income of approximately $11,000,000—just about equal to NBC's figures since its inception from 1926. (See pages 26 and 27.)

It was the history of CBS that Mr. White explained it was first known as United Independent Broadcasters but in April, 1937, made an arrangement with the Columbia Phonograph Company which acted as its agent. The company then becoming the Columbia Phonograph Broadcasting System. Subsequently, the name was changed to Columbia Broadcasting System through a merger of the former two companies and in January, 1939, CBS became a separate corporation and United Independent Broadcasters absorbed by it.

A stock sales agreement of CBS through the years was described by Mr. White, along with the manner in which the corporation functioned. As of May, 1928, he said CBS had 4,683 Class A stockholders and 1,794 Class B stockholders, with the total number of outstanding shares aggregating 949,026 shares of Class A stock, and 738,924 Class B stock. An aggregate of 1,900,000 shares of Class A and B stock is authorized, with the balance remaining in treasury stock. All of this data, he explained, has been

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Broadcasting • Broadcast Advertising
registered with the Securities & Exchange Commission and the stock is listed on the New York Exchange.

Prior to November 1927, the predecessor of the present CBS, was not controlled by any one individual but in November, 1927, Jerome H. Loucheim, prominent sportsman and industrialist, Isaac D. Levy, and Dr. Leon Levy, Philadelphia broadcasters, purchased control. The next change in control developed in September, 1928, at which time William S. Paley and members of his family purchased 2,515 shares of the then total authorized stock of 6,000 shares. This control continued until August, 1929, at which time Paramount Famous Lasky acquired one-half of the Class A stock but Mr. Paley held the majority of the Class B stock.

In March, 1932, Paramount Publix Corp., successor to Paramount Famous, sold its Class A stock to various officers of CBS. The Paley family then procured control of both classes of the company stock. While CBS has never made a public offering of its facilities, it has sold stock to individuals, Mr. White testified. On March 7, 1932, an agreement was made by Mr. Paley with a group of underwriters, Brown Brothers, Harriman & Co., under which 18,246 shares of stock were sold for approximately $1,500,000 for resale to the public. An option covering 6,082 additional shares at the same price per share also was exercised by the underwriters and disposed of to its customers.

Paley’s Stock Holdings Are Disclosed

Among the exhibits introduced by Mr. White dealing with the CBS ownership, was one covering a schedule of officers and directors as of Oct. 1, 1938, showing the amount of stock held by them both outright and beneficially as of May 27, 1938. William S. Paley was shown as the owner of 20,530 shares of Class A and the beneficial owner of 108,510 shares of Class A. He also held 400,088 shares of Class B and beneficially an additional 340,726 shares of Class B [see page 72].

Second largest individual stockholder was shown as Isaac D. Levy, with 64,200 shares of Class A owned outright and 65,200 shares of Class A owned beneficially. He also held 23,465 shares of Class B outright and 23,465 beneficially. His brother, Dr. Leon Levy, held the third largest block—37,860 shares of Class A owned outright and an equal amount held beneficially and 44,900 shares of Class B stock owned with 49,900 shares owned beneficially.

Considerable cross-examination developed in connection with an option plan devised by Columbia under which key officers are permitted to purchase stock in proportion to bonuses or additional compensation voted by the board. This showed that Mr. Klauber, as executive vice-president, had a right to 64,980 shares of stock, Vice-President Keston, 2,656 shares; Vice-President Runyon, 1,704 shares; Vice-President Lowman, 626 shares; H. K. Boice, former sales vice-president, 1,186 shares; Vice-President Akron, 715 shares, and H. Leslie Atlas, Chicago vice-president, 656 shares.

Mr. White explained that this officers option plan was in the nature of a stock bonus proposition, Mr. Klauber, for example, explained, could not purchase the additional shares except to the extent of one-half of the additional stock bonus or annual compensation voted him. He cited that as of Jan. 10, 1938, Mr. Klauber was entitled to purchase 1,329 shares of the total of 4,980 shares available to him but that up to this time he had not exercised the option. He can do so up to March 10, 1938, he explained. The price for the stock was placed at $10 per share, he said.

A summary of capital stock issued, held in the treasury and outstanding, from CBS’ inception in 1927, through Jan. 1, 1939, also was offered as an exhibit. As of Jan. 1, 1939, this showed that a total of 1,904,747 shares had been issued with a par value of $2.50 per share. The total par or stated value of this stock was $4,751,867.52. Of this total, 102,600 shares were held in the treasury at a value of $1,055,670.64. The total number of outstanding shares, therefore, was 1,780,147.

Another exhibit covered a breakdown of affiliations of officers, directors and principal stockholders (those owning more than 1% of CBS stock) with national advertising agencies, users, national representatives of stations or broadcasters, this information being supplied in specific response to the FCC’s notice of hearing.

Securities Held by Officers Are Shown

William S. Paley was shown as the owner of 110% shares of WCAU as well as less than 1% of the stock in a group of companies including Sante Fe Railroad, General Foods, General Motors, Liggett & Myers, Texas Co., Time Inc., and U. S. Rubber. Isaac D. Levy was shown as the owner of 32%
shares of WCAU; Leon Levy as owner of a like amount in WCAU; Mr. Lowman as a director and owner of 1/3 of common stock in WDCR, Hollywood, 111 shares in WHP, Harrisburg, and 350 shares in WQNY; Broadcasting Co., formerly licensee of CKLW, Windsor-Detroit.

A Leslie Adams was shown as the owner of 205 shares of stock in the Public Service Broadcasting Co., and as vice-president and a director of WJJD, operated by the latter company. Sam Pickard, CBS vice-president, was shown as the owner of 183 shares in WHP; 300 shares in Western Ontario and less than 1% in Chrysler, General Motors, Texas and Phillips Petroleum.

Real Property and Transmitter Shown

Mr. Porter asked whether WCAU, as a corporation, had not recently purchased 2,000 shares of CBS stock in addition to the extensive holdings of the Levy Brothers, individually. Mr. White said that the records showed that this was true.

Chief CBS Counsel Burns declared further testimony would be needed in this connection.

Among other exhibits introduced was one on real property and transmitting equipment, dated as of July 1, 1938, covering its owned and managed stations, studios, and related properties. Another exhibit, property held under lease by CBS including its headquarters building, theatres used for first-run features, and its owned and operated stations and rehearsal studios and other properties.

A consolidated balance sheet disclosed that as of Jan. 1, 1938, CBS had 2,258,361 shares of common stock. Of this amount, $2,836,297.04 represented cash and negotiable securities, $2,299,049.89 notes and accounts receivable, $128,624.31, other current assets, $38,791.69 inventories carried in affiliated companies, $1,961,147.71 in land, etc. $2,256,361.68 in good will and $7,069.71 in other non-current assets.

