250 WORDS OF COPY PULL
17,279 LETTERS
FOR
INTERNATIONAL HARVESTER

An Average of One Reply for Every 47 Radio Homes in Iowa!
REPLIES FROM 1277 OF THE 3070 COUNTIES IN THE U. S.!

Maybe you like "barn dance" entertainment—maybe you don't. But listen!
'Twas the week before Christmas, when all through the land, the listening audience is supposed to be at lowest ebb. At that unfavorable time, International Harvester—a sponsor on our regular Saturday-night Iowa Barn Dance Frolic—offered a simple little booklet containing pictures of the cast. Just 250 well-chosen words were spoken. But 17,279 people sat right down, and wrote!
YOU figure how many listeners it takes to make 17,279 writers! YOU figure why every third county in the U. S. was represented! YOU figure what station other than WHO could do such a job for YOU!

WHO
FOR "IOWA PLUS!"
DES MOINES ... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
KLZ GIVES DENVER THE News

Completely, Authentically . . . With the Speed of Light!

- Denver and the Rocky Mountain area have found out that it takes more than a slot desk and a press to render top-flight news service. For Denver has KLZ . . . and KLZ is the fountainhead of news in this vast region.

  News dissemination is a major activity with KLZ. Its news department is staffed with newspaper-trained men. Its management is news-minded. As a result, scoops over newspapers, wire services and even the networks have become common occurrences with KLZ . . . have elevated KLZ to a unique position in American news-casting history.

  Colorado has formed a habit of listening to KLZ for its news. Colorado has likewise formed a habit of thinking of KLZ first when newsworthy events break. Adequate as KLZ's news set-up is, it would be far less effective if it were not for the constant vigilance and voluntary cooperation of both private and official sources of news throughout the region.

  KLZ has acquired an earnest devotion from listeners . . . earned by an unparalleled ability to serve public interest, convenience and necessity . . . proved by the fact that KLZ newscasts have never lacked sponsorship since their inauguration . . . reflected by outstanding sales records for products exploited through its facilities.

KLZ Denver
CBS AFFILIATE—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WHY, OKLAHOMA CITY, REPRESENTED BY THE KATZ AGENCY, INC.
KFI DRUG STORE DISPLAY SURVEY

We've been peeking again — this time on the counters and right into the window displays of 210 retail drug stores in Los Angeles. We wanted to find out if KFI advertised Drug Store items were given preferred display. THEY WERE! We wanted to know if druggists realized the terrific sales power in displays of fast-turn-over KFI advertised items. THEY DID.

In our own curious way we wanted to see if KFI did as effective a selling job to the retail druggist as we modestly feel we do with the public; so —

FAX-FINDERS found 97% of the 210 drug stores prominently displayed up to 19 drug store items on KFI.

NOTE — FAX-FINDERS checked 1137 items in 210 drug store counters and windows — excluding soda fountains, cases and shelves.

—and in the highly competitive drug store business of Los Angeles, valuable top-of-counter and window space is rigidly reserved for quick selling productively advertised items.

KFI drug store items are preferred as drug store display items. That's our story, verified by FAX-FINDERS survey.

IF YOU LIVED IN NORTHEASTERN PENNSYLVANIA...YOU, TOO, WOULD LISTEN TO WGBI

A recent Starch personal-interview survey confirmed the fact that WGBI is the ONLY station which delivers a consistently satisfactory signal throughout Northeastern Pennsylvania. (This primary service area includes such cities as Scranton and Wilkes-Barre... such counties as Luzerne, Lackawanna and Wyoming.)

The Starch survey proved that 98% of the daytime listeners and 96% of the evening listeners in this area tune regularly to WGBI.

One of the reasons WGBI has built a large, loyal audience in the 17th largest metropolitan area of the U.S. is because it carries more than 60 hours of topnotch entertainment weekly from CBS as well as many programs of exceptional local and regional interest.

To sell successfully in Northeastern Pennsylvania you MUST use WGBI!
Columbia Broadcasting System salutes its 4 new 50,000 watt Southern Stations
The only 50,000 watt station in its territory, giving the advertiser many Southern markets at the cost of only one!

represented by Paul H. Raymer Co.

The most powerful station from Houston to Atlanta dominates a rich territory where 10,000,000 people live.

represented by The Katz Agency
KRLD
DALLAS
50,000 WATTS

The oldest and largest CBS outlet in Texas, offering first-place coverage of one of the nation's most prosperous markets.

REPRESENTED BY THE BRANHAM CO.

CBS is justly proud of these progressive Southern affiliates of the world's largest network...

and of WJSV
Washington is the wealthiest per capita market in the country. And WJSV is its favorite radio outlet.

*Construction permit granted

Owned and operated by the

Columbia Broadcasting System

Represented by Radio Sales

New York, Chicago, Detroit, St. Louis, Cincinnati
Milwaukee, Charlotte, N. C., Los Angeles, San Francisco
OUT of a clear Northwestern sky, the other day, a juicy plum fell into our lap. We split it with a delighted agency and client. It all came about when the agency wanted to find out which of the two big Minneapolis-St. Paul stations was dominant. The agency ordered a coincidental telephone survey Monday night, January 9th, when both stations broadcast “news” at the same time: 10:15 to 10:30 p.m. They found:

- 41% OF ALL RADIOS WERE IN USE
- WCCO LED ITS NEAREST COMPETITOR by 4.7 to 1 in Minneapolis (home of WCCO), by 2 to 1 in St. Paul (where the competing station is located). The population of Minneapolis is 496,000; St. Paul is 286,000.

HERE'S THE WAY THEY STACKED UP:

<table>
<thead>
<tr>
<th></th>
<th>WCCO (news)</th>
<th>Station B (news)</th>
<th>Station C (orchestra)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINNEAPOLIS</td>
<td>71%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>ST. PAUL</td>
<td>47%</td>
<td>23%</td>
<td>3%</td>
</tr>
</tbody>
</table>

| Weighted Audience Average (on basis of set ownership: three stations = 100%) | 76% | 21% | 3% |

Name of agency and details, including other studies made in Northwestern towns and rural communities with practically the same percentage of sets tuned in and where the percentage listening to WCCO was even greater, will be sent on request.

WCCO • 50,000 WATTS • CBS • MINNEAPOLIS-ST. PAUL

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco
There’s a lot of truth in the old maxim “if you want something done, go to a busy man”.

Here at F & P you’ll find at least one of us doing overtime almost every night of the year. And almost every Sunday. Not because we’re under-staffed. But because when you give us a job to do, we’re not content to apply the kind of routine effort that starts and stops with formal office hours. . . .

If there’s a job on your desk, now, that you want done well, give us a crack at it. Particularly if you’ve never used us before, we’d like to show you how we work.

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives
Wheeler Moves for Action on Radio Bill

BY WALTER BROWN

Opposition Develops as White Plans Own Measure; Senate Hearings on 3-Man Bill to Start About March 1

Sweeping legislation to abolish the FCC and set up a new three-man body to be known as the Federal Communications & Radio Commission, with administrative supervision resting in the chairman, was introduced in the Senate Feb. 9 by Chairman Wheeler of the Interstate Commerce Committee.

The bill (S-1268), which authorizes reorganization of the present Commission from top to bottom, was drafted by Senator Wheeler in collaboration with Chairman McNinch and is backed by the Administration.

Repercussions to the broad proposal to legislate the present seven FCC commissioners out of office and centralize the federal power over the radio, telephone and telegraph industries in the hands of three men to be appointed by President Roosevelt and confirmed by the Senate, indicated a bitter battle on Capitol Hill before the Wheeler bill could be enacted.

White Opposed; Hearings in March

Senator White (R-Me.), long recognized as the outstanding Congressional authority on radio legislation, immediately announced his opposition to the Wheeler bill in no uncertain terms and as a counter move began drafting a measure of his own. He intends to introduce his bill for consideration along with the Administration measure.

Open hearings on the proposed legislation are slated to start around March 1 before an Interstate Commerce subcommittee of probably five members headed by Chairman Wheeler, who has indicated he will personally head the fight for the bill. Senator White, the ranking Republican on the committee, is expected to be a member of the subcommittee. Chairman McNinch, members of the Commission, representatives of the industries affected and other interested parties will be heard.

While Senator Wheeler has indicated his desire to speed FCC reorganization legislation through the Senate, hearings may run several weeks. The hearings in themselves may prove a tug of war between conflicting views on the proposed legislation. Since all controversial legislation is a matter of compromise, the bill which the subcommittee reports to the full committee may be changed in many respects from the original Wheeler bill. This, of course, will depend on the facts developed at the hearings.

Nine of the 21 members of the Senate Interstate Commerce Committee are militant New Dealers. With the chairman, who broke with the President on the Court and Government reorganization bills, sponsoring an Administration measure, it has better than an even chance to get out of committee, at least in amended form.

Because of his independent course in past relations with the White House, Senator Wheeler's sponsorship will unquestionably be a strong factor when the legislation reaches the Senate floor. Senate sentiment on the bill will not begin to crystallize until the hearings are held. At this time any prediction as to the chances of the FCC reorganization bill to pass would be a mere guess. It is worth noting, however, that the FCC bill reached the legislative hopper at a time when the relationship between the President and Congress, especially the Senate, was anything but friendly and cooperative. This strained feeling began with the attempted purge in Democratic radio last summer, and developed vividly during recent controversies over relief and economy and the clash between the President and Senate over the constitutional right of the Senators in appointments.

With the Republicans solidly opposing the Wheeler bill, as all indications now point, and the certainty they will raise the cry of a "radio dictatorship," the legislation by a seven-man quasi-judicial body, it is safe to predict the FCC reorganization proposal is in for rough sailing. On the other hand, the Wheeler sponsorship, coupled with a widespread feeling on Capitol Hill that the present FCC is shot through with dissension and that corrective Congressional action is needed, will develop strong support for the legislation.

Chairman Lee, of the House Interstate & Foreign Commerce Committee, has on his desk a companion measure to the Senate bill, but he has not said when he will introduce it or what changes he intends to make. He stated that his committee would vote on the Senate action before considering communications legislation. Possibly bearing on Mr. Lee's attitude is the fact that Chairman McNinch calls a "close contact" with listeners as a "guide and corrective".

Authorize appointment of attorneys without regard to civil service. Transfer all regular employees from the FCC without change of classification for 60 days, and following that for a temporary period of not more than four months during which "adjustments" would be made and undesirable released.

Without regard to Civil Service authorize each commissioner to appoint an assistant at $5,000 per year as against the present limit of $4,000, and a secretary at not more than $3,500, whereas now such secretaries must be under Civil Service.

All other provisions of the Communications Act of 1934, and all other functions of FCC would be assumed by new agency. The new Act would become effective as soon as members have taken office.

Seek Public Support

Both Senator Wheeler and Chairman McNinch swung into action to create public sentiment for the reorganization measure immediately after it was introduced. The Montanan, who was a candidate for Vice-President on the Progressive ticket with the elder Bob La Follette in 1924, issued a statement urging passage of his bill to "center responsibility" and "get results" at the FCC. He said small commission would be more efficient.

Chairman McNinch, over an MBS network from Baltimore, pleaded for passage of the Wheeler bill in a similar vein [see page 13]. "I believe this reorganization measure, if enacted by the Congress, will
Radio a Whipping Boy for the FCC's Sins—An Editorial

FOR THE SINS and omissions of its Governmental regulators, rather than because of any inherent wrong in itself, radio is about to go on trial before Congress. Unless there is clear thinking and resourceful preparation by the broadcasting industry, the American public may suffer more political hamstringing of the most virile and concededly the best broadcast service in the world.

Extravagant as these statements may seem, those close to the Washington scene can vouch for their validity. Radio finds itself in the vortex of the utter confusion that reigns on the FCC, which the Administration wants to behead immediately. A near frenzy prevails, and in such a situation anything can happen—and radio itself very likely will be made the goat, for politicians and bureaucrats certainly are not inclined to admit their own errors.

Already there is sniping from many sides, and the whole "mess," as President Roosevelt himself once called it, is likely to be aired, personalities and all, when hearings begin soon before a Senate subcommittee on "riper" legislation proposing to liquidate the membership of the Commission. The FCC has therefore a three-man board. The Wheeler bill to accomplish this is the Administration's suggested answer to the immediate problem of regulation. It is in effect the Administration's apology for the strife created by its own selections of FCC personnel rather than an attempt to correct the law itself. For our part, we think the law is generally basically sound and its administration and regulators have been at fault.

Chairman McNinch, author of the three-man commission plan, hasn't ameliorated conditions any since introduction of the Wheeler bill. His Feb. 10 radio address, despite his protestations against radio censorship, was singularly provocative of that very issue. The idea of setting up a bureau to solicit listener complaints (and plaudits) with respect to programs certainly appears to transcend present or contemplated FCC jurisdiction over programs.

We fail to see where over-regulation will serve the public interest. We have heard no outcry from responsible sources of basic dissatisfaction with radio programs. The pending hearings, of course, will give the congenital complainers a chance to revel in a field day of reriminations, but more freedom for radio rather than less should be demanded by those who truly believe in democracy.

In its present form, the Wheeler bill is fraught with danger. The size of the board isn't as important as the character of the men who comprise it. It is only one proposed bill, of course, and will be introduced and compromises reached. Senator White (R-Maine) will press his own ideas, oft-expressed, for objective scrutiny and revision of the Communications Act. He will ask for a larger board. He feels as do many others, that selection of the right men is of basic importance.

Senator Wheeler has openly deplored the presence of "political hacks" on governmental agencies. Whether the Commission has three, five or 15 members makes little difference so long as they are qualified, conscientious and willing to work. The trouble with the FCC, unlike the Securities & Exchange Commission, is that it got off to the wrong start, its main membership having been selected largely for political considerations rather than ability, experience and background.

There is serious question whether the new commission should retain all-inclusive communications jurisdiction. There are good reasons why an exclusive communications jurisdic tion appears justified, handling only broadcasting and related non-common carrier matters. Chairman McNinch, both in his testimony before the House Appropriations subcommittee and in his radio address, pointed out that broadcasting commands 90% of the Commission's time. Yet the telegraph industry, which Chairman McNinch pointed out as an area of economic ruin while the telephone industry, after a $15,000,000 investigation, still waits for the FCC to transform what has been branded a fiasco into something like an intelligible report.

Broadcasting requires a regulatory technique utterly different from that needed for common carriers. As Mr. McNinch pointed out again in his radio address, broadcasting is not a common carrier and has no rate problem. Yet the FCC has an accounting department, expensive and expansive, which is supposed to figure tariffs and schedules and inventories for its common carrier licensees. But that department, presently 3,000 strong under the 90% broadcasting function of the FCC, has devoted its attention to conjuring up questionnaires by the h o g h e a d covering broadcasting. Meanwhile, admittedly, teleph ony and telegraphy are all but ignored.

It appears certain that no speed records will be shattered in the enactment of new legislation. Congress is busy with many other matters, some vastly more important. Opposition to the Administration proposal has already cropped up. While we welcome the investigation, exposure of personalities and all, broadcasting must guard for battle against the rap for what is generally regarded as one of the Federal Government's worst administrative hodgepodge.

On one other point, freedom of the radio, we cannot resist adding comment. We hold brief neither for the Government's growing demands for radio time nor for the implied exercise of political control over radio. Accordingly, with much of what Stanley High states in the Feb. 11 Saturday Evening Post under the title of "No-So-Free Air," though it is a rather superficial summary, containing many errors of fact, we are in agreement despite the thread of sarcasm and irony that runs through the article so far as the New Deal Administration is concerned.

He does make one point, however, which needs refutation in the interest of fairness and of keeping the record straight, since it is the nub of his attack to the big subject of this editorial, radio censorship. Technically, he states, "the air is as free as it ever was. Mr. Roosevelt has made no public declaration against such freedom. Neither has he made any public statements in which, in so many words, he specifically stated his belief in private radio and freedom of the air."

Mr. High's research overlooked two letters addressed to the radio industry through Broadcasting in the occasion of recent NAB conventions. On June 17, 1935, President Roosevelt wrote to our editor (and we reproduced his letter): "I have previously expressed my great faith in the American system of broadcasting. Recent events have increased, rather than diminished that faith. Censorship has not and cannot invade the ether lanes. It is not the American way." On June 16, 1936, he wrote us again: "On several occasions I have expressed my faith in American broadcasting and in American broadcasters . . . There should be no monopoly in the moulding of public opinion, either Government or private."

We hope Mr. Roosevelt and Congress won't forget these words in the consideration of new legislation.
McNinch Boosts Wheeler Bill; Hits Lack of FCC Cohesion

Airing FCC's Line on Network; Raps Article
By Stanley High; Infers Payne Was Source

Carrying his case in favor of the Wheeler FCC reorganization bill to the radio audience itself, FCC Chairman McNinch delivered Feb. 10 a bristling address over MBS during which he also sharply attacked Stanley High's recent article in the Saturday Evening Post, [see page 32] upbraided members of the FCC for lack of cooperation, and inferentially cracked at Commissioner Payne, his chief adversary on the FCC.

Declaring himself 100% in favor of the Wheeler bill to reduce the FCC from seven to three members, cloak the chairman (who would presumably himself) with unquestioned executive authority, and pave the way for a complete personnel upheaval, Chairman McNinch in effect called for more stringent regulation of broadcasting. The address was delivered in Baltimore before the North Carolina Society of that city, and keyed to MBS by WBAL.

Chairman McNinch did more than admit dissonance on the FCC. He said he had recommended the reorganization to the President because the internal controversy has persisted. While he said he was glad to testify publicly to the cooperation of "most of the commissioners with each other", he declared these efforts have been discounted or even cancelled at times "by the hostile tactics of other members".

Danger of Bigness

A commission of seven creates opportunities for and incitement to individual struggle for power and collective strife, Mr. McNinch declared. The bigger the Commission the less effective and less efficient it is apt to be, he contended. "The ultimate result is likely to be a breakdown of regulation, playing into the hands of the industry to be regulated and leaving the public interest unprotected," he asserted.

Political influence also figured in the chairman's speech. Where there is temptation to exert such influence upon a commission, he said, it is stifled by the number of members, and "there is the multiplied difficulty of locating and fixing responsibility." He said nothing could be deadlier or more unfair than political influence from any source, whether "party or commercial, high or low," upon a quasi-judicial commission.

Messrs. High and Payne were treated by the chairman in the same connection. Declaring he was amazed when he read Mr. High's article on the "Not-So-Free Air," because of "certain glaring and inexcusable misstatements and false statements" it contained, he said he had known the writer was invading the FCC but that High had not talked with him. "I understand that he contacted a number of people outside the Commission, and that he talked with at least one member of the Commission, Commissioner Payne," he continued. "It is significant that Mr. High writes little about Commissioner Payne, but writes expansively about the White House, about the Administration in general, and about me."

Chairman McNinch, who has been at loggerheads with Payne practically since he became FCC chairman, disdained certain portions of the article to show where it was in error, particularly in connection with the Eugene O'Neill, Beyond the Horizon incident; the Welles-Martian program, and the allegation that, in his conversations with network officials on news broadcasts, he had mentioned Boake Carter and Gen. Hugh Johnson as the "worst examples" of new commentators who were not impartial. In the latter connection he said he had talked with Harry C. Butcher, CBS Washington vice-president, about providing opportunity for speakers to present contrary views on controversial subjects. He also quoted Gen. Johnson as denying that the radio had been closed to him.

Regarding Mr. High's statement that Thomas Corcoran got the job of FCC general counsel for William D. Dempsey, the President of his medium, Mr. McNinch said it was utterly unfounded, that he himself had proposed Mr. Dempsey because of his similarity with FCC work, including radio.

Opposes Censorship

Once more Mr. McNinch said he was unalterably opposed to Government censorship of broadcasting, declaring the Government should neither directly or indirectly dictate what shall or shall not be said or shall or shall not speak over the air. He again made a plea for a definite policy under which a complete and rounded discussion of questions of genuine controversy would be given for the benefit of the listeners.

In explaining his FCC work, Mr. McNinch said that since the President appointed him 16 months ago there has been substantial improvement in the Commission's procedures and if there had been a spirit of cooperation on the part of all members of the Commission, yet the three subdivisions doubtful would have been made." One of the most important provisions of the Wheeler bill, he said, was to make the hand of the FCC into the present three into great subdivisions of the Commission's work—broadcasting; telephone and telegraph, and international radio and communications. The three administrative assistants to the board, he explained, would be responsible initially for these subdivisions but would not make decisions on any quasi-judicial matters. They would follow through all applications, petitions of the Federal Communications in their particular field, from the time of their filing until they were presented to him.

Research Proposal

"There will be no divided responsibility as between the three members of the board, and no difference in authority except that the chairman, besides being the presiding officer, will be the principal executive officer. Good practice requires that, and the statutes under which most Commissions function provide for it. The Communications Act has not provided specifically for a principal executive officer, and that is one of the lesser reasons why the Communications Act has imperfectly been administered. * * * Remember, however, that under the new plan, on every matter requiring Commission action, each of the three members of the board shall be the duty of informing himself and casting his vote in making every decision, which shall immediately become a matter of public record."

Discussing the proposed departmental research, he informed his audience that it would be headed by an $8,000 per year executive, Mr. McNinch said its..."
NAB Shifts Convention to East
And Selects a Late Spring Date

Executive Committee Discusses Legislation; Takes Steps to Collect Education Fund

TRANSFER of the 1939 NAB convention to the East, either Atlantic City or Washington in June rather than San Francisco in July, was agreed upon by the NAB Executive Committee at a meeting in Washington Feb. 11. About half of the full board membership already has swung to the East, actual place and dates to be designated later by President Neville Miller. Action was taken in the light of the Federal Communications Commission situation and of the desirability of keeping the membership in proximity to Washington, rather than 3,000 miles away.

The Executive Committee, however, definitely committed itself to a San Francisco convention in 1940, assuming there are no extenuating circumstances.

At its meeting in Washington last December, the board of 29 members selected San Francisco for the convention and designated July as the month. Dissatisfaction expressed by members in the Pacific and East and South first caused difficulties. Then, with the introduction of Administration-sponsored legislation to reorganize the statute governing broadcasting, it was decided it would be discreet to move the convention eastward and also to move up the date.

Others Consulted

After a motion by Director Walter J. Damm, WTMJ, Milwaukee, for the change had been adopted by the executive committee, Mr. Miller phoned five western directors to ascertain their views. They were C. W. Myers, KOIN-KALE, Portland; D. W. Thorburn, CBS Pacific Coast, Seattle; W. S. Brunton, KJHS, San Francisco; O. L. Taylor, KGNC, Amarillo, and Gene Damm, KJLW, Kansas City, who tactfully agreed to the shift. At the executive committee meeting, in addition to Mr. Damm, were John Elmer, WCBS, Baltimore; Herb Hollister, KANS, Wichita; Edwin W. Craig, WSM, Nashville, and F. M. Russell, NBC Washington vice-president. Only Mark Ethridge, WHAS, Louisville, was absent, due to illness.

Other members of the board are being canvassed, with the selection between Atlantic City and Washington and the precise dates to be left to the chairmen. A possible San Francisco convention might be held in May rather than June, if more desirable dates are available, though the late month is not to be favored. Moreover, Atlantic City appears to be favored over Washington.

The executive committee re- viewed the NAB delegate delegation, comprising Messrs. Miller, Russell, Hollister and Elmer, flanked by Legislative Committee Messrs. Hines, Hoag and Young, Washington vice-president, William B. Dolph, general manager of WOL, Washington, and John A. Kennedy, WCHS, Charleston, His position called on Senator Wheeler (D-Mont.), author of the FCC reorganization bill, discussing legislation, particularly hearings tentatively set to start about March 1 before a subcommittee headed by Senator Wheeler.

The executive committee tentatively agreed that the first convention day (Monday) should be devoted to group meetings, such as those of Independent Radio Network Affiliates; National Association of Broadcasters; Clear Channel Group, and the independents, along with sales managers and other committees. The board also continues in operation, a program that has run only two days—Tuesday and Wednesday—for the handling of definitely scheduled business. Rather than "ad hoc" members from outside the industry, it was thought desirable to report in detail, through qualified industry representatives, on immediate problems such as libel and slander, copyright and the like.

Among other actions, the executive committee instructed Mr. Miller to re-negotiate with Langlois & Wentworth, tax-free transcription producers, for lease of the NAB transcription library of public-domain music, which was accomplished on the original terms Feb. 6 [see story on page 2]. This was done in the light of the withdrawal of the previous offer of Mr. Brinckeroff & Co., which has been accepted last December by the board.

The executive committee discussed the proposal of Rep. Emmanuell Celler (D-N.Y.) for a Federal libel and slander statute reviewing stations of liability for statements uttered over telephones. A committee of Washington attorneys, headed by An- thony W. Bennett, NAB counsel, which hours of public operation, will discuss it with Mr. Celler in the near future.

Copyright was discussed in detail and President Miller will appoint an advisory committee to consider the subject, including negotiation of a new ASCAP scale.

Educational Fund

The executive committee also discussed the Federal Radio Education Committee fund, to which the industry is pledged to contribute $300,000 towards the $400,000 for furtherance of specified educational broadcasting projects. Broadcasters have pledged only about $110,000 of the $300,000. Payment in about $32,000 of the about pledged. The contributions were pro-rated among the stations on a basis equal to the number of hours of broadcast quarter-hour rate as of Jan. 1, 1938. The Rockefeller and Carnegie Foundations already have contributed $151,000, and the Research Committee has undertaken at Princeton and Ohio State, and have indicated an interest in underwriting a continuation of the education project into the initial two years at an additional cost of $204,000, bringing the total of their contributions to $355,000.

After the meeting, Mr. Miller on Feb. 14, sent to all stations a special bulletin on the FREC situation, including recent correspondence between Chairman McNinch of the FCC and Dr. John W. Studebaker, chairman of Education Committee, and chairman of FREC, as well as an outline of the 10 projects which would be undertaken with the funds pledged. Mr. Studebaker stated, in a letter to Mr. McNinch Jan. 13, that the projects cannot be undertaken until the $85,000 fund is assured. Mr. Miller sent the station a pledge under which they would agree to contribute their pro rata share.

A membership report submitted to the committee showed 13 additional stations since the board meeting in December, along with the addition of the $3,000 in dues, membership is 398. Additions, including Western Electric as a new associate member, are WVPW, WTEL, WOL, WCSC, WRUP, WMP, KTAT, KRS, KAND, WOAI, KJM, WIBG.

The legislative committee, headed by Mr. Kennedy met Feb. 9 and submitted its report to the executive committee meeting. Reviewed a statement on education in Congress affecting broadcasting, along with more than 100 measures introduced in State Legislatures.

The FCC has ordered a hearing on the application of WREN, Lawrence, Kan., to move its studio to Kansas City and to move its transmitter from south of Topeka, Kan., to a point southwest of Kansas City, Kan., where it proposes to install a directional antenna.

KGLO, Mason City, Ia., local, has applied to the FCC for authority to shift to 1270 kc. and to increase its power to 5000 watts full time. If approved, the facilities now assigned KWLQ and KGCO, Des Moines, Ia., time-sharing stations.

NAB News

Lang-Worth Gets NAB Disc Library

Offer Taken as Brinckeroff Withdraws His Proposal

A CONFLICT between Langlois & Wentworth, New York transcription and program firm, to over take the NAB public domain transcription library had 300 hours of tax-free music for radio, was announced Feb. 13 by NAB President Miller.

The pact was signed after E. V. Brinckeroff, of New York, had withdrawn his company's offer, originally accepted by the NAB board last December over the competitive proposal of Lang-Worth. The NAB Executive Committee, in Washington Feb. 11 authorized Mr. Miller to renegotiate with Lang-Worth, and the original proposal was accepted Feb. 12 in conferences with C. O. Langlois and Ralph Wentworth.

Mr. Brinckeroff had agreed to a $25,000 cash offer to NAB for the public-domain music library. He has already recorded, plus a percentage of receipts from additional sales to reimburse the NAB for its $80,000 investment. Lang-Worth's bid was $100,000.

The transcription library was launched by the NAB to build a reserve of public domain and tax-free music, both recorded and in sheet form, against possible withdrawal of copyrighted music from radio or failure to negotiate equitable contracts with ASCAP.

The Lang-Worth plan, NAB leases its 20 hours of recorded music to Lang-Worth for five years and turns over arrangements. All receipts NAB stands to realize possibly one-half of its $80,000 investment, and may recoup its $100,000 investment.

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Network Programs Almost 100% AFRA

Agencies Studying Pact to Learn Its Effect

By BRUCE ROBERTSON

NETWORK radio at key originating points is functioning almost 100% under the terms of the new code of fair practice negotiated by NBC and CBS with the American Federation of Musicians, after a general strike had been averted Feb. 2 by signing of the compact. The Code is a two-year contract effective Feb. 12.

Provisions of the Code signed by the networks had been accepted by agencies placing practically all of the network business when the Feb. 12 deadline laid down by AFRA covering the new code of wages and conditions had been reached. This means that in almost every instance actors, singers or announcers employed by network commercial stations are receiving the benefits of the code. (See code analysis in adjoining column.) The major network had eliminated the strike threat Feb. 2, when, after three days of almost continuous negotiations, the union's code was signed and its provisions promptly accepted by agencies placing three-quarters of all network business. Other agency signatures trickled in later.

Future Plans Uncertain

Asked what action would be taken against agencies not accepting the code by that date, Emily Holt, AFRA executive secretary, refused to give a definite answer, saying only that "AFRA will take whatever steps it deems honorable and necessary to enforce its demands." Mrs. Holt likewise declined to make any statement regarding the union's future plans. Asked specifically whether the union would present a similar strike threat against artists employed in making transcribed programs for sponsors, she said that she thought it would be entitled to a vacation before entering into another series of negotiations.

Only a handful of agencies were outside the code Feb. 15 and AFRA gave them time to work out details with NBC and CBS. Some of the two networks, however, were studying the code under which they must henceforth operate to determine its effect on their particular programs and especially on the costs of the programs.

Meanwhile, with the strike threat lifted, agency officials were studying the code under which they must henceforth operate to determine its effect on their particular programs and especially on the costs of the programs.

Little Change Made in Original Code As Submitted by AFRA Last December

As originally submitted by AFRA Dec. 2 by NBC and CBS with the American Federation of Radio Artists closely resembles the first table first submitted by AFRA Dec. 8 [Broadcasting, Dec. 15], though a number of concessions were won by the agency negotiations, chiefly a scale of discounts applicable to talent guaranteed to network business.

Rehearsal rates for singers are considerably reduced and special rates set for signatures numbers. Special rates are also set for announcers on five-minute news broadcasts, for signature voices on dramatic shows and for extras and supernumeraries. Extra changes for off-the-line recordings are also generally eliminated.

Minimum Payments

Code calls for payment to actors of a minimum of $15 for a 15-minute program, with a $10 rebroadcast fee. For a half-hour show the minimum fees are $25 and $12.50, an hour and a half show $37.50. Rehearsals are $6 an hour and $5 for each additional half-hour. If the program is engaged for five-quarter hour programs a week, rehearsal rates are $5 the first on an hour and $2.50 each additional half-hour.

If the producer gives the actor a non-cancelable contract for 13 weeks' continuous work on a quarter-hour dramatic script show, he may discount his wages 5% for three performances weekly, 10% for four, and 15% for five, providing that the minimum payment per week for the three programs, $100 for four and $105 for five. For broadcast and repeat shows the discounts apply, with the minimum increased to $100 for three programs and repeats, $110 for four and $110 for five. For making advance recordings plus the live network appearances the minimum is the same and the guaranteed minimum wages are $115 for three programs, $145 for four and $160 for five. Rehearsals at a base rate of 16 per hour apply and are figured in when applying the discounts. Performer under 13-week contract is paid his wage less discounts, the minimum fee, whichever is higher.

On half-hour shows, a 13-week contract (Continued on page 87)
NBC Now Using AP Reports, Supplied Net Without Charge

BROADCASTING, from the Associated Press.

The situation has been described by NBC as follows:

Associated Press is supplying the news without remuneration as a public service, and the twice-weekly periods are not available for sponsorship, but will continue on a suspension basis as they were under the old Press Radio agreement.

AP will also supply bulletins to the network, giving access to the news of all the major news-gathering agencies since it purchases the United Press and International News Service reports. Unlike AP and INS, AP is not able to sell its news for broadcasting, the proposal that it do so being examined by the newspaper owners as recently as last spring.

Questioned regarding the new set up, NBC's managing statement: "The Associated Press has furnished new bulletins to NBC for several years as a public service, and this new arrangement will continue." The Associated Press News is used by NBC in the morning and evening news programs in place of Press Radio news and also for bulk supply.

CBS, which dropped Press Radio service simultaneously with NBC, is currently using UP and INS news for its bulletins, but it is understood that CBS is also negotiating with AP and that an arrangement at this network similar to that at NBC will be settled as soon as details have been settled.

Rural Audiences Have Tastes Similar To City Listeners, CBS Survey Shows

THE PROGRAMS built primarily for city audiences are equally popular with farm families, according to Columbia's RPD Audience, a study of rural listeners just published by CBS. The radio listener in rural areas is very little if at all different from his city cousin, with just about the same listening habits.

Program preferences and acceptance of radio advertising, this report concludes.