Goodwill Item in Balance Sheet Explained

In describing the comparative consolidated balance sheets for CBS since its origin, Mr. White explained that the item of goodwill, as carried on its books, is accorded strictly to payments made by CBS for station facilities and in no way represents an appraisal or mark-up. In other words, he asserted, the practice followed for subtracting from the price CBS has paid for such facilities, the actual value of those facilities, the balance being regarded as the goodwill item. For its eight owned stations, CBS has paid $3,308,701, he said, with the net worth of these assets computed at $1,050,355. Thus, he said, the goodwill item, $2,256,361.68 was arrived at.

There was considerable cross-examination, which threw considerable light on the NBC testimony where a different method of computing goodwill was employed.

Mr. White reiterated this questioning that the goodwill reflected the actual paid for facilities within the net worth of those companies. Responding to Counsel Burns, he said all of these figures were arrived at as a result of "arm's length transactions" and that there was no element of write-up or appraisal involved.

White said figures for 1938 year would not be available until some time in March. He estimated, however, that net profit for the year will be within the range of $5,300,000 or approximately $590,000 less than 1937 and even lower for 1939. Asked by Judge Sykes why the net profit has fallen off that amount, Mr. White asserted that a good bit of it could be charged off to the very substantial increase in operating expenses factors which developed during latter 1937 and 1938. The contracts entered into with the Federation of Broadcasters of the American Federation of Musicians on a standardized basis, plus other talent costs, contributed to it, he said, together with pay-roll taxes. Moreover, various operating departments were placed on a five-day week resulting in a reduction in the number of employees persons employed. Finally, he declared there was less income since "sales fell off badly during the summer," When Acting Chairman Brown observed that the summary of Mr. White's testimony indicates "a commonplace" Mr. White responded that it has not been as bad as that which developments may be expected.

The CBS board prefers to keep on hand a minimum of about $4,000,000 and to carry on about $8,000,000 in ready capital. Mr. White declared that the rapid technical progress of the industry, the substantial increase in sales necessary to meet the increased expense of operation means the reappraisal of whether further expansion is desirable or the need for new developments such as television, necessitates this type of audit.

Source of Business

For Year is Shown

Of CBS total business during 1937, 82% was derived from network time sales, 12% from local time sales of owned and operated stations and the remaining 6% from all other sources, including talent, line charges and the like. Mr. White asserted. Annual network sales of facilities segregated and detailed statements showed 126,677 total network stations including 101,096 of which were affiliated and 5,291 of which were independent. Of these totals, affiliated stations accounted for $13,850,451 of the total. Independent stations represented $4,055,276. The net figures were $13,116,726 for affiliated stations and $4,055,276 for owned and operated stations.

In another exhibit, the mooted sales of time payments to affiliated stations was covered as part of a consolidated expense sheet for 1927 and 1932. It was shown that this tendency to show that CBS has substantially increased its payments to affiliates and that the business in this respect was increased and that the percentage for 1937 practically doubled that of 1931. In 1937, according to this breakdown, CBS had aggregate expenses of $18,720,630. Network line costs amounted to $1,366,067. Payments to affiliated stations totaled $5,556,623. Another exhibit showed the growth of network affiliate payments, network sales of affiliated stations for the years 1921 to 1937. The percentage of payments was 21.53% of net sales and this increased year to year until 1937 when it amounted to 42.5%. For 1938, the total gross sales by the network, the percentage increase was from 16.02% in 1931 to 27.09% in 1937.

Payments Dropped In One Year

Only in one year, it was explained, did the payments to affiliates to the network sales of the stations drop. This was in 1933, when they aggregated $1,446,827 as against the 1932 figure of $1,805,211.

Questioned by Chairman McNinch as to the meaning of these figures, Mr. White sought to explain that the drop in payments to affiliates increased as the business on the network increased and also that the proportion of revenue received by the average station graduated upward as the sale of that station's facilities by the network sales.

In breaking down the gross sales of CBS, Mr. White brought out that in the aggregate business of $34,239,896 in 1937, network time sales represented $28,156,757, local
time sales of owned and operated stations $4,174,826 and miscellaneous sales of lines, talent, etc., $1,909,611.

Ramifications of the CBS financial structure were discussed further at a session Jan. 12, with Mr. White still on the stand. He was subjected to detailed questioning by Mr. Porter and to lesser extent by acting Chairman Brown and Commissioner Parsons in phases of CBS ownership from its inception.

Opening the testimony, Mr. White brought out that he had estimated that available facilities had depreciations for tax purposes during 1937 spent approximately $4,200,000 for sustaining programs or an average of $100,000 per week. While records of this character were not kept on regular ledger paper, he felt that there was a "fair and reliable estimate".

The manner in which CBS computes depreciation of its physical assets was outlined by Mr. White, after he had explained that current rates are arrived at with percentages established by the Internal revenue bureau for taxing purposes. These depreciation rates were fixed attitudes by the Internal revenue authorities in 1926, and reserves for depreciation have been adjusted as... 

Voting Control by Stockholders Reviewed

Mr. Porter, concluded cross-examination of Mr. White on the morning session Jan. 13, questioning him further on the status of CBS stock issues and accounting details. Mr. Porter led the CBS treasurer through a detailed analysis of portions of CBS exhibits on its financial setup, largely amounting to a recapitulation of previous testimony. Mr. Porter's queries extended to the consolidated balance sheet and the tabulation of good will and depreciation for subsidiary companies, along with payments to affiliates.

As asked by Commissioner Brown if there was any discrepancy in counting practice between "goodwill" and "going concern" treatment, Mr. White finally said he was "a little inclined to the going concern angle." Mr. Porter, concluding his cross-examination, reviewed his requests for additional information on CBS's transactions through Paramount, along with exhibits on stockholdings in CBS from 1933 to 1938 and breakdown of the tabulation of goodwill items. Upon agreement of counsel, an appearance was set Jan. 17 for Mr. Colin, who is to testify on dealings with Park Corp. and Parcol.

On redirect Judge Burns pointed out in the record a statement previously made by Mr. White that Mr. Paley, by his control of 50% of the Class B stock, as of Jan. 1, 1928, could "control the board." White explained that the proper statement of the situation was that these holdings amounted merely to control of voting for Class B stock. He pointed out that with seven directors each for Class A and Class B stockholdings, although Mr. Paley in effect could vote the seven class B directors, he still did not hold enough Class B stock to elect a single Class A director, and hold a majority on the board.

When Mr. Porter drew the conclusion that if Mr. Paley did not want something done, he could see it done, through his voting control, while Judge Burns and Mr. White countered with the observation that even if he could not insure acceptance of something else he did want done, through his voting power alone.

Responding to another query by Commissioner Brown, which could not be answered by Mr. White, Judge Burns explained that separate purchase orders are pointed for Class A and Class B stock. Stockholdings on the A and B stock close together, with little comparative fluctuation and neither standing consistently above the other. Mr. White answered to a further query by Commissioner Brown.

Operations in Europe Explained by Murrow

Edward R. Murrow, European director of CBS, took the stand Jan 13 to describe briefly the CBS operation in Europe which transoceanic relays became feasible in 1938, CBS began to take advantage of its own program transmission, he explained, and now maintains a European staff, including part-time representatives in every major capital of the continent, working under his direction.

In 1938, he declared, there were 241 broadcasts from abroad, of which 204 originated in Europe. Philip Dunne had 47 broadcasts, and two publications produced by CBS, one dealing with the situation in Czechoslovakia, both of which were extensively covered by CBS.

Mr. Murrow recited that there was only one instruction he received from CBS when he took over the European assignment in April, 1937, to follow the same principles that govern CBS operations in this country. He was instructed to do no encouraging or discouraging policy and that there should be no interpretation and nothing that might prejudice a given point of view or opinion.

Under cross-examination by Mr. Porter, Mr. Murrow said that on several occasions he has experienced difficulty in obtaining land-line facilities from certain European countries. These difficulties generally occur during a crisis when the facilities of the major transoceanic relay companies are over-loaded, he asserted.

When Mr. Porter asked whether any preference was given to any other American companies in connection with facilities for rebroadcast, Mr. Murrow said he could recall no instance where this preference had been given to any of CBS's competitors insofar as transmission facilities were concerned.

Handling of Traffic Explained by Cowham

Hugh A. Cowham, CBS commercial manager, explained the operation of its traffic traffic department, called as the next witness, outlined the manner in which traffic is handled. He placed in the record CBS contracts with the AT&T dating back to its origin and explained the operation of the traffic service. CBS at present spends about $150,000 per month for transmission facilities, he declared. In 1936, he explained, the basis for charging for lines was changed by AT&T from circuit line usage to the number of charges at the same time were altered to compensate in part for this change.

In 1938 CBS disbursed an aggregate of $1,835,686 for all transmission facilities, which figure was about $5,000 higher than that for 1937 but more than $100,000 below the 1936 figure of $1,902,003.

For permanent usage, CBS spent $1,549,000 in 1938. Temporary lines included an expenditure of $158,500 for emergency service to RCA $20,882.31; overseas service to AT&T $18,820.99; and $80,000 for teletype service.

Wire mileage used on its program service network as of Dec. 1, 1938 totaled 12,812 miles of Schedule A or high grade permanent lines, and 761 miles of Schedule C, or permanent service speech circuits. In 1931 Schedule A lines aggregated 11,977 miles.

Mr. Cowham estimated that in addition to regular usage, CBS spends $100,000 per year is expended by CBS for remote pickups.

Mr. Cowham said he also made arrangements for shortwave facilities with AT&T and RCA. Asked if any priorities were shown for the two, Mr. Cowham said that at times facilities are available only from one company or the other and that certain companies both of which Murrow will have facilities. He said there were no priorities in effect between these companies and that only the business necessities and the availability of the facilities determine the priorities. Facilities were bought on the basis of tariffs filed with the FCC, he said.
AFRA Threatens Net Talent Strike

(Continued from page 14)

Mobile Unit's Commercials

PAUL F. BEICH Co., Bloomington, Ill. (candy), on Jan. 17 starts a twice weekly quarter-hour series called High School Sports Quiz on WBBM, Chicago. Program is disc show of interviews by Pat Flanagan of WBBM with high school students carried from local candy shops near the schools via the WBBM mobile unit. Fitzpatrick Bros., Inc., Chicago (Automatic soap flakes), has increased its schedule to five quarter-hours weekly of Mrs. Go to Market, an afternoon disc show recorded by the mobile unit at various food markets. Neisser-Meyerhoff, Chicago, is agency for Fitzpatrick; N. W. Ayer & Son, Chicago, for Beich.

(UP)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE NEWS
COVERAGE

UNITED PRESS

AFRA Threatens Net Talent Strike

and of non-members, has given careful consideration to the revised proposals presented by you concerning radio talent, their wages and conditions of employment.

Our opinions which follow are offered in the spirit of the last paragraph of a letter addressed to the chairman of this Committee by your president, Eddie Caster, which read in part: "We believe the advertising agencies have a sense of responsibility concerning the future of their profession, and that even those who may consider themselves exempt from the foregoing abuses will not deal with us. In our efforts to stabilize the industry and to protect the performers from exploitation."

We acknowledge our concern with the ethics in our business. It is not only with those with whom we work, and their recognition and rewards, but also with the future of that business.

This Conference Committee heartily concurs with the AFRA in desiring elimination of any abuses in working conditions in the radio business. We are happy to tell you that the Committee definitely favors a minimum wage, uniform time limits for rehearsal and pay for overtime thereafter, together with a definite rate of increase.

The investigation by this Committee supports the view that radio entertainers on the whole compose an industry of high pay and satisfactory working conditions. Any individual abuses that may exist, or which might later be introduced, we believe can be corrected by the suggestions which follow.

While our concern is to secure for talent conditions under which it can deliver its best performances, we are no less concerned with the maintenance of radio's competitive position with other media. We are definitely opposed to measures that may raise the present cost of broadcasting. We believe any suggestions can cure conditions which you report as existing, without raising the cost of radio broadcasting. In considering the wage rates hereinafter mentioned, we remember that they are minimum and include the least important regular personnel. The purpose of a minimum wage is to protect performers against isolated cases of unreasonably low pay, to compensate the industry for its complications with other industries and other phases of entertainment, even those with the same risks of irregular employment. It does not purport to equal the highest wages paid to non-star performers, wages which the industry as a whole cannot afford to pay as a minimum, especially the rank and file of smaller advertisers whose resources are limited. We do not believe minimum wages will become the maximum any more than they have become in the past; in our opinion, agencies will go on paying less than they have heretofore, regardless of any minimum.

The multiple discounts are practically non-existent at this time and shows giving steady weekly employment to the artist and enabling a fair weekly compensation with ample time to appear on other programs. As we have informed you from the start, our body is not an employer of radio talent, nor are we in a position to make any commitment for sponsors or agencies; furthermore we have no authority to deal with the station or the Guild Closed Shop, as indicated in our letter to you of Sept. 18, 1938. Not being an employer, our position has been that of a Volunteer fact-finding body, to bring to your attention actual operating conditions as they exist between radio talent and their employers and give you our opinion relating thereto.