Conducted in March, 1938, six months after the rural study of the Joint Committee on Radio Research, which was cooperatively financed by NBC and CBS [see Broadcasting 1938 Yearbook], and which showed rural listeners with radios as against 91% of urban, the CBS survey used the identical formula of the previous study.

The same interviewers of the Hooper-Holmes Bureau (ignorant of the fact that they were working for CBS) personally interviewed the same families in the same 96 typical counties which had been covered by the Joint Committee survey.

Typical Selections

The chief difference was that where the former piece of rural research found the percentages of set listeners for radio programs in the homes of residents of small towns and their broad listening habits, CBS also investigated station preferences of this audience, a comparison that is significant which for obvious reasons was outside the province of a cooperative survey.

To find the program preferences of the rural listeners, the investigators submitted a list of typical programs and personalities, "studiously avoiding the inclusion of any program or star which might be said to have a strictly rural appeal" and even including a few "which might be said to have 'exclusively foreign appeal.'" They found that 80.9% of all families interviewed reported listening to major programs from Hollywood, 57.8% to Kate Smith, 55.6% to "Radio Theatre," 45.3% to "Popeye," 35.3% to "Big Sister," and 26.7% to the New York Philharmonic Orchestra.

By Income Groups

When the audiences to these programs are broken down by income groups the percentage of listeners from the higher income bracket is the largest and from the low income group the smallest for every program except "Big Sister," a daytime show. The figures are typically presented for "Popeye," which was listened to by 51% of the high income families; 36% of the middle income group, but only 36% of families in the low income bracket, and the "New York Philharmonic" reaches 35% of the upper income group, 27% of the middle and only 18% of the low income homes.

RCA Specimen Spots

RCA VICTOR has prepared a handbook of specimen spot announcements to aid music dealers in their radio and newspaper advertising. The samples are designed to capitalize on the big names in the phonograph business, listing fields of music and in with local personal appearances by recording artists and featuring the "record society plan" and descriptions of Victrolas.
Network Competition Described by MBS

Lack of Facilities In Some Markets Explained

As radio's only cooperative enterprise, Mutual Broadcasting System has made healthy strides, though it is "locked out" of important cities by lack of adequate facilities and the existence of restrictive or exclusive contracts with other networks, executives of MBS told the FCC Network Inquiry Committee in testimony Feb. 7-10.

Although MBS indulged in no direct criticism of competing networks, witnesses commented on time and frequency discounts, ranging up to 25%, allowed by NBC to its advertisers, which they said was competition with which MBS could not cope. With 110 outlets and a nationwide network by virtue of the alignment of several regional groups, MBS is performing a national service, its witnesses brought out.

McNichol Sees Need of Facts

As the FCC inquiry into networks, station ownership, alleged monopolistic tendencies and general competition enters its fourth month, indications were given that it anticipated finding conditions of an objectionable nature. This was vouched for by Chairman Frank McNinch, of the FCC and also of the Inquiry Committee, in testimony before the House Subcommittee on Appropriations released Feb. 6. Answering questions of committee members, he said that monopoly in broadcasting could exist "by undisclosed interlocking directorates and other interests which we are rather anticipating we may discover."

Asserting he felt the Commission heretofore had not had the facts, he said the objective of the investigation is to find out "every ramifications, holding company, subsidiary, affiliation, interlocking directorate or what have you through this means we will ascertain if there is control which does not appear in the papers directly when the report is submitted to the Commission."

Little in the way of sensation has developed at the hearings thus far.

It appears now that the FCC will lay particular emphasis on the results of the far-reaching questionnaire on station ownership, operation, policies and personnel, which was sent to all licensees last month and which now are being tabulated. This testimony, however, at the pace now being maintained, probably will not be introduced until April, at which time the FCC plans to place in the record testimony in rebuttal to that offered by the major networks and the regional networks to appear next.

Highlighting the MBS presentation thus far were statistics relating to operating income and disbursements [see tabulation on this page]. These disclosed that more than 50% of MBS billings in 1938, aggregating $2,272,661, or a total of $1,165,131 represented net revenue. Affiliated stations of the network, said from those in the participating category, received in revenue 45.17% of the advertiser's dollar. This compared to the CBS figure of roughly 35% in 1938 and an NBC average of almost a corresponding amount.

In discussing the restrictive contract situation, Fred Weber, MBS general manager, pointed out that MBS serves 32 stations having other network affiliations and declared that fundamentally a restrictive contract acts to deprive certain areas of "a valuable additional service in choice of programs", and from an economic standpoint prevents stations from carrying commercial programs, at their full card rates, which they could otherwise broadcast.

Restrictive Contracts

To overcome the ill effects of restrictive and exclusive arrangements, as between networks and affiliated stations, he urged that consideration be given the length of time over which the exclusive agreements remain in force and the danger of hindering normal development in areas served by stations bound by restrictive contracts.

Of the ten scheduled witnesses for MBS, five had testified when the hearings were recessed Feb. 10 until Feb. 14. Those who had testified were Andrew Poole, traffic manager; E. M. Antin, executive secretary and treasurer; and assistant business manager of the Chicago Tribune; Miles E. Lamphear, auditor; Mr. W. E. Macfarland, and Adolf Opfinger, program service manager. Remaining to testify were George Davis, consulting engineer; and Percy B. Hertz, Jr., director of program operations of WOR; Myrtle E. Stahl, office manager of WOR; W. E. Macfarland, president of MBS and business manager of the Chicago Tribune, and Alfred J. Moses, chairman of MBS and president of WOR.

Regional Nets Start Feb. 21

The Network Inquiry Committee tentatively has set Feb. 21 for the beginning of the presentations by regional networks. Only a tentative order of appearances has been established, with Don Lee to begin the presentation, followed by Yankee and Colonial Networks and Michigan Radio Network. Also slated to appear in the following tentative order were Virginia Broadcasting System, California Radio System, Wisconsin Radio Network, Pacific Broadcasting Co., Texas State Network, North Central Broadcasting System, Arrowhead Network, Empire State Network, Inter-City Broadcasting System, Oklahoma Network, Pennsylvania Network (WCAU, key), Quaker Network (WPIL, key), and Texas Quality Group. From the original list of those notified last September tentative testimony have been deleted the WLLW Line Group, Hearst Radio Inc., New York Broadcasting System and Pennsylvania Broadcasters.

Opening the Mutual Broadcasting System presentation Feb. 7 before Commissioners Brown and Sykes, in the FCC network inquiry, MBS Counsel Louis G. Caldwell called Andrew Poole, traffic manager of the network, to explain a series of exhibits outlining MBS coverage of AT&T contractual relations with WOR.

Pointing out that in his capacity as traffic manager he purchases and arranges wire facilities for the network, Mr. Poole said that MBS now serves 110 stations from coast-to-coast, divided into seven general groups: Col. (Continued on page 73)

MBS Gross Billings and Net Revenues: 1935-38

(Year Ended December 31)

Based on Tables Submitted to FCC Network Inquiry Feb. 8

<table>
<thead>
<tr>
<th>Station or Network</th>
<th>Gross Billing</th>
<th>Net Revenue</th>
<th>% of Gross Billings</th>
<th>Gross Billing</th>
<th>Net Revenue</th>
<th>% of Gross Billings</th>
<th>Gross Billing</th>
<th>Net Revenue</th>
<th>% of Gross Billings</th>
<th>Gross Billing</th>
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<tr>
<td>WOR</td>
<td>$110,264.00</td>
<td>$77,771.14</td>
<td>45.54</td>
<td>$264,854.24</td>
<td>62.93</td>
<td>$364,967.14</td>
<td>174,060.05</td>
<td>47.80</td>
<td>$661,051.99</td>
<td>290,151.01</td>
<td>59.85</td>
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<tr>
<td>WGN</td>
<td>94,502.08</td>
<td>61,165.77</td>
<td>65.18</td>
<td>261,168.05</td>
<td>62.85</td>
<td>264,456.23</td>
<td>129,141.79</td>
<td>48.43</td>
<td>372,795.44</td>
<td>181,086.31</td>
<td>50.41</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>(2,770.45)</td>
<td>16,165.77</td>
<td>16.18</td>
<td>261,168.05</td>
<td>62.85</td>
<td>264,456.23</td>
<td>129,141.79</td>
<td>48.43</td>
<td>372,795.44</td>
<td>181,086.31</td>
<td>50.41</td>
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<tr>
<td>Colonial Network</td>
<td>45,075.50</td>
<td>24,745.97</td>
<td>54.61</td>
<td>157,764.51</td>
<td>34.61</td>
<td>157,764.51</td>
<td>75,039.49</td>
<td>48.33</td>
<td>184,232.74</td>
<td>91,147.01</td>
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<td>Dan Network</td>
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<td>28,898.05</td>
<td>100.00</td>
<td>14,786.58</td>
<td>42.31</td>
<td>14,786.58</td>
<td>2,195.65</td>
<td>14.65</td>
<td>46,797.58</td>
<td>14,786.58</td>
<td>50.14</td>
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<td>United Broadcasting Co.</td>
<td>129,098.85</td>
<td>80,897.19</td>
<td>62.65</td>
<td>129,098.85</td>
<td>82.65</td>
<td>129,098.85</td>
<td>76,757.87</td>
<td>45.56</td>
<td>168,557.96</td>
<td>104,685.66</td>
<td>59.95</td>
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<td>WXYZ</td>
<td>16,198.75</td>
<td>(2,344.21)</td>
<td>(14.68)</td>
<td>20,420.80</td>
<td>32.31</td>
<td>20,498.05</td>
<td>11,109.58</td>
<td>46.20</td>
<td>28,363.46</td>
<td>11,109.58</td>
<td>39.06</td>
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<td>Affiliated Stations</td>
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<td>32.31</td>
<td>20,498.05</td>
<td>11,109.58</td>
<td>46.20</td>
<td>28,363.46</td>
<td>11,109.58</td>
<td>46.20</td>
<td>28,363.46</td>
<td>11,109.58</td>
<td>46.20</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$649,856.99</td>
<td>$218,418.08</td>
<td>34.76</td>
<td>$1,110,610.59</td>
<td>49.17</td>
<td>$1,150,524.69</td>
<td>$786,656.61</td>
<td>44.63</td>
<td>$2,272,661.99</td>
<td>$1,165,131.90</td>
<td>50.78</td>
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</table>

Figures enclosed in parentheses are red. i.e., minus.

Gross Billing column presents gross billings done by Mutual only for 1935 and 1936 and gross billing representing that done by Mutual against stations for the years 1937 and 1938. The combined billing is not available by stations for 1935 and 1936.
P. & G. to Expand Baseball Activity

Sharing New York Broadcasts; Atlantic Refining Booking PROCTOR & GAMBLE Co., Cincinnati, for its new soap, will not only share sponsorship of New York Giants-Yankees and Brooklyn Dodgers baseball play-by-play but will resume its test of baseball by continuing coverage with General Mills of the Oklahoma City Texas League games on KTOR.

While sales are understood to have soared in the Oklahoma test, P & G is said to believe a second season is necessary to complete plans.

Details of the New York campaign have not yet been completed by Knox Reeves, General Mills Minneapolis agency in charge of baseball placements. Socony-Vacuum Oil Co. is the third New York sponsor. Stations for the Giants-Yankees and for the Dodgers broadcasts have not been announced.

Atlantic Refining Plans

General Mills has signed to sponsor same name and formulas of the Atlanta team on WAGA, Atlanta. Last year WAGA carried home games only, with WATL carrying games out-of-town.

Atlantic Refining Co. is planning extensive baseball advertising, but details of plans have not been disclosed by N. W. Ayer & Son, Philadelphia, the agency. It is understood that WSYR will carry games of the Chiefs, local International League team.

E. Lorillard Co. (Old Golds) again will sponsor Sacramento games on KFRK, Lennen & Mitchell, New York, is agency.

Among first to announce plans to cover spring training camps was RCA, St. Louis, which is assigning France Lux and Charles Casper, formerly St. Louis Browns publicity director, to record equipment to Cardinals and Browns camps.

Kirkman Ponders

KIRKMAN & SONS, Brooklyn, has been running a campaign of three-weekly spot announcements for its soap flakes on WOR, Newark, since Jan. 2. More stations may be added at the close of the present contract on March 27. N. W. Ayer & Son, New York, placed the account.

Candy Account on MBS

SWEETS CO. OF AMERICA, New York (Tootie Rolls), on Feb. 13 started a new series of programs based on the well-known comic strip, "Smilin' Jack," on three MBS Stations, WOR, WGN and WAAB. The three-weekly series includes a "naming jamboree" for young listeners with prizes of dolls, cameras, skates and toys given away each week under direction of Radio and Television Publications Contest, New York.

Series, heard Mondays, Wednesdays and Fridays, 5:30-5:45 p.m., was placed by The Blau Co., New York.

Pure Oil in Minnesota

PURE OIL Co., Chicago, on Feb. 18 starts Pure Oil Pep Parade, a half-hour Tuesday evening show on a special four-station network consisting of WCCO, Minneapolis; WLB, Duluth; WILB, Hibbing; WHIL, Virginia, Minn. Keyed from WCCO, the variety series features Cedric Adams, network announcer, in Chuckles in the News Tuesdays 6:30-7 p.m., CST. Leo Burnett Co., Chicago, has the account.

CARMICHAEL TAKES COSBY POST AT KWK

COINCIDENT with the resignation of Clarence G. Cosby, as general manager of KWK, St. Louis, effective Feb. 1, Robert T. Convey, 46, was named as successor to the post.

Mr. Carmichael is a native of Madison County, Ky., and has been connected with radio stations in the South for 30 years.

New WHN Executives

Mr. Petrey and Mr. Lebhar

APPOINTMENT of Bertram Lebhar as general manager of WMCA, New York, as vice-president in charge of sales of WHN, New York, beginning Feb. 20, was announced Feb. 13 by David Bernstein, vice-president and treasurer of Loew's Inc., owner of WHN.

Herbert L. Petrey, who has been acting in the dual capacity of station director and commercial manager, continues as the executive head, but turns his sales duties over to Mr. Lebhar. Mr. Petrey, former secretary of the FCC, became associate manager of WHN May 1, 1938. Since the transfer of Louis C. Sidney to Hollywood last year, Mr. Petrey has been the active head of the station, also continuing his duties as sales manager.

Mr. Lebhar has been sales director of WMCA for several years. He was formerly in charge of the radio department of CBS and with the Hirsh Advertising Agency as head of its radio department. In 1951, he joined the sales staff of WOR, remaining there for five years, after which he joined WMCA.

Oliver at Dawn

OLIVER FARM EQUIPMENT Co., Chicago, on Feb. 20 starts Salt of the Earth, a six-weekly series, 6:30-7 a.m., on WMAQ, Chicago. Contracted for 52 weeks, the show will cover farm news, weather reports, etc. Hour of the program makes it necessary for WMAQ to take the air a half-hour before its regular opening time. Buchen Co., Chicago, handles the account.

Consolidated Starts

CONSOLIDATED DRUG Trade Products, Chicago, has lined up as one of the sponsors of the "Earth," a half-hour daily, to begin Feb. 20.

Mr. Carmichael, Mr. Cosby, president, announced the promotion of V. E. Carmichael from the sales staff to sales manager.

Mr. Cosby, general manager of KWK since 1929, has made known his future plans. He formerly was advertising manager of the Baldwin Piano Co. and is a musician, concert artist, jazz player and soldier.

Mr. Convey, who took over executive direction of the station, with Mr. Carmichael directing sales, in March 1929. The new sales manager is 74 and has been with KWK since 1931. He was educated at Missouri State and West Point and in 1938 topped the entire sales force in dollar volume.

Ralph Purina Co., St. Louis (cereals), on March 7 is expected to be preparing to shift The Parade Story from seven CBS stations to a similar program on WLS, Chicago. The new program will then be heard from 8:30-8:45 a.m. and will give style hints and price details to shoppers in Los Angeles department stores.

CLUTT PEABODY Co., New York, currently conducting six shopping talks weekly for Sanforized-Silky shirts on WOR, Philadelphia, WWJ, Detroit, and WGN, Chicago, will start a similar program on KNX, Los Angeles, on March 7. Local promotions will be heard from 8:30-8:45 a.m. and will give style hints and price details to shoppers in Los Angeles department stores.

INTERNATIONAL HARVESTER Co., Chicago, Feb. 20 started Orime Reporter on WLS, Chicago, Wednesday evenings, 6:30-7 p.m., through Asbury, Moore & Wallace, Chicago.

Other spots are to be placed in the near future.

WKBW, Youngstown, O., has been authorized by the FCC to increase its daytime power from 500 to 1,000 watts on 570 kc.

AGENCIES INCLUDED IN FTC PROCEDURE

EXTENDING its Radio & Periodical Division's scrutiny of advertising copy to agencies as well as advertisers, the Federal Trade Commission has charged the trade for its civil procedure under the Wheeler-Lea Act to cover any advertising agency preparing false or misleading copy and the vendor using the advertisement, it was learned Feb. 11.

The Commission has approved a plan under which the Radio & Periodical Division may ask a vendor, whose advertising is under observation, whether an agency prepares his copy. If he uses an agency, the Division may question the agency, but intend to which it participated in preparing copy.

If the agency is found materially responsible for copy preparation, the FTC plans to move against it with the same civil procedures it uses against the vendor, although both will be conducted separately. However, if made clear the agency would not be liable under the criminal provisions of the law.

Although questionnaires have been sent to vendors, none have been returned. Commission officials believe the new procedure will bring stricter agency surveillance of copy writing.

Fire Destroys KINY

A THREE-alarm fire which on Feb. 8 completely destroyed the Goldstein's, large furniture building in Anchorage, Alaska, on Saturday, wiped out the studios and offices of KINY, located on the fifth floor. The fire started in the basement and burned for three days, nothing whatever being saved. Programs from KINY were interrupted as control rooms were immediately shifted to auxiliary studios at the transmitter plant a mile south of town. Construction of new enlarged studios in the new Baranof Hotel has already started.

For Local Sponsorship

SOME 400 stations will receive in latter February sample pressings of People That Hate People, quarter-hour transcription series produced by Radio Productions Inc., a new firm which has opened offices at 597 Madison Ave, New York. Aimed at the feminine audience, the program features Zoe Beckley, newspaper writer and syndicated columnist, who relates in intimate fashion the way in which famous men and women have overcome the same problems that are faced by millions of other people. Programs recorded on W2XBS are offered to stations for sale to local sponsors and each disc includes musical backgrounds for three commercials, opening and closing plus one 45-second each and a 45-second break in the middle of the quarter-hour program.

Page 18 • February 15, 1939
Things are happening in the Newport News area.

For one thing, radio station WGH is under the new ownership and operation of the Newport News, Daily Press and Times-Herald.*

For another, new shipbuilding contracts now in hand give the Tidewater Virginia area an added $200,000,000 income and an added 10,000 workmen.

That's a new sales opportunity for discerning national and regional advertisers. Climb aboard, sailor!

*Under new ownership and operation, but with the same old management and staff, and the same high program and engineering standards.
Television's First Roadshow Proves a Hit

Federal Officials Much Impressed By NBC-RCA

By MARTIN CODEL

TELEVISION's first road show, a seven-day stand in Washington, ended Feb. 2 with capital officials still enthused over the "marvel" they witnessed and with RCA-NBC officials highly gratified over the public reaction. At least 5,000 persons, chiefly Government officials, diplomats and journalists, saw the demonstrations at both the sending and receiving ends and the comment invariably was favorable.

In fact, though the executives in charge of the mobile television unit had to turn down invitations to bring it to other cities since it is needed in New York for World Fair preparations, they did promise to televise the next inauguration of the President of the United States in January, 1941—not far away as television time is measured.

A Washington Station?

There were many, however, who believed that Washington would get a local television station well ahead of that date in view of the importance of the capital as an originating point and in view of the tremendous success of the Jan. 27, Feb. 2 demonstrations. RCA-NBC will inaugurate public television with the opening of the New York World Fair April 30 and receiving sets will be placed on the New York market at that time. The service, due to the peculiar characteristics of the ultra-shortwaves, will be entirely local at the outset, the RCA-NBC transmissions from the transmitter atop the Empire State Bldg. and the CBS transmitter atop the Chrysler Bldg. being receivable for a dependable radius of only about 50 miles.

Just as it has authorized its receiver manufacturing licenses to manufacture video sets under its patents, RCA has also authorized the manufacture of transmitter apparatus and has announced the availability of a new 1,000-watt visual broadcasting unit costing about $60,000 which can be purchased by any firm having FCC authorization to experiment with television [Broadcasting, Oct. 15, 1938]. Thus far, though, many tentative orders are said to have been placed, the only one definitely announced in addition to the RCA installation for CBS is that of WTMJ, Milwaukee.

The fact that capacity of the shortwave spectrum reserved for television is limited because of the width of the bands required, and the fact that television at the outset must necessarily be a purely local service due to naturally restricted ranges of transmission, are expected to retard any sudden blossoming of television on a national scale. However, about a score of television broadcasting outlets have already been authorized by the FCC [Broadcasting, 1939 Yearbook, page 325] and these, at least, are expected to proceed with renewed vigor and enthusiasm as a result of the Washington experiments and especially after the public reaction in New York can be gauged.

New York Proving Ground

In other words, New York—and perhaps the several other cities which have television broadcasting this year—will be the proving grounds for the future course of American television. That there will be competition in the developmental phases at least, despite the restricted bands available, is assured in New York by the fact that both RCA-NBC and CBS will have stations operating and in other cities by the fact that such organizations as Allen B. DuMont Laboratories, Farnsworth Television Inc., General Electric Co., Philco Radio & Television Corp., Zenith Radio Corp., Don Lee Broadcasting System, First National Television Inc., and several universities have or will have transmitters in operation.

Network television, it was indicated during the Washington demonstrations, may not be dependent upon the highly expensive coaxial cables that may develop from ultra-shortwave relays now the subject of experiments by RCA. Nor does television expect to rest its programming problem on first the Washington demonstrations and the tests being conducted in New York, Camden and other laboratories. It is expected that television can do on-the-spot and studio pickups of its own with remarkably good results.

What the cabinet officers, members of Congress and others saw in Washington during the RCA-NBC demonstrations were 9 x 7½ inch images reflected on upright mirrors on a half-dozen receiving cabinets set up in a darkened anteroom of the National Press Club. The Kinescope images were of 441 lines framed at the rate of 30 per second, interlaced to provide 50 exposures per second. This is the standard for cathode ray television which the Radio Manufacturers Assn. recently agreed upon and has asked the FCC to fix.

Sets Already Obsolete

The cabinets were laboratory models, which engineers said were already practically obsolete, and each contained 38 tubes besides the 12-inch cathode ray tubes on which the images were formed. Assembly lines at Camden are preparing for the production of a variety of receiving sets framing images of varying sizes, according to the size of the tube, the largest at first to be the 12-inch tube demonstrated in Washington. A booklet distributed at the Washington demonstrations said the price of home receivers would probably range from $100 to $200. A company executive says frankly they cannot even guess what the New York market will be, informal predictions varying from 10,000 to 50,000 sets for the remainder of 1939 after service of

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one or more hours per day is offered starting with the opening of the World Fair.

The only precedent they have to guide them is London, where for several years the British Broadcasting Corp., using EMI (Electrical & Music Industries Ltd.) apparatus of practically the same type as that developed by RCA, has been offering visual programs several hours each weekday and where less than 10,000 receiving sets have been sold. Most of these, it is said, are in hotel lobbies and other public places. Those who have seen the RCA-NBC pictures and the London pictures say there is little to choose between them.

Clear Despite Rain

The pictures shown in the National Press Club were extremely clear, even during the several days of cold and rain—so clear, in fact, that they drew excited "ohs" and "ah's" from the viewers as they saw persons they knew step before the microphones to be interviewed and as they saw clear panoramas of Washington's famed Mall, the Washington Monument and passing automobiles. The Feb. 1 program included shots of a platoon of cavalry from Fort Myers going through maneuvers on the Mall within range of the Iconoscope camera, and the pictures were so good that they augured good possibilities in the televising of sports and other outdoor activities.

The demonstrations were by invitations issued by NBC officials in Washington. First the invitees viewed the received images in the Press Club for 10 minutes; exactly 92 of these demonstrations were staged during the seven days. Then they were handed carnations which were badges entitling them to a free taxicab ride to the Mall, a half-mile away, where the two mobile units were located just in front of the Dept. of Agriculture Bldg.

There they were able to see how the scanning was done, and, there, starting with Speaker Bankhead of the House of Representatives the first day, several hundred persons including members of Congress, the FCC and other notables, went before the Iconoscope and the microphone to be interviewed for those in the Press Club to see and hear. Each demonstration included a telephone conversation between a person being televised and someone in the Press Club viewing room.

One of the two mobile units carried the scanning apparatus and the other the transmitter, but these stood about 200 feet away from the actual scanning setup. Ordinarily the two telemobiles, as they are called, are to be used for remote pickups, such as man-on-the-street interviews, to relay to a central transmitting point—in the case of New York to the Empire State Bldg.

No Video Interference

In this instance the mobile transmitters, operating on 177 mc., transmitted direct to the specially constructed antenna atop the National Press Bldg., which was in line of sight of the antenna on one of the mobile units. Accompanying sound was alternated on 37.6 and 40.6 mc., according to conditions, and it was a peculiar fact that disthery interference was experienced occasionally only on the audible frequencies and not on the U.H.F. visual relay band which was 6000 kc. in width.

Even during the heavy rains the images came through clearly. During three of the days the scanning had to be done under protective

THE MASTHEAD and part of the cover page of Broadcasting were televised during the RCA-NBC demonstrations in Washington. At right Gordon Hittenmark, NBC Washington announcer, is shown holding the magazine in front of the Iconoscope; great care had to be exercised to place it in precise position before the scanner. At left is an unaltered photograph of the reproduced image as it appeared on the Kinescope. Some of the detail was lost in the photographing and in making this cut. Exact size of the reproduced image was 9 x 7½ inches.
canopies before batteries of lights, and announcers, apparatus, interviewers and all had to be clad in raincoats for protection against the weather. The announcing burden was borne by members of the NBC Washington staff, chiefly by Gordon Hittenmark, William Crago and Bryson Rash with occasional relief from Dick George, George Wheeler, Ed Rogers, George Gunn, Jack Roney and Bud Barry.

No makeup was used and the directors, headed by Warren Wade with Thelma A. Prescott as his aide and Carlton Smith of the Washington executive staff making arrangements, were able to study and record production technique under all sorts of conditions. Especially altered to the weather, it was found, were the features and personality of Gordon Hittenmark, whose informal and pleasant manner augured well for his future when television becomes a regularly established service.

Both RCA and NBC sent large contingents of officials to watch the reactions to the demonstration, and of course large crews were needed to man the apparatus, which went through all seven days without a breakdown. Heading the technical crew was O. B. Hanson, RCA vice-president and chief engineer, flanked by R. M. Morris, development engineer; R. E. Shelby, television supervisor; H. C. Gronberg, television engineer; T. Burdalski, chauffeur-mechanic, and the engineers attached to the teletype units—Harold See, A. E. Jackson, R. W. Pickard, S. L. Peck, R. J. Plaisted and E. C. Wilbur.

On hand for nearly all of the tests were C. Farrier, NBC television coordinator; N. E. Kersta, his assistant, and T. H. Hutchinson, manager of television programs. With them from New York came Frank Mullen, RCA director of public relations; Clay Morgan, NBC director of public relations; Vance Bab, NBC press division manager; Leif Eid, press division; Burke Crotty, photo editor, and William Hauder and Sidney Desfor, photographers.

The Washington staff of both RCA and NBC spent much of their time to the demonstrations, including Frank M. Russell, NBC vice-president; Oswald F. Schuette, RCA; Kenneth H. Berkeley, manager of WRC-WMA; Carlton Smith and Fred Shaw, assistant managers; Stanley Bell, in charge of the Press Club; George Mason, home economics specialist; and Phoebe Gale, publicity.

Blackstone May Add

BLACKSTONE PRODUCTS Co., New York (Aspin), is using six weekly spot announcements on WSB, Atlanta, on the same schedule. Radio plans for some of the company's other products are now being considered. Randall Co., New York, handles the account.

Tums Expands on Blue

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Feb. 17 will expand its program of Liberty short stories, featuring Bert Lytell, new to the WIZ, New York, to a network of 42 NBC-Blue stations. The program is heard Fridays, 7:15 p.m., H. W. Kastor & Sons Adv. Co., Chicago, handle the account.

Looked It Over

BROADCASTERS visiting Washington for FCC hearings, or coming especially for the occasion, were prominent among those viewing the RCA-NBC television demonstration, and in several instances were themselves televised. Among those seen at the demonstration were Earl J. Glade and Eugene Pack, KSL, Salt Lake City; E. K. Cargill, WMAT, Macon, Ga.; Hope Barroll and Robert Maslin, WIP, Baltimore; Harold C. Burke, Leslie H. Peard Jr., R. C. Embry, William Herson and Edward Cudel and C. E. Looman, WBAL, Baltimore; George E. Heiges, WPIC, Sharon, Pa.; and Paul Forshay, Middletown, La., of Middletown, CBS. In addition, most of the staff of the FCC attended the demonstrations and many were televised, including several commissioners, attorneys and engineers. For most of the FCC personnel, it was their first glimpse of television.

FOREIGN PROGRESS IN VIDEO SHOWN

PROGRESS toward the adoption of common standards for television services is reported in a review of action abroad from Feb. 17 to March 17 issued Feb. 29 by the International Telephone & Telegraph Co. on the basis of data gathered by its associated companies in Europe.

Great Britain, France and Germany, it is stated, is adopting both modulation and uniformity of synchronizing signals but the number of lines used in building up the cathode-ray images varies. In the U.S. the number of lines used in building up the cathode-ray images varies from 405 in England, 455 in France, 141 in Germany and 441 in Italy.

The British Broadcasting Corp. is offering a four-hour daily service in London, and France at present is the only country with a television service and with sets actually on the market.

Paris has a new Government station originating from the Eiffel Tower, transmitting about two hours each weekday and using standard NBC contracts. It has ordered a Fernseh scanner from Berlin, where last August the new modulation and uniformity of synchronizing signals was demonstrated at the Radio Exhibition. About 70 video receivers were in operation in Berlin during the show, most of them from Fernseh.

New Video Film

PARAMOUNT PICTURES Corp., Hollywood, has developed a special soft process for television reproduction. It will replace the present ordinary movie film which is said to be too heavy for television purposes. It is believed that this process will eventually replace black-and-white for telecasting.

BKO Pictures in Hollywood has completed a 1,000-foot Synopsis of its current film hit "Gunga Din," consisting of 1,200-to-1 medium, from the film negative, up shots with special sound effects, to be used for television. It will be shipped to New York for tests and then televised over the RCA-NBC station.
Ah, I have it!

It was three weeks ago—on a Sunday afternoon.

Nurse brought me into the library after Dad’s guest had gone and sat me on a cushion near the fireplace. It was good to be warm and in the house and watching the flames pop up and disappear into the chimney.

Mother said: “The darling!” as if she’d never seen a baby. Mother ought to have better sense. If there’s one thing I don’t like, it’s having a fuss made over me. Anyway—I remember Dad was talking. He didn’t look very happy and hardly noticed me. Something’s wrong, I said to myself.

“ Well, he’s gone,” said Dad with a sigh. “We got rid of him nice!”

“ WE?” snapped Mother. “What do you mean WE got rid of him? YOU got rid of him. And why? Because from the moment Dickson came in until the moment he left you talked WOR. One would think there wasn’t any station but WOR.”

“ It’s the only station for Dickson,” Dad said.

“You see,” Mother said, wearily. “You ARE the stubborn person!”

Dad didn’t say anything for a moment. He just pursed his lips, looked at Mother, then at me and took a deep breath. At last—he smiled.

“All right,” Dad agreed. “I’m stubborn. Maybe I’m always stubborn when it comes to WOR. I’m particularly stubborn about seeing that Dickson uses WOR.

“ You see, Evelyn,” Dad explained patiently to Mother, “in the first place Dickson wants to crack the New York market FAST. He doesn’t want to spend a lot of money. He wants to make mothers ask for his baby food . . .”

“ So I’ve gathered,” added Mother.

“ Well, WOR is the fastest thing I know to put a product over in the Country’s Greatest Market . . . not only with the people who buy it, but dealers and wholesalers, too. It reaches all classes and all places in the most densely populated parts of seven states. WOR smears the sweetest sound you ever heard over more than 4,250,000 radio homes. And if you want to know what food advertisers think of it, take a look at the names it carries every day. Another thing, more than 73% of its sponsors are among this country’s greatest national advertisers.”

“ You forgot that WOR carries more national spot placements than any station anywhere,” prompted Mother, catching some of Dad’s enthusiasm.

“ That’s right. And WOR can PRODUCE. A glance at its file of case histories would back that. WOR’s got a greater mass of big-time success stories than any station now offering time to be bought.”

Well, Dad certainly sold Mother on WOR. What’s more, he sold Dickson a 52-week contract. Of course, Dad’s a smart salesman. But even a baby knows WOR’s one of the greatest buys ever offered any advertiser.
**Appeal Pondered In Jolson Ruling**

**Network Is Absolutely Liable Under Pennsylvania Ruling**

FOUR WORDS ad libbed by Al Jolson during an NBC broadcast will cost NBC $15,000, according to an appeal to the Pennsylvania Supreme Court of Tioga County, Pa., which sustained the jury verdict awarding damages to Allentown, Pa. manager, John V. Ketchum, of Scranton.

This decision, placing upon NBC the full responsibility for statements ad libbed by Al Jolson, constitutes a dangerous precedent for the broadcasting industry, according to A. L. Ashby, NBC vice-president and general counsel. "The decision," he said, "applied to broadcasters the rule of absolute liability for defamatory statements posted upon newspapers and said that such responsibility attaches whether or not the broadcaster had an opportunity to request the deletion of the remarks. NBC and the agency are driving their rights of invisibility of taking an appeal."

Suit of the hotel company was based on an NBC broadcast on which Jolson, in a Shell Chateau broadcast on NBC June 15, 1935, Jolson was interviewing Sam Parks, then national open golf champion and employed by the hotel as golf professional, and when Parks mentioned the hotel, he was referred to by Mr. Jolson, a remark liable to his rich, of Allentown, Pa. Opinion, a suit is like interviewing these precedents, for the allegedly slanderous hotel. "Claiming this is like interviewing the Summit Jolson of Allentown, Pa.," said "applied to broad-

**Louisville Granted Local; Wisconsin Outlet Denied Due to Absentee Control**

After rejecting two other applications for similar facilities in the past three months, the FCC has approved authorization of a construction permit to Kentucky Broadcasting Co., Louisville, for a new station in that city to operate with 100 watts and 250 days on schedule of $120,000.

Company in the organization in D. E. (Plug) Kendrick, now manager of WJRT, Kansas City, and at the time manager of KFWX at Hopkinsville, Ky., which is now WAVE in Louisville.

It was argued by Al that the few in recent years covering a new outlet in a major market, was made on the accounts that need exists for the service; that sufficient commercial support is available; that Louisville will be provided a "better balance" of facilities, and that the new station is not expected to have "any detrimental effect" upon the competing stations in Louisville and WGRG, across the river in New Albany, Ind.

Mr. Kendrick, a vice-president of the corporation, holding 260 of the 600 shares of authorized stock, A. C. Van Winkle, attorney, is vice-president, with 120 shares; Oldham Clarke, attorney, has 80 shares; W. T. McCarter, formerly with Mr. Kendrick at WFIW and at WIRE, Indianapolis, secretary-treasurer, 50 shares.

Others Seek 880 Kc.

Applications for local facilities in Louisville filed by the Louisville Opera Co., WDEL, and KTRA, by S. O. and P. C. Ward, had previously been denied by the FCC. An application for a new 500-kc. outlet on 880 kc. in Louisville, filed by Gateway Broadcast-

Vallely Ruling Upheld

DENYING the appeal of Ruvall Orchestra Corp., the Appellate Division of the New York Supreme Court in a decision on February 26, upheld the same libelous responsibility as a newspaper. In his decision Judge Dith-

If this decision is not overruled by the State Supreme Court it will establish the same absolute liability of a broadcaster in Pennsylvania as already holds in Nebraska. In the case of Sorenson vs. Wood and the KFAB Broadcasting Co. in 1955, in which Wood won his case and libeling Sorenson, who was running for state's attorney, during the political campaign on KFAB in the 1930 campaign, the jury found for the plaintiff but exonerated the station. The plaintiff appealed, however, and the State Supreme Court held that a radio station is like a newspaper and there is a legal responsibility for favoring one over the other.

Similarly a New Jersey court last December in the case of A. C. Bradley vs. John S. Hackett and WCAM, struck out the defense of the newspaper in that he did not personally broadcast the remarks himself he was not liable. With these precedent, and also with the differences in state laws,

Petersen and Kaufman Sign to Manage KFNF

A MANAGEMENT contract for three years, covering the commercial operation of KFNF, Sheno-

Mr. Petersen, later head of the Hearst Radio Inc. New York office and presently radio director of H. W. Kastor & Sons agency in Chi-

era. Mr. Kaufman, head of Jesse L. Petersen Co. of New York program and produc-

Mr. Petersen, formerly with George Shendo-

Mr. Kaufman, formerly with George Shendo-

Seven-Year Appointment Of Gov. Case Affirmed

Without debate or a record vote, the Senate on February 14 confirmed the nomination of Norman S. Case, former Governor of Rhode Island, to serve a seven-year term as FCC member. His appointment is retroactive to July 1.

Gov. Case's nomination had been favorably acted upon by the Senate Interstate Commerce Committee Jan. 27, but held up temporarily when a Senator, not a member of the Committee, had made such a request. The request subsequently was withdrawn and the nomination reported to the Senate. Gov. Case is a Republican.

The confirmation means that of Commissioner Paul A. Walker, Oklahoma Democrat, on July 1, 1953, that the Administration's plan to press legislation for reorganization of the FCC, and re-

Frigidaire Plans Spots

FRIEDRICH WIRE Division, General Motor Sales Corp., Dayton, O., is planning a series of one-minute spot announcements on an under-

Campaign may get under way in late February. Lord & Thomas, Chi-

cago, is agency.
Appeal in WLW 500 kw. Denial Likely

Text of FCC Conclusions in WLW Case

1. To the extent that a power output of 500 kw. may be necessary to carry out the applicant's proposed program of experimentation, in so far as it contemplates further investigation into the technical aspects of transmission equipment, the application has sufficient authority to proceed with this field under its experimental license for Station WXSO, and the extension of the special experimental authorization of Station WLW for this purpose is not justified.

2. In so far as the proposed program of experimentation contemplates studies in the secondary service area by output of 500 kw., the experimentation can be carried on only during the nighttime, and the extension of the special experimental authorization of Station WLW, including unlimited hours of operation on 500 kw., for this purpose is not justified.

Wherefore, TT 18 ORDERED that the application of The Crosley Corp., formerly The Crosley Radio Corp. (WLW) for extension of its special experimental authorization to operate on the frequency 700 kw. with power output of 500 kw. unlimited time, be, and it is hereby denied, effective 3 a.m. EST, March 1, 1939.

The radio survey people didn't believe us.

Sales Managers Meet With General Managers At Minneapolis Session

FORTI general managers and sales managers representing the radio stations in Minnesota, Wisconsin, and the two Dakotas convened in opening of 11th NAB district Feb. 3 at the Minneapolis Athletic Club. This is the last exhibit meeting of the district for date. General managers and sales managers met in separate groups for meetings, lunch together, and a joint session followed.

The business of the meetings was not released, but copyright, plans division, broadcast and educational programs were among the subjects covered. After the joint session, the inpected WCCO's new studios.

Earl H. Gammons, general manager of WCCO, Minneapolis, and director of the NAB district, appointed a nominating committee consisting of E. C. Reineke, WDAY, Fargo, as chairman; Edgar L. Hayek, KATE, Albert Lea; Wallace Stone, KOSO, Sioux Falls, S. D.; and Gregory Gentling, KROC, Rochester, Minn. They will select candidates for a director who will succeeded at the May meeting when Mr. Gammons' term expires. The May meeting will be held in Rochester at Mr. Gentling's invitation.

‘Hams’ at the Fair

HUNDREDS of radio amateurs from all over the country are planning to play an important role in the New York World's Fair to demonstrate to the public the availability and utility of amateur radio communications. Functioning as the World's Fair Radio Club, a group created jointly by the American Radio Relay League, the American Institute of Science and the Fair itself, the "hams" will operate a high-powered, full-equipped station from the grounds, and in sponsoring an "Hams@Fair" week, show how interested amateurists have proved in time of emergency. The station has already begun for the demonstration and final month on an experimental basis, with the call letters W2DKJ2 and a power of 400 watts. Further details of the station will be announced later. Charter members of the club are A. L. Walsh, W2DY, C. B. Cooper, W2DKD, all New York amateurs; John S. Young, Fair radio director, and Arthur H. Lynch, operator of W2DKJ2 and managing director of the club's station.
FCC May Find Itself Without ‘Sponsor’

No Provision Is Made In Appropriation Measure

ADDING TO its burden of Congressional troubles, the FCC faces the extraordinary plight of being without funds after June 30, unless it is reorganized under proposed new legislation.

Indicating the disfavor with which House members look upon the present FCC, the subcommittee of the House Appropriations Committee handling independent offices funds entirely eliminated the agency from its bill, introduced in the House Feb. 6, which passed the measure Feb. 8 without the funds. It now is before the Senate. This unusual action was taken by the subcommittee after it had held hearings behind closed doors on proposed FCC appropriation of $2,038,175 for the 1940 fiscal year, which begins next July 1—an increase of $500,000 over the current appropriation.

The subcommittee, in fact, conducted a miniature inquiry into the FCC’s question while Rep. McNinch and other members and officials at the hearings, which were held Jan. 23. The transcript of the hearings was released with introduction of the bill.

The subcommittee simply stated in its report that the FCC appropriation would be considered in a subsequent appropriation measure and that it had been omitted pending action by Congress on President Roosevelt’s recommendation for reorganizing the Commission. Thus, the issue was passed directly to Congress to enact the new legislation, although it was freely stated that funds could be appropriated in the event reorganization legislation met insurmountable obstacles.

McNinch Quizzed

Chairman McNinch bore the brunt of the committee’s examination, with Reps. Wigglesworth (R-Mass.) and McNinch (R-Ind.) asking most of the questions.

Anything but a bright picture for future regulation of broadcasting was on Feb. 6 in a short hearing.

Chairman McNinch, for example, stated that a license for broadcast stations might be worked out through the Treasury Department; that in his opinion a majority of the Commission did not favor a longer license period than six months despite the recent recommendation of the so-called Superpower Committee for a one-year license, with three members voting unanimously for it; that he anticipated the FCC, in its network inquiry, might discover “undisclosed interlocking directorates” indicating monopoly, and that the Commission intends to study the whole question of newspaper ownership.

The introduction of the independent offices bill in the House Feb. 6 immediately brought a new demand from Rep. Wigglesworth for a far-reaching Congressional investigation. In an address to the House he discussed Chairman McNinch’s testimony in which he said Mr. McNinch himself had expressed the view that a thorough and full examination of the Commission would develop with the consideration of new legislation. This assertion by Chairman McNinch came before President Roosevelt on Jan. 24 had asked Congress to consider immediate reorganization of the FCC.

Surprisingly enough, Rep. Wigglesworth, who has been an outspoken opponent of what he has now in test operation, the monopoly and of the present order in the broadcasting industry, declared in the House he was inclined to think it might be advisable to issue broadcast licenses for a longer period.

Woodrum Explains

Chairman Woodrum, explaining the action of his subcommittee in considering the appropriation, told Broadcasting Feb. 6 that there was no intention to rework the Commission but merely a desire to examination of the Commission which were to be done on reorganization before appropriating any money.

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 Asked if that was not unusual, in view of the fact that regardless of whether the FCC was reorganized it would have to have an appropriation, he said: “It may be unusual but we think it is sensible. A Commission comes in and says it needs so much money and at the same time admits a proposal is under consideration to abolish the Commission and set up a new one. We were advised that there would be prompt action on this legislation and we decided to wait and if a new Commission is appointed to call it in before making the appropriation.”

Mr. Woodrum explained the hearings already conducted could be used by the subcommittee when it considers appropriations for the agency, whether or not it is reorganized. The appropriation costs could be carried in a special bill or on a deficiency bill and there would be no difficulty in providing the money before the next fiscal year begins, he said.

Meanwhile, members of the House were talking about a Commission even larger than the seven-man board—probably of 9 or even 11 members. This was premised largely on the contention of Chairman McNinch and other FCC officials that the FCC is greatly overworked and that all departures of this character would be needed to do the job. There was talk about dividing the Commission into separate autonomous divisions as a means of distributing the work load.

Questioned by Rep. Wigglesworth regarding the propriety of having licenses contribute something to Federal revenues in view of the “enormous profits which they have been able to make out of the frequencies”, Mr. McNinch said there had been discussions as to the basis on which a tax measurement would be made.

“It is perhaps primarily a matter for the taxing department, the Treasury Department, rather than this Commission; but I am not certain but this Commission may propose, possibly through the Treasury Department, some measure that would look in the direction of a contribution on their part.”

Dirksen’s Insight

Rep. Dirksen, who revealed a rather intimate knowledge of FCC operations, inquired whether it was not unfair inference that the monopoly exists in radio, it exists because of the actions of the FCC, since that agency issues the licenses.

Holding this was not a fair inference, Mr. McNinch declared that he thought the Commission had not foreseen the monopoly but that it is trying to find out every ramification, holding and making a decision.

(Continued on page 71)

BEAUTIFUL Colonial building in keeping with the numerous historic structures which line the James River between Richmond and James-town houses the new 50,000-watt transmitter of WRVA, Richmond. In test operation since In-Varina, historic estate near Richmond and scene of Civil War fighting, is a grove of pine trees on a 40-foot bluff overlooking the James. Nearby stand the two 470-foot steel towers.

New Transmitter Is Tested by WRVA

Formal Dedication of 50 kw. Planned in March

The NEW 50,000-watt transmitter of WRVA, Richmond, is now in test operation and will be formally dedicated early in March, according to T. T. Lucy, general manager. Equipment tests of the Western Electric apparatus and two 470-foot Blaw-Knox radi- ators at Varina, historic estate 15 miles southeast of Richmond, stand under the direction of David Woods, WRVA chief engineer; Paul Godley, consulting en-gineer; John Morrison and John Herber, Bell Laboratories en-gineers.

At the end of February it is expected the field intensity measurements will have been completed by Mr. Godley for submission to the FCC for approval.

The site chosen was the last of 22 surveyed to give directional coverage to the Tide-water area and conform to the Han-nya Treaty, under which WRVA will eventually shift from 1110 to 1140 kc. FCC approval of the site was secured last September, and ground was broken, the building erected and the masts put in place in the record time of four months.

A Historic Site

The 100-acre site of Virginia’s oldest matter overlooks the James River and is known as Edge- worth. It adjoins the Colonial estate, early home of John Rolfe and his Indian Princess Pocahontas. During the Civil War General Grant’s line of fortifications ran through the present WRVA property, serving as protection for the thousands of Fed-eral soldiers massing at the James River at this point. Many relics of the war were dug up during the construction, along with belt buckles, bayonets, and other items which have been gathered for a museum to be installed in the building.

The building is of brick and its architecture is James River Colonial. It was designed by Marce-lus E. Wright Sr., Richmond, and is set in a pine grove on a 40-foot bluff overlooking 20 acres of marsh and the James River.

WRVA’s initial field tests of its directional indicate a primary area that will include practically all of what is known as Tidewater Vir-ginia. Manager Lucy, for 12 years advertising manager of Larus & Bros., Richmond (Edge-worth to-bacco), last year devoted all of his time to supervision of the station. P. L. Reed, president of Larus & Bros., licensee of the station, fathered the original installation of a 1,000-watt WE transmitter in 1926.

Illinois Bell Spots

ILLINOIS Bell Telephone Co., Chi-cago, will start a series of one-minute spot announcements in mid-March on Chicago stations and a number of stations in cities of Illinois, Rock Island and St. Louis. The “Find It Yourself” three-minute spot, which will be run in Chicago stations, will be under the supervision of W. H. Ayer & Son, Chi-cago, is agency.

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BROADCASTING • Broadcast Advertising
Two Years Ahead of the Game

We have been building 12H Speech Consoles for a long time — and we’re mighty proud that we’ve sold a lot of them. In fact, we’ve set the style — a style which will be as good 4 years hence as it was in 1936.

The 12H has been so widely recognized because every detail was technically RIGHT. There was not a single cheap thing about it. We did a painstaking job of the original design—a design we have not changed until we had some really important improvements fully worked out. The NEW, improved 12H is now ready to do an even better job for you.

Stay Ahead buy Collins

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA
NEW YORK, N.Y.: 11 WEST 42 ST.
Five Stations Get Regular Renewals

Citations Dropped but Legal Issues Are Not Settled

WMBB, WMBC and WHK-WCLB, which has inaugurated service on the regular WHK frequency daily from 6 to 6 a.m. and on its shortwave adjunct WXKE (38.6 mc.) daily from noon to 1 p.m. in photo at left (1 to r) Mr. Carpenter, Mayor Burton and Chief Engineer E. L. Gove watching the first transmission over WXKE, the first copy being received at City Hall and presented to the Cleveland Public Library. At right Engineers Hugh Okeson and Al Draper are shown adjusting radio receivers, manufactured under Finch patents (Broadcasting, Feb. 1) which will be installed at strategic points throughout the city. John T. Verpe, WHK advertising manager, has been in charge of preparing facsimile copy, with Mr. Gove aiding on the technical side by Price Fish and R. A. Fox.

Benny Leader in World-Telegram Poll

Information Please Soars Toward Top

Jack Benny regained his old position of leading comedian of the best program on the air today in the eighth annual ratings of United States and Canadian radio editors conducted by the New York Herald Telegram. Although voted the best comedian for the past six years, Jack Benny's program lost to Charlie McCarthy's program, the \"Sahm hour\" program, which takes second place this year. Bing Crosby's program ranks third, followed by \"The Price of Salt\" and \"Bob & Carol\" programs, while the star singer himself was voted the leading male vocalist for the fifth consecutive year.

In the comedian field, Fred Allen again ranks second to Jack Benny while Charlie McCarthy drops to third place, and Bob Hope moved up, sixth to fourth place this year. Outstanding in the new types of programs is the rise of quiz broadcasts with Information Please, first choice, gaining exactly double the votes of its nearest competitor Professor Quiz. Guy Lombardo for the eighth consecutive year won top honors for the leading light orchestra with Kay Kyser and Hoagy Clyde chosen as second and third favorites.

Welles, Robinson Rise

Participating in the poll were 156 radio editors of United States and Canada, whose votes were counted on a point system, three for a first choice, two for a second, one for a third, with each editor who answered the questionnaire which was composed by Alton Cook, World-Telegram radio editor. Orson Welles' dramas and Edward G. Robinson's Big Town programs have gained importance in the field of dramatic programming, taking second and fourth place respectively in this year's poll. Ted Lewis again leads all sports announcers, a position he has held since the first year of the poll, while Don Wilson maintains his third place. But three weeks ago a new radio studio announcer, Arturo Toscanini, leads symphonic conductors, while Bob Eddy received several votes of singers of classical or operatic music, a position he lost last year to Lawrence Tibbett, who ranked second this year.

In the editors' judgment the only rival to the Czech crises news coverage as a major radio event of 1938 was the War of the Worlds program, with which Orson Welles sent frightened listeners fleeing from Martian invaders. NBC and CBS divided first places evenly, another winner, Guy Lombardo, being heard on both networks this season.

Listed are the ten leaders in each group, as selected by the editors, listed in order of their ranking and showing the votes received.

KSD Filmed Again

KSD's shortswave facsimile adjunct, WXZY, subject of a Paramount newsreel when recently inaugurated [Broadcasting, Dec. 15], made the movies again in early February when a 20th Century Fox news cameraman photographed the process of publishing a picture by radio from start to finish. Occasion was the visit of Aviatrix Ruth Nichols to St. Louis, a St. Louis Post-Dispatch photographer snapped her picture, the newpaper followed the negative to developing room, then to the trans- mitter in the KSD studio, and through the receiver.

CBS $3,541,700 Net

During 1938 CBS made a net profit of $3,541,700, equaling $2.07 per share, according to a preliminary computation of company accounts which were released at a meeting of the CBS board of directors in New York Feb. 8. This shows a decrease from the $2.62 per share in the previous year, earning record based on the 1,708,147 shares of $2.50 par value stock either presently outstanding or which will be outstanding, all the old $2 par value stock has been exchanged. The directors declared a quarterly cash dividend of 44 per share on present Class A and Class B stock of $2.50 par value, payable March 10 to stockholders of record Feb. 24.

United Fruit's Spots

UNITED FRUIT Co., New York, on Feb. 7, started an installment of its campaign series of 240 spot announcements to run through June 2. The campaign will be distributed from WNAC, WJAR, WTAG, WOR, WEEI and WPRO, BBDO, New York, placed the account.

LOOSE-VILES BISCUIT Co., Long Island City, N.Y., on Jan. 30 began sponsoring a new daytime, five times-weekly, series show for the NBC network. Women in the Air will be heard at 9 a.m. five times weekly, the show features Charlie Ushar and Bernice Armstrong through Newcom Entertainment, New York, handles the account.
Five Tulsa retailers participated in a fifteen minute program directed to Tulsa's Retail Trading Area. A simple contest was featured, which drew 12,492 replies from 26 programs, an average of 490 replies per program. Of this number 48% (5,957 replies) came from Tulsa and Tulsa County! 85% came from Tulsa's Retail Trading Area!

A breakdown of 60,610 pieces of mail, divided between National and Local Advertisers, showed that Tulsa County produced 20% of the mail for National Advertisers and 48% of the mail for Local Advertisers. KVOO pulls where and as you want it to pull! 25,000 watts. Both N. B. C. Networks. Oklahoma's Most Powerful Station.

EDWARD PETRY AND COMPANY
National Representatives
YOU enjoy movies more because of radio. Radio helps make movies so interesting that the annual attendance in the United States equals twice the population of the world. Yet few realize that the reproduction of voices and the whole range of sound that makes pictures live — is a laboratory product based on research in radio and sound.

Because the recording and reproduction of sound involves so many principles which have grown out of radio, research in RCA Laboratories has been, and continues to be a big factor in creating finer motion picture sound entertainment. This work is closely connected with research and actual practice in making Victor Records and operating the National Broadcasting Company.

Here is another example of the way in which RCA uses research to develop services of benefit to the whole world. It was research that built the world-wide radio message service of R.C.A. Communications, Inc. ...research that developed the RCA "direction finder" and other safety devices for ships at sea which the Radiomarine Corporation of America supplies ... research that has made RCA Victor Radios and RCA Victrolas outstanding in the field of radio and record entertainment.

The very fact that the Radio Corporation of America is engaged in every field of radio is to the advantage of all who are engaged in broadcasting or who are in any way connected with broadcasting stations. In the final analysis, audiences can be held only by good transmission of programs, and the present high quality of broadcasting is largely due to RCA research and to RCA equipment.

RCA Contributions to Three Important Phases of Making Talking Pictures

1. Recording sound through RCA Directional "Mike." One of the outstanding microphones developed by RCA Laboratories. RCA microphones are used in Radio City, in film and radio studios all over the world, and in making Victor Records.
When you go to the movies, look for the RCA Photophone plaque — the sign of the best in sound reproduction.

2. Invisible light writes sound on film. Diagram shows path of light from lamp, to mirror, to film. Just before it reaches film, the light passes through filter that shuts out all but the invisible ultra-violet rays. RCA Laboratories developed this ultra-violet recording method used by RCA Photophone.

3. When the completed film is ready for the theatre, the sound reaches the audience through RCA Photophone Reproducing Equipment such as is in use in more than 1,000 theatres. To insure good sound reproduction, the film must bear a perfectly constant speed. RCA engineers accomplish this by the unique and ingenious rotary stabilizer.
McNinch Present at Asheville Dedication Ceremonies

STRONG support for newspaper ownership of radio stations was voiced by John D. Ewing, publisher of the Asheville (N. C.) Citizen and Times. Mr. Ewing, 28, the newly named director of talks at the FCC, attended the banquet acclamation of the new station, WWNC.

Mr. Ewing's words were welcome as a significant indication of public support for newspaper ownership of radio stations and in fact is one of the reasons that is suggested for possible legislative action in the current Congress.

Seeks Longer Licenses

"I believe," said Mr. Ewing, "that the radio stations owned by newspapers or people interested in them are rendering better service than stations owned by individuals. The reason is that the newspapers have learned through years of experience that the public demands certain things in public service and that the newspapers are the best people to own and operate a radio station. Some of the individual owners do not know that.

"We used to own a radio station like that in Shreveport. I guess some of you heard it or have heard of it. I have that station now and I know that we are giving service it never rendered before. In the five years it has been operated by the company that now has it I doubt if there has been a single kick from the listeners that it has been unfair or is not giving the service it should.

"I think that the Government should make it easier for the owners of radio stations to go back and buy back the stock they may have sold, if they need $50,000 or maybe only $10,000 that they have tied up in equipment for the station is not going to be useless in six months. There is nothing that will give any business a chance to serve like confidence that it is going to be allowed to continue, there is nothing like a feeling of a future."

"Way back in the Harding administration there was a law passed requiring that a station on six months' probation was to remain on the air that if they were 'little boys' they would be allowed to have the license extended for three months for another six months probation period was up.

"Now we have to finish filling out the license of a station that has been another to be filled out for the following six-month period. I believe that the public convenience and necessity for the radio stations to have confidence that their investments are not going to be cancelled as long as they render service."

Stanley Glinsky

Stanley Glinsky has Ominous Interest
By Administration in Power of Radio

THAT American radio is "not-so-ominous" is the theme of a new book by Dr. Robert S. McNinch, who is chief radio analyst for the FCC. The book, "McNinch: Newsmaker," is published by the University of Chicago Press.

The book, according to Dr. McNinch, is a study of the "omnious interest in its political possibilities" of the radio industry.

The book is a study of the radio industry's activities in the past 25 years and their effect on the political and social life of the country.

The book is divided into two parts: a history of the radio industry and a section on the future of radio.

The first part of the book covers the early days of radio and the growth of the industry. It includes a discussion of the first transcontinental broadcast, the first commercial broadcast, and the first network program.

The second part of the book covers the future of radio. It includes a discussion of the problems that the industry will face in the coming years and the steps that need to be taken to meet these problems.

The book is well documented and includes a bibliography of books and articles about the radio industry.

The book is recommended for anyone interested in the history or future of radio.
FOR
THE RECORD

For the third successive year NBC scores outstanding victory in 3 great nationwide radio polls!

NBC is proud that its programs and personalities have proved so popular. And although space does not permit a complete listing of the awards voted in three great nationwide radio polls, for the record we list a few—and say a sincere “thanks” to all those whose votes have determined the winners! And for the record, too, our hearty congratulations to the artists, their sponsors, and to those who planned and produced their programs. They have enabled NBC to present on its networks “the greatest number of the most popular programs.”

NEW YORK WORLD-TELEGRAM
Radio editors of United States and Canada

Division Winners . . . . . . . 8 out of 14—NBC!
Programs . . . . . . . . . . . . First 6—NBC!
   11 out of First 15—NBC!
Comedians . . . . . . . . . . . First 4—NBC!
   8 out of First 12—NBC!
Male Vocalists (Popular Music) . . . First 2—NBC!
   9 out of 11—NBC!
Vocalists (Classical Music) . . . . First 3—NBC!
   6 out of First 7—NBC!

FAME-MOTION PICTURE DAILY
400 leading radio editors, coast-to-coast

“Radio Champions of 1938” 4 out of 5—NBC!
Best Popular Male Vocalist . . . First 4—NBC!
   4 out of First 5—NBC!
Best Classical Male Vocalist . . . First 3—NBC!
   3 out of First 5—NBC!
Best Comedian . . . . . . . . First 3—NBC!
   4 out of First 5—NBC!
Best Comedy Program . 5 out of First 5—NBC!
Radio’s Foremost Announcer
   5 out of First 5—NBC!

RADIO DAILY
Editors and critics, coast-to-coast

Program popularity . First 5 Programs—NBC!
   8 out of First 10—NBC!
Personality popularity First 5 Personalities—NBC!
   7 out of First 10—NBC!
Film Colony Scouting Radio for Leads

Writing, Producing and Acting Material Now Being Watched

By DAVID Glickman

Radio is rapidly becoming recognized by Hollywood picture production units as a viable source of supply for writing, acting and producing material to prove that the leading Hollywood film companies are making practically continuous check on local and network talent as well as potential entertainment leads and features for filming.

Selznick's International Productions has given radio its full attention in this respect. Its story division, headed by Val Lewton, has installed radios throughout and scouts all programs for material. This practice is also being followed by other major Hollywood film studios. Selznick recently obtained the transcription of several outstanding programs, among them the CBS Workshop's Full of The City, produced by Irving Reis, and the network by Paramount as writer-producer, and Air Raid, produced by William Robson. Both were written by Arch Oboler. Leitch. Selznick also plans to film Orson Welles' recent radio production of Rebecca.

Promising Dramas

Several dramatic sketches featuring film actors on the CBS Texas Star Theater program, sponsored by the Coca Cola Company, have been attracting attention of film studios. Patterson McNeill's radio script, Happy Journey, broadcast only in the series by John Barrymore and Lorene Tuttle, has been bought for $10,000 by Paramount Pictures Corp. Bill Bacher, producer of Texaco Star Theater, whose skits are entitled A Wish of My Heart, founded on an incident in the life of Tom Moore, has sold a play, The Irish Boy, to Thomas Chu, producer of EP Pictures Inc. is looking over a recent sketch, The Last Frontier, an Alaskan story played by John Barrymore. Under Leitch, it is being done with the same more recent playlet, One and Make Three, as a possible vehicle for Edgar Bergen and Charlie McCarthy.

The copyrighted title, I Want A Divorce, of the CBS Pacific network program, sponsored by Sum- mer, Wormser & Co. (S & W food products), has been sold to Paramount for a feature screen drama. George Arthur will direct and produce. Screen rights to Calling All Cars, a crime-doesn't-pay series sponsored by Rio Grande Oil Corp. on CBS Pacific, have been sold to an independent Hollywood film producer.

Skidmore's plans for CBS Big Town series featuring Edward G. Robinson and sponsored by Lever Bros. (Rinso) have been taken up by the company. In the series, NBC-Pacific Blue network sustaining series, Parents on Trial, has been taken by Paramount Pictures for filming. Caption Lady, produced by Pepsodent Co. on the NBC-Pacific Red network has also been taken under option by a film company.

Indicative of the supplementary use of radio in the motion picture arena is the growing recognition given it by the three fields specified, and it is the expressed conviction of David O. Selznick that the time is rapidly approaching when radio will engage in the development of new dramatic technique in production of films. He also expressed the opinion that radio has already suffi- ciently developed a rating as close inspection as that given the novel, legitimate stage and short story by picture pro- ducers. This pertains not only to writing, but also dramatic and production ability, it was explained.

Serials Come Back

With revival of serials in the film and tremendous box-office business being generated by the films, the motion picture companies are increasing the number of television programs as Judge Hardy and the Jones Family, the film series that are looking more intensively than ever for similar script mate- rial, and from all indications will turn to radio for the answer. Radio serials in cinema form would have a remarkable audience, matching and surpassing that of best selling novel and popular plays purchased for screen adapta- tion, according to Hollywood producers.

With Parent-Teacher Association and other community groups telephone and radio networks, producers for both adults and juveniles would over- come objections from all sources. At the same time they would prove exceptional box-office attractions for motion picture exhibitors. Wise Hollywood cansubmitting to the viewpoint that joint or complementary cooperation between themselves and radio is con- ductive to their mutual interests of both industries. As a consequence the suspicion and tension that appear to be in 1935 between them has been largely dissipated.

Zanuck Fails to Get Screen Support In Taking Tyrone Power Off Radio

IF THE barring of Tyrone Power, film actor, from broad- casting means that 20th Century-Fox Corp. wants to start a war with radio, it appears that firm will have to do much of the fighting—at least for the time being. Little or no support is forthcoming elsewhere, of course, with the possible exception of the opinion of Darryl F. Zanuck, vice-president in charge of production, that radio hurts film talent as well as box-office attendance. Several admission they consider their contract talent's value definitely increased by radio appearances.

Zanuck, in early February, an- nounced withdrawal of Power from the NBC Hollywood Play- house series, with power of a group of radio talent, including appearing. He said he was taking cognizance of many protests from producers. How- ever, Power quit the program in an ar- gument over commercial announce- ments. Zanuck contended that stel- lar film talent as well as exhibitors suffer “because it is so hard to get adequate screen material, especially when they must present something new each week”.

Power was succeeded Feb. 12 by Charles Boyer, who appeared on the program for three months in 1935.

Seek to Avoid Friction

To promote cooperation between the motion picture producing and advertising industries and to eliminate causes of friction were the chief objectives of the general sales conference of the Motion Picture Trade. Those present were Niles Trammell, NBC executive vice-president, Lennox R. Lohr, network president, told a conference of advertising men held during which Trammell conferred with the heads of the major film moving, came as a sequel to a discussion between Maj. Lohr and Will D. Hays, president of the Motion Picture Producers & Distributors of America.

TELEVISION’s first woman director is Miss Thelma A. Prescott, recently with the Paris staff of the New York Herald-Tribune, appointed by NBC to represent femi- nine interest in the new art and to produce fashion and other shows appealing primarily to women.

Hollywood Talent Lists

Pruned by Agencies in Scanning Stars' Records

A DRASTIC tightening of “moral” surveillance over the off-stage as well as on-screen activity of film talent employed in radio both regularly and as guest artists, is going on under cover in Hollywood's advertising agency offices. Heavy scissoring of “available for radio” Hollywood talent lists is expected, with many names being dropped following examination of their records.

Mis by agencies is at the instance of program sponsors who have no desire to risk their business or the image of their network in the national or international strife. It was pointed out by Hollywood agency executives that radio has always been peculiarly public and to maintain a neutral stand, both be cause of its Government supervision and its commercial advertising structure.

Growing inclination of picture producers to interest themselves in their talent and product in the political scene is being eyed as an opportunity by advertisers using radio time. Additionally the involvement of stellar talent in court cases and other involvement in “blend” censure has put several sponsors on tenterhooks, fearful that such spotlighting may react unfavorably to their network shows and sale.