We have definitely understood that acting in this capacity as a fact-finding body, we do not take the position that all employers of radio talent can meet the conditions mentioned herein. This is a problem which each employer must consider for himself. Each individual employer of radio talent must determine for himself whether our conclusions of what are fair working conditions are in accordance with his experience and requirements.

In presenting our views we cannot put ourselves in the position of combining with AFRA to embarrass any employer in regard to working conditions or a minimum wage which might injure his business, nor can we put ourselves in the position of preventing budding talent from securing employment, or handicapping it in any way.

The information that we have gathered indicates to us that if radio, as an advertising medium, is to be encouraged to continue to hold its competitive position and be permitted to grow, and if at the same time there is to be maximum employment and future opportunity for the street level of performers, then these needs can best be met, in our opinion, by the following working conditions and minimum rates. (See scale on page 14.)

AFRA Chicago Complaint

In late December, AFRA filed a complaint with NLRB, Chicago, charging the production department of NBC Central Division with unfair labor practices. Specifically, the complaint alleged that 10 of NBC's 13 production men requested to join AFRA last Nov. 20, that on Dec. 5 Don Thompson was discharged, and that at the same time Lyle Barnhart was put on probation following a refusal to work for a combined union activity, that on Dec. 9 and 16 NBC had refused to bargain collectively with AFRA. Prior to last November the NEC production staff belonged to Radio Production Directors' Guild, a private organization with no outside affiliation.

Sid Strotz, acting manager of NBC-Chicago, told Broadcasting Jan. 10 that NBC had not been officially notified of the complaint. He said further that the NBC production department now numbers 15 exclusive of the production director. In commenting on the complaint, Ray Jones, executive secretary of AFRA, Chicago, said that it in no way concerned NBC sound effects men.

AFRA has filed a protest with the National Labor Relations Board against KWK, St. Louis, charging the station management with intimidation of employees in an election held at the station on Jan. 6 under NLRB auspices, to determine the bargaining agent for its singers, actors and announcers. A similar vote at WEW, St. Louis, resulted in the naming of AFRA as the agent for the talent employed by the station. KSD, St. Louis, waived an election, stipulating that AFRA should represent its talent. Previously the NLRB had certified AFRA as agent for the KMOX talent.

Ovaltine's Second Net

WANDER Co., Chicago, will expand the daytime serial program, from WMAQ, Chicago, to a seven-station Red Network hookup on Feb. 15. Program, which has been sponsored by Ovaltine for several months in a test campaign on WMAQ, will be the second network campaign for Ovaltine, which is also advertised on the Orphan Annie juvenile serial which continues for five days weekly. Both programs are placed through Blackett-Sample-Hum- mert, Chicago.

HOUSEHOLD MAGAZINE, Topeka, Kan., on Jan. 16 started a daily spot network on 40 stations including WHK, Columbus and CKLW, Detroit, featuring a recipe contest. Presha, Fellers & Presha, Chicago, is agency.

The FCC has denied as in default applications of Abe Corena, formerly owner of the old KELW, Los Angeles, for construction permits for five local outlets in Evanston and Elgin, Ill.
Gilmore Circus Renews

GILMORE OIL, Co., Los Angeles (petroleum products), a consistent regional advertiser on KDYL, will continue its advertising on Los Angeles radio stations for the third consecutive year. The company is one of the oldest radio users on the Pacific Coast.

Law Urged to Prohibit Liquor Sponsors on Air

ENACTMENT of legislation to prohibit radio advertising of alcoholic beverages is proposed by W. S. Alexander, Federal Alcohol Administrator, in his annual report to Congress, filed Jan. 5. The report also urges prohibition of alcoholic beverage advertising in Sunday newspapers; advertising portraying women, children and religious objects and insignia; and advertising referring to the tonic, food or personal qualities of alcoholic beverages.

Growing Public Interest

In Television Prompts

RCA to Expand Exhibit

RAPID rise in public interest in television since the announcement that sets would be placed on the market in the spring has caused an almost complete revision of plans for its exhibit at the New York World's Fair, that company has announced, with a more than double increase in the audience capacity for viewing television over that originally planned.

Details of the revision are being mapped out by architects and engineers, and all that is settled so far is that the "Television Living Room of Today," with period furniture and a new home model television receiver, and the "Radio Living Room of Tomorrow," with ultra-modern furniture and a combination instrument for receiving sound and sight broadcasting and facsimile and for recording and reproducing phonograph records, will be retained from the original plans.

Radio, television, motion pictures, telegraph, telephone, printing and the postal service will be dramatically presented in the Communications Exhibit at the New York World's Fair. Exhibit, which is being constructed by the Fair, is being designed by Donald Deskey, industrial designer, and will include models of the anticipated radios and other communications apparatus of the future. Exhibits will be described by a mechanical commentator.

SALESMEN of KDYL, Salt Lake City, have been provided with radio sets to carry into client's offices.

Calls to Work

THE International Longshoremen's and Warehousemen's Union, San Francisco local, has requested from the FCC a ruling on whether KYA had the right to ban call-to-work announcements on the CIO-sponsored radio program. The San Francisco district council has been sponsoring a quarter-hour labor news period over KYA for several months. According to Chris Christensen, secretary for the longshoremen and warehousemen's union, the work call had been previously announced during this period. He said that the radio station saved men hours of waiting at the union hall and is directly of value in the efficient functioning of the port.

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BLACK GOLD

flows in

Ark-La-Tex Area

OIL, the BLACK GOLD of the Southwest, flowing from thousands of wells in a compact area completely blanketed by KWKH and KTBS in SHREVEPORT made this section one of the few consistent WHITE SPOTS on the nation's business map in 1938. It placed and still places ready cash in the pockets of hundreds of thousands WHO SPEND FOR WHAT THEY WANT!

There's GOLD APLENTY in them "thar" ARK-LA-TEX wells and "thar" will be for years to come! Don't overlook the OPPORTUNITIES AFFORDED by KWKH and KTBS in giving BLANKET COVERAGE to this GOLDEN MARKET!

Plays for New WJLS

JAMES L. COX, formerly with various stations in West Virginia and Pennsylvania, will be managers of the new WJLS, Beckley, W. Va., now under construction under the direction of Joe L. Smith Jr., who secured that construction permit from the FCC last October. Mr. Smith reports the station will go on the air around Feb. 1 and that he will be manager. He is 22, and is interested in a local electrical appliance shop, model and newspaper. The station will operate with 100 watts night and 250 days on 1210 kc., and will be equipped with a complete transmitter, Collins speech input and a 196-foot Winchager tower.