Recent setting of a film-radio star in a motion picture dealing with Nazism is understood to have caused a major crisis between an agency and sponsor backing one network series originating from Hollywood. In future bookings, it is indicated, Hollywood agencies will be guided strongly by the neutral conduct of prospective talent, regardless of how important the name.

General Baking on 10

GENERAL BAKING Co., Washington (Bond bread), on Feb. 13 starts sponsorship of The Lone Ranger, previously sponsored by WAAB WHIT WRTA WLB YHWC WKB WDM WTVW WPMR WATQ WMV ITW WKTU WPTO W TDK for 52 weeks. The program is heard on 45 radio stations thrice weekly during different half-hour periods from 6:30 to 8 p.m. BBDO, New York, handles the account.

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BROADCASTING • Broadcast Advertising
"Out West" in the Texas Panhandle, and in the Lower Valley Grande as well, folks are mighty set in their ways. They stick to their home stations for the programs they like best... whether it is horse opera or metropolitan. Out here, radio is necessarily the major form of ENTERTAINMENT... the quickest source of NEWS and WEATHER and MARKET reports. To reach these prosperous farmers, ranchers and oilmen, and to sell them, you must use KGNC, KFYO, KRGV.

Howard H. Wilson Co.
Representative
Kansas City, Chicago, New York

Write for Complete Market Analysis

www.americanradiohistory.com
McNinch Opposes Public Ownership

A DECLARATION against Govern-ment ownership of broadcasting stations, except possibly in the international field, has been made by Chairman Frank R. McNinch of the FCC, though it has not been widely publicized.

After addressing the Carolina Poli-tical Union at a dinner held in late last month [Broadcasting, Feb. 1], Mr. McNinch’s statement came as no surprise to members of Parliament, for he has been speaking out on the issue from his student audience. He was asked if the difficulties of present-ing all sides of the issue could not be solved by a Fed-eral broadcasting station.

"I think such a station would merely repeat the mistakes of solving them," he responded ex-pediently. "And if there is a Federal role, radio ownership should be limited to international broadcasts exclusively."

Political Policy

Mr. McNinch is chairman of the Federal committee named by the President last year to study the entire broadcasting international situation. The committee has not yet made public its recommendations. McNinch’s public tone in public state-ment before the Political Union, Jan. 27, would indicate therefor-e that the committee may be considering recommending an international broadcast station under Government auspices, ostensibly to combat propaganda broadcasts directed by dictator nations toward Latin America.

In his response to questions follow-ing his prepared address, in which he firmly opposed any form of international censorship of programs, Mr. McNinch also expressed him-self in favor of Federal regula-tions which would prevent broad-casters to give the same length and same desirability of time to both sides of all controversial questions, if either side is heard. This would mean, in effect, broadening of the present “political section” of the law to apply to all controversial questions, whether or not candi-dates for public office are the par-ticipants.

Asked whether radio should be allowed an “editorial policy” similar to newspapers, Mr. McNinch declared this was a question for Congress and one which I think Congress will consider shortly. His personal view, he declared, was that stations do editorial work “full opportunity should be given for expression of the other side.”

Canadian Wave Changes

CFQC, Saskatoon, Sask., will move to a new frequency of 690 kc. about Feb. 1, according to a station official. The FCC has found and denied interference on 840 kc. from a Mexican station. The CBC also reports that KDKM, Keweenaw, will change on Feb. 26 to 960 kc., from its present 1650 kc. and CBY, To-ronto, will go to 1420 kc. from 960 kc. KDU, West Point, Neb., Feb. 1 increased its power from 100 to 1,000 watts and shifted from 1380 to 1430 kc. KCV, Kdowns, B.C., has increased its power from 100 to 1,000 watts.

Fitzpatrick Tells Of Radio’s Power

Medical Sponsors Draw Ire at Appropriation Hearing

IF YOU take the word of Rep. James M. Fitzpatrick (D.-N.Y.), radio advertising is more effective than newspaper display, though he doesn’t intend to be complimentary.

During the secret hearings before the House Subcommittee on Independent Offices appropriations for the 1940 fiscal year, transcript of which was released Feb. 6 coincident with the introduction of the measure, Mr. Fitzpatrick com-mented that many radio commer-cials are “a waste of money,” and that they will “bring no immediate relief from all sorts of ailments.”

People who hear the representations,” he said, “naturally go out and purchase them. More people respond to a lot of advertising than to newspaper advertising.”

Might Be Dangerous

The subcommittee was advised by FTC witnesses how advertising continuities are surveyed. Commis-sioner Ferguson of the Federal Trade Commission said: “We have stopped hundreds of them.” James A. Horton, chief examiner, revealed that FTC Broadcasting Unit is able to fine the most dangerous of handling of such cases, there has been detailed to the FTC a medical health department which is advising the Commission endeavors to take prompt action.

During another part of the hear-ings, an FTC spokesman said that several advertisers have been under investigation every year. “We just scratch the surface as best we can,” said Commissioner Ewin L. Davis.

State Bill May Die

A BILL introduced in the Nebras-ka Legislature by State Senator Sam Klaver, which would bar Nebras-ka insurance companies from operating stations, is expected to die in committee, according to in-formed observers in that state.

The bill would bar Nebraska insurance companies from using policyholders’ funds to finance radio stations, unless they were also in business with other advertising media. Mr. Klaver was an applicant for a 100- kW station in Cache, which would have been required to use the funds otherwise. Mr. Klaver denied several months ago by the FCC, WG, operated by Woodmen of the World Life Insurance So-curity Company, the issue of the same station on economic grounds. It is the only station in the state owned by an insurance company and the Klaver bill was obviously directed against that station.

Network Sales for January Show Gain Of 1.1% Over Figure of Previous Year

FOLLOWING the same general trend of the past several months, network time sales for the first month of 1939 combined to total slightly ahead of those for the same period a year ago. Individually Mutual showed the largest percentage gain, NBC a smaller gain, and CBS an increase that was just slightly above that of the month in 1938.

Specifically, combined gross billings for all of the major networks for January, 1939, totaled $4,963,345, a gain of 1.1% over that of the January, 1938, total of $4,943,355.

CBS reported gross time sales of $2,674,057 for January, down 7.1% from the January, 1938, figure of $2,879,945, the tenth consecutive month that CBS gross billings have fallen below those of the same month of the previous year. Mu-tual’s January, 1939, gross billings were $919,258, 16.7% above the $806,984 billed in January 1938.

Better Late

The all-time record for de-layed reaction was revealed at WTIC, Hartford, a few days ago when a listener in Pennsylvania wrote the station for a copy of a talk on "immediate and long-range pur-pose and Action" by Prof. Harry T. Costello of Trinity Col-lege. The listener said he had watched the talk, the talk by the same person in December, 1938. He was mailed a copy which he found and mailed.

ON THE JOB nearly three days and nights without a break, WSYR, Syracuse, set up tempo-rarily at 1420 kc. to broadcast from the street from the burning Collins Block in downtown Syrac-usc from where were removed 37 desolate firemen and the big fire, during which eight firemen were killed. Carrying a total of 91 studio and firemen, two trucks on the fire, WSYR stayed on the air 44 con-secutive hours—from 6 a.m. Feb. 2 to 2:04 a.m. Feb. 3—then took a 4-hour rest and went back at it again. Pictured here in the “stu-de” (extreme left) Bernard J. Winn, local advertising man and radio m. c. who aided WSYR in coverage; Arnold Schoen, (holding mike) announcer and director of public relations, and AI Burgess, engineer (with earphones).

White King Using 45

WHITE KING SOAP Co., Los An-geles, has purchased the rights to the Rightway Morgan Co., Hollywood, in early January started using from three to five weekly spot announcements and participation in home economic programs on 45 stations located west of the Mississippi. Campaign is for 13 weeks.

Colorado Transfer

ASSIGNMENT of the license of KIDW, Lamar, Colo., 100-watt part-time station on 1420 kc., to the Ramada Broadcasting Co., was authorized Jan. 30 by the FCC. Southwest Broadcasting Co., head-ed by R. C. Price, Lamar, on whom the FCC waited, transferred the license to the KIDW Station Co. to resume operation of the station, are W. G. Brown, Lamar lumber man, 58 shares; M. R. Sundy, Ford dealer, 65 shares; A. C. Gordon, attorney, 10 shares.
ABOVE: A beautiful pool, teeming with goldfish, adds to the beauty of WKY's transmitter site. CENTER: View of the broad, sweeping lawn. BELOW: The transmitter site comprises 25 acres, completely and effectively landscaped.

WHOSE ESTATE IS THAT?

• Visitors are enraptured by the beauty of WKY's twenty-five acre, estate-like transmitter grounds. They marvel at the rose garden, thrill at the lily pool, marvel at the close-cropped velvet lawn that make WKY's the outstanding transmitter site of the Southwest.

The flowers, the goldfish and the well cared-for grassplot add nothing to WKY's revenue. They are demanded by neither listener nor advertiser. But they stand as concrete evidence of the pride of WKY in everything it sets out to do.

WKY gives equally considerate attention to the manner in which it conscientiously serves and enthusiastically entertains its listening audience. It keeps itself in the eyes and ears of Oklahoma because of its ability to air the kinds of shows Oklahomans respond to. It has achieved in its eleven years under Oklahoma Publishing Company management a unity of men, methods and machinery that has made it the most tuned-to, most listened-to and most responded-to radio station in Oklahoma.

WKY Oklahoma City

THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN ● OKLAHOMA CITY TIMES ● FARMER-STOCKMAN

KVOR. COLORADO SPRINGS ● KLZ. DENVER (Affiliated Management) ● REPRESENTED BY THE KATZ AGENCY, INC.

www.americanradiohistory.com
Good Sustaining and Sponsored

KXOK

Good Sustaining Programs

Here are a representative few:

"COZY CORNER"
Poetry and Philosophy

"9 NEWSCASTS A DAY"
Complete National and Local News Coverage

"PICKING THE AIR POCKETS"
News of Today's Programs, Interviews with Prominent and Interesting People

"THE TWO THREES"
The Swing Trio and Three on a Song

"AMONG MY SOUVENIRS"
Music from Days Gone By

"TWO SHADeS OF BLUE"
Organ and Piano Arrangements in the Modern Mood

Good Sponsored Programs

Here are several typical examples:

"THE GOODWILL HOUR" (MBS)
Sponsored by IRONIZED YEAST

"LITTLE ORPHAN ANNIE"
Sponsored by WANDER CO. (OVALTINE)

"THE DUDE RANCHERS"
Sponsored by CONSOLIDATED DRUG TRADE PRODUCTS

"SNOW WHITE'S MUSICAL PHONE PARTY"
Sponsored by MANEWAL BREAD & BAKING CO.

"HIGHLIGHTS & HEADLINES"
BREWERS, INC.

www.americanradiohistory.com
THAT KXOK has an ample share of Good Sustaining Programs... Good Sponsored Programs and Good Listener Response is being told more forcibly every day. Sponsors' unanimous praise clearly indicates that KXOK BRINGS BUSINESS.

Here are a few comments from Satisfied Sponsors: "The best November and December in the 11 years we've been in business." "...getting business from a trade territory never before touched. Amazing results... have used radio four years." "Delighted with results... absolutely swamped with application cards directly attributed to our radio program. 21,368 "busy signals" for the first eight weeks of our Monday thru Friday, all request musical show." "More than two thousands calls... response to one 50-word announcement. More than a thousand pieces of mail... from another 30-word announcement."

Such comments as these show that sales-minded executives have found a power that will convert listeners in the Rich, Greater St. Louis Market into buyers... IT'S KXOK.

OWNED AND OPERATED BY

KXOK THE ST. LOUIS STAR-TIMES
1000 WATTS—FULL TIME
ST. LOUIS, MISSOURI

AFFILIATED WITH KFRU, COLUMBIA, MO.
1000 WATTS DAY  500 WATTS NIGHT

Nationally Represented by

WEED & COMPANY
NEW YORK  CHICAGO  DETROIT  SAN FRANCISCO
A WOLF AT THE CKSO DOOR
Is Admitted for Broadcast but Terror Reigns
When Animal Steps Out of Character

IMPROMPTO fracas between a "tame" wolf and his trainer, Laflamme, was broadcast by CKSO, Sudbury, Ont., recently when Wolf, left alone for a 10-minute period, brought to the studio for some picture-taking, rebelled at confinement and started a 25-minute battle with his handler.

Laflamme, a well-known French-Canadian wolf-trainer, after being induced to come to CKSO, to publicize its 580 kc., had previously, been induced to bring Wolf to the studio for some pictures that were to be used in the station brochure. Unmuzzled, Wolf was led through Sudbury streets to the studio building. When his temper suddenly became aroused at the throng of people watching him, Trainer Laflamme tried to tame the beast, succeeding only after a free-for-all with Wolf had broken loose from his lead chain.

The sake of a better picture and led into the studio, Wolf suddenly snarled and bared his fangs as Laflamme tried to hold him to work. Breaking away once more, he raced through the studio, driving one of the 10-watt installments, a rath- er to safety behind closed doors, and with Trainer Laflamme on his heels. In the midst of the hag-tangled scene, Wolf retreated to a corner and resisting all efforts to recon- ciliation. After 25 minutes Laflamme was able to distract the wolf's attention by waving the muzzle before his eyes, get behind him and decided to muzzle. Later Wolf was docilely on a table, unmuzzled once more although a CKSO announcer was standing close to his side, and was given for a portrait—a perfect picture of calm!

ICE provided the setting for KSTP, St. Paul, and WCCO, Minneapolis, during the annual St. Paul Winter Carnival, held Jan. 28. KSTP carried 27 programs from the Carnival. Working at the ice-block palace (top photo) are (1 to r) Brooks Henderson and George Putnam, announcers and Tom Tyman, engineer. At bottom Edmund Abbott, WCCO announcer, interviews Gov. Harold E. Stassen, of Minnesota.

WNEW, WEMP GIVEN INCREASE IN POWER
WNEW, New York, on Feb. 6 was authorized by the FCC to increase its daytime power to 5,000 watts, continuing operation with 1,000 watts at night. At present it operates with 2,500 watts day and 1,000 night on 1250 kc. The effective length of the grant was Feb. 15, when it started using the power. Feb. 13 was also the station's 5th anniversary.

On the same day the FCC authorized WEMP, Milwaukee, to increase its daytime power from 100 to 250 watts, continuing with 100 at night. Effective date was also Feb. 13.

The Commission denied the application of KLS, Oakland, for an increase from 250 to 500 watts on 580 kc. holding this would cause interference with KBFB, Great Falls, Mont. It also denied an application of KMD, Medford, Ore., for an increase from 250 to 1,000 watts on 1410 kc., stating this would cause objectionable interference to other stations on that channel.

Rival Starts on Two
RIVAL PACKING Co., Chicago (Rival dog food), on March 6 starts Courthouse Reporter, 15-minute five weekly show on WJJD, Chicago. Program features a l.c.h. Drees in interviews outside the courthouse with traffic violators who are on their way to the local safety court. On Feb. 7, Rival started two weekly quarter-hour music programs on WOR, Charles Silver Co., Chicago, is agency.

20 for Breitenbach
M. J. BREITENBACH Co., New York (Pepto-Mangan), since Jan. 10 has been sponsoring a campaign of 20 five-minute programs, each weekly on 20 stations throughout New England, New York, Ohio, Michigan and Maryland. Morse International, New York, is agency.

Book Mart's Program
AMERICAN BOOK MART, Chicago, has started Henry's Exchange on WLS, that city, quarter-hour three-weekly live series featuring a male household helper. E. H. Brown, Chicago, is agency.

A Vice-President at 34
At 34, Mr. Joyce is the youngest vice-president in the company. In 1922 he went to work with General Electric Co. calibrating electric meters. Two years later he became a clerk in the GE advertising department and four years following that graduated with honors from New York University. In 1934 he was made head of the consolidated department handling advertising and sales promotion activities for all RCA Mfg. Co. products in both foreign and domestic fields. Mr. Walker has been in the record business since 1919. In 1924 he became general manager and director of the Columbia Graph Co. and joined RCA Victor in 1933 to organize its electrical transcription business which was developed rapidly under his direction. He is president of Central Concerts Corp. and has personally managed many concert and opera stars.

Miles Pacific on 35
DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer), a consistent user of radio time, in a seven-day "patronize your neighbor druggist" campaign which started Feb. 14, is giving free to four spot announcements daily on 35 California stations. Associated Adv. Agency, Los Angeles, has the account.
WOW's staff of entertainers as they arrived in Atlantic

Below—The S.O. sign was out early in Atlantic's big auditorium.

Below at right—WOW's Lyle DeMoss interviews Mayor Joe Burnea, veteran of 16 terms over a period of 40 years.

WOW staff members, 40 of us, recently entertained our friends and neighbors in Atlantic, Iowa. We found the auditorium jam-packed with WOW fans—listeners who name WOW first on the dial, day or night.

Mayor Joe Burnea welcomed us. Merchants displayed placards advertising the WOW GOOD WILL FOLLIES. The News-Telegraph, alert local newspaper, gave us columns of publicity.

The obvious deduction: residents of Atlantic, Iowa, in the heart of a rich "plus" market, prefer WOW programs.

WOW • OMAHA

590 KC • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the N.B.C. Red Network.
Censorship Seen In Bay State Bill
Holman Calls Legislation an Economic Gag on Radio

A MASSACHUSETTS bill (H.B. 117) introduced in the Legislature by Rep. Bowker would amount to an economic gag of broadcasters and require the submission of programs at prohibitive cost, John A. Holman, manager of WBZ-WBZA, Boston-Springfield, and chairman of the Massachusetts Broadcasters Committee told a legislative committee, Feb. 2.

The bill provides that whoever broadcasts a statement by radio which if published in writing would be libelous must also have a copy made and published a libel; that the owner or operator of a station is responsible for libelous statements made over the air by its employees; truth of allegations broadcast shall constitute a defense; every station must secure a manuscript in advance of every statement in its programs of a statement on or discussion of public affairs or public officers or a political campaign speech, or a political party; and not to operate an electrical or stenographic transcription.

Covered by Present Laws

The liberal publishing portion of the bill, already covered by existing State law, Mr. Holman said, are as the provisions governing responsibility for the employment of artists and the truth-defense clause. In lieu of the truth-defense clause he suggested language in the Communications Act in the U. S. House of Representatives.

Cost of transcribing on dices the WBZ weekly schedule would be about $25,000 a year, Mr. Holman said. If the station could not afford to transcribe its schedule the bill might prevent it from carrying many public service broadcasts, including speeches by the President.

In the absence of transcription service, he continued, Boston stations, being a typical market, have not been forced to deny their audiences such programs as the Chicago Roundtable; Father Coughlin; Red and White; Pitman and Test on Defense; Prime Minister Chamberlain; Catholic Hour; Governor Saltonstall's Sunday Hour.

As exhibits Mr. Holman introduced an opinion rendered last year by a District Judge in the Massachusetts bill in which Paul D. P. Spearman, Washington attorney, stated that State law lacks adequate enforcement machinery. He also submitted copies of an opinion by the S. S. Delanoy, the New York counsel that the State of New Jersey could not regulate NBC.

Rep. Bowker said the State laws have not been adjusted to the rapid growth of radio and that "while neither I nor the public will ever stop radio, I do give persons deliberately libel over the air the same protection intended to those libeled in newspapers."

EDITORS of Time magazine have just announced the publication of an all-year tabulation of the more than 2,800 news stories which have been dramatized for the radio audience. The program since it was first presented in early March 1928, has been heard on 2,720 stations in major farm markets throughout the country. BBDO, New York, is the agency.

SPACE was taken in the annual Sportsmen’s Show held in Toledo Jan. 13-15, 5th and 6th, an outdoor motif. Remote broadcasts were staged from the booth each afternoon and evening. The display included types of transmitter tubes, staff photos of the stations which visitors could operate. The mobile trailer stood beside the booth.

SNOWED-IN CHICAGO IS AIDED BY RADIO

BLIZZARD-bound Chicagoans on Jan. 30 soon realized the public service value of radio, for city traffic was at a standstill when they awoke that morning to find a terrific blizzard raging outside their windows. Without exception, Chicago stations were quick to contact local authorities and broadcast up-to-the-minute information about traffic, schools and transportation facilities. Although no station was forced off the air by the mile-a-minute wind of the blizzard, many a Chicago radio actor failed to show up for transcribed shows. Transmitter engineers were snowed in and those at the WGN transmitter were menaced by high winds. WENN Engineers A. R. Johnson and H. R. Rawson made an arrangement to stop the Golden State Limited in an open field near the new WENN-WLS transmitter to relieve their co-workers made there. At WBBM, Frank Falknor, CBS chief engineer, manned the control room when operators failed to show up for work. Ted Swanson, engineer of WCFL, injured his hip in a fall during the storm and was away from work for several days. Many local and network shows were ad-libbed by the operators who were unable to get to their studios.

At NBC, Art Van Harvey, Vic of the band, said he and his group were unable to broadcast in six and a half years; Bernardine Flynn, Sadie of the same show, was drafted to play the role of Mrs. Drake in Betty & Bob when Edith Davis failed to show up in time for the show, and Announcer Bob Brown took over the m. c. duties of Don McNell on the opening eight minutes of the NBC Breakfast Club when Don missed his early morning opening for the first time since 1933. Gene & Glenn did their usual 7:15 a.m. show and substituted for Happy Jack Turner who was snowbound. At CBS, actors on Colgate’s Stepmother show were left to the hands of Weinrott, producer of the show, ad-libbed a quarter-hour show all by himself.

E. I. Du Pont de Nemours & Co., Wilmington, Del., on Feb. 22 will start a seven-week test cam- paign to purchase 12-second spots weekly for Col-O-Glass, a new structural material for chicken coops. The campaign, which will be on 2,000 stations in major farm markets throughout the country. BBDO, New York, is the agency.

Farm Conference Is Held by Radio
Rhode Island Uses WPRO as Medium for State Session

RHODE ISLAND Agricultural Conference, in past years conducted in Providence with only supplementary industry coverage, is being conducted entirely by radio this year, from Feb. 13-18, through a series of 15 shows and during the last two days carried on WPRO, Providence. With every branch of the State’s agricultural life included in the radio conference, the series presents local and outstate agricultural experts.

Subjects coverd include women’s activities on the farm, recreation, annual meeting, farm credit, grange program, ornamental nurseries, tree surgeons, bee-keeping, market gardening, forestry, fruit growing, grass, silage, dairy feeding, 4-H Clubs, and dairying.

In past years the Conference has consisted of one session of meetings and with agriculturists invited to attend. Last year WPRO broadcast two shows a day and with success it is expected that this year all sessions are being conducted exclusively by radio. Eight thousand copies of the mimeographed program schedule was arranged by H. William Koster, WPRO program director, who is directing the series, has been distributed over the State.

New WMBI Studios

WMBI, Chicago outlet owned by Moody Bible Institute on Feb. 4 opened its new $100,000 studios atop the new building at 820 N. LaSalle St., recently completed at a cost of $720,000. Five studios are built around a center master control room, and all are RCA equipped. The station operates with 5,000 watts on 1080 kc., limited time for a total of 40 hours weekly, and shares studio time with WBBM, Chicago, which is directed by H. Coleman Crowell, son of the chairman of the board of Quaker Oats Co. WMBI is rated as the fifth largest station in Chicago and is the most widely-known program is Let’s Go Back to the Bible, a Sunday morning program. It is carried on 12 MBS stations and featuring Dr. Will H. Houghton, MBI president.

KDAL Transfer Cleared

THE TRANSFER of license of KDAL, Duluth, Minn., to KFAJ, Farmington, Minn. A. LeMasurier and his father Charles LeMasurier, having been authorized by the FCC, the Commission on Jan. 30 authorized issuance of a license renewal to the Red River Broadcasting Co. after clearing up details as to a management change and control. The station was purchased in 1954 by the LeMasuriers, who held the license of the stock and his wife 5%, for approximately $30,000, after having been from Mounds View, Minn. The sellers were Earl C. Reineke and the Fargo Forum, also operating KFAJ, but transfer clearance was not completed until Jan. 9, 1939. Dalton LeMasurier also manages the University of North Dakota’s station, KFJRM at Grand Forks, a commercial outlet.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
WRVA 50,000 WATTS
gives you MORE THAN RICHMOND! MORE THAN NORFOLK!

This Map by PAUL F. GODLEY, Consulting Radio Engineer shows the new ½ MV/M contour of WRVA as indicated by Mr. Godley.

This new power gives you 12 markets for the price of one!

CHARLES DICKENS' "Tale of Two Cities" can't hold a candle to this! Facts, not fiction, prove that the 50,000 Watt power of WRVA is far and away the best buy in this rich section.

Virginia's only 50,000 Watt station will give you complete coverage in Richmond and Norfolk and Portsmouth and Newport News and Petersburg and Suffolk and Fredericksburg and 13 other worthwhile cities and 50 counties in Virginia and North Carolina.

The naked truth about WRVA's new 50,000 Watt coverage is shown on Engineer Godley's map above. The bare facts about the market itself are shown in the chart at the right. Let us give you all of the story in person.

PAUL H. RAYMER CO., National Representative
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

MARKET FACTS AT A GLANCE:

WRVA MARKET: Counties within red line on above map; market figures from U.S. Dept. of Commerce 1935 Census of Business.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>WRVA MARKET</th>
<th>NORFOLK METROPOLITAN MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,045,915</td>
<td>257,088</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$61,965,000</td>
<td>$58,770,000</td>
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<tr>
<td>Apparel Sales</td>
<td>$7,610,000</td>
<td>$9,380,000</td>
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<tr>
<td>Automotive Sales</td>
<td>$7,918,000</td>
<td>$11,318,000</td>
</tr>
<tr>
<td>Building Materials Sales</td>
<td>$19,970,000</td>
<td>$2,760,000</td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
Fulton Lewis Takes Gallery Admission For Radio to Committees of Congress

CLIMAXING a long fight by radio for admission to the galleries of Congress on an equal footing with the press, Fulton Lewis Jr., MBS news commentator in Washington, on Feb. 4 was appointed direct representative of the Rules Committees of the Senate and House to amend the 55-year Press Gallery rules.

The appeal to the Committees came after the Standing Committee of Correspondents, self-governing body of the Congressional press galleries, had rejected his application for membership on the grounds that the eligibility rules limit membership to "representatives of newspapers and newspaper associations." In 1932, Henry A. Bellows, then vice-president of CBS and now advertising executive of General Mills Inc., first sought radio representation in the Press Galleries. Admission was denied on substan- tionary the same grounds. Subse- quently former Senator C. C. Dill, as counsel for Transradio Press Inc., sought admission for radio newsmen but likewise with nega- tive action.

Evasion Is Simple

Mr. Lewis broadcasts a nightly program of comment on national affairs, with emphasis on Washing- ton, over a coast-to-coast MBS network. A former Washington columnist and for ten years a mem- ber of the galleries before he left newspaper work a year-and-a-half ago to enter radio, Mr. Lewis told the Rules Committees it would be simple to circumvent the entire problem by merely assuming a newspaper connection, as far as he was concerned, thus becoming eli- gible to the press galleries. He add- ed, however, that he felt this would be a mere evasion of a question which sooner or later must be met "squarely and honestly".

Pointing out that his daily func-

Golden Gate Voices

NBC stations in San Francis- co have adopted new slogans. KPO's slogan is "The Voice of the Golden Empire." KGO commentator breaks with "Your Exposition Sta- tion—the Bridge to Treasure Island." The new slogans will also be stressed in sales promo- tion and publicity. Station- break announcements are now made every two hours using each slogan.

Television on KFYR

is not a reality—

but results are!

Influencing the listeners from the Red River Valley of Eastern North Dakota to the rich Black Hills of Western South Dakota, KFYR continues to broadcast the Sales Messages of successful advertisers.

Let Us Sell Your Story

•

550 Kilocycles

NBC Affiliate

KFYR

5000 W. Day

1000 W. Night

MEYER BROADCASTING CO.

BISMARCK, N. DAKOTA

Gene Furgason & Co.—National Representatives

Page 44 • February 15, 1939

BROADCASTING • Broadcast Advertising
“Bessie Bossie,” Ben Hawthorne’s stooge, is only the canned moo of a mythical Guernsey—just a sound effect. To hear her at all you’ve got to tune in WTIC’s “Morning Watch” between 7 and 8 A.M. And still Bessie’s fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie’s mail is a problem to us, it’s mighty important to you or anyone else with goods to sell in Southern New England. It’s a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?
Canada's Spoons
Royalty Visit to Provide a Test of Coverage

Starting Feb. 22, independently owned broadcasting stations in Canada will begin a series of daily spot announcements advising listeners that their local broadcasting station has for each listener who writes to the station a souvenir Rogers silver spoon commemorating the forthcoming visit of King George VI and Queen Elizabeth.

The Canadian Association of Broadcasters discussed the suggestion with members at the recent convention, and has been able to obtain a small spoon with profile heads of the king and queen on the handle, and the legend "Canada 1939." The response from listeners will be used as a coverage survey of each member station, and will be valuable evidence later as to the value of the privately-owned stations in giving public service at a future investigation into private vs. public ownership of broadcasting stations. Two or three spot announcements will be made daily by each station, the price of the spoon will be 15 cents to cover cost of mailing and handling, and listeners in the United States will be able to send in for the spoon through a central distributing office south of the international border.

The CAB has placed an initial order for 100,000 of the spoons, expect to have requests for 300,000 or 400,000. Member stations will send in all names to the CAB office in Toronto, where distribution will be made.

Peeps for Chicks

SO ITS chicks could speak for themselves, a Northern Virginia hatchery sent a crate of chirperas to WRVA, Richmond, to be used as sound effects in connection with announcements promoting the sale of its product. The peeps were recorded.

In Sharp Focus

ON THE CLEVELAND MARKET

- It's easy to get a good sales picture in Cleveland if you use WHK-WCLE. Those stations are a powerful lens, aimed directly at the rich Cleveland Market...carrying a sharp impression of your product into more than a half-million homes...developing sales in volume for you.

LOCAL PREFERENCE

WHK and WCLE each carry more local time business* than any other Cleveland broadcasting station.

* Last Survey of November 20 to 26 — Figures available on request.

First FCC Ruling By New Procedure

Proposed Finding Is Favorable To Ocala, Fla., Applicant

IN ITS first action under its revised hearing procedure in which examiners and their reports are eliminated, the FCC tentatively has granted a motion made by John T. Alspor Jr., Florida public relations consultant, for a new local test station to operate on 150 watts with 100 watts power unlimited time.

As the "proposed findings of fact and conclusions of the Commission" the report actually is tantamount to the FCC's final decision, since the Commission membership itself has voted on it. However, parties in interest have 20 days in which to file exceptions (25 days for the Pacific Coast area). After objections, under the new procedure, oral arguments can be held before the full Commission with the final decision to follow. Obviously if there are no objections, the proposed report will become the final action.

Objections in Congress

Strong objections to the new procedure, which entirely eliminates the examiner, already have been voiced in Congress. Heretofore, examiners who presided over hearings issued reports and recommendations to which objections could be filed and with provision for oral arguments before the full Commission. The Commission itself however, prior to the oral arguments, did not participate as a group in the proceedings. Under the new procedure, the Commission itself actually votes on the proposed report, with parties in interest submitting proposed findings which it can take into account. Thus, it is believed that unless extraordinary circumstances exist, the Commission in most instances will make its proposed decision the final action.

Mr. Alspor is former Mayor of Jacksonville and for some 15 years was director of public relations of Paramount Pictures in Florida. At present he is public relations consultant representing various corporations. He would be the sole owner of the proposed station.

ACA For RCA Unit

National Labor Relations Board has certified American Communications Assn., CIO union, as sole bargaining agency for the employees of RCA Communications, New York, following an election held Dec. 12, which gave 745 votes to ACA and 449 to the Independent Employees Association. Bargaining unit excludes executives, managers, confidential employees, supervisory workers with the power to hire and discharge, and temporary workers.

WIL, St. Louis, observed its 17th birthday Feb. 6, claiming the distinction of being one of the first commercial stations west of the Mississippi. The station is owned and operated by Lester A. Benson, president and general manager, and his brother, C. W. Benson, who has been with the station since its inception as vice-president. Lester Benson built his first radio transmitter before he was 15 and in 1922 had his first licensed broadcast station, with the call WEL, later changed to WIL.
18,000,000 times in Southern newspapers—

we’re telling people to listen to your program!

In 37 newspapers — over 5 states — we are advertising every day — rapidly building ever-larger audiences for your WWL New Orleans programs. Now that WWL is on 50,000 watts, it is the dominant station in a most prosperous territory of over 10,000,000 people. And we’re growing every day.

VINCENT F. CALLAHAN
General Manager

WWL New Orleans gives you 50,000 watts

Plus Established preference through leadership in covering local events.

Plus Dominance in the prospering Deep South.

Plus The economy of using one station with five times the power of any station within 400 miles.
Research Method Devised by WLW Colleges to Place Marketing Project in Curricula

A MARKET study project by which colleges will cooperate with WLW, Cincinnati, has been developed by the station's market research department. The method already has been added to the curriculum of Marshall College, Huntington, W. Va., and educators of a number of other colleges are considering the plan for scholastic credit.

The idea was originated by James D. House, Crosley Corp. vice-president and general manager, in charge of WLW'sDetecting, and Robert Dunville, WLW WSAL general sales manager. It was worked out in detail by Miss Bee Straw- way, WLW merchandising director, and Meredith Runck, market research director.

In introducing the plan recently, WLW entertained three seniors from each of seven colleges, with Wilfred Guenther, WLW promotion director, greeting them at a luncheon. At a model display store the students heard Miss Strawway and Mr. Runck explain the plan in detail.

A Practical Laboratory
Stores chosen for the study represent a cross-section of each market's population, Mr. Runck told the students. Advantages of personal contact were explained, and details of the forms prepared for the study were outlined.

Three questionnaires over the retailer, the consumer, and the wholesaler, with the retailer's questionnaires containing the most queries. The consumer questions provide data on station preference and determine if the station has played a decisive part in influencing its audience to buy. The wholesaler, as focal point of distribution in the community, will be asked a dozen questions showing sales and brand trends.

Consensus among the students was that the study would furnish them a laboratory to experiment with theories learned in marketing classes. Actually facing the realities in market research, they agreed, would provide them with valuable background.

New RCA Mike
A NEW type uni-directional microphone described as having performance characteristics never before achieved, and with a frequency range of 40 to 10,000 cycles, is announced by RCA. About half the size of the present uni-directional, it lists at $130, Camden, instead of $190 for the earlier type. Designated as Type 77B, it operates at output impedances of either 50 or 250 ohms. It picks up sound from only one side, being especially adapted for large auditoriums, where only that side is musi- cally intended for the audience reaches the radio or public address amplifiers. Audience noise and echo are cancel- ed out. It is a properly positioned microphone in anyues.

The experiment was conducted at the station transmission building and new remote control equipment, including Gate American Dynamot. unit.

WTMI, Milwaukee, has added a modified Yagi type antenna to its mobile shortwave equipment to step up the power of its shortwave tower just outside town. According to Dan Gel- ber, station engineer, and Phil Lense, the effect of greater power is accomplished by balancing the noise. The station, received from one direction, bal- ances the noise from all other directions, with the result that WTMI can broadcast from a greater number of spots in the Milwaukee dis- trict.

KDLR, Devils Lake, N. D., has added a new receiver to its Tele- castor radio service to enable copying of all news when operators are busy. The equipment was purchased from University Signal Appliance Co., New York.
ANYONE who finances a Spot Broadcasting expedition has a good chance to bag something. But he must go to the right spots... where the game is biggest and most plentiful.

NBC can guide you directly to the Big Game spots. Through 15 NBC Programmed Stations, Spot Broadcasters are reaching 10 of the richest markets in America.
## Tested Stations of the Nation

**Northern California Group**
- WOKO (Albany)
- WGST (Atlanta)
- WGR (Baltimore)
- WKBW (Buffalo)
- WHK (Cleveland)
- WHTC (Columbia)
- KGKO (Dallas-Ft. Worth)
- WBIG (Dayton)
- WHIO (Greensboro)
- WTIC (Hartford)
- KMBC (Kansas City)
- KLRA (Little Rock)
- KHJ (Los Angeles)
- KGB (San Diego)
- KFXM (Santa Barbara)
- KPMC (San Bernardino)
- KPOE (Santa Fe)
- KXG (El Paso)
- KVEC (San Luis Obispo)

**Southern California Group**
- DON LEE (Los Angeles)
- KDB (Santa Barbara)
- KDB (San Diego)
- KSUN (Bakersfield)
- KPMC (Bakersfield)
- KPOE (Santa Fe)
- KXG (El Paso)
- KVEC (San Luis Obispo)

**California Network**
- DON LEE (San Francisco)
- KQW (San Jose)
- KDFC (Monterey)
- KIED (Eureka)
- KTAC (Pomplio)

**Complete Don Lee California Network**
- (See Stations in Northern and Southern Groups)

**Network Stations**
- WMAZ (Macon)
- WRC (Memphis)
- WIOM (Miami)
- WISN (Milwaukee)
- WSFA (Montgomery)
- WLAC (Nashville)
- KOMA (Oklahoma City)
- WCAU (Philadelphia)
- KEOY (Phoenix)
- WRC (Memphis)
- WIOM (Miami)
- WISN (Milwaukee)
- WSFA (Montgomery)
- WLAC (Nashville)
- KOMA (Oklahoma City)
- WCAU (Philadelphia)

**Additional Stations**
- WTAG (Pittsburgh)
- KONE-KALE (Portland)
- WRVA (Richmond)
- WHAM (Rochester)
- KDYK (Salt Lake City)
- KTSA (San Antonio)
- KGB (San Diego)
- KFRC (San Francisco)
- KDB (Santa Barbara)
- KIRO (Seattle)
- KWK (St. Louis)
- WBRB (Syracuse)
- WTAG (Storrs)

**Additional Stations Being Added Regularly to Complete the Major Market Coverage of the United States**
- WHAM (Rochester)
- KDYK (Salt Lake City)
- KTSA (San Antonio)
- KGB (San Diego)
- KFRC (San Francisco)
- KDB (Santa Barbara)
- KIRO (Seattle)
- KWK (St. Louis)
- WBRB (Syracuse)
- WTAG (Storrs)

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www.americanradiohistory.com
FOR THE first time in radio history, a sponsor can advertise his product just where his markets are... and do it with the simplicity of network operation... through the new World Transcription System... the first completely flexible, nation-wide group of radio stations.

"Gold Group" stations follow market centers, and are chosen for their popularity, progressiveness and sales power. These stations may be used in any desired combination.

There are many other advantages... good station periods, regardless of time zones, and without re-broadcast... substantial savings in production costs... elimination of detail for agency and advertiser... and a uniform dealer merchandising service at point of sale.

And most important... serving with this new medium are the famous World vertical-cut Wide Range transcriptions, undisputed leaders in the field of high fidelity recording.

The World quality product and the flexible "Gold Group" method combine to offer advertisers the greatest per-dollar value in radio broadcasting. We invite your inquiries. World Broadcasting System, 711 Fifth Avenue, New York City, New York (301 East Erie Street, Chicago, Illinois; 1000 North Seward Street, Hollywood, California).

Transcription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

WORLD TRANSCRIPTION SYSTEM

a service of

WORLD BROADCASTING SYSTEM
RADIO has survived another labor crisis, but in so doing loses another pound of flesh. Details, at the moment, are incidental. What stands out is that another regiment (the performers) has moved in; has established in key network cities minimum scales and requirements; has thereby saddled radio with another fixed item of overhead, and has invoked what is tantamount to a closed shop.

AFRA, like the American Federation of Musicians before it, has followed the golden path first discovered by ASCAP. The line, it appears, has formed to the right, with other groups awaiting their turn to crack down. But will AFRA stop here? We are wholly sympathetic with labor's efforts to improve itself, but we doubt whether the general run of performers are enthusiastic. Minimum provisions, even in mass employment groups, usually become the maximum. Initiative is stifled. In the artistic field, the road to stardom may become more tortuous. Higher wage and pay levels for apprentices may mean lower stipends for featured performers in the leveling-off process. The loutype operator, whether he be a speed demon or plodder, gets the same pay scale. Is that what artists want?

It's the tempo of the times—labor, social security, and $30 every Thursday. Radio, however, in addition to its normal tax burden, is carrying a greater load than perhaps any other single industrial entity. It must stop somewhere.

AFRA Moves In

Television

A SIGNIFICANCE beyond the amazingly good results achieved, and the enthusiastic reaction noted, attaches to the recent television demonstrations in Washington. For the first time for most of the Senators and Congressmen involved it was possible to meet face-to-face, and even for most of the executives and staff of the FCC who are charged with radio's regulatory destinies, they were given first-hand glimpses of the budding visual art in operation under rigorous field conditions. But more than that, especially in the case of the lawmakers who are now being called upon to change the unsatisfactory regulatory setup and establish more definite policies for the guidance of radio's development, they were able to gain an appreciation of the swift-moving and ever-changing character of the radio art and science.

The demonstrations must inevitably prove to them that here is an industry entitled to governmental encouragement rather than to the constant recriminations heaped upon it—almost always by persons, including a few members of Congress, with an ax to grind. Here is an industry which, in the absence of tax support or subsidy, asks Government not to hamper it while it is growing. It can hardly be said that radio in recent years has developed because of governmental encouragement; rather its growth has largely been in spite of all-too-frequent governmental discouragement.

As a result of their observations of sight-and-sound radio, it may now confidently be expected that more and more members of Congress will interest themselves in the basic problems of radio as a whole. That is all the broadcasters ask, for they are more than willing to rest their case on the facts and more than eager to seek new laurels of achievement to add to the great they have already accomplished in the way of entertainment, education, information and rescue and relief.

We have stated in these columns before, and we repeat now, that television should be a natural heritage of the broadcasters. Due to natural limitations, it must develop locally at first, just as audible broadcasting first developed locally. It behooves the broadcasters, therefore, to watch this new art carefully and to be ready for it when it emerges full-blown. All eyes will be on New York, starting with the World Fair, to watch the public's reception of television where it gets real trial under

The RADIO BOOK SHELF

BEN DUFFY, BBDO vice-president in charge of plans and marketing, New York, is author of Advertising Media & Markets [Prentice-Hall, New York, $5], a thorough presentation covering the selection of advertising media. It is illustrated with over 100 charts and reproductions. Chapters are devoted to various media, with the radio chapter including basic data on set ownership and circulation; frequency of broadcasts; daytime programs; selection of stations; spot; audience building; importance of station or network; time of broadcast; competition; type of audience; cost; circulation measurement.

TIPS on profitable use of showmanship in promotion and advertising, built around a 12-point formula and packed with proved examples, are offered in Moving, Easy-to-Read Style in Professional Showmanship [Prentice-Hall Inc., New York, $2.75, by Kenneth Goode and Zenn Kaufman]. In their book these two sales and advertising experts treat business as "the greatest show on earth," and show how the same principles of showmanship that pack a theater or circus tent can be applied to moving goods to dealers' shelves or the home of the consumer.
IF YOU aggravate a good-natured man long enough, you’ll Eric action delayed perhaps, but none-the-less fast and furious. Someone should have told this to executives of the Canadian Broadcasting Society about six years ago. It would have saved the CPRS some trouble. It might have also helped keep the Canadian Association of Broadcasters, the country’s most powerful broadcasting station, CFB, at Toronto, a viable operation.

But about six years ago Harry Sedgwick, still fairly new to radio, as manager of eastern Canada’s most powerful broadcasting station, CFB, Toronto, became definitely aggrieved at the annually increasing dues of the CPRS. There seemed no limit to the amount the copyright owners of music were going to charge broadcasting stations. So Harry started writing letters to other station managers; then started writing letters to Ottawa, seat of Canada’s government.

He got enough broadcasters together to have a meeting. They all decided something should be done about it. Who was going to do it, and how? So the lethargic Canadian Association of Broadcasters woke up. Harry because his temporary president, a convention was called at Toronto, Jan. 1, 1935, to which all station owners were invited, and Harry Sedgwick was elected president. On Jan. 24, 1939—the day he celebrated his 44th birthday—Harry was elected president of the now very much awake CAB for the fifth consecutive term.

It is characteristic of this broad shouldered genial Yorkshireman, once once, as a newspaperman, once nothing but a blank on his mind. But he is a man of action, and he will set out to do it, and he will do it to the end. He straightened out the copyright situation, with help from Ottawa in the form of a Royal Commission which set an annual rate commensurate with the ability to pay of the various stations, paid the CPRS, have each year tried to have this rate increased, but so far the broadcasters, united instead of divided, have been victorious in the legal battle.

Similarly, he tackled the problems of CFB when the owner of eastern Canada’s only 10,000-watt transmitter, R. S. Rogers, approached him in 1932 to see if he could make the station pay a profit. Harry had never been in a radio studio, had never been interested in broadcasting except as a listener. And as a listener he knew what he wanted. When he left the famous Famous Players, he enrolled the cast of theatre holding organization in the Dominion, where for ten years he had been eastern divisional manager, he started feeding CFB the kind of programs he wanted to hear, programs that required spending some money for talent.

Even as late as 1932 Canadian stations still used free talent, amateur musicians, while professional musicians were finding it hard to keep alive. Harry Sedgwick changed all that. Today CFB spends three times as much as a year as when Harry took over the station. And since he took control CFB has made profits for its owners.

When Harry became manager of CFB, he found that advertisers were sold time and programs directly by each station. The advertising agencies did not enter the picture very largely apparently were not interested. It was a struggle, but he sold the agencies on radio as an advertising medium. Since the revival of the CFB he has consistently plugged for the agencies to other broadcasters. Now the CAB gives advertising agencies a radio franchise, there are few agencies which do not have a radio department, and the CAB along with agency and advertisers’ associations is working on rate standardization.

He has discussed station operations with United States broadcasters and CBS executives, CFB being one of two Canadian CBS outlet stations. He has talked with the networks in an unofficial capacity, hopes to attend the convention at San Francisco this summer following a convention of western Canadian broadcasters at Vancouver. As CFB president, without pay, his office is a clearing house for most of Canada’s broadcasting problems. Born Jan. 24, 1895, ten-year-old Harry came to Toronto with his parents from Leeds, Yorkshire, England, in 1905. He soon acquired the Canadian accent which has been learned by Canadian games such as baseball, football, lacrosse. He set about to carve a name for himself in the radio field. At 18 he enlisted to go overseas with the first Canadian in 1914. He served in the air service. When the war ended, he returned to Canada in 1918. He had hoped in 1914 of becoming a lawyer; in 1918 he joined a large accountancy firm. When his firm was given the handling of a chain of bankrupt theatres, the job of looking after them fell to his lot. Later when the theatres were bought by Famous Players Canadian Corp., Harry went with them, and so did his hopes of becoming a chartered accountant. From theatre management to broadcasting was the next step.

Harry Sedgwick has been married 18 years. His son Ronald, 16, has not yet decided whether to enter the legal or accounting professions. He has a daughter, Nancy, 10. He plays a good game of badminton, was Ontario champion a few years ago. He also plays tennis, likes fishing whenever he can, has fished on both Atlantic and Pacific Coastas and in northern Canada, and got a record 23-pound 7/4-foot silver king tarpon a year ago at Tampico, Mexico. He belongs to the Carlton Club and lives in Toronto’s exclusive suburban Bayview.—J. M.

F. HANWELL, manager of E. D. Witt & Co., Melbourne, Australia, is in Honolulu for two months on a combined business and pleasure trip. First time the radio through American Radio Transcription Agencies in Sydney.

PAUL McCURLE, assistant sales manager of NBC-Chicago, and Oliver Morton, local sales manager of NBC-Chicago, have returned to work after a week’s illness.

MAJ. EDNEY RIDGE, director of WHE, Greensboro, N. C., has been named to the advisory council of the National Youth Administration of North Carolina.

C. ALDEN BAKER, national commercial manager of the West Virginia Network, is married Dianna Lee, of Petersburg, Va.

HARRY SINAIWER, formerly advertising manager for the Greens (N. Y.) News-graphic, has joined the sales staff of WFS, White Plains, N. Y.

PETE WATTS, formerly account executive of KFVD, Los Angeles, has joined KNX, San Bernardino, in a similar capacity. Bruce Carpenter has joined the KMPC sales staff. He was formerly associated with a New York advertising agency.

WILLIAM A. SCHUPT, Jr., general manager of the Cincinnati stations, recently completed his tenth year with the CBS network.

JOHN T. CALKINS, general manager of KJ Rand in Greensboro, N. C., has been named sales manager.

HARRY E. F. FORSTER, Toronto, advertising executive and sports commentator for commercial programs, was married in New York Jan. 30, to Kathryn Dwyer, of Toronto, Ont., who went to Sea Island, Ga., for their honeymoon.

FREDERICK DANIEL, executive director of Macquarie Broadcasting Services and Macquarie Network, Sydney, has been temporarily assigned to the U. S. to serve as general manager of WFTL, New York, and to work with the firm’s representatives in foreign countries.

SAMI ELMAN, sales manager of WATR, Waterbury, Conn., is the father of a girl born recently.

A. SCHILLIN, vice-president of WAAT, Jersey City, on Feb. 1 was placed in charge of the station’s new sales office in the RKO Bldg.

LLOYD GEORGE YENARD, director of merchandising of WCKY, Cincinnati, has been elected chairman of the entertainment committee of the Association of Manufacturers Representatives.

MARI E. VANDEGRIFT, manager of WMAG, Portsmouth, Ohio, joined the University of Cincinnati on "Radio as a Career". While at Cincinnati she also was guest speaker at the Cincinnati Women’s Club, discussing "Radio as an Aid to Normal Life."

WILLIAM WARD, salesman for five years at Iowa Network, has been named commercial manager of WBIG, Los Angeles.

STANLEY BURBARD, president of KSTP, St. Paul, and Mrs. Hubard are vacationing in Florida during February aboard Mr. Hubard’s yacht. Their itinerary includes Miami, Key West and the Isle of Pines.

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**BILLINGS IS NAMED TO WOWO-WGL POST RESIGNATION OF W. WARD DORRELL**

Mr. Billings Radio Pacific Coast vice-president, to succeed him, were announced Feb. 7 by W. C. Swartley, general manager of the stations.

Mr. Dorrell, as sales manager of WOWO and WGL, Westinghouse stations in Fort Wayne, and appointment of Ford Billings, former Hearst

**Kahn Heads KFDM**

KFDM, Beaumont, Tex., on Feb. 1 formally began operation under the ownership of Beaumont Broadcasting Corp., with Dorald A. Kahn, former general manager of KGKO, Fort Worth, as its operating head. The FCC announced Dec. 30 its final approval of voluntary assignment of the station from Sabin Broadcasting Co., to the new company, upon furnishing of additional evidence in connection with the sales contract, the transaction having been approved conditionally upon supplying of this data as of Dec. 16. The price paid for the station was $115,000. KFDM operated on 560 kc. with 1,000 watts day and 500 watts night and is an NBC outlet.

**Ramsey Continues**

MARION L. RAMSAY, director of information of the FCC, and C. Alphonso Smith, his assistant, on Feb. 7 were retained by the FCC for another temporary period of one month, or until March 11. Mr. Ramsay, on leave from the Federal Corporation Administration, and Mr. Smith, connected regularly with the Soil Conservation Services, were designated three months ago to serve with the FCC temporarily upon reorganization of the Information Office.

**APPLICATION was filed with the FCC Feb. 2 by Mayor LaGuardia of New York, requesting full-time operation for WNYC, New York municipal station. WNYC is now required to sign off at sunset because it operates on the same wave length (810 kc.) as WCCO, Minneapolis.**

**C. C. Pyle Dies Of Heart Illness**

CHARLES C. PYLE, president of Radio Teleproduction Co. of America, Hollywood, and former sports promoter, died Feb. 3 in his Van Nuys, Cal. home from a heart attack. He had been in failing health since a stroke five years ago. Mr. Pyle, who was president of the Association of Radio Transcription Producers of Hollywood Inc., at the time of his death, attracted international attention in 1929 when he staged the bunyon derby, a cross country race on foot from Los Angeles to New York, in which more than 200 persons competed.

His other sport exploits included management on nationwide tours of Red Grange, famous Illinois football player and Suzanne Lengien, French tennis champion of her day. His later promotion in motion picture deals for Grange. After years as an organ salesman, Mr. Pyle operated a chain of motion picture theatres in Illinois, during which time he became acquainted with Grange and started his colorful sports promotion career.

Because of his method of promotion and insistence on cash deals, he acquired the name of "Quick and Carry" Pyle. He retired from sports activities eight years ago turned to the production and distribution of transcriptions. Three years ago he became sole owner of Radio Transcription Co. of America, acquiring the interests of his associates. Beside his widow, Elvia Allman Pyle, Hollywood radio actress, he is survived by a daughter, Mrs. Katherine Maian of San Fransisco.

**Warren McKee Jr.**

WARREN MCKEE Jr., 31, member of the staff of WAIM, Anderson, Ind., was found dead in his apartment on the second floor of WAIM studios Jan. 26. He died either of heart trouble or was asphyxiated during his sleep by escaping gas. His body was found when station employees smelled gas and investigated. Besides his duties as auditor and salesman at WAIM Mr. McKee appeared on many programs. His rich baritone voice was frequently heard over the station, at local churches and other similar entertainments. A 30-minute memorial service, which included musical numbers by leading local artists, and transcriptions of some of his favorite hits by Mr. Pyle's own voice was presented by WAIM Sunday, Jan. 29.

**William A. Prole**

WILLIAM A. PROLE, former Berkeley broker and self-styled "father of radio," died in Los Angeles Feb. 4 from injuries received when struck by an automobile. He was 61. Mr. Prole claimed to have backed Francis McCarthy, who first transmitted the human voice through the air between Los Angeles and San Diego in 1912. He claimed that he spent $500,000 and nine years developing radio following McCarthy's death.

**Franklin Bingman, KHJ, Los Angeles, news commentator, has been cast as a radio announcer in the KKO motion picture "Whispering Enemies" to be released soon.**
IT'S a tough week for Jim Farley's boys. After all, hauling copies of the big 50-oz. 1939 Yearbook Number into six or seven thousand offices is no job for flat feet or flabby shoulders.

Those whoops and hollers? They come from account executives, advertising managers, sales managers, radio directors, station managers and technicians. They have just discovered that the 396-page 1939 Yearbook Number is the absolute tops in accuracy, completeness, compactness, usability, readability.

They get their copies with their subscriptions to BROADCASTING.

Got yours?

Summary Index of program ideas and titles.
Radio Outline Map of the U. S. and Canada.
Survey of 1939 business of broadcasting with study of economics of radio.
U. S. and Canadian radio stations and personalities listed by states, frequencies, call letters.
Newspaper ownership of radio stations.
Network rates and personnel.
Directory of station representative agencies.
Census of radio homes by counties, with urban and rural analyses.
1938 program popularity survey.
Directory of advertising agencies handling radio accounts.
Directory of transcription, recording, talent services.
Status of new stations.
Log of broadcasting stations of world, listed by countries and showing whether commercials are carried.

USE ATTACHED SUBSCRIPTION CARD!
When They Write

You Know They Listen

And WIBW listeners do write... 147,471 friendly, "homey" letters last year from listeners who consistently guide their buying habits by the neighborhood recommendations of WIBW. Let us show you a mail count map.

* WIBW listeners have also been checked in a statewide, house-to-house survey. You'll want to see it too.

WIBW
"The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS

Ben Ludy, Manager

Represented by

Capper Publications, Inc.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

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THE ARISTOCRAT OF PROGRAMS

THE ARISTOCRATS OF STATIONS

Sax Rohmer's
The Shadow of FU MANCHU
Produced in Hollywood by Fields Bros.

The leading stations in each area are acquiring Radio's Great Serial Program...providing an unbeatable combination for national spot advertising.

- Agencies and national advertisers, seeking outstanding results, will claim their markets early, for FU MANCHU'S rising tide of popularity is certain to sweep the country after its general release.

- Communicate with us for information concerning the stations controlling "THE SHADOW OF FU MANCHU" in each market.

RADIO Attractions, Inc.
R. K. O. BUILDING • RADIO CITY • NEW YORK

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WHEN THE COCK CROWS
WSYR IS ON THE AIR!

An institution devoted to real service must not forget that it serves thousands of families for whom the day starts in the wee small hours . . . and WSYR is in the heart of one of the richest farming areas of the country.

So we are on the air every morning at 6 o'clock with devotions, news flashes and interesting and lively program material.

Regular mail from 400 communities tells us that our morning features are listened to and deeply appreciated.

More than a million loyal listeners tune in at 570 kc. "early and often" through each day to hear the finest programs of our major networks. No other station in New York State makes all such fine programs available.

We invite you to test the prestige and power of WSYR in the near future.

KNOX WHITNEY, Clark, has purchased WBCM, Waterbury, Conn.

WILLIAM POWELL, formerly continuity writer of WBP, Sydney, Australia, arrived in Hollywood in late January and will remain in California writing for radio and motion pictures.

CHARLES BATTERS, Alabamia U. graduate, has joined the announcing staff of WBRY, Waterbury, Conn.

MAY ALCOTT, formerly heard on WLY and network programs, has joined KMOX, St. Louis, replacing Lorraine Grimm, now with Lucky Strike Hot Four singer.

STERLING V. COUCH, program director of WDRY, Hartford, spoke on "Program Planning and Scheduling," before the radio forum at the Hartford YMCA on Feb. 5.

RAY LYNX, head of the recording department of WOR, Newark, spoke on "Electrical Transcriptions, Their Manufacture and Uses," Feb. 3 before the public relations council of the National Tuberculosis Assn. in Rockefeller Center.

CON FORD, formerly of WATR, Waterbury, Conn., has joined WNLC, New London, and Gordon Wilcox has joined WTIC, Hartford, succeeding Harry Clark, now with CBS.

VIRGINIA GOLDEN has joined WRX, Cincinnati, as feature editor of the Woman's Hour program.

M. A. R. I. N. N., of KFXJ, Grand Junction, Colo., has purchased a new airplane. KFXJ engineers will supervise installation of its radio equipment.

BOB KENNEFICK Jr., public relations director of WBL, Syracuse and his wife, Betty Barden Kennefick, former commentator of WIBX, Utica, are parents of a baby born recently.

SAM WOODHOUSE, general manager; Bob Store, vice-president; and George Perkins, program director of WFLB, Syracuse, have conducted special classes on radio technique at Syracuse University in the last several weeks. Bud Squires, news editor, is next on the list.

GEORGE PERKINS, WFLB program director, is back at his desk after a serious attack of grippe.

ROGER GOODWIN, Syracuse University graduate student in University Radio Workshop, has joined WFLB, Syracuse, as part-time announcer.

FLOYD DWIGHT RODGERS Jr., has been named Echo Reporter by WIS, Columbus, Ohio.

DOROTHY LARSON, formerly of Ruthrauff & Ryan, Chicago, has joined the William Morris Agency, Chicago.

GEORGE WILLARD, announcer of WGN, Chicago, has resigned to attend to business affairs.

EDITH MORGAN PERRON, formerly of Howard G. Mayer Co., Chicago publicity firm, has joined the press department of NBC-Chicago, to replace Marge Kerr, who has joined Tom Finley Inc., New York.

KPO, KGO Announcers Against Joining AFRA

ANNOUNCERS on the staffs of KPO and KGO, NBC stations in San Francisco, recently voted against joining the American Federation of Radio Artists, asserting that they had everything to lose and nothing to gain.

NBC announcers in San Francisco are members of the Associated Entertainment Workers, an organization of NBC workers. Under ARE agreements the announcers are paid $25 for commercial programs on regionals on which AFRA is seeking a fee of $15 plus $5 for rehearsals. The NBC announcers also have a guaranteed scale greater than that demanded by AFRA.

It is understood an attempt probably will be made in March to force the KPO-KGO announcers to join AFRA by prohibiting artists from working on commercial broadcasts announced by non-members of AFRA.
Werble Starts Service
WALLACE WERBLE, former southern manager for Transradio Press Service in Washington, has started publishing Food-Drug-Cosmetic Reports, a specialized weekly Washington news letter devoted to Government regulation of the three industries. The first issue of the reports was published Feb. 11. Mr. Werble said his news letter will report the activities and trends of food, drug, and cosmetic regulation by the Food & Drug Administration under the new law, and the regulation of advertising by the Federal Trade Commission under the Wheeler-Lea Act. The reports will be published for circulation among members of the three industries, who are prerequisite to handling advertising for these industries.

CBS Publicity Shifts
ARTHUR PERLES, newspaper and publicity man formerly with the New York Journal-American and the New York Daily News, has joined the CBS publicity staff in New York, taking over the copy desk formerly held by Bruce Fouche. Mr. Fouche, Wallace West and Carl Lloyd left the department last week in the general reorganization that is occurring under the direction of Louis Ruppel, new publicity director. No replacement is planned for Lloyd, who was on the night shift, as the special events department, which previously depended on publicity to protect against news breaks during the night and over weekends, now has its own men on the job around the clock.

Reinsch Named President of Broadcasters in Ohio
J. LEONARD REINSCH, general manager of WHIO, Dayton, was elected president of the Ohio Broadcasters Assn., at its meeting in Columbus Jan. 28. He succeeds J. J. Ryan, vice president of WSPD, Toledo. Vernon S. Fribble, general manager of WTAM, Cleveland, was elected vice-president, and B. A. Manning, assistant manager of WHIO, Columbus, was elected secretary-treasurer.

More than a dozen Ohio broadcasters attended the session, at which industry affairs were discussed. Joseph A. Miller, labor relations director of the NAB, discussed the wage and hour laws in their effects on the broadcasting industry.

Ashby Honored
A. L. ASHBY, vice-president and general counsel of NBC, was the honored guest at a dinner party tendered him by present and former members of the legal department staff on Feb. 1, commemorating his tenth anniversary with NBC. Place cards were individual drawings depicting the highlights of Judge Ashby's career. He was given a scroll depicting him on the bench in the act of receiving petitions bearing facsimile signatures of each of his associates.

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DEPARTMENT store’s institutional value in the civic life of the community, with no mention of prices in the brief commercials, features the Broad Way Dept. Store’s series on KJJ, Los Angeles, starting Jan. 25 and featuring Norman Nesbitt in news commentaries each day. In this picture Lee Ringer (left), president of Lee Ringer Agency, Los Angeles, is signing 52-week contract, calling for 624 quarter-hours, with Lewis Allen Weiss, general manager of the Don Lee Broadcasting System.

SMART & FINAL Co., Wilmington, Cal. (canned food), sponsoring the five-weekly quarter-hour Berkeley’s Garden Patch on KFAC, Los Angeles, has also started using daily spot announcements on KPFM, San Bernardino, and KMPC, Bakersfield. Additional radio is planned. Associated Ad. Agency, Los Angeles, has account.

CHARM PRODUCTS Inc., Los Angeles (cosmetics), placing direct and using radio for the first time, on Feb. 27 starts for 36 weeks using five-weekly participation in the early morning Bridge Club on KFI, that city, to exploit its line of Carlton make-up. Associated Ad. Agency, Los Angeles, has account.

COMMUNITY LAUNDRY, Hollywood (chain), out of radio for the past year, on Feb. 5 started using a quarter-hourly transcribed musical program on KIEV, Glendale, Cal., in a test campaign with a soap premium offer. Extensive use of Southern California stations is planned following the test. Agency is Grundall & Lester Adv. Co., Los Angeles.

NATIONAL ORANGE SHOW, San Bernardino, Calif., through Chas. Fertig & Co., Los Angeles, on March 15 will start a 10-day campaign to publicize the annual event, using from two to four spot announcements daily on KHJ KFI KFOX KRSD KFPM. Other radio is also planned.

A. E. STALEY MFG. Co., Decatur, Ill. (Cubes and Cream Corn Starch), on Feb. 27 will start a ten-week Southern California campaign using daily participation in the combined Syracuse Statue and Housewives Protective League program on KNX, Hollywood. Agency is Gardner Adv. Co., St. Louis.

FRUIT INDUSTRIES Ltd., New York, since Jan. 28 has been sponsoring Fulton Lewis Jr. and his three weekly MBS news commentary programs on WOL, Washington, Law- retta & Co., New York, handles the account.

AMERICAN RU-MARI Co., Hollywood, (proprietary), using radio for the first time and placing thru General Adv. Agency, Los Angeles, on Feb. 5 started a weekly quarter-hour program, Life Begins Today, on KJJ, Los Angeles, and KGB, San Diego. Contract is for 13 weeks and program features Churchill Murray, commentator. The firm, through Grundall & Lester Adv. Co., Los Angeles, on Feb. 5 also started using 10 weekly quarter-hour transcribed musical programs on KIEV, Glendale, Cal., in a test and plans to add other Southern California stations to its list through that agency.

AMERICAN HOSPITAL Assn., Los Angeles (cooperative hospital and medical service), using radio for the first time and placing thru Grundall & Lester Adv. Co., that on Feb. 6 started using two daily spot announcements on KMAC, in a 30-day test. Other Southern California stations will be added.

OAKLAND Zone Pontiac Dealers recently contracted with KSFO, San Francisco, for sponsorship of the early morning edition of Streamlined Headlines, their new broadcast six times weekly, 7:45 to 8 a.m., presented by Bob Carr. Account is handled by McCann, John & Adams, Detroit.

S. C. JOHNSON & SON, Sydney, Australia, (wax) through Willmott Adv. Agency, that city, has been sponsoring Five Star Theatre on 2UW, Sydney. The series was trans- ferred from Radio Star Productions. Hollywood, and leased from American Radio Transcription Agency, Sydney, which controls the program in Australia.

DODGE DEALERS of Chicago, has started a 45-minute Sunday afternoon program titled Rhythm at Noon on WBWM, Chicago. The live talent vari- ety show has been on the air for 52 weeks. Rushruff & Ryan, Chicago, is agency.

PUT YOUR STATION on the PROFIT SIDE with Top Flight Talent TRANSCRIPTIONS Show

Wouldn’t you like to have proof of profit when you buy a radio show? Every MacGregor client gets “90 days to prove it pays”... and you may choose from the full library of the world’s largest producers of dra- matic shows.

Request details of our 90- day proof of profit plan today.