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conducted by the Federal Trade Commission for the calendar year 1939, under the rotating chairmanship of Commissioner Robert E. Freer, who succeeds Commissioner Garland F. Ferguson, will remain in charge of the Radio & Periodicals Division, at least for the time being. It is believed no changes will be made in division designations for the FTC commissioners.

President Roosevelt appointed Commissioner Freer as a Republican member of the FTC Aug. 24, 1935, to fill the unexpired term of Commissioner George C. Mathewson, resigned. This unexpired term ended Sept. 26, 1938, and on Sept. 3, 1938, President Roosevelt reappointed Mr. Freer for the seven-year term authorized by statute.

Hollywood Radio Tours

NBC Hollywood Radio City, recently constructed at Sunset Blvd. and Vine St., that city, the first week in January was opened to the general public for regularly conducted tours with an admission charge of 40 cents per person. Although studio auditoriums have been opened to the public since the inauguration of a program service in late September of last year, balance of the building was closed to inspection until now. CBS also charges a 40 cent admission for conducted tours of its Hollywood Columbia Square building.

Congress Opens, Quiet on Radio

(Continued from page 11)

Radio Libel Relief Bill

Introduced in California

WITH the convening of State legislatures, a number of bills bearing on the subject have been introduced. In California, two measures were introduced which would relieve broadcast stations of liability for libel or slander uttered over their facilities and another would waive the requirement for posting bond in libel or slander actions.

In the New York Legislature, several bills have been introduced which would make it a misdemeanor or to incite racial or religious hatred and provide for a minimum fine of $200 and a minimum jail sentence of 90 days for violation. The owner of any station or other equipment for dissemination of information who knowingly would permit such utterances would be held liable along with the actual speaker.

Children's Programs

(Continued from page 15)

ment of an idea or suggestion is important. If a letter, if he lives near New York City, is invited to come to Radio City to discuss the matter.

Often letters received by NBC show that listeners are directing criticisms at the networks in a general way. These programs that are not presented over NBC networks, Miss Cuthbert pointed out. These letters indicate that listeners fail to realize that networks are the less serious offenders in the production of poor programs for children.

Some of the "bad children's programs" mentioned in letters are in reality popular adult programs broadcast over the networks at a time when normally children are asleep, she explained.

These problems are often discussed by Miss Cuthbert's staff with which the staff is constantly in touch. These organizations have a membership of more than 5,000, they are consulted often and their suggestions always are invited.

Appearing for NBC were President Leonard H. Lohr, John F. Royai, vice-president in charge of programs; Martha McGrew, assistant to the president; Dr. Franklin Dunham, educational director; Walter G. Preston, educational assistant to Mr. Royal; Clay Morgan, public relations director; Janet Shipstead, corporate public relations director; and William S. Smith, assistant director; John F. Royai, vice-president in charge of programs; Martha McGrew, assistant to the president; Dr. Franklin Dunham, educational director; Walter G. Preston, educational assistant to Mr. Royal; Clay Morgan, public relations director; Janet Shipstead, corporate public relations director; and William S. Smith, assistant director; John F. Royai, vice-president in charge of programs; Martha McGrew, assistant to the president; Dr. Franklin Dunham, educational director; Walter G. 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New speakers bring new significance to the term: "Presence!"

NEW single unit loud speakers by Bell Telephone Laboratories and Western Electric—
That give you high quality reproduction at moderate power levels—
That distribute sound over angles of 30° to 45°—making them admirably suited for monitor or public address applications—
That reproduce so faithfully, that the artists are brought into the "presence" of the listener—
That add crystal clear "definition" that enables monitor operators and production men to better evaluate program balance—

That employ an entirely new diaphragm formation, new type permanent magnet and other new design features.

Ask your engineers about this suitable companion to the Western Electric 94 type amplifier. Or better yet—order one speaker, evaluate its reproduction quality and let your monitor operators and production men tell you how much it helps them!
Then you'll order more!

DISTRIBUTORS
Northern Electric Co., Limited.
In other countries: International Standard Electric Corp.

ASK YOUR ENGINEER
to check-up on these latest pace-setters!

HIGH QUALITY DIRECTIVE BEAM
make the 750A and 751A ideal for MONITORING

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
BROADCASTING • Broadcast Advertising

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LaGuardia Asks Lifting Of Experimental Ruling

REVIVAL of the issue over lifting of the experimental ban on high-frequency national and other high-frequency broadcast stations, which prevents direct or indirect sale of time, has been provoked by New York's Mayor F. H. LaGuardia and will be the subject of a hearing before the FCC. A petition filed by the Mayor on behalf of WNYC, municipally-owned, regular broadcast station, seeking changes in rebroadcasting rules, resulted in the designation for hearing before a Commissioner or group of FCC members.

Existing regulations prescribe that operators of high-frequency stations and a international broadcast stations may not realize any pecuniary return from them. Mr. LaGuardia's petition not only asked that the provision be revised but that other rules be amended to permit rebroadcasting of such programs by international stations on a regular basis.


CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, to be worded, all other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 26th and 15th of month preceding issue.

Help Wanted

WANTED: Experienced commercial man for station in southwest. Must be of excellent character, able to prove good track record, willing to establish himself in one of the best towns in the west. Given certain qualifications, present employment and prospects in free market. Excellent opportunity for a real worker. Address Box 220, Broadcasting.

Situations Wanted


Commercial Manager—Four years' time-selling experience. New employed. Desires relocation anywhere with opportunities. Box A221, Broadcasting.

Desire radio operator position, preferably broadcast station. Holder of Broadcast Operator First Class and Radiotelegraph Operator Third Class License, single, twenty-six, high school education. Further information if own — E. Ferguson, 2177 Reeves Avenue, Dayton, Ohio.

Chief Engineer: Long experience, executive ability, now employed, seeking new connection. Personal interview. Box A218, Broadcasting.

Producer, continuity writer, announces with new program ideas. Region station and network experience. Desires change. Box A219, Broadcasting.

Station Manager with new, live ideas: guarantees results for your station. Box A217, Broadcasting.

Experience radio operator, First Class Radio telephone license, R. C. A. graduate, with studio experience. Desires location in small station anywhere. Box A218, Broadcasting.


Station Manager thoroughly experienced and with excellent references. Familiar with all details of station operation but with widest experience national and local selling. Available immediately. Box A219, Broadcasting.

Stations wanted (Cont’d.)

Announcer—one man, experience with network outlet, wishes announcing any station. Box A116, Broadcasting.