- Serving the Nation's Radio Stations since 1929 — ask your Local Station

SHREVEPORT

Led All Louisiana Cities in Building for 1938

Shreveport is more than 250 percent ahead of same period last year

and in 1939

Besides being a rich market in itself, Shreveport is the center of the rich Arkansas, Louisiana, Texas area, one of the few consistent WHITE SPOTS on the Nation's Business Map in 1938. KWKH-KTBS completely covers this golden market.
SPOT YOUR SHOTS FOR BEST RESULTS OVER WMMN

28,182 pieces of fan mail received from 43 states during January, 1939.

ASK any family group in the WMMN territory which station they tune to most of the time.

ASK any merchant which advertising medium they prefer to have you use to move YOUR MERCHANDISE from their shelves.

PROGRAMS THAT WIN 'EM

Friendly programs! Home Folks Programs! From barn dance fiddling to hymns around the old parlor organ, WMMN programs are a part of the everyday life of the town folks of 4 states—WHY?—Because they have a genuineness quite beyond planned SHOWMANSHIP.

PERSONALITIES THAT SELL 'EM

You will be introduced as A FRIEND into the homes of West Virginia, Pennsylvania, Ohio and Maryland homes. Your product receives their recommendation as a friendly neighbor, and bases of confidence in WMMN and its staff of sincere microphone salesmen. Here is a vast loyal audience—ready to hear about your product—able to buy it. Put your sales message where results are assured.

OUR NEW POWER OF 5,000 WATTS IS GIVING OUR ADVERTISERS NEW SURPRISES DAILY.

WMMN FAIRMONT W.V.A.
CBS AFFILIATE

ISBELL RESTAURANTS, Chicago, have sponsored Challenging the Experts, a daily afternoon half-hour show on WJJD, Chicago.

TOWNSEND National Recovery Plan Inc., through Interstate Adv. Agency, Cleveland, announces a three-week spot campaign reporting Washington Townsend activities over the following stations: WAKO, Akron; WICO, Ashtabula; WHK, Cleveland; WBCF, Columbus; WCPO, Cincinnati; WHIO, Dayton; WPAY, Portsmouth; WSPD, Toledo. Account was also placed on WWVA, Wheeling, W. Va.

PHILCO REFRIGERATOR Co., has been formed as a subsidiary of Philadelphia Storage Battery Co. to manufacture refrigerators under rights acquired from Fairbanks, Morse & Co., whose plant is now under Philco control. W. Paul Johnson, Indianapolis, is president of the new firm.

FRUIT INDUSTRIES, San Francisco (Gustati wine), in a test campaign, on Feb. 24 started using five one-minute transmitted dramatic announcements weekly on 8 Don Lee network stations across the Pacific Coast. KFMR, KOEV, KOJO. Series was cut by Philco Refrigerator Co., Hollywood. Agency is Emil Bruscher & Staff, Los Angeles, with Robert J. Davis, account executive.

WECO PRODUCTS Co., Chicago (Dr. West's toothpaste), on Feb. 27 started sponsoring two MBS programs The Green Hornet on WABD, Akron; Boston, and The Lone Ranger on WJTN, Cleveland. Company plans further use of radio in March. Austin & Specto, New York, placed the account.

IT WAS "unusual" Southern Californian weather that greeted cast members of the NBC Fiber McGee & Co. program, sponsored by S. C. Johnson & Son (Scotch tape) when they arrived in Hollywood from Chicago in late January to make their permanent home. Armed with umbrellas, the first week, the expenses were paid to (to) Billy Mills, orchestra leader; Harlow Willcox, announcer; Cecil Underwood, account executive of Needham, Louis & Brophy, and Alex Robb, Hollywood manager of NBC Artists Service. Program now emanates from Hollywood on NBC-Red network.

McGuire, Ellis Affiliate

With WBS Sales Staff

MASON McGUIRE, former account executive of N. W. Ayer & Son and before that a well-known advertising correspondent, has joined the New York sales staff of World Broadcasting System. He is with A. T. Sherry, Philadelphia representative, who has been with WBS for 12 years, later becoming a radio director in the Chicago office and for the last two years has been radio executive on the Kellogg account in the Philadelphia office.

Gerald Ellis, for the last six years manager of Brunswick and Columbia Recording Studios in Chicago, has joined the Chicago sales staff of WBS under Read Wight, Midwest manager. Before joining Brunswick, Mr. Ellis maintained his own radio agency and also was associated with the Judd Radio Program Corp.

A PLAGUE for radio programs advancing Americanism was recently awarded to Rainbow House program on WOR, Newark, conducted by Big Brother* Bob Emery every Sunday morning, by the John Purroy Mitchell Post of the American Legion.

Transcriptions

WSPT, Salisbury, N. C., and CKCA, Kenosha, Wis., have become subscribers to the World Program Service, making a total of 12 new stations since Jan. 1. The WBS Library list now totals 199 stations on-time high.

STANDARD RADIO announces the following new subscribers to its standard Library Service: WBCS, WJMD, KYTO, KG&X, CHIL, XEO, WTRC, KLD.

HERBERT E. KENNEDY, formerly of Columbia Recording Studios, Chicago, has joined the sales staff of World Broadcasting System in New York city.

RADIO Features Division of Heffler-Publications, New York, has named NBEA as its agent for sales and distribution of a new transcribed series, Secret Agent K-7. Returns. The program will be produced in the New York NBC studios and recorded by NBC. A total of 30 quarter-hour episodes will be made immediately available.

KASPER - GORDON STUDIOS, Boston, is preparing to release several new network shows over its own network stations and to its department store and laundry series as well as I Want a Divorce, Tilley Thompson Co., Seattle. The series started Jan. 28 on most of the national networks.

CENTRAL New York State Broad- casting System (WSR, WJTN, WTWX)—has named the Charles Nichelson Monte Carlo Series, series for 3, 26 weeks, on a five-week basis, for the entire network.

MILT M. BLINK, Chicago head of Standard Radio, has returned to his desk following a vacation in Havana and Panama.

EDWARD PANCOAST, Jr., on Feb. 25 was named as president of Fielder Transcribed Programs, New York, to join Edwin Strong, Inc., New York, and now Ohio's radio industry. He has been an associate of Herbert E. Ebstein, president of Radio Attractions, New York recently left New York on a four-week trip to arrange distribution of the company's production Shadows of Fu Manchu on stations in that area. Upon Mr. Ebstein's return March 9, the company will announce plans for the release of its second production, Hollywood Cassidy, a quarter-hour radio serial program, produced by Fields Brothers, Hollywood, from the original stories by Clarence Mulford.

FIELDS BROTHERS, Hollywood production firm, is completely equipped with new studios at 9239 Holly- wood Blvd., with custom built public address system, remote lines and playback machine. Equipment was built and installed by C. C. McDonald, Hollywood recording engineer. New quarters of Fields Brothers include besides executive offices, an auditorium, recording room, production division, and a complete music and recording library department. Harry David Fields, executive vice-president, announced that March production of the firm will be Hopalong Cassidy, with continuation of the "Neptune" series distributed by Radio Attractions Inc., New York.
Telecast Corp. Formed In Hollywood to Act as Disc Distribution Firm

TELECAST Corp. of America, new national distribution agency of transcribed radio programs, has been formed in Hollywood with headquarters at 1500 Cross-Roads-of-the-World. Firm will distribute only for other producers, without engaging in production itself except on a participating or financing basis, according to Charles A. Browne, president and general manager and formerly an executive of WXYZ, Detroit. It will operate along methods similar to those used by film industry distributing companies, he stated.

Exchanges will be established in key cities, with main offices in New York as well as Hollywood. Initial distribution deal is with Warner Bros., which is entering transcription production through its subsidiary, Warner Bros. Broadcasting Corp., which operates KFWB, Hollywood. Telecast will act as distributing agents for the firm. First Warner show will be The Adventures of Uncle Jimmy, featuring William Farnum, now being recorded.

Besides Mr. Browne, officers of Telecast Corp. include Dave Davidson, vice-president in charge of station relations and sales promotion, and Elliott Fisher, secretary and sales manager. Davidson was formerly a sales promotion executive of Radio Transmission Co. of America, Hollywood. Fisher was a sales campaign manager.

JOHANNES STEELE, foreign news commentator for WMCA, New York, has been commissioned to write the introduction to the American edition of Norbert Muehle's book "Hitler's Miracle Man, Or The Life And Loans of Dr. Schacht", to be published Feb. 30 by Longmans, Green & Co., New York. The introduction will be an analysis of events leading up to Dr. Schacht's dismissal and the economic future of Germany.

Fast Facsimile

GEORGE M. BURBACH, director of KSD and advertising manager of St. Louis Post-Diary, and Robert L. Coe, KSD chief engineer, on Jan. 26 addressed the St. Louis Chamber of Commerce on the subject of facsimile. With a facsimile receiver in the hall, a photograph of the speakers' telegraph key was sent and then relayed back to the hall on the facsimile apparatus within 30 minutes. RCA apparatus operating on short-waves is used [BROADCASTING, Dec. 15, Jan. 15].

ARE YOU LOOKING FOR A "SPOT" PROGRAM IN BALTIMORE?

Here are 4 sure-fire "hit shows" available for sponsorship on WFBR

"FU MANCHU"
15 minutes, 6:45 P.M., Mon., Wed., Fri.
A thrilling transcribed show of the adventures of one of the most famous characters of current magazine literature. 39 thrilling 15 minute episodes. A tremendous audience awaits this show. Numerous tie-ins and publicity devices available. Transcription cost $33 per program.

"PARADE OF YOUTH"
Half hour, 7:30 to 8 P.M., Tuesday
A program of, for and by YOUTH. Through the cooperation of the Baltimore YMCA, their membership of 1500 boys is available as a nucleus for this broadcast. Brent Gunts, master of ceremonies, puts on a fast-moving, entertaining ½ hour show. Music by Joseph Imbroglio's NBC orchestra. Talent cost: $100 per broadcast, including music.

Write for further details or see the Edward Petry representative.

BROADCASTING • Broadcast Advertising February 15, 1939 • Page 63
NEEDHAM, LOUIS & BROBBY has opened West Coast offices at 3002 Sunset Blvd., Hollywood. Cecil Underwood, producer of the NBC Fibber McGee & Co. program, sponsored by S. C. Johnson & Son (floor wax), is in charge. John J. Loria, vice-president of the agency, came to Hollywood from Chicago headquarters to establish the offices.

J. M. HICKERSON, for nine years an account executive and copywriter with Lord & Thomas, New York, has just established the J. M. Hickerson Inc. advertising agency at 480 Lexington Ave., New York. Associated with him as secretary is Frank B. Ziehl, former secretary-treasurer of the Amsterdam Agency, New York.

PACA Convention in June
PACIFIC Advertising Clubs Association will hold its next convention June 28-29 in Oakland, Calif. It was decided at the recent midwinter conference called by Harold Deal, president, and Florence Gardner, executive secretary. Albert T. Smith was named general chairman, with Ben Tooley as assistant. Lewis Allen Weiss will head the radio departmental.

JOHN D. SIMON has announced that he proposes to purchase from Crosby & Ham the assets of their Portland agency, as of Feb. 1. Crosby & Ham is reported by Mr. Simon to be withdrawing from Oregon and continuing business to the San Francisco office.

J. J. GOROV, who formerly operated his own agency in Chicago, has joined Hillman-Shane Adv. Agency, Los Angeles, as head of the advertising department. Agency has also added C. J. Wolfs, formerly advertising manager of Kaufman's Department Store, Pittsburgh, to its copy staff.

E. H. HARRIS, in charge of production at Buchanan Co., New York, recently was appointed general office manager, and S. Schafer, who has been assisting C. J. Atkinson, space buyer for the same agency, has been named contract and media director.

FREDERICK H. FRAZIER, recently retired chairman of the board of General Baking Co., New York, has joined Geyer, Connell & Newell, New York, in an executive capacity. Mr. Frazier is also a director of the American Institute of Baking and a trustee of the American Bakers Foundation.

FRANK FRASER, writer on the staff of J. Walter Thompson Co., Hollywood, has resigned and after vacationing in Arizona will go to New York.

C. J. OLENFORD Adv. Agency has been organized with offices at 228 N. LaSalle St., Chicago.

ROSS FEDERAL RESEARCH Corp. has moved its executive offices to 18 E. 48th St., New York. The new telephone number is Plaza 3-6500.

HUB ROBINSON, Young & Rubicam, New York production supervisor, has been assisting with production. He is now with the firm of Bracken & Sons, 314 S. Menard Ave., Chicago.

DONAHUE & COE, New York agency, has added an Atlanta branch, estabished in the hotel Bldg., Harry L. Morrill Jr., who recently sold a Biscuit Co. interest in Rawson-Morrill, Atlanta, is in charge. Among accounts are Atlantic Co. brewery.

CHARLES A. RAWSON, president of Rawson-Morrill, Atlanta, has purchased the interest of Harry Morrill Jr. and Mae P. Morrill and changed the firm name to Charles A. Rawson & Associates. The new vice-presidents were elected, Robert Crow, Frank Bell and George Smith. Creighton Perry is secretary.

DION GUMMELS, account executive of Warner & Legler, New York, agency servicing the Larus & Brin, Hollywood cigarettes account, was in Hollywood during early February on a national survey. A radio campaign is planned to start this month.

ANDERSON F. HUEWTT, account executive in the New York office of J. Walter Thompson Co., has joined the San Francisco staff of the firm. Edmund M. Pitts has left the San Francisco office.


CHARLES WEINTRAUB, formerly of Mills Artists Corp., Hollywood, has joined Joe Rivkin Inc., talent agency in that city, as head of its radio department.

PAUL B. ZIMMERMANN, formerly assistant to the president of the Norweigian Division of Bont-Warner Corp., has resigned to become a partner in the firm of Grace & Bement, Detroit agency. Effective Feb. 1, he becomes vice-president and treasurer of the agency and head of its merchandising department.


L. E. COLE, formerly with Frederick Seid, Advertising, San Francisco, has established his own agency at 156 Montgomery Street, San Francisco.

WILLIAM A. JOPLIN Adv. Agency, Portland, Oreg., has moved to new quarters at 730 Southwest Salmon St., that city.

Monroe Hellinger
MORROE HELLINGER, radio producer for Lord & Thomas, New York, and formerly announcer and producer for WNY, New York, died of a heart ailment on Feb. 3. Mr. Hellinger was the only brother of Mark Hellinger, well-known newspaperman and producer for Warner Brothers, Hollywood.

The Payroll's Gittin Bigger, Susie!
Here in this fertile Red River Valley where farms are big, business is big, too! Our people make dough — and spend it! For bank clearings on personal checks, Fargo ranks second among all the nation's cities in its classification!

WDAY is the only chain station for 190 miles around — one of the most profitable advertising mediums your dollars can buy anywhere today! Let us prove it!

WDAY, Inc.
N. B. C.
Affiliated with the Fargo Forum

FARGO
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Page 64 • February 15, 1939

HOT STOVE LEAGUERS ARE HOT SALES PROSPECTS!
New Yorkers are sports fans — and buyers of merchandise! That's why WNY's up-to-the-minute program of sports news, gossip, and guest celebrities, directed by popular DICK FISHELL, is a great bet for your product. Here is a sports resume that has a following...on the air nightly at 6:45 p.m. Write or wire for details.

WIN
DIAL 1010
BROADCASTING • Broadcast Advertising
WILSON


Mr. Cook, 26, attended Northwestern University and for three years was accountant for manufacturers and distributors of quality groceries. Prior to joining the Howard H. Wilson Co., he was employed in the merchandising and sales departments of S. & W.

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New Agencies Organized

By Logan and Stebbins

LOGAN & STEBBINS, Los Angeles advertising agency since 1923, has been dissolved and Barton A. Stebbins, formerly president, has formed his own organization under the firm name of Barton A. Stebbins Adv. Agency. Offices remain at 811 West 7th St. Continuing with Mr. Stebbins are Nat Jeffras, account executive and Arthur W. Gudel, space buyer and production manager who also is in charge of radio. Firm will continue to service Signal Oil Corp. and other accounts using radio. Agency will maintain affiliations with Portland and Seattle.

Dudley L. Logan, formerly partner in the firm of Logan & Stebbins has joined forces with Eugene F. Rouse under firm name of Logan & Rouse, with offices at 621 S. Hope St. Los Angeles. Mr. Rouse, president of the new firm, was formerly Southern California manager of Harper's Bazaar. Mr. Logan is executive vice-president and the ex-M. Alden vice-president of the new firm. Mr. Alden was formerly an executive of Logan & Co., and prior to that with other nationally known agencies. Miss Van Davis, formerly of Philip J. Manor Co., Los Angeles, has been added to the staff as account executive. O. K. Fagan is space buyer and production manager.

PRINCESS PAT Ltd., Chicago (cosmetics), on Feb. 3 started its fourth year of Tale of Today, a Sunday afternoon serial on NBC.

What? A break-down in the radio business and "goody, goody" is the word!

Yes sir, that's right, because this was a break-down that we purposely brought upon ourselves. It was a break-down of 144,865 pieces of mail (68% commercial) received from July 1, 1938 to December 31, 1938. The results positively prove our claim of POWER TO PULL.

Here's what the break-down revealed:

Mail Received From—

500 Towns in WEST VIRGINIA

972 Towns in PENNSYLVANIA

469 Towns in OHIO

565 Towns in 37 OTHER STATES

TOTAL TOWNS 2,506

National Representatives

JOHN BLAIR & CO.

NEW YORK .... CHICAGO

DETROIT ... SAN FRANCISCO
FRANK M. EVANS is the newest addition to WEEI, Boston, control room. A master of five languages, he also writes script and can pinch-hit as an announcer and character actor. AL DRAPER, formerly of WMNN, Fairmont, W. Va., has joined the engineering staff of WHK-WCLE, Cleveland. He replaces Price Fish, shifted to facsimile. HENRY POOLE, chief operator in the news bureau of KOY, Phoenix, is the fourth member of that station's staff to have a quality for an airplane pilot's license. He got his in early February.

If You Want to Reach the
Folks Who Ski
Use a Station in the Middle
Of the Ski Country
3 kw. day 1 kw. night
1,260 kr.
KVG0 Missoula
Montana
Affiliate of the
Columbia Broadcasting System

Tapper Muffled
ALL THE gadgets and brains that WEEI, Boston, could muster were not capable of finding out what caused the constant hammering during a rehearsal of Charles R. Hector's orchestra prior to a CBS network broadcast. Finally an observant engineer noticed that the violin player was standing on the wire and tapping his tooties to the rhythm. Since he couldn't play without tapping, he was forced to don rubber-soled shoes.

THOMAS M. GLUYAS, until recently in television research with Philco Radio & Television Corp., Philadelphia, has joined the engineering and instruction staff of Midland Television Inc., Kansas City.

WILLIAM REUTER, KIRO, Seattle, technician, has been made transmitter chief.

KLAUS U. LANDBERG on Jan. 30 joined the NBC studio television group as a television engineer.

SYLVAN H. SWANSON, of the engineering staff of WCHS, Charleston, W. Va., recently married Margaret Louisa, of Roanoke, Va.

WILLIAM REUTER has been advanced to chief transmitter operator of KTKA, Seattle.

GUS ROUNTREE, formerly of KNOX, Austin, and KSDA, San Antonio, has joined WBAI, Fort Worth, as control engineer.

WALLACE LAMBROUSE, of Boise, Idaho, has joined the engineering staff of KDFX, Salt Lake City.

CHESTER W. RICE, of General Electric Co., Schenectady, on Jan. 31 was granted a patent by the U. S. Patent Office covering a short wave radio transmitter, rights to which he has assigned to GE. Its serial number is 2,145,765.

J. R. POPPELE, chief engineer of WOB, Newark, will discuss the technical aspects of modern radio before the Rotary Club of Irvington, N. J., on March 8.

LEONARD BATES, who received his "ham" license four years ago at the age of 14, has joined CKL, Kirkland, Wash., as assistant engineer.

FRANK BUCKLEY, formerly ship radio operator, has joined the engineering staff of WATH, Waterbury, Conn.

WILLIAM GALE has joined the control staff of KEKJ, Grand Junction, Colo., replacing Ceci Caves, who now heads the telegraph department of the KFXJ news service.

DONALD HULSE, formerly of WBGM, Chicago, R. G. Westen, of WBBM, and Tom Donohue, of WABC, New York, have joined the engineering staff of WGBK, Cincinnati.

ROBERT G. CONWELL, operator of WICA, Ashland, O., is married Miss Margaret White on June 9.

GEORGE E. GAUTNEY, chief engineer of WICA, Ashland, O., is the father of a boy born recently.

LEONARD LANGE, of the engineering staff of WNAX, Yankton, S. D., is the father of a girl born recently.

Television Script Needs
Cited by Guild Council
RADIO and picture corporations which now dominate mechanical inventions such as television, are in need of endless material which dramatic writers alone cannot supply, according to George Middleton, a member of the Dramatists' Guild Council, in explaining the Guild picture to American and British authors in the January Author's League Bulletin.

The Guild is aware, Mr. Middleton continued, that creative interest in the theatre must be continued and that the main problem is to keep the theatre from being "excluded that more controlled so that a play, without picture possibilities, may have difficulty finding producer's there." With reference to television and radio rights, the Guild feels it cannot prevent such right-taking with film rights. Mr. Middleton declares, adding that "few authors realize it will be films, made from their initial creation, which will be projected by television into the homes."

Tube Called Impractical
In A LETTER to Senator O'Mahoney, chairman of the Temporary National Economic Committee, before the TNEC, Jan. 18 [BROADCASTING, Feb. 1], Dr. Frank B. Jewett, president of Bell Laboratories, declared that a long-life radio tube, based on designs for a telephone repeater tube developed by Bell Laboratories, would be impractical for the average radio set of "relatively short life." Complying with the request of Chairman O'Mahoney, Dr. Jewett also stated in his letter that his firm's cross-licensing agreements do not prevent Bell Laboratories from manufacturing a 50,000-hour tube for the radio field, and that Western Electric, AT&T's manufacturing affiliate, does make available to independent telephone companies the long-life tubes developed by Bell Laboratories.

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The idea of "documentary" radio is said to have originated with BBC, several French broadcasters also have used the technique. The British, however, have relied largely on the lecture method of presenting a story, but WNYC hopes to avoid this by substituting actual interviews and sounds from the place in question, which will be edited to fit into one recorded program for each subject planned.

None of the transcriptions will be put on the air until the experiments have mastered the technique, which they expect will form a vivid living history of New York City. In addition to being broadcast, the programs can be used for special events.

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NEW PEAKS of achievement are reported by the Radio Division of the U.S. Office of Education, which, supported by WTA programming, provides educational programs available to schools. William A. Butler, editor, reports that 102 out of 114 available stations are carrying the American Homemaking Program, and 88 of 88 are carrying The World In Years: 82 out of 114 are carrying the dramatic series, All. All are produced by the Radio Workshop on the major networks and all are reported as pulling well.

Mr. Bouetwell also reported that the Series of ninety-three scripts available to educators and stations asking for them, has its establishment. Oct. 1936, is a prototype based on request 173,200 scripts. 10,500 radio manuals, 9,000 molleegar, 2,500 handbooks of sound effects, and 1,500 bibliographies.

WYAF Richmond, is broadcasting weekly monthly meetings of the Richmond Civic Forum. Since the meeting is closed to the public, they are transmitted and presented the following day.

A SERIES of 12 dramatic programs has been arranged by Dr. William P. N. Loeb, N. Y. under the direction of the radio committee of the American School of the Air, high school of which Miss Emily Kneuer is chairman. The dramas are produced in WNYC's studio and are broadcast in schools, which tune to the program at 10 a.m. Tuesday.

KZL, Denver, draws children from elementary schools to present dramas of fairy tales and child stories under the title "Jack and the Beanstalk," presented Friday, and "The Three Little Bears," presented Wednesday. Production is supervised by teachers under the direction of Pete Spurlock, KZL manager.

The class from which talent is selected each week meets with an audience each Thursday at KZL.

EDUCATIONAL talks by the director of the department of health and research, State Teachers College, is a new series of various programs originating in the new studio of KSAM, Huntsville, Texas, on the campus of the college.

QUALITY transcripts of CBS and NBC, broadcasts of the report on the current European crisis have been added to the activities of the Department of War, Revolution and Peace at Stanford University. The CBS transcript, "French," covers the period Sept. 12, 1936, and consists of 1,200 pages in 10 loose-leaf binders. The program, titled "A Tease World Speaks For Itself," is being broadcast.

COURSE in driving an automobile is being offered by WTKV, Cleveland, in cooperation with the Cleveland Automobile Club, with Carl Mark, WTKV announcer, taking driving lessons from Mrs. Mildred McKay, CAC instructor, and a group of instructors and his own reactions on a series of Friday afternoon programs. One of the regular dual control cars of the Auto Club is being used for the demonstrations, and it has been equipped with a 10-watt portable transmitter for the broadcasts.

WFIL, Syracuse, is presenting a series of programs In the Classroom in which school students present original scripts concerning the municipal government. Teachers supervise the programs before they are broadcast on the radio in the classroom and then bring their pupils into WFIL studios for final rehearsal.

RAIOO class of Trinity University, Waxahachie, Texas, visited the Texas State X-Workforce Center, WTXAF, and was conducted on an extensive tour of the building by John Hopkins, TNS news correspondent, who was host to the group in the absence of Elliott Roosevelt, network president.

BROADCASTING • Broadcast Advertising

NEW YORK Board of Education has resumed its daily programs for those coming in, children attending secondary schools on WNYC, New York's municipal station. Broadcasts covering such subjects as literature, history and current events are aimed at the public schools but will have general interest as well. Within the next two months, the board plans to put in operation its own ultra-high frequency station, WCYN, and supplement its classroom programs with broadcasts for transmission on the short wave station only.

IN COOPERATION with the Los Angeles County School Department, KPMC, Beverly Hills, Calif., has started a weekly half-hour afternoon educational program, Summer Stories, directed to grade, each week a different famous story is enacted, with Ted Gates acting as narrator, Jerome L. Schwartz writes and produces the show.

PHOTOGRAPHED biographers of the lives and activities of the nation's founders are carried on a 24-week educational series starting on WKNR, Cincinnati, Feb. 22. Through a group with local high schools, WKNR will present a large film to the school furnishing the best essay on one of the founders. Programs are to be dramatized from the winning essays.

NATIONAL YOUTH Administration is presenting Youth on Parade, variety programs, from the studios of WNYC, New York, a weekly series on WNYC, New York municipal station. Leo Reisman, noted orchestra leader, is accompanying in theatrical and musical production of the programs.

SHERMAN H. DRYER has been named radio director of Chicago Public Schools, and is conducting a survey of the Round Table, weekly discussion program on WRF, Chicago's radio station.

The series began in 1936 on WPTF, Minneapolis (then WHN), and will be broadcast in a series of programs with Minnesota stations.

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to give you a brief description of WBGU's audience in 200,000 radio homes in thirty-six counties of North Carolina and Virginia.

These thirty-six counties constitute the richest and most populous area in the South. Greenboro's 30-mile trading area tops even those of Richmond and Atlanta, in population, value of manufactured products, annual wages paid, automobile registrations, agricultural products.

—Total Effective Buying Income $400,000,000
—Retail Sales $241,342,000
—Automotive sales $44,985,000
—Home of Lucky Strike and Camel cigarette factories
—Center of a tremendous manufacturing area—textiles, furniture, tobacco, hosiery.

There is only one station which national advertisers can use in order to reach this huge market, and that is the "home" station of 200,000 radio-listening families:

WBIG

We now return you to the editorial pages of Messrs. Codel and Taishoff's Radio Bible for your continued pleasure.
MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has started a boost-the-South program titled "Facing the Facts," a half-hour sustaining feature built around prominent southern personalities. Messages about merchandising opportunities in the South, as submitted by prominent persons in all parts of the country, are read. They offer frank opinions of the South's opportunities and how they can be developed. WSJS, Winston-Salem, also carries the series. WBIG has distributed a brochure titled "Marketing Man's Land of Opportunity Number 1".

Savant Stumpers

SIX prominent Syracuse University scientists form the Board of Scientists on a new series of weekly quarter-hour educational programs, Ask the Scientist, on WSYR, Syracuse. Produced in the studios of the University radio work shop and aired through WSYR, the program features specialists in all scientific fields answering listeners' questions.

Seen and Heard

FRESH twist to man-on-the-street programs is that given by Harry Creighton of WAAF, Chicago, who takes a photographer along, has candid shots of interviewees snapped. Names and addresses are noted and interviewees are surprised a few days later when they receive shots of themselves making their radio debut. Sure fire way to win listeners, says WAAF.


d All Denominations

ALL CHURCHES in the listening area are allowed to broadcast in the order of receipt of applications, and regardless of creed or location, on Church of All Creeds started by KGDE, Fergus Falls, Minn. Any pastor and singing group is allowed a half-hour each Sunday afternoon to preach and sing, with no charge for time or facilities.

WNAS

The 50,000-watt station with the Iowa network.

Another Look at the WBIG Syracuse program is "Marketing Man's Land of Opportunity Number 1," a half-hour featuring prominent southern personalities. Messages about merchandising opportunities in the South, as submitted by prominent persons in all parts of the country, are read. They offer frank opinions of the South's opportunities and how they can be developed. WSJS, Winston-Salem, also carries the series. WBIG has distributed a brochure titled "Marketing Man's Land of Opportunity Number 1".
SECOND of the weekly remote series, Washington at Work, on KJR, Seattle, originating in the plant of the local Imperial Candy Co., presented Roland Bradley, who conducts the feature, interviewing Chester Roberts, president of the firm, and two factory assistants, and accepting a heartfelt of candy from the young worker. Other industries scheduled for future Washington at Work interviews include Bethlehem Steel Co., General Paint Corp., and Frye Meat Packing Co.

Greetings to Set Buyers

WITH a list of the purchasers of the 300-odd radio sets sold in the Lowview-Relco area in December, KWLK, Longview, Wash., has sold a five-minute daily program, Welcome Listeners, to a local radio repair shop. Each broadcast is dedicated to one of the purchasers, welcoming him to the radio audience and reminding that the sponsor can keep his radio in shape. The radio owner is notified before the program, by letter, what program is to be dedicated to him, and the sponsor has contracted to present the program until all new radio owners have been saluted.

Limelight for Composers

SEARCH for unsung Ohio composers is conducted on the Ohio Composers feature carried by WTAM, Cleveland. Every Thursday night Walter Logan's orchestra plays one of the best compositions submitted and the composer is interviewed on his life and musical background. During first three weeks of the program more than 150 musical scores were received. When the series ends in the spring, the best composition will be named and an award made to the composer by Vernon H. Pribble, WTAM manager.

Jobless Court

TO FIGHT unemployment, WMT, Cedar Rapids, Ia., is carrying thrice-weekly the quarter-hour Opportunity Knocks program on which unemployed people appear before the microphone to state their qualifications for work. Benne Alter, WMT announcer, handles this program, which is arranged along the lines of court procedure, with each applicant stating his own case.

Dickens' Masterpieces

WOV, New York, has started a Sunday afternoon series of seven Masterpieces of Charles Dickens, radio versions of the famous novelist's books, to be produced by the New York WPA Theatre Project players.

From the Carriage Trade

MEMBERS of New York's Social Register are proving their talent as entertainers on a new weekly program entitled Smart Set on WHN, New York, given for the benefit of different charitable institutions.

Suburban Gripes

RADIO Bureau of Civic Betterment, the title of KFYA's newest goodwill program. Various neighborhood improvement clubs or individuals in the Bay area, who have constructive criticism to offer in regard to their particular locality are invited to air their grievances over the station during the series. Judge Peter J. Mullins, presiding judge of the municipal court, is acting as chairman of the Radio Bureau and is assisted by Gerald Kenny, San Francisco public defender. The show is produced by Dave Bradley of the KFYA staff.

Women Wanted

AIMED at a feminine audience is Lady, Lead an Ear, on KLZ, Denver, six mornings a week under direction of Howard R. Chamberlain, production manager, Waughilau L. Hay, commentator, discusses home economics, fashions and similar subjects and blends it with music by several studio units and comment by Bob Freed, emcee.

Clearing House

NEW NBC series of surprise programs, Idea Mart, originated by members of the directors and writers staff of Hollywood Radio City, is heard Wednesdays on NBC-Red, 6:30-7 p.m. Originally scheduled for Fridays, the series yielded its place on network schedules to March of Time.

Once on Broadway

GOOD notion for a sustaining program is that titled Thirty Years on Broadway, a Monday morning series on WAAF, Chicago. Hits tunes from Broadway productions of the last three decades are played, with bits of information about the stars who appeared in the original productions aired by "ta" announcers.

Beginners at 40

FINDING jobs for men and women over 40 years of age is the purpose of a weekly quarter-hour program, Are We Through at Forty? on KEHE, Los Angeles. Series is conducted by Frank G. Johnson, chairman of the Are We Through at 40 Club.

Quizzed and Seen

TELEVISION Quiz, Quotation Marks, has been started by BBC London, with competitors on two teams asked to give the origin of a quotation, complete an unfinished one or correct a misquotation.

Vacation Pickups

"VACATIONING" in Florida, Foster May, news editor of WOW, Omaha, worked up a series of trascribed man-on-street broadcasts, mailed to the station, describing this and that in the southern climes, including one from the Miami Beach surf, description of a fishing party at sea and a trip to Cuba via clipper ship, and another from a lonely lighthouse. Carried to WOW by direct wire also was an interview with Fred Snite Jr., fanciful paralysis victim who has gained nationwide fame for his commuting in an iron lung, on behalf of the President's Birthday Ball campaign.

Cheer for the Sick

DESIGNED for the bed-ridden in hospitals and homes, Hour of Cheer on WATR, Waterbury, Conn., provides music with inspirational messages.
Problems of Religion
DR. CHRISTIAN F. REINSNER, New York clergyman, is conducting a new Sunday morning series Let's Try Religion on WMCA, New York, during which he discusses the part religion plays in the complexity of the modern world with ministers of other denominations and answers questions submitted by young people perplexed by some problem in daily life.

Gotham Clinic
HINTS to consumers on how to make "better buys" are given listeners by Ad Reinsberg on a new program, The Shopper's Clinic, heard Monday and Tuesday mornings on WHN, New York.

Harmony and the Farm
KOMA, Oklahoma City, has moved forward its daily sign-on to 6 in. of 6:00 a.m., starting Feb. 6, to accommodate the Rural Rhythm Review, giving farm and weather information, along with music, with time announcements every five minutes. The KOMA Radio Clock starts at 6:30 as usual.

Gillespie's Comments
WEEKLY quarter-hour discussions by William C. Gillespie, vice-president and general manager of KTUL, Tulsa, getting right into the heart of the radio industry and calling a space a space, in describing its operations, are carried by KTUL under the title, The Voice of Radio.

Under the Hood
INSIDE DOPE on all makes of cars, from a car owner's and buyer's standpoint, and stressing late improvements and new models, is presented weekly by Bob Richardson as Your Automotive Reporter on KWK, St. Louis.

Direct Quotes
DIRECT quotations from persons in the news of the day form the basis of That's What They Said, a program heard each weekday evening on KALE, Portland, Ore. It is conducted by George McGowan, Don Douglas and Dick Rand.

REAL LIVESTOCK is delivered each week to a community personality with activity in the area as a tribute, part of the radio promotion on KCKN, Kansas City, Kan., by the local Cothorn's Cleaners.

Chopping Oats
DURING the Food for Thought program of WESC, Charleston, S.C., in the Coffee Shop of the hotel Francis Marion are three of the hotel guests chosen twice-weekly to indulge in a free meal and chat about this and that with Bob Lehigh, WSCC announcer and host. Around the table are two guests (1 to 1) Charles Baddour, Mrs. H. Cates and H. R. Cates, host Lehigh, and operator Lou Persol.

Adolescent Perspective
FRIENDLY informal talks with kids in the studio audience, centered on the solutions to youths' problems, are carried on Youth Looks at Youth, heard Fridays on WPTF, Raleigh, N. C. Commentator is J. B. Clark, young WPTF announcer, who originated the idea and writes the script weekly.

Remote from Home
KDFY, Salt Lake City, has started a quarter-hour series The House of Melody, with each program describing a different home for sale. Caspar-Bovman, realty firm, is sponsor. Ted Kimball and McConnell Smith broadcast directly from the homes.

Novel Quiz Twist
A NEW twist to the quiz program idea is provided by KVOE, Santa Ana, Cal., with its Sunday afternoon quarter-hour County Quiz, sponsored by a local shoe store. No studio audience is required. Program quizmasters ask questions of observation as to whether pictures are there on the market in Santa Ana. A clue is immediately picked from the city or county director and announced following the question.

If person designates phones the quizmasters immediately and answers correctly, a cash prize is awarded by the sponsor. If answer is incorrect, or call has not been received at end of three minutes, the question is thrown open to the entire radio audience. First person to call in correct answer receives a merchandise award. Pausc on the program while waiting for telephone calls are filled in with wisecracks, comments, and kidding about the question on tap or music.

Studio Notes
A SPECIAL hookup called the C-meeting with Network and keyed from WIP, Philadelphia, was carried on an inaguration day speech of Pennsylvania Governor, Arthur H. James, Jan. 27, direct from the executive offices, and this was the first of a series sponsored by the Governor. A. K. Redmond, WHP management producer and plugin, which included KDKA, Pittsburgh; WGBI, Wilkes-Barre; WSNY, Allentown; WJAC, Johnstown; WRK, Williamsport; WPTF, Raleigh; WCNE, Erie; WVRN, Sunbury; WJAS, Pittsburgh; WCAU, Philadelphia; WRAN, Reading.

WCCO, Minneapolis, on Feb. 15 sponsored its studio west, starting 500 and accumulating the largest broadcasts of the station, located in the same building, 625 Second Ave. S., in which WCCO opened its new offices and studios in April, 1933. The regular studios and offices occupy the second and third floors, and the auditorium the fourth.

WSYR, Syracuse, on Feb. 1 started a reciprocal agreement with the Brown newspapers, including eight weekly newspapers in Central New York, in return for advertising and publicity services. WSYR is a quarter-hour period, 12 to 12:15 p.m., each weekday, and is under program promoting the newspapers.

KDKY, Salt Lake City, formerly carried by local shoe dealers at the closing banquet of their convention with a half-hour variety show piled into the Newhouse Hotel. The show is broadcast with local personalities and hosted by one of the dealers.

WKRC, Cincinnati, has issued a new rate card, discontinuing the local rate formerly granted by WKRC and making the station the only local network station in the city operating on any card. Basic rate of the new structure is $600 per hour, class A time, with rates proportionately reduced for other classes of time throughout the morning and afternoon.

WWL, New Orleans, has started a series of good will programs, sending the staff orchestra, soloists, choruses, and a master of ceremonies to local charitable institutions for personal appearances.

CKBT, St. Catharines, Ont., has installed 24-hour Trans-Tenbury type news service, started Feb. 2, which will be supplemented by an extensive regional news bureau.

KGYO, Missoula, Mont., arranged a formal dedicatory ceremony Feb. 4 for its new studio and office building.

CONTRACTS have been awarded by WHTN, Portland, Ore., for steel work, acoustical treatment, air conditioning, and other work incident to building a new studio in its present location in the Eastland Hotel.

IN CELEBRATION of the radio affiliation between the College of the Pacific, Stockton, Cal., with KGW in the same city, the stations of the California Radio System on Feb. 8 broadcast a special industrial program entitled with time.

WTAQ, Green Bay, Wis., dedicated the dedication of its new 5,000-watt transmitter Feb. 12 with 14 hours of broadcasting, starting with a high mass from the National Shrine of St. Joseph, at West De Pere, Wis., and including 14 hours of salutary commercial programs.

KYA, San Francisco recently negotiated for the broadcasting of a series of seven football games originating at Stanford University, Palo Alto, during February and March. The games are broadcast on Saturday afternoons, beginning at 2:15 p.m., with Ernie Smith as sports commentator, aired by Station Manager Roland Quinn, one time rugby star.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKWB between 5 and 7 P.M. says Ross Federal

BUFFALO BROADCASTING COMPANY, INC.
RAN BUILDING, BUFFALO
Represented by FREE & PETERS

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BROADCASTING • Broadcast Advertising
and interlocking directorate exist-
ing in the industry "because through this means we will ascer-
tain if there is a reason which does not appear in the papers directly when the report is submitted to the Commission."

In seeking to justify the pro-
posed $300,000 increase in appro-
priation, Chairman McNinch pointed out that the bulk of the
people required for increased person-
nel with an additional fund of
about $50,000 for replacement
of obsolete technical equipment,
monitoring stations and for new
apparatus to monitor the new
ultra-high frequency band.

That is because radio "is an in-
sistent, urgent thing that is on our
doorstep every day."

Reorganization Steps
Reorganization of the FCC, ef-
forced by Chairman McNinch in
several stages, brought a torrent
of questions from sub-committee
members, particularly in connec-
tion with the dismissal of Hamp-
son Gary as general counsel and
his replacement, Melvin Dempsey;
the abolition of the Ex-
3amin ing Division with the sub-
sequent release of Chief Examiner
Davis G. Arnold and Principal
Examiner Melvin H. Dalberg;
the abolition of the Press Sec-
tion with the dismissal of G. Frank-
iln Wis-
ner, and the setting up of a new
section which brought Marion L.
Ramsay and C. Alphonso Smith to
the FCC on a temporary basis.
The new hearing procedure elimi-
nating examiners also was sub-
jected to criticism.

BROADCASTING • Broadcast Advertising

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P & G Foreign Spots

PROCTER & GAMBLE, Cincinnati (Oxydol), on Feb. 5 started a varying schedule of three to five weekly five-minute news programs on the following stations in the following foreign languages: Italian, WIND, Gary; WGES, Chicago; WBK, Detroit; Bohemian, EDG, Chicago; WHPO, Cicero; Bohemian, Polish, Italian, WAVG, Cleveland; Italian, Slavic, Polish, WSSW and KVQ, Pittsburgh; Lithuanian, WHPO, Cicero, Ill. Blackett-Sample-Humley, Chicago, is agency.

PROFESSIONAL DIRECTORY

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

There is no substitute for experience

GLEN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

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

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephone 3-4027 and 3-2945
DALLAS, TEXAS

Larus Adds Outlets

LARUS & BROS., Richmond, Va. (Domino cigarettes, Edgeworth tobacco), which has been sponsoring a series of 13-week spot campaigns on a list of nine stations, recently added KJR, Seattle, and KEX, Portland, Ore., to the list carrying the twice weekly spot announcements that will add KFI, Los Angeles, with five spots weekly. Warwick & Legler, New York, handles the account.

A Studio Buzzes

PANDEMONIUM broke loose the other night in the studios of WOR, Newark, when 201 trained ears, who were performing with their owner, William E. Davis of Norristown, Pa., on the Fa- mous Italian Voices of Program 62, escaped from their box. Luckily the studio audience had descended, the police were merely a matter of time till they all (WOR hopes) clustered around Mr. Davis and were returned to their wired cage.

Household Magazine on 30 HOUSEHOLD MAGAZINE, Toppen, on Feb. 15 started a two-week campaign of spot announcements on 30 stations. Fresh-Felers & Prenb, Chicago, is agency.

CLASSIFIED ADS

Help Wanted

Radio Station expanding sales department. Needs energetic and live salesman. Applicant will be held to strict confidence. Box A246, BROADCASTING.

Pacific northwest network station wants salesman who can sell local accounts. Good starting salary, references and salary with reply. Box A236, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers and other employees except talent. Complete Information free. PARAMOUNT DISTRIBUTORS, Box 884, Denver, Colorado.

Situations Wanted

Successful Sales Manager, 31, eight years experience, desires to manage midwest station. Box A231, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated, Single. References. Box A229, BROADCASTING.

Licensed operator desires position with broadcast station. Experienced, single. Reference. Box A232, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Handicloset studio utility. References, recordings available. Box A233, BROADCASTING.

Advertising salesman, ten years experience, desires change. A village $500 weekly on Comunion. Best of references. Box A228, BROADCASTING.

Operator, licensed, First Class, R. C. A. graduate, 21 single, with some experience in production desires advertisement position. Good references. Box A240, BROADCASTING.

Productive salesman, ad-man, writer, commercial manager, age 26, happy, peppy, dependable, to station or agency. Box A249, BROADCASTING.

Announcer: Four years experience, news, sports, commercials. Now employed. References. Go anywhere. Box A244, BROADCASTING.

Production man, ten years experience, production, programming, promotion, writing.-Prohibitive, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

News Narrator: Four years same sponsoring, doing Matting as program, thoroughly experienced in production service, goes out with medium and local markets. Best references. Recording on request. Box A242, BROADCASTING.

Lawyer—ten years’ experience radio, motion picture and theatrical enterprises. Confidentialities, and administrative desires position with growing company, interested in creative capacity. Box A235, BROADCASTING.

Announcer: Wants job immediately. Has had commercial, newscasting, musical. Experienced. Reliable. $22.50. Box A247, BROADCASTING.

U. S. Recording Moves

U. S. RECORDING Co., Washington, subsidiary of the U. S. Research Corp., has taken over the former studios of WMAL at 132 East St., N. W., and now is operating from four completely Western Electric equipped studios. Headed by Elmer E. Miller as president, with Joseph X. Tait as commercial manager, Don Brown as sales manager, and Earl A. M. Hym- man as chief engineer, the recording firm has in production a series of transcriptions for the President’s Birthday Ball distributed by Chest- er M. Wright & Associates, Wash- ington agency, to 360 stations. It has also completed a series of monthly transcriptions for the American Federation of Labor, also to go to 108 stations through the Wright agency.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year R. C. A. COMMUNICATIONS, Inc.

Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

Situations Wanted (Cont’d)

SALES-promotion-station management. Young man, 31, with excellent record of experience in local and national sales seeks new connection preferably in East. Box A248, BROADCASTING.

FOUNED: An engineer who likes work—who enjoys maintenance, can design and construct equipment. Graduate two accredited radio schools. Five years marine, three years experience, first phone, first telegraph, chief. A amateur license. Now employed; looking for opportunity to advance. Box A254, BROADCASTING.

Announcer, 25, with very fine voice, practical experience, desires position in important Eastern station. Box A255, BROADCASTING.

Young operator, 25, with 5 years experience, desires position with station in the West. Box A256, BROADCASTING.

NOT THE BEST! Station operator, no experience, but for aggressive, intelligent operation, backed by complete knowledge of industry, hard to beat. Completing successful management of broadcast station being sold at attractive price. Young university graduate, many radio and agency contacts. Assure of honest, earnest endeavor to develop your station to its fullest, while increasing profitably. Complete references. Box A257, BROADCASTING.

Schools


For Sale—Equipment

Bargain: Radiotelephone CT16 sixteen inch professional portable receiver with R111 half-wave, oscillator and stand. Practically new. Original cost over $100—will sacrifice both units for $50. Box A241, BROADCASTING.

For Sale: One Western Electric 12-L 100 watt radio transmitter used three years. Complete. Box A237, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMY-25B field strength measuring unit (new), direct reading: Estelle Angus Automatic Recorder for radios on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.
MBS Operations Described at Inquiry

(Continued from page 17)

Stations Get Average Return of 47% From Net

nial Network, the round robin serving the northeastern quarter of the United States; Mutual Network, Texas State Network, and the West Coast Section comprising territories from Chicago to the Pacific Coast, along with the network operated by Mr. Poole to the stand. Presenting a list of the MBS officers, directors and personnel, Mr. Antrim declared that he did not know of any relationship between MBS officers and users of the network that would direct the general character of network time to an advertiser. He qualified his statement by observing that some officers and directors probably had small holdings and investments in other business interests, not enough in themselves to cast a substantial and saleable weight in conducting the business, and that the Chicago Tribune under the ownership of Mr. Dodge, uses WOR, which each respectively owns, for local programs, although not over the network but over the network through the stations.

With the exception of European programs originated by John S. Steele, MBS London and European representative, which MBS finances, the network itself produces no programs, Mr. Antrim said, adding that it also maintains no artists bureau or engineering department to engage in any international shortwave broadcasting and owns or operates no stations. The network's function lies solely in making programs available to member stations, contracting with advertisers for commercial programs on member stations, arranging for network work, and purchasing wire facilities, he declared.

The advertising division is divided into three groups, he continued: Member stations—WGN and WOR, and other radio stations—underwrite the network's operation; participating stations, which include the Colonial Network, United Broadcasting Corp., Western Ontario Broadcast Corp. (CKLW, Detroit-Windsor), and Don Lee Network, and which constitute a share of the network's operating expenses, over and above wire charges; and affiliates, which merely carry network programs, give MBS a commission on sales made to defray wire costs, and are bound to participate in paying general operating expenses of the network.

WGN and WOR Have Special Contracts

WGN, Inc. and Bamberger Broadcasting Service, Inc., underwriting WGN and WOR, have a formal agreement with MBS which has been extended to Jan. 1, 1940. Mr. Antrim said, whereby the network agrees to purchase wire facilities and secure contracts from advertisers, receiving as its share 3 1/3% of the net receipts from MBS programs carried by the stations, unless the member station agrees to assume liability for half the amount of any deficit which may result in case general operating expenses exceed the network's income, in addition to their individual shares in the general budget, which have been set at $3,775.00 per month under the 1939 budget.

Colonial Furnishes Its Own MBS Lines

Under the contract with Colonial, operated by John Shepard 3d, the regional network agrees to furnish its own circuits to WOR at its own expense telephone lines to pick up MBS service, to pay MBS a full member's share of the operating expenses, other than wire charges, along with the customary 3 1/3% of the total net receipts.

United Broadcasting Co., operating WOR, WHLE, Cleenamark and WHKC, Columbus, under its contract, agrees to pay MBS 3 1/3% of its receipts from network advertising for its month for wire charges, and $2,775.00 per month for general operating expenses.

The contract between MBS and Don Lee provided that MBS supply the wire service between Chicago and Los Angeles, with Don Lee supplying its other expense wire service to its affiliates from Los Angeles, that MBS get the customary 3 1/3% of total net receipts (1 1/4% if the contract is secured for MBS by Don Lee), that Don Lee pay $3,100 per month toward operating expense and 3 1/3% of wire charges from Chicago to Los Angeles.

Summary of Concluding Days of CBS Hearing . . .

WILLIAM B. LODGE, in charge of the radio frequency division of the CBS engineering department, began the CBS presentation on duplication of service Jan. 31, under examination by Duke M. Patrick, bringing this phase of the present structure is a "gradual evolution." Outlining technical improvements since 1928, Mr. Lodge cited increased antenna efficiency, which has resulted in an estimated 50% decrease in signal strength for the average listener; higher modulation and amplifier efficiency, a 100% increase of the limiting amplifier, accounting for about 50% increase, and improved receiver selectivity, bringing an additional 40% increase.

A modern station, operating with a signal power that increased 25 to 1, by adopting these improvements would increase its signal by 100% and have a receiver with amplification of about 40, he estimated.

Order No. 116, covering frequency tolerance, served for duplicated stations to increase the signal 5 to 1 and power 25 to 1, he explained, to narrow the broadcast bands. Provision of service of shared-channel stations has been increased over 8000 to 10,000, he said.

Improved Service Given Rural Listeners

Also citing directional antennas, of which he said about 60 were now in use, and automatic volume control, he explained that the latter is dependent on selective fading and strength of signal.

Summarizing the improved picture since 1928, Mr. Lodge said rural service was much improved largely because of automatic volume control and superior aerial operation while as for urban listeners, who require a better signal due to noise level, primary service is efficient and approved as it will be expected, although the signal is stronger and better when increased powers of other stations are considered.

Discussing the Havana Treaty and the proposed new FCC regulations, Mr. Lodge described them as "another step toward" greater use of the developments of the past years, although "gradual evolution" still will prevail.

Interpreting a 31-page volume containing maps and statistical compilations, Mr. Lodge presented the duplication picture of 110 CBS stations. Based on field intensity surveys for 35% of the stations, with the remainder "accurately estimated," the exhibit showed the daytime and nighttime service area for each station.

For the "average network" listener, no signal was received by 66,719,000 (45.26%); two by 3,139,000 (2.56%); three by 867,000 (0.71%); four by 366,000 (0.29%); and five by 152,000 (0.12%). For the "nighttime service area" listener, no signal was received by 55,042,000 (40.76%); one by 6,497,000 (54.90%); two by 4,684,000 (3.79%); three by 623,000 (0.51%); four by 55,000 (0.46%); and five by 15,165,000 (10.94%).

Nighttime groundwave duplication, computed on the basis of present FCC standards of satisfactory service, he pointed out that no signal was received by 62,719,000, 51.5% of the U. S. population, covered by the 26 stations in the basic network; one signal was received by 55,042,000 (45.26%); two by 3,139,000 (2.56%); three by 867,000 (0.71%); four by 366,000 (0.29%); and five by 152,000 (0.12%). For the "average network" listener, no signal was received by 66,719,000 (45.26%); two by 3,139,000 (2.56%); three by 867,000 (0.71%); four by 366,000 (0.29%); and five by 152,000 (0.12%). For the "nighttime service area" listener, no signal was received by 55,042,000 (40.76%); one by 6,497,000 (54.90%); two by 4,684,000 (3.79%); three by 623,000 (0.51%); four by 55,000 (0.46%); and five by 15,165,000 (10.94%).

Nighttime groundwave duplication.

(Continued on page 82)
Antrim also included in the contract is a bi-lateral exclusivity agreement.

Traces Development From Early Formation

Questioned by Judge Sykes on what MBS would do with a profit, since it "operated practically" as a non-profit organization and was a "cooperative network", Mr. Antrim said nothing in the charter would prevent MBS from declaring a dividend, although he added that profits probably could be used to pay wire charges and extend services like the European packages.

Tracing the history of MBS, Mr. Antrim told of the early overtures of WGN directed at organizing a network to coordinate subsidiary and commercial program service between a group of stations, and the ensuing agreement between WGN, WOR, WXYZ and WLW to operate a four-station network which since has grown into a "110-station coast-to-coast network". He reviewed a 1934 contract between WGN, WOR, WLW and WXYZ, which was also orally agreed to by WLW, and another between WGN and WOR, which resulted in formation of the round robin network.

Mr. Antrim also produced a contract dated Jan. 31, 1935, between MBS, WOR, WXYZ, and WGN, describing it as the basic formal agreement entered into by MBS. He explained also that although the original 10 shares of MBS stock, five held by WGN and five by WOR, were increased to 16 in 1936 and the additional five shares taken by WLW, the Cincinnati station in 1937 turned them in, and at present WGN and WOR each hold 7½ shares. WLW's present status is that of an affiliate, he added.

Cross-examined by Mr. Porter, Mr. Antrim estimated that wire costs represented about two-thirds of the total MBS expense, with "operating expenses" amounting to only about one-third. Member and participating stations' shares in the general operating expense are determined when the annual budget is drawn, he explained, and the stated amounts, except for WGN and WOR, are maximums. Although no provisions are made in the contracts, the member stations, WGN and WOR, have de-posed $20,000 each with MBS as working capital for the network, he said, adding that MBS pays 4% interest on these deposits. In addition to furnishing its own lines to pick up and distribute MBS programs, Colonial pays a full member's share of general operating expenses, Mr. Antrim explained.

Questioned by Acting Chairman Brown and Commissioner Sykes, Mr. Antrim explained that since the 110 stations in general take only "some" and not "all" MBS programs, both sustaining and commercial, the network, when an agency approaches with a list of desired stations, must contact the stations to see if they are available for the account before commencing the transaction. He continued that with MBS ordinarily dealing with an agency rather than the advertiser, the MBS salesmen generally make the actual sale, receiving as commission 2½% of the 3½% received by MBS, leaving the network "in the long run" only 1½% to be applied on expenses of operation.

Mr. Antrim explained that by the agreement of CKLW with MBS, the Detroit-Windsor station underwrites a $30,000 per year return for the network, then receives 15% of the next $29,000 worth of network business placed on the station, and 50% of all over $55,000. He explained further that since Detroit is an important and valuable market to MBS, the network was anxious to maintain its coverage, after WXYZ joined NBC-Blue, and arranged affiliation with CKLW on a basis that would not "unduly burden" the station. Miles E. Lamphear, MBS auditor and office manager, explained the financial operations of the network and described a series of exhibits dealing with its dollar volume, payments to affiliates and participations of member stations in profits as distinguished from affiliated stations.

Financial Operations Reviewed by Lamphear

In 1938, MBS had a gross billing of $4,307 and a net revenue of $1,165,131.90, or 50.78% of its billing. Affiliated stations, irrespective of location but exclusive of the participating stations, had gross billings of $600,991.49 during the year with a net return of $271,465.44, which represented 45.17% of the advertiser's dollar. Eleven stations constituting major market affiliate in the Eastern and Central sections of the country had gross billings of $385,300.43 during 1938 and a net revenue of $223,521.40, representing a net income of 62.3%.

Mr. Porter closely examined Mr. Lamphear in connection with the exhibits, seeking particularly to ascertain whether WOR and WGN, as the participating stations, realized a greater proportion of the net income than other participating stations or affiliates. The tables showed in the case of WOR that in 1938 it had a gross billing on MBS of approximately $661,465.44, with a revenue of approximately $281,000, or 43.5% net. In the case of WGN, its gross MBS billing was $284,456 and its net approximately $121,000 or 43.41%.

Business of Station Covers Net Profit

Mr. Lamphear explained that the sum total of the net profit depended upon the amount of business carried by the particular stations and that those in the major markets and in greatest demand by advertisers obviously were in a position to absorb their fixed network costs and still have a greater extent in dollar volume in the net revenue although perceptually the WOR and WGN figures were below those of certain other stations. He explained that if WGN and WOR both had the same gross billings, they would show exactly the same net return. Mr. Lamphear pointed out, for example, that United Broadcasting Co. (WHK-WCLE-WKHC) had a gross income from MBS in 1938 of $40,787 but ran a deficit of $727.76.

Still dealing with the respective positions of WOR and WGN as owners of the MBS stock, Mr. Lamphear declared that if an affiliated station had as large a gross as these stations it would actually realize more net profit since it...
would not be loaded with the fixed contributions toward the network's maintenance.

While MBS operates on a non-profit basis, and therefore would not be subject to payment of Federal income taxes, it was assessed on taxes on its 1938 returns because of the existence of a reserve account maintained for reduction of expenses. The sum on which taxes were paid amounted to approximately $31,000, he said.

**Participating Groups**

**And Operating Expenses**

The six participating stations and groups (WOR, WGN, CKLW, United Broadcasting, Colonial and Don Lee) contributed during 1938 an aggregate of $900,683.11 for operating expenses, Mr. Lamphiear disclosed in describing an exhibit. In addition there was approximately $58,000 represented by funds recovered from revenue accruing to the participating stations or a total of $298,690 contributed by these stations for operating expenses during the year.

This table showed that WOR and WGN each contributed $38,801 for that purpose; Don Lee, approximately $36,000; Colonial, $35,571; UBC, $32,646, and CKLW, approximately $19,000.

In breaking down the cost of basic wire lines, which aggregated $596,856.87 for the calendar year, Mr. Lamphiear brought out that WGN and WOR contributed identical amounts of $89,479.87; Don Lee, $84,009.58; CKLW, $36,813.31, and UBC, $6,408. Colonial did not contribute, since it pays its own wire costs. Affiliated stations contributed $159,046.54 while contributions on basic lines from other than radio stations represented $25,534. The balance of $64,756 was that recovered from revenue accruing to the underwriting on participating stations.

**Balance Sheet of Network Reviewed**

Mr. Lamphiear brought out that if the participating stations paid on the same basis as affiliates, or on the average of 15%, toward the maintenance cost of the network, their contributions would be substantially lower. Don Lee, for example, instead of contributing a figure of $128,948, would have paid about $38,000 on the 15% basis; WOR, about $58,000 in lieu of $128,948, and WGN, about $64,756 instead of $114,766. Thus, it was brought out, the actual member stations bear about 3½ times the amount of expense as compared to affiliates.

Total assets of MBS at the end of 1938 aggregated $273,077.82, according to the network's balance sheet. In 1937 the figure was $181,993; in 1936 it was $184,773; in 1935 it was $96,616; in 1934, $23,000, and in October, 1934, when MBS began business, the total assets were $1,000.

In a statement of revenue and expense, it was shown that the net revenue from time charges billed on MBS invoices aggregated $717,586.90 in 1938. Wire charges represented $410,000 of this amount, operating expenses approximately $201,000 and sales commissions approximately $100,500.

A breakdown of hours of broadcast commercially fed to the network for Sept. 1, 1937 to Aug. 31, 1938 showed a total of 4,890 commercial hours. Of this amount, 1,277 hours were fed to other regional networks; 3,078 hours to affiliated stations, and 535 hours to stations temporarily affiliated with the network. WGN carried 47½% total commercial hours during the fiscal year; WOR, 38½%.

**REVISED COUNSEL** table lineup for the FCC as the Network Inquiry began its fourth month saw S. King Funkhouser (center), recently appointed special counsel, flanking George B. Porter, assistant general counsel (left) and DeQuincy V. Sutton, head accountant.

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**G. A. R.**

Guaranteed Available Response . . . there's a new term for Radio (or for any medium—what?). Meaning is—the actual buying potential for your product alone which the audience to a specific program, now on the air and available for sponsorship, has.

The Program is “Marriage License Romances”. Quin Ryan interviews altar bound couples at Chicago's City Hall and it comes to KWK through the Mutual Broadcasting System every Monday, Wednesday and Friday from 2 to 2:15 in the afternoon.

If an entire family can consume $28 worth of your merchandise in a year (surely they can!)—the G. A. R. of this program is One Million Dollars. That's a fair increment to add to any bank balance!

Furthermore, there is no concurrent program on any St. Louis Station with a G. A. R. quite so large. Statistics are crouching in any Raymer office, and in our own, to spring with affirmation upon interested time Buyers.

---

**KWK**

**Thomas Patrick, Inc.**

**Hotel Chase**

**St. Louis**
are differentiated between sustaining and commercial activities, he said. As for sustaining activities, he explained, stations are encouraged to provide the best programs possible, as well as make the stations available to others, taking into consideration the balance of programs on the network as well as the individual programs, wishes of listeners, and coordination of all individual program facilities for network services, e.g., shifting individual schedules to make certain programs more conveniently available on the network.

On commercial schedules, MBS charges the maximum card rate of $100,000, subject to negotiation, and requires that any program submitted for consideration. The standards of the originating station and the network to receive the network and determine whether the program goes on the air at all, and, in either case, each station or network, exercises its own discretion in matters of policy, as with its own programs.

Mr. Weber explained a series of exhibits, including a schedule of network rates and various forms used by the network in soliciting business for MBS, stating that the stations cannot advertise in less time and at less cost than they can to other networks. He cited examples of how effectively the network can be used in advertising programs.

Station Availability Creates a Problem

The need for sending out "available program schedules" or "paid for" material to stations in soliciting business for MBS, he stated, since the salesmen cannot advertise in less time and at less cost than they can to other networks. He cited examples of how effectively the network can be used in advertising programs.

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Policy in Adding New Affiliate Stations

Classifying MBS advertisers by expenditure groups, he said there were 11 advertisers, constituting 25.4% of those using MBS, who in 1938 spent under $50,000 annually for advertising in all media; 4 (17.8%), who spent $50,000-100,000; 12 (52.7%), $100,000-200,000; 12 (52.5%), $200,000-500,000; 5 (18.4%), $500,000-1,000,000; 3 (11.6%), $1,000,000-2,000,000; and 4 (15.6%), $2,000,000 and over. He also explained an exhibit classifying NBC and CBS stations according to authorized power, which showed that MBS serves 32 stations with other networks, and an additional 7 stations by agreement.

Mr. Weber briefly explained the history of MBS, tracing its growth from the early 1930s, with each station originating one commercial program to be carried by the others, to the present coast-to-coast coverage, which he said was the result of an increasing demand for expanded coverage by advertisers and for network program service by stations.

MBS' policy in taking on new affiliates centers principally on obtaining coverage in unserved areas, he commented, although the network is "blocked out" in many cases by restrictive or exclusive contracts of stations with other networks. Because MBS stations are served programs originating in many points over the country and are encouraged to originate programs themselves, probably better than usual because they are to be carried on the network, MBS stations get a more widely geographically distributed program service than can be had. He cited an instance in which MBS programs originated in less than 18 separate areas of the country.

There is a complete lack of adequate facilities in some areas, he continued, in addition to the lack of facilities in other areas because of contract restrictions. If it were not for contract restrictions, there would have been no reason for not taking the MBS schedules, Mr. Weber commented, because it would get the same card-rate revenue; as it is, for local commercial programs, it would get programs of better quality, and it would benefit from better programming, which would boost listener interest and attract people to help local sales.

Concluding his direct testimony, Mr. Weber said that MBS' return on business placed on affiliated stations, apart from the two members and participating groups, amounted to a 15% commission on the net card rates after the 15% agency commission had been deducted, with the individual station paying the cost of wires connecting with MBS lines.

Discusses Effects of Restrictive Contracts

Commenting as to the effect of restrictive contracts, under cross-examination by Mr. Funkhouser, he said that fundamentally a restrictive contract operated to deprive certain areas of a greater choice of stations and "a valuable additional service". He added that although listeners might not have an "absolute preference" for certain programs, they do have a "desire" for the program in many cases.

Examining his discussion of the restrictive situation, Mr. Weber reviewed the available facilities and the connections of stations in Kansas City, Cleveland, Baltimore, Birmingham, and others. He stated that there were only 42 cities in the country with three or more full-time stations of substantially equal facilities. Sunday is a good commercial advertising day for MBS because audiences are large but principally

MUTUALLY interested in the FCC Network Inquiry proceedings were (1 to 7) Percy Russell, MBS associate counsel, George Davis, consulting engineer at the Page & Davis firm, and Fred Weber, MBS general manager, who talk over some problems raised by the evidence.

Religious Programs Subject to Questioning

When Mr. Funkhouser cited the title "Religious Programs" among MBS sponsors—Old Fashioned Revival of Gospel Broadcasting, Assn., Luther Home of Boys, and Children's League of the Lutheran Church—Let's Go Back to the Bible of Moody Bible Institute—Mr. Weber pointed out that although these stations were not affiliated with MBS, they were an extended network of special programs through the local stations on the network. He estimated that MBS in 1938 received "less than 10%" of its gross revenue from programs sponsored by religious groups.