General announcer including commercial, ballroom, specials events, baseball, football, etc. Experience already good for any station. Desires experience including regional network. Excellent voice, elocution and references. Write Box A213, Broadcasting.

Announcer and program director desires job with local independent station. Single, reliable. Consider anyone reasonable, will go anywhere. Invite investigation. Write Lloyd Hutchins, Thackerville, Oklahoma.

Production man, ten years' experience production, programming, promotion, writing. Employed, but wants to make change. Will accept small salary. Box A168, Broadcasting.

Situations Wanted

ANNOUNCERS: prove more valuable! Home Study Course of Continental standing. Send for Circular B. Approved School. BROADCASTING INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

For Sale—Equipment

Bargain: Two 7-B Presto professional grade lead screws. Original cost $750 each—will sacrifice both units for $325 cash, $100 without machine. Box A211, Broadcasting.

FOR SALE

One Western Electric 6B standard one kilowatt transmitter with 154A frequency converter for immediate sale for $2,000 cash; $1,000 without machine. Box A214, Broadcasting.

For Sale—Equipment

Approved equipment, RCA TMY-15B field strength measuring unit (new), direct reading; Ettiene Andrus Automatic Recorder for distant stations; G. H. radio frequency bridge; radio oscillators, and similar equipment. Allied Research Laboratories, 260 East 131st Street, New York City.
Mexican Approval of Treaty Seen
(Continued from page 9)

erment on the interference situation. This has been confused by the fact that shifts in assignments of Havana stations have been made frequently with the result that interference has cropped up all over the band for stations in this country.

October Refusal
The Mexican Senate last October refused to ratify the treaty in secret session. The only statement forthcoming was that it based its action on its view that the broadcast agreement "imposed limitations upon Mexico without affording any benefit in return." Unofficially, however, it was reported that operators of Mexican border stations established to serve American rather than Mexican audiences, had in some measure influenced the adverse action. Credence is given to that theory, since such stations, under the terms of the treaty, eventually would be eliminated and since definite facilities would be allocated for clear channel assignments in the interior of the country where they could serve Mexican nationals rather than American listeners.

After this development, the FCC named Commissioner T. A. M. Craven, who headed the American delegation to the conference, and Judge E. O. Sykes, charter member of both the Radio Commission and the FCC and familiar with treaty affairs, to consider the entire matter. Subsequently the Mexican Senate adjourned, leaving the way open for action by administrative agreement. The Mexican Senate does not convene again until next September.

By the terms of the treaty and the proposed rules and regulations, the existence of all stations in this country is assured, with many provisions also made for improvement. Many of the time-sharing stations would procure full-time by virtue of reduction in the number of clear assignments and revision of station categories, from three to six general classifications. In most instances, stations would be shifted from 10 to 30 kc. within the band 550-1600 kc. as a means of accommodating stations in Mexico and Cuba as well as Canada. The present three station classifications of clear, regional and local would be supplanted by a six-class structure, with duplication provided on all save Class I-A or dominant clear stations.

Division of Channels
Under the agreement, 59 of the channels would be designated as clear, 41 as regional and six as local, with mutual use of regionals and local channels among the nations, according to prescribed engineering specifications developed largely by the FCC and agreed to at a preliminary engineering conference in Havana two years ago. In the clear channel category, the treaty provides the United States would have accommodations for 68 stations, Mexico 15, Canada 14, Cuba 5, and Newfoundland, Dominican Republic and Haiti one each.

Of the total of 32 exclusive channels assigned to this country, the original FCC proposal was that 26 of these channels be made Class I-A with minimum power of 50,000 watts. How these channels would be divided, along with the super-power issue, constitute the most controverted portions of the projected new allocations.

In the country's large cities, trained telephone men at special switching panels guard and guide the radio programs of the nation. At scheduled times and at split-second signals, programs are routed from station to station, forming networks almost instantaneously.

Back of these men and this equipment stand the resources of the Bell Telephone Laboratories, insuring continuous progress in the science of sound transmission.

The faithful transmission of network programs is a substantial contribution of the telephone engineer to the public's enjoyment of radio.
PLANS have been completed for the participation of RCA in the Golden Gate International Exposition at San Francisco, which opens Feb. 18. Various services of RCA, including RCA Mfg. Co., Radionac, RCA Commercial, and RFC, will participate with exhibits showing experimental television, radio facsimile, new developments in electronics, including ultra-short-wave transmission and reception, action of the automatic SOS alarm, and the latest improvements in home radio receivers. Photos show Fair's Electrical and Communications Building, with inset showing one of the exhibits to be shown there, an RCA facsimile receiver.

Muzak Home Service

Muzak Corp, which for three years has been supplying musical programs to hotels and restaurants in New York and which recently started a sponsored program service for bars and grills, has entered the home entertainment field with the installation of a "carrier current transmitter" in the Crystal and Cystal Buildings at 405 E. 54th St. and 1555 Cherry Street, Phila., Pa. Programs, transmitted over the electric power lines of the building, are available through special equipment housed in a cabinet resembling a radio receiver, which has six buttons, one for Muzak's non-commercial musical service, four for the programs of the four leading stations and one for "off." Recent changes in Apparatus, March 3, 1939, pp. 17 and 18.

Dudley B. McGowan

DUDLEY B. McGOWAN, radio technician with WOR, New York, and associated with the U. S. Radio Supervisor's office in San Francisco and more recently radio maintenance chief of the San Francisco Department of Electricity, died in the bay city Jan. 17 of complications of tuberculosis. Mr. McGowan, recognized as one of the West's most brilliant electrical engineers, supervised the installation of all police radio equipment in San Francisco. He is survived by his mother, Mrs. Joseph McGowan of San Francisco.

WWW, New Britain, Conn., made a 1,700-mile pickup Dec. 31 when a local high school football team played at New London. As a result of the play, WWW did the play-by-play account.

NEW, John R. Pepper, Greenville, Miss.—CP 1310-160-kw w.

WIB, Columbus, O.—Vol. assign. license to Western Union Insurance Co., 5-kw class A, Lexington, Ky.

KRLD, Dallas — Extension exp. auth. until Dec. 31. 600-kw.

WHBL, Sheboygan, Wis.—Mod. CP for trans.

KEOS, Marshfield, Ore.—License for CP new trans.

WYVL, Woodside, L. I.—Mod. license for WCNY facilities amended to unlimited and also WQMB facilities.

WHIO, Dayton — CP new trans.

WICA, Ashland, O.—CP new trans., increase in power.

WSTF, Salisbury, N. C.—License for CP new station.

KFDA, Amarillo, Tex.—Mod. CP change trans., antenna.

KGBV, Great Bend, Kan.—Vol. assign. license to Helen Townsend.

KLG, Logan, Utah—License for CP new station.

WCXL, Lewiston, Me.—CP increase to 100-250 w.

WBRT, Springfield, Ill.—CP new trans., directional, change frequency 1450 kc to 1490 kc, to 500-watts.

NEW, Grant Union High School District, Cal.—CP 1600 kc 100 w, amended to 1870 kc.

WOR, New York, N. Y.—License to change facilities to 1420 kc, increase in power, etc.

WOR, New York, N. Y.—License for CP new station.

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Like Hour of Charm

WOMEN'S NATIONAL INSTITUTE, sponsored by the Women's National Exposition of Arts and Industries, recently sent out a questionnaire to some of the 200 women music lovers throughout the country to discover their opinion of General Electric's TV program on NBC which features Phil Spitalny and his all-girl orchestra with Dorothy Thompson as commentator. According to Mrs. Gertrude E. Fox, chairman of the Institute, "the success and growing popularity of the Hour of Charm will undoubtedly influence the appreciation and respect for women in the arts." The survey resulted in a 50% return from the women heading radio and musical clubs in various parts of the country. It was sent and showed a high appreciation of Spitalny's music, with special praise for Dorothy Thompson and Evelyn with her "magic violin."

Calling All Fires

O. A. JOHNSON Insurance Agency, operated by a full-blooded opportunist, has placed a standing order with KGNF, North Platte, Neb., to broadcast a spot announcement on fire insurance every time fire occurs in North Platte. The telephone company notifies the station of the exact location of the fire, the announcer on duty breaks into whatever sustaining program is in progress, sounds the fire siren sound effect and reads the location, along with a previously prepared announcement elaborating on the benefits of fire insurance. Timeliness of the announcement is reported to have brought immediate sales results.

WHEELING STEEL Corp., Wheeling (metal products), on Jan. 15 adds WAAB, WDSY, WALT, KTAP to MBS Musical Stereomakers, Sun., 5-5:30 p.m. CKLW Jan. 22 and WHYA as soon as time can be cleared.

PHIILIP MORRIS & Co., New York (cigarettes), on Jan. 31 renew for 32 weeks Johnnie Ray's "Heart of My Heart," NBC-Red stations, 5-6:30; 6:30-7:30 (repeat, 7:30-8:30); on Jan. 26 changes Johnnie Ray's orchestra to CBS, Sat., 8 p.m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Jan. 26 will renew Your Hit Parade on NBC stations, Sat., 10 p.m.

For your New Service

Gates Speech Equipment

BROADCASTING • Broadcast Advertising

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USING the theme "Men, Methods and Machinery," the Oklahoma Publishing Co., operating two newspapers, a farm paper and three broadcast stations (WKY, Oklahoma City; KLZ, Denver, and KVAR, Colorado Springs) has launched a comprehensive promotion campaign for 1939, using trade media and a series of direct mail brochures.

Evolved by E. K. Gaylord, president, and John H. Bell, secretary-treasurer and general manager of the company, the campaign is under the personal direction of J. I. Meyerson, sales promotion coordinator. All company properties are included in the campaign, which coincides with the observance of Oklahoma's Golden Anniversary, and the founding of the Oklahoma Times, as well as the 36 years of achievement of the Oklahoma Publishing Co., the growth of which has been synonymous with Oklahoma's development.

Mr. Meyerson graphically portrayed the exploitation in presentations in Chicago and New York on Jan. 4 and 5, respectively, for audiences including personnel of the Katz Agency Inc., national representatives. In addition to the Times and the three stations, the organization also publishes the Oklahoma City Oklahomans, and the Farmer-Stockman, and operates Mistletoe Express, a unique organization which started a decade back for statement distribution of the company's newspapers, but which now maintains a general express service, including even hauling of the U. S. mails to remote Oklahoma areas.

Ten Ten in Tunnels

WHN, New York, has arranged with the Port of New York Authority to advertise its call letters and telephone number, 10-0-10, on large posters, signs placed at all toll booths of the Lincoln and Holland Tunnels, the George Washington, Goethals and Bayonne Bridges, and the Outerbridge Crossing.

WHEATIES trophy for the best merchandising job in behalf of the breakfast food's All-Texas Football Rookie—were awarded to KXYZ, Houston, TSF affiliate. Here are, l to r, Tilford Jones, president, and Frank Smith, manager of KXYZ, receiving the trophy from Sam Pearson, vice-president of TSF, representing Elliott Roosevelt, TSF president.

**Merchandising & Promotion**

**Tube Signs—Pins on Map—Manning's Book—Ding Dong—Knob Collar—Trailers**

MBS Ads Selected

AMERICAN Institute of Graphic Arts has selected three actual advertisements—"Eyes That Do Not See!"—"Who Said Radio Is Expensive!"—and "Don't Forget the Sales—"for copy excellence, design and layout. This is the third award for the MBS promotions department, and Robert A. Schmid, sales promotion manager, was given a place in the Gallery of Direct Mail in the latest issue of Reporter & Postage Mail Bag, first radio man to be so honored.

Sales promotion booklet What Goes on Here and an ad titled Out of Our Hat, part of the WOR sales promotion, were honored by the Institute. Joseph Creamer heads the WOR sales promotion department.

Christmas in Longview

TWO NEW angles on the "Christ- mases" theme were selected by KWLK, Longview, Wash. Instead of the regular spot announcements, the station presented five-minute talks by the merchants of Longview and Kelso. Some of the merchants included their entire staffs on the discs and each had a word of thanks for the past year's patronage. Another Christmas promotion at Longview was done by KWLK. A local department store purchased two quarter-hours on display, the entire time calling a list of patrons on the telephone, wishing them a personal holiday greeting.

Functional Animation

CARICATURES of the activities of NBC's various departments, drawn by Bill Eddy, television engineer, are used as illustrations on a 1939 calendar put out by NBC. A dozen cartoons, one for each month, deal with station relations, transmissions, trading, television, guest tours, production, sales, artists service, international division, press and the legal department. Caricatures were first published in The Transmitter, NBC house organ.

Plugs for WTA

To promote its power boost, WTA, Norfolk, Virginia, has plugged its key agencies six-inch transcriptions with a message from the management. The spots were sent with an imitation of the familiar tobacco auctioneer, followed with "sold to WTA, Norfolk, Virginia 5,000 watts."

Tellers of Bank Tales

To boost interest in Musical Favorites, transcribed music-interview half-hour presented by Milwaukee County banks on WTMJ, Milwaukee, this year is sending out lively little blowers for distribution at bank tellers windows.

Pins in Birmingham

WAPT, Birmingham, has installed big coverage map in its offices on which a pin is stuck at the source of every fan letter as it is received.