A good commercial advertising day for MBS because audiences are large but principally
Opfinger Tells About Sustaining Programs

Adolph Opfinger, MBS program service manager, opened the half-day session Feb. 10, under direct examination on MBS sustaining programs by Percy M. Russell, MBS associate counsel. His duties are primarily to reconstruct and assemble the program schedule for the network and coordinate the program activities of member stations so far as their programs pertain to the network schedule, he explained.

Discussing an analysis of the sustaining program schedules for three weeks in the spring, summer and fall of 1938, Mr. Opfinger explained that MBS provides free time for religious and devotional programs for all faiths, particularly during holiday periods and in such cases as the recent death of Pope Pius XI. The exhibit showed that during the three weeks MBS provided from 87 to 91% of sustaining programs, including music, dramatic, variety, talks and dialogue, news, religious and devotion, special events and miscellaneous broadcasts.

As a general rule, he explained, sustaining programs are merely placed on the network, and stations may or may not take them, as they wish, without notifying the network, although in cases where MBS wants a check on a particular program, it asks the stations to notify the network whether they carry it. He produced a consolidated schedule of the number of hours of MBS sustaining programs carried by member stations during the three weeks, based on a network program check for the periods.

MBS' policy on special events programs is to present as many as possible, he explained, listing several types of special events "which are definitely of public interest". Listing the network's special events broadcasts from Sept. 1, 1937, to Aug. 31, 1938, he pointed out that MBS carried a total of 225 hours of such programs, representing 4.2% of the network's broadcast time for the year.

Regarding European broadcasts during the continental crisis, he said MBS felt the need to do "something unique" rather than "triple the talks by "his and that commentator" furnished by other networks, so MBS presented recorded news broadcasts of stations in European capitals. He said these recordings were actual unedited news programs as broadcast by the foreign stations. In addition the network also carried the speeches of government leaders, he explained, along with the wires of John Steele, London and European representative.

Balanced Schedule
And Contrast Are Sought

In formulating the network's sustaining program schedule, available programs are diversified for program balance according to other features on the network schedule, the programs of originating stations, and the types of programs carried on the other networks. Contrast in schedules is important, he said, observing that if other networks in their peak evening hours were presenting dramatic programs, MBS would schedule a musical program. "We constantly watch the schedules of other networks and stations," he declared. Since MBS itself maintains no program production service, it depends largely on the program policies of the individual stations, he pointed out.

Headed by Nation's School of the Air on WLW, which he termed "very pretentious and very expensive", MBS carries "a great many" educational features touch on music, science, economics, literature, current events, history, geography and health.
Rural Survey
(Continued from page 10)

visitation in the answers to the latter, which included 12 classes of
merchandise, was less than 1%.

Advertised Brands

Percentages of interviewed families using advertised brands of
each product were found as follows by CBS: Toilet soap, 91%;
kitchen soap, 81%; kitchen cleanser, 82%; canned soups, 49%;
condensed milk, 37%; tomato or fruit juice, 46%; packaged cereals,
80%; newstands or rolls, 84%; wrapped bread, 77%; tooth paste
or powder, 92%; face powder, 89%; lipstick or rouge, 60%. The
investigators also found that the longer the rural radios were in
use, the more advertised brands were found on rural pantry
shelves, the average number of brand products running from 7.8
in homes where the radio was on 22 hours daily to 9.7
where the radio was on eight hours or more.

Average daily listening in rural areas was found by CBS to be 4
hours and 42 minutes, by the Joint Committee to be 4 hours and
47 minutes. The Daniel Starch quarter studies of urban listening
made for CBS in 1937 showed a national daily average of 5.2 hours.

From the answers to its questions as to which stations are
listened to in the evening and which in the daytime, CBS found
that its affiliated stations are heard regularly by 87% of the total rural
audience in the evening hours and by 72% of that audience in
the daytime.

In describing the method used in the collection of data, the report
says, “We agreed with the Joint Committee, that only through care-
fully designed, personal interviews can a study of this kind be
as useful—and reliable—as it should be.”

Honor Sarnoff, De Forest

DAVID SARNOFF, president of RCA, on leave in Miami, was
the recipient Feb. 11 of the first Marconi Memorial Gold Medal of
Achievement awarded by the Veteran Wireless Operators
Association at its annual dinner in New York. Leonard De
Forrest, also of Los Angeles, was named honorary
president. Awards were also given to Richard Stoddard, radio
operator of Howard Hughes’ around the world flight; Patrick Chapman,
radio operator of the Catalina crash; T. D. Haubner, on the 30th anni-
versary of his sending the first SOS flash; Alexander Hamilton,
radio operator of the Standard Oil tanker Esso Baytown which rescu-
ed the Cavalier survivors; Charles Chapman, for rescuing lives at
sea, and Jack Binns, commemorating the 30th anniversary of the
N1 Washington, which helped during the Republic disaster of Jan. 29,
1909.

McAnin Shoes on WBBM

MELVILLE SHOE Co., New York (Thom McAnin shoes), has started
three-week quarter-hour news broadcasts on WBBM, Chicago. Fea-
tured on the 3-2-1 program is Todd Friel, WBBM news comment-
tator, 10:30-11:45 p.m., Tues-
day, Thursday and Saturday, Neff
Rogow, New York, is agency.

TELEVISION STUDY
PLANNED BY FCC

THE FCC Television Committee, comprising Commissioners Craven,
Brown and Case, is under-
to be contemplating hear-
ings on the whole subject of
Television standards and experimenta-
tion, with a view toward recom-
mending definite policy which would per-
mit testing of public interest in
this visual media as well as over-
ernmental development.

The committee, named Jan. 8, has held several meetings, including a
conference with engineers representing the Radio Manufacturers
Association which submitted en-
gineering standards for future experi-
mental transmission of television.

Fourteen proposed standards were advanced, with two additional pro-
posals to be offered soon. RMA has
announced it is preparing for early
public hearings by the Commission
on television standardization.

GE Medal to WMAL

WMAL, Washington, on Feb. 10
was awarded the General Electric
Co. medal annually to the
-11:15
-NBC-operated station losing
the least time from the air during the
year. Presentation was made at a
luncheon by Boyd Bullock, GE as-
sistant manager for broadcasting.

H. A. Wadsworth, WMAL trans-
mitter engineer, accepted the
plaque. The station lost only 4
minutes and 25 seconds of 6,900
scheduled minutes. Frank Russell,
NBC vice-president in Washington,
was presided at the luncheon.

Other speakers were Sam Kaufman, as-
sistant business manager of the
Washington Star, owner of
WMAL and George McElrath, op-
erating engineer for NBC
stations.

Recordings Exhibit

AS A PART of the Tenth In-
titute for Education by Radio at
Ohio State U., Columbus, May 1-3,
the third American exhibition of
recordings of educational radio
programs will be held. Entries
close March 15, with programs
classified into two groups—net-
works, national organizations and clear channel stations; local and
regional stations and organizations.

All entries must have been broad-
cast since March 15, 1938, accord-
ing to I. Keith Tyler, Institute sec-
tary.

FCC Stipulations

STIPULATIONS to cease alleged
misleading advertising claims have
been signed with the Federal Trade
Commission by Banfi Products
Angeles, has been ordered by the
FCC to cease certain claims for its
Nixoderm. Philip Morris & Co.,
New York (cigarettes) has been
ordered to cease certain alleged lot-
tery methods in the distribution of its
product.

Pilot’s Feeler

PILOT RADIO MFG. Co., Long
Island City, New York, on Feb. 28
will start a test campaign sponsor-
ing Arthu Hale, Transradio
newscaster, on WOR, New
wark, Tuesdays, Thursdays and Sat-
urdays, 11-11:30 p.m., and plans to
run more radio later this week. Austin
& Specter, New York, placed the
account.

ONE KIND OF

Program Insurance

Broadcasters spend thousands of dollars for proper equipment to
put programs on the air. Sponsors and stations spend thousands more for
talent. And the telephone system makes its own investment—in special
lines, modern equipment, and proper supervision—to insure faithful
transmission of programs to network stations, wherever they may be.

As a further insurance for programs of the future, Bell Telephone
Laboratories are working constantly to improve equipment and provide
even finer facilities for the networks of tomorrow.

Page 78 • February 15, 1939
There once was a widow named Kate
Who had an unusual trait.
She fished with potatoes
And big red tomatoes.

21,808 poets!

This is another story of results on WLS, results achieved during the 6:30 to 7:00 P.M. half hour. Chuck Acree broadcasts “Something to Talk About” on WLS from 6:40 to 6:45 P.M.—five minutes five times a week. For one week, five programs, Acree offered prizes for the best last line to the above limerick. Entries poured in, totaled 21,808—which proves one thing: WLS is listened to between 6:30 and 7:00 P.M. This program, “Something to Talk About”, has a proved audience—and it’s now available for sponsorship. Write, wire or call WLS or any John Blair office for complete presentation.

The same responsive audience that listens to Chuck Acree also hears the preceding program—Don Kelley’s Sports Review, 6:30 to 6:40 P.M. daily except Saturday. A major cereal company introduced a new product recently in a 26-week campaign with the WLS Sports Review. It has a proved audience—proved in past sales results, proved again in this limerick contest. Don Kelley’s Sports Review is now available to take your sales message to the large and loyal WLS audience. With baseball players heading for spring training camps, now is the time to cultivate the big sports-minded audience. Write, wire or call WLS or any John Blair office.

Another program on WLS during this proved-audience 6:30 to 7:00 P.M. period is Julian Bentley’s Evening News, broadcast from 6:45 to 7:00 P.M. daily except Sunday. (News is 7:15 to 7:30 on Sundays.) Bentley, voted first place among non-network news announcers in a national listener poll, has a tremendous following in the WLS area—and the results achieved this month on the Acree five-minute program show that the WLS audience is listening during the 6:30 to 7:00 P.M. period. Julian Bentley’s evening newscast is now open and available to advertisers. Write, wire or call WLS or any John Blair office for details.

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

Represented by
JOHN BLAIR & CO.
New York Chicago Detroit
Los Angeles San Francisco
100% AFRA
(Continued from page 15)

they signed as agents for their clients, they might seriously upset the present relations of these clients with their employers. The language of this clause was finally settled when NBC and CBS agreed to sign the code for the commercial programs they produce and the agencies agreed to sign letters addressed to the network on which their programs are placed agreeing to abide by the terms of the code.

AFRA at first requested the network to agree to enforce an AFRA shop agreement, but this NBC and CBS refused, saying that it would be a second boycott and a violation of the anti-trust laws. However, when the contracts or work policing, AFRA is in a position to enforce its preferential shop demands by its rule that an AFRA member can work only on programs where all actors, singers and announcers are also AFRA members. On its side, AFRA agrees to accept into membership any eligible radio artist the producer wishes to employ and not to impose unreasonable entrance fees or dues on its members.

An obstacle to securing the CBS contract was the fact that this network has a contract with another union, the American Guild of Radio Announcers and Producers, covering announcers employed in New York. AGRAP officials disturbed this possibility, however, by permitting its members to join AFRA individually and to benefit by the higher AFRA commercial scale, on the understanding that CBS would not lower its sustaining scale, which is higher than that of the AFRA code.

At the request of the Committee for Advertisers, the National Broadcasting Practice Committee on Feb. 9, 1939, signed the Code of Fair Practices for Commercial Network Broadcasting of American Federation of Radio Artists (AFRA) therein enclosed, as amended by the attached letter agreement between Columbia, NBC and AFRA therewith enclosed.

We wish to enjoy peaceful and pleasant relations with AFRA and its members, and to that end, we signify that we will abide by the terms of such Code during the term set forth therein, unless as to any program we have been able to agree in writing, a good faith effort to settle the matter before the start of such program, to the contrary.

You are authorized to deliver a copy of this letter to AFRA.

Mr. R. H. Long, President of CBS, will be unable to sign at that time for Young & Rubicam, although it was stated at the agency that all the provisions of the code would be met and that the letter would be signed as soon as certain legal matters had been cleared. Later he signed the pact.

NBC Letter to Agencies

The following day NBC sent copies of the code and the letter to all the agencies using NBC facilities with the following endorsement:

At the unanimous request of the Committee for Advertisers, the National Broadcasting Practice Committee on Feb. 9, 1939, signed the Code of Fair Practices for Commercial Network Broadcasting between the American Federation of Radio Artists. A copy of the Code is hersewith enclosed as well as three copies of a form of letter AFRA has requested you to sign.

Two copies of the enclosed letter, one of which we will deliver to AFRA, should be returned to us as soon as possible, and in any event prior to February 12, 1939, since AFRA has stated to us and to the Committee for Advertisers that this is the only way you can assure yourselves of some interruption of your network program.

You may, of course, if you so desire, sign the Code and deliver the same to AFRA prior to Feb. 12, 1939, in which event you need not sign the enclosed letter. If you desire to sign the Code, please so advise us immediately.

AFRA has assured the Committee for Advertisers that any advertising executive who signs and delivers the Code or the letter in form will receive, for itself and its affiliates, the advantages of the Code as therein specified.

A similar letter, also enclosing copies of the Code and the letter to be signed and returned was sent by CBS to its agency clients.

During the final negotiations on Feb. 9 the following telegram from

KGV0 HAS ITS DAY
And Hopes There Won’t Be
Another Like It

E V E R Y T H I N G happened to KGV0, Minneola, Ont., Hog day. Chief Engineer Tom Atherstone and a technician, in Spokane on a buying trip on which they used the new NV-252, Mosby, got a call from KGV0 that two transformers had burned out and they had to stop their air service.

A Northwest Air Lines plane was due to leave Spokane in 40 minutes and the chief engineer and his air-

crews on the plane picked up two speeding tickets. In Missoula, Manager Mosby got a ticket.

Without a car, he borrowed a staff member’s couple’s car and started for the transmitter. A highway patrolman arrested him for driving with last year’s license tags.

About that time a business man called the local office and reported his car stolen. It was the car Mr. Mosby was driving.

The high-speed chase, and a plane was delayed and arrived 40 minutes late with the transformers. Finally KGV0 got back on the air.

Neville Miller, president of the National Association of Broadcasters, was received by officials of NBC, CBS and by John Benson, president of the American Association of Advertising Agencies:

This is the first time that CBS and AFRA contemplate signing contract with AFRA this afternoon. Urge you to consider the possibility of a future better future action on affiliating with affiliates after contract is signed. Executive Committee of NAB will meet Friday to decide if we can assist in any way possible.

To Mr. Miller also attending an NAB district meeting at Mineral Wells, Texas, Mr. Trammell and Mr. Klauber sent the following:

Answering your identical telegrams to our respective companies we wish to advise you that we have not received any information that these agencies are renewing efforts to work out a commercial network scale agreement or AFRA. This development also has been known to everyone in broadcasting. NBC and CBS have both been in contact with affiliates in both efforts to assist in any way possible. Your agreement is now.

AFRA Active in Chicago

Regarding the agencies, networks feel they performed a yeoman service for them by persuading AFRA to accept letters of agreement, but now they feel that the code, as it stands, does not authorize any more exodus of commercial shows from these points to cities now exempt, but at present the code applies only to those four cities.

AFRA Active in Chicago

Inbug this, we learned that producers and sound effects men of WBBM and Chicago outlet, were negotiating with AFRA. Last week when it appeared likely that CIO would organize the Chicago CBS producers, they were given associate status in the American Federation of Musicians, AFL affiliate. It is now apparent that the CBS-Chicago producers and sound effects men will come under the AFRA banner.

UNITED PRESS since Jan. 1 has added the following stations to those receiving its radio news services: WBOB, Burlington, Vt.; WLOX, Portland, Ore.; WTJS, Jackson, Tenn.; KGV0, Missoula, Mont.; COX, Yorkton, Saskatchewan; WJIB, Greenville, S. C.; KTSW, Emporia, Kan.
FCC QUESTIONNAIRE SENT TO STATIONS
AS OF Feb. 15, the FCC is distributing to all station licensees its new questionnaire covering 1938 operations, to be returned by March 15 [Broadcasting, Feb. 1]. The forms must be filled out in compliance with the rules of procedure adopted last fall, the balance sheets being a substitute for the requirement that such data be filed with renewals. In addition, the forms request data on program breakdowns and employment for 1938, paralleling generally the type of material required for 1937, under Order No. 38 of last summer. The balance sheet calls for data as of the calendar year. Data on personnel will be for the week beginning Dec. 11, 1938, and on program service for the same week.

Principal changes from the 1937 report deal with earnings from sale of time and specific breakdowns on receipts from networks, whether national or regional, plus bulk sales.

Recordings to Paris
A FOUR-MONTH radio X-ray of the peoples, regions, industries, educational facilities, amusements and history of the United States, recorded by NBC for the French Government, has just been finished and on Feb. 11 the results—26 one-hour recordings—were shipped on the liner Paris to France. Thence the recordings will be played, one a week for 26 weeks, with accompanying talks.

The men who toured America in two automobiles with broadcasting equipment and transcribing equipment were Henri Diamant-Berger, of the Administration des Postes, Telegraphs et Telephone de France, a French World War hero and formerly a movie director; J. Harrison Hartley, assistant NBC director, and Jack Holmes, NBC engineer.

KOMA Sale Approved Without Hearing, First Of Hearst Cases Decided
APPROVAL without a hearing of the sale of K O M A, Oklahoma City, by Hearst Radio Inc. to K O M A Inc., a new corporation headed by J. T. Griffin, chief owner of KTUL, Tulsa, and prominent Oklahoma wholesale grocer, for $315,000, was voted Feb. 13 by the FCC. Chairman McNinch dissented and Commissioner Graven did not vote.

Entered into Oct. 20, the transaction is the first involving sales of Hearst stations to be approved by the FCC. Transaction was completed by Mr. Griffin, W. C. Gillespie, general manager of KTUL, E. M. Stoer, Hearst comptroller, and Elliott Roosevelt, president of Hearst Radio. Mr. Gillespie will serve as general manager of both stations, which are CBS outlets. KOMA operates full time on 1480 kc. with 5,000 watts. Other stations in the Hearst group under contract for sales but awaiting FCC approval are KEHE, Los Angeles; K TSA, San Antonio; WINS, New York; KNOW, Austin; WAC, Waco. The new owners, it is understood, plan to relocate KOMA and install new equipment costing $75,000.

Television and Films
PREPARING for the inauguration of regular television service this spring, NBC has approached a number of leading motion picture companies concerning a tie-up which would make their productions available for experimental video broadcasting. Since no definite arrangements have been completed the subject is not being discussed publicly by those in charge of the network's visual programs, but it is understood that the movie people have shown considerable interest in learning to what extent their products are adaptable to this new medium of entertainment and that definite offers of cooperation will be made within the next few weeks. News reels, short subjects and at least one feature picture, The Return of the Scarlet Pimpernel, have been used by NBC in its previous experiments.

PIQUED at listeners' doubts that he uses the sponsor's product, Maurice Condon, newscaster on WGAR, Cleveland, for Manhattan Soap Co. (Sweetheart soap), posed during his morning allusions.

Announcing
FOOD-DRUG-COSMETIC REPORTS

Edited in lay language by expert reporters on the Washington scene, F D C REPORTS provides (1) summary of the news and regulatory trends in the four page letter, (2) detailed accounting of the past month's developments on supplementary mimeographed sheets. Formal hearings, conferences, decisions as they affect the food, drug, cosmetic and related field will be presented in detail, without bias or color.

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TESTING shortwave transmitter, KNEC, of KVI, Tacoma, before broadcasting an on-the-scene description of recent ski races at the Squawmike Ski Bowl are Jim Wallace, KVI chief engineer (right) and Tor Tolander, announcer and also one of the Pacific Northwest's top skiers. The transmitter, fitted on a packboard, was carried by the pair as they skied from point to point to watch the races.

Radio-Film Critic Circle Organized in New York

ANNOUNCEMENT was recently made of the formation of a New York Radio Film Critics Circle which aims to promote higher standards in the relationship between films and radio and with plans to make two awards, one to the best radio personality in films and the other to the screen personality judged to have done the best work in radio during 1938.

Membership in the Circle now includes a list of 12 film commentators from 12 New York stations, as follows: Mollie Steinberg, WABC; Harry S. Malt, WOR; E. L. Walth; Roger Wayne, WCNV; Bert Child, WBBC; Frank Daniels, WNYC; Sam Taylor, WHN; David Lowe, WNEW; Mrs. J. F. Looram, WNYX; Geno King, WEVD; Martin Welbon, WINS, and Sidney Kaufman, WQXR, who has been named temporary chairman. Ward Jenkins of the Daily News' Tony Ray basic radio publicity staff is press representative. At meetings to be held later this month a more definite code of ethics will be set up.

New Quaker Oats Series

QUAKER OATS Co., Chicago (Parina), on Feb. 5 started "Let's Wives Quiz on WGN, Chicago.

BROADCASTING (Continued from page 72)

Concluding Days of CBS Hearing

BROADCASTING, Broadcast Advertising

Effects of Sunspots On Radio Signals

Discussing sunspot activity and its effect on radio broadcasting, Mr. Lodge pointed out that data on sunspot activity is available as far back as 1750. Average length of the sunspot cycle over the period is about 11 years, he said, although it may vary from 7 to 17 years. No definite predictions can be made regarding the length of a current cycle.

Engineers have not yet discovered the exact mathematical correlation between sunspot activity and radio reception. In the broadcast field, he explained, though it generally holds true that skywave transmission decreases as sunspot activity decreases. Considering the apparent disparity between the number of radio microvolts standard in 1935 and now, he pointed out that in 1935, when sunspot activity was only 46% of the average since 1750, while since then sunspot activity has increased greatly, with no compensating improvements made in the FCC standard, Mr. Lodge agreed with the contention that the sunspot activity itself may become the compensating factor, since skywave propagation of radio waves is highly probable to vary in the same manner as the actual broadcast signal in relation to the sunspot activity.

He observed that the FCC, in determining engineering standards, might develop the use of radio field intensity surveys conduct a house-to-house canvas of radio listeners that would provide an accurate picture of the number of acceptable signals actually available, and pro- muigate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that the FCC, in determining engineering standards, might develop the use of radio field intensity surveys conduct a house-to-house canvas of radio listeners that would provide an accurate picture of the number of acceptable signals actually available, and pro- muigate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that the FCC, in determining engineering standards, might develop the use of radio field intensity surveys conduct a house-to-house canvas of radio listeners that would provide an accurate picture of the number of acceptable signals actually available, and pro- muigate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that the FCC, in determining engineering standards, might develop the use of radio field intensity surveys conduct a house-to-house canvas of radio listeners that would provide an accurate picture of the number of acceptable signals actually available, and pro- muigate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that the FCC, in determining engineering standards, might develop the use of radio field intensity surveys conduct a house-to-house canvas of radio listeners that would provide an accurate picture of the number of acceptable signals actually available, and pro- muigate from this computation standards that would provide an adequate signal for secondary service for all listeners. He observed that the FCC, in determining engineering standards, might develop the use of radio field intensity surveys conduct a house-to-house canvas of radio listeners that would provide an accurate picture of the number of acceptable signals actually available, and pro-
Referring to a couple of hours of daily use by economic and population groups for both urban and rural radio families, which also demonstrated a great use of sets by rural listeners, he pointed out that the number of use-hours among urban radio families was 134 in 937, while the converse holds true for rural families.

Average Daily Hours

The average number of daily hours of use per urban radio family has risen from 1.5 in 1934 to 3.5 in 1939, and from 3.6 to 4.7 for rural radio families, Dr. Clinton pointed out, citing figures of the CBS Market Research Division, the Joint Committee on Radio Research, and the CBS Surveys of 1934 and 1937. The average daily figures of use per urban areas has risen from 54,234,250 in the fall of 1934 to 47,002,460 in 1937, an increase of 24%, and for rural areas, from 21,457,880 to 44,51,038, a jump of 107%, aggregating a 47% increase for the United States as a whole.

Breakdown of Sustaining and Commercial Programs

Dr. Clinton concluded his testimony on Feb. 3, presenting additional tabular materials on CBS services. Breaking down the average daily schedule for the average non-commercial radio station during the week of 10-15, he observed that of 2 average broadcast of 17 hours 11 minutes of station time, 19 hours 15 minutes of the 13 hours of CBS programs and sustaining programs offered by the station, including 8 hours 10 minutes of commercial announcements and 2 minutes of commercials. The average day during the week was 5 hours, 55 minutes of commercial and sustaining material, with commercial acceptance rates amounting to 100%.

Analyzing the size of CBS day and evening networks in return to talent expenditures, Dr. Clinton pointed out that the average amount that each hour of the network increased, which allowed the station to be more flexible in programming, allowing the station to schedule a greater variety of programs.

Sees Disadvantages in FCC Net Restrictions

Restrictive regulations by the FCC against network affiliation were cited as causing a drop in revenue for CBS. He commented, since the amount spent on talent was not as great, the cost-per-listener would rise, size of audience would drop and the advertiser would revert to other media.

Cross-examined briefly by Mr. Porter, Dr. Stanton emphasized his observation that there is no bound to be a limitation of quality of programs if stations were barred from network affiliation. He pointed out that individual stations could not economically cover special events, such as those supplied through network sustaining programs, which, he declared, in many cases cost CBS an amount greater than the revenue of the individual station.

Local programs, resulting in generally greater local listener interest, could be originated by individual stations, he continued, but since this can only go so far, since an individual station could produce programs for the "finer" of a networking with centralized talent and facilities.

Contracts With Artists Outlined by Lowman

Recalled to the stand by Judge Burns, Lawrence W. Lowman, assistant vice-president in charge of operations and vice-president and secretary of Columbia Artists Inc., briefly described the operation of the Artists organization. About 100 artists now under the exclusive management by Columbia Artists Inc., manages radio artists alone, he explained, leaving management of non-concert artists to Columbia Concerts Corp. He estimated there were "eight or ten" well-known management firms in New York, all of which were bigger than CAI, and that there were about 10,000 artists in the city who were actual or potential management clients.

Mr. Lowman outlined the provisions of the two types of contracts entered into with artists, one a simple management contract by CAI and another a contract for employment by CBS and management by CAI. He pointed out that the essential difference between the two was a provision in the latter for a stipulated weekly payment to the artist by CBS. Both contracts carried provisions for "sole and exclusive" management.

questions by Judge Burns, Mr. Lowman cited a one-week period in October, in which 2,508 artists appeared on CBS commercial programs, only 46 or 1.8% of whom were under CAI management.

Stating that CBS was the sole

LISTENERS IN 21 STATES AND ONE CANADIAN PROVINCE recently responded to a short offer broadcast once every morning on four mornings between 5:30 and 6 A.M.

How's that for FARM AUDIENCE and PLUS Coverage?

The same artists appear on KMB's Saturday Night Show "Brush Creek Follies" Kansas City's biggest full-hour radio show available NOW at surprisingly low cost.
stockholder in Columbia Artists Inc., Mr. Lowman listed as directors, S. M. Klauber, Lawrence W. Lowman, Merriford R. Runyon and Ralph F. Cohn. Income of the organization comes solely from sale of artists, the service charge received from hotels for wire service and proceeds from broadcasts of dance bands and orchestras, and contracts with band booking agents.

Presenting a profit and loss statement for the 52 weeks ending Jan. 13, Mr. Lowman said CAI made a profit of $85,671.23 and had a total income of $194,756.38, including $54,849.33 from contracts with band booking agents, $526,316.78 from sale of wires, $67,954.74 in commissions from artists on CBS engagements, $64,170.05 in commissions from artists on radio engagements other than CBS, from theatre bookings, record deals, etc., and negligible amounts in bad debts recovered and other income. Expense, totaling $97,885.87, including $62,715.17 for general and accounting salaries, $5,128.20 in legal William S. Exley, Edward W. Porter, and $52,089.50 in general and miscellaneous expenses, including rent and lights. Net income, after the payment of Federal income taxes of $14,149.28 amounted to $96,820.51.

Operation of California Artist Subsidiary

A breakdown of the income and expenses of California Management of CBS Inc., which was formed in September 1937 to manage artists on the West Coast, showed for the year ending Sept. 30, 1938, a total income of $62,101.41, expenses of $51,165.04, Federal income taxes of $14,048.88, and a net loss of $6,707.47.

Cross-examined by Mr. Porter, Mr. Lowman said that of the 10,000 artists in New York, outside the 110 managed by CAI, he could not estimate the number managed by the "nine or ten" management firms, although he thought one managed about 1,200 artists and another from 500 to 800. He explained income from sales of wires as the "nominal charge" paid by hotels, covering wire charges and cost of pickup, which CAI, in its function as booking agents, returned to the hotels. He said hotels were anxious to arrange such broadcasts because of "lack of publicity".

Judge Burns, after reading into the record an account of the CBS stock transactions of WCAU Broadcasting Co., recalled Dr. Stanton to the stand to explain the final series of exhibits offered by CBS.

An analysis of CBS commercial and sustaining program offerings for one full week each quarter from 1935 to 1938, covering 81 station-weeks total, indicated that the network offered an average of 279 quarter-hours of sustaining programs per week. The stations accepted an average of 96 quarter-hours of commercial programs per week, the stations accepted an average of 96 quarter-hours of commercial programs per week. Dr. Stanton characterized the exhibit, upon questioning as to its materiality by Mr. Porter, as "aimed to show the extent to which the network has fulfilled its agreement to furnish program service."
CBS-WORLD DISCUSS ACQUISITION PLANS

ACQUISITION of World Broadcasting System by CBS is again being discussed by officials of the two companies, although to date the conferences cannot properly be identified as negotiations. The subject was thoroughly gone into some months ago but was dropped when CBS began the negotiations that resulted in its purchase of American Record Corp. and its subsidiary recording companies.

Resumption of the discussions is said to be due more to a desire on the part of CBS to take over the World Broadcasting System and its physical World plant, the studios at 711 Fifth Ave., New York, which were formerly used by WCAP, than to the network's wish to actively engage in the transcribing business.

Since taking over the American Record properties, the network has evinced little interest in the transcription end of the business and has not yet made any decisions as to whether this part of the operations would be continued. G. Richard Ellis, former director in charge of the Columbia Transcription Service in Chicago, has recently resigned from the Chicago sales staff of World.

McNich Airs FCC (Continued from page 18)

function would be to carry on current research into social and economic phases of the industries and keep the Commission informed on latest information so the industries would not know a great deal more than the Government.

"In the broadcasting field," he added, "there is no problem of regulating rates, but at some time, or whenever the FCC feels ready, it should establish the rate which the stations can charge for it."

"The problem of the government," he added, "is what to charge for the service it provides to the public."

In his speech, Chairman Lea stated that he had heard a statement from those directly involved in the broadcasting business that the FCC was not doing enough to protect the interests of the public.

"I believe this reorganization measure, if enacted by the Congress, will make the greatest advance we have ever had in the regulation of the broadcasting, telephone and telegraph industries."

WGBB is the call letters assigned by the FCC for the new station recently authorized in Goldberg, N. C. (Broadcasting, Feb. 1).

WHEELER SEeks ACTION
(Continued from page 13)

cohesion and morale. It is very likely to be an aggregation of individuals, each working too much his own way and to his own ends, with too little common purpose of serving the public interest.

"In the Communications Commission such conditions have been aggravated, because the Commission for years has been plagued by politics—not simply party politics but the politics of big business too. The best way to eliminate politics is to center responsibility, carefully defined and appropriately limited, in a small group, and then to put it in the hands of people who cannot be dodged or divided. That way I think we can get results."

Proposals for smaller Commissions are contrary to previous Congressional action. The Interstate Commerce Commission, for example, has 11 members and the President has suggested that it be increased to 16. The Power Commission, of which Mr. McNich is former chairman, has five, the Trade Commission five, and the Tariff Commission six.

Senator White, in commenting on the Wheeler proposal, Feb. 8 said the proposal "is putting the cart before the horse. I have always insisted that the whole subject should be studied. I believe the study should precede legislation and not follow it."

"There is nothing right about this bill. It is terrible and I will oppose it."

White May Have One Asked if he was considering offering a bill, the Maine Senator replied:

"Since Senator Wheeler has introduced a bill I may introduce one." It was learned that Senator White has drafted a measure which he plans to introduce before the introduction. He has not revealed any details of his proposal, though it is expected to call for seven or possibly five commissioners.

In the House, Chairman Lea said he had on his desk a rough draft of a bill similar to that introduced by Senator Wheeler. However, if I cannot say that it will be like Senator Wheeler's when I introduce it, it

"I do not contemplate introduction of this bill until we have finished with railroad reorganization. You can say that the present plan is to let the Senate work over FCC reorganization while the House works on the railroad bill. When the Senate completes the House bill, of course, will go to the Senate committee and the Senate's FCC measure will come to the House floor. This is only tentative, however, and may be changed by developments in consideration of each measure."

The FCC reorganization bill has overshadowed all other discussion of legislation affecting broadcasting. A number of bills in which the FCC has an interest are pending but all await committee action.

Rep. Wigglesworth (R-Mass.) let go another blast in the House Feb. 6 against the FCC as well as the Wheeler Commission. The commission, which at the time had not been announced although speculative stories had predicted such a bill.

Mr. Wigglesworth referred to the December issue of Nation's Business carrying a statement by Thomas Corcoran, close adviser of the President, was writing a new FCC act. This was denied by Mr. McNich.

In his speech to the House during consideration of the Universities Appropriation bill, Mr. Wigglesworth said: "The member of the FCC who will be the keynote of the Republican attack on the Wheeler bill when he said:

McNich, White Confer

"As the record stands in conjunction