**Ranger Trailer**

KWT, Springfield, Mo., runs movie trailers calling attention to its Lone Ranger in broadcast trailers, twice-weekly for Prince Crashers, at 11:30 p.m. and 2:30 p.m. running the Lone Ranger serial in picture form. Arranged for KWT by John E. Pearson of the station. Sales promotion director, was given a place in the Gallery of Direct Mail in the latest issue of Reporter & Postage Mail Bag, first radio man to be so honored.

**Much About Manning**

LATEST promotion brochure of WTAM, Cleveland, is in the mail to advertising agencies and station representatives. It is a large three-page folder, printed in red and black, telling of Sports Announcer Manning, a "who's who" of the sports world. The copy includes a full-page picture of the trophy presented Manning at the World Series, as "the outstanding baseball announcer of 1938." The brochure is the work of Howard Barton, WATM promotion and sales manager.

**Crooklyn at Fair**

CROSLEY CORP., Cincinnati, has signed for three-quarters of an acre of space at the New York World's Fair, according to Powell Pearson, head of the Crosley division. The exhibition hall and studio will be erected, the studio to be used by WLY. Con- struction will begin soon, Mr. Cross- ley said. The building will be mod- ern in treatment, built along two sides of a wedge-shaped plot on the Court of Communications. Exhibits of Crosley products will be on display.

**Chimes in Stores**

SEVERAL San Francisco department store radio quarters are ringing NBC chimes, the Christmas gift of the network's national press chief, Milton Samuel. They were sent to heads of radio depart- ments of 24 leading stores, associated with the NBC press division in using picture displays of NBC artists. The radio departments use the chimes to summon salesmen when customers are waiting.

Collar for Radio Knobs

BACKING its Story of Mary Martin serial on WTMJ, Milwaukee, was a campaign for Factory detail man to the city to head a crew of 25 distributors who sampled 80% of Milwaukee homes with Ivery Sorenson and hung on each door knob a promotion piece, to be hung on the radio knob, instructing, "Listen for Story of Mary Mar- tin daily at 2 p. m. over WTMJ."

**Rate Cards in Leather**

RATE CARDS for 1939 were published by Broadcasting System stations—WMT, Waterloo; KSO and KRNT, Des Moines along with WAXY, Utica, and a list of leading radio stations. Rates are published in leather folder car- rying the name of individual recipients.

**KSFO Promotion**

DELETION of the radio column and news in the San Francisco Bay area newspapers has been responsible for the birth of many unique promotion schemes by the Golden Gate stations [BROADCASTING, Dec. 11]. KSFO has formulated several merchandising and promotional ideas, calling attention to its fea- tures and personalities. Philip G. Lasky, general manager, announces that KSFO has a permanent product, a huge showcase at the San Francisco Ferry Bldg., which is viewed by thousands of commuters daily. The station is advertising for the first time in a weekly pamphlet published by San Francisco Theaters Inc. Pit- tings of KSFO personalities are distributed weekly to all San Fran- cisco restaurants, stores and cigar stands.

Tying in with various San Francisco theaters, KSFO has estab- lished a "program-Chapel Club" for theater patrons who don't want to miss the weekly Hollywood mystery drama. Each Friday night between midnight and 2 a.m., the theaters dim their house-lights, take their film off the silver screen and through KSFO's equipment spread the message to its patrons, with full credit going to KSFO and its sponsors. KSFO also gives a tie-up with a group of theaters, with a huge display of phantom promotions. KSFO and its patrons are going to be in a Palace Hotel window on Market Street and in other downtown buildings.

**Pictures on WSYR**

TWO-PAGE pictorial spread on studio personalities was given WSYR, Syracuse, in the opening of this picture magazine, "Night and Day in Syracuse," which made its de- but in the program department. Edi- tors of the magazine plan to run two more pages of WSYR staff members in the February issue.

**WCAE's White Space**

W C A E, Pittsburgh, during the holiday season, used four full-page ads in the Pittsburgh Sun- graph in a 10-day period and increased its daily space from 12 to 80 inches in its services. Ads included a tribute to druggists, a Christmas greeting to listeners, a list of WCAE educational features, and a New Year's Pleade to pre- sent the best programs during 1939.

**WSAI Trailers**

MOVIE trailers promoting commercial broadcasts on WSAI, Cin- cinnati, have been placed in eight local theaters.

**Finding Charley**

WHEN the Chase & San- born Program recently was withdrawn from stations of the Southeastern group, WIS, Columbus, S. C., responded graciously with the announcement that although the program no longer was carried by Carolina stations, "WIS listeners who are particularly interested in the program may desire to know that it still is scheduled over WSB, Atlanta, and WLW, Cincinnati."

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BROADCASTING • Broadcast Advertising
To handle news the WLW way requires:

- UP and INS News Service
- 8 teletype machines
- 8 rewrite men
- 1 news editor
- 5 commentators

... that's why Paul Sullivan is so far out in front as the top single station commentator of the nation... that's why so many mid-westerners DEPEND on Peter Grant's crisp comments and interpretations.

*These things too, we think, are part of the story of WLW - the nation's station*
Introducing the new RCA-906-P4, a 3-inch television Kinescope. Similar to the present RCA-906 Cathode-Ray Tube, this new tube features a white fluorescent screen and an unusually low cost! In addition to its low initial cost, this new tube provides low circuit cost because of its low voltage operation. Has conductive coating which minimizes deflecting-plate loading and prevents drifting of the pattern with changes in bias.

Introducing the 1802-P4, a 5-inch television Kinescope having electrostatic deflection and white screen. This tube provides excellent quality television pictures. The deflection sensitivity is such that the beam may be deflected across the entire screen with no more voltage than is required for full deflection on a 3-inch tube. Separate terminals are provided in the new Magnal 11-pin base for each deflecting plate.

Introducing the 1802-P1, a new 5-inch oscillograph tube which is similar to the 1802-P4 except for its green screen. In oscillographic application the 1802-P1 represents extremely high quality because it is capable of providing excellent television pictures. For television purposes this tube operates well with an anode potential of 1200 volts.

The new RCA-1899 Monoscope provides a convenient source of video signal for testing television equipment and for demonstrating television principles. The pattern contains calibrated resolution wedges to indicate the amount of detail the associated equipment can resolve. Other features of the pattern provide tests for linearity of scanning, spot defocusing, amplitude response, frequency response, phase response, and general quality of picture reproduction. Price $95.00.

RCA presents the Magic Key every Sunday, 2 to 3 P.M. E.S.T., on the NBC Blue Network.
RCA Radio Tubes—first in metal, foremost in glass, finest in performance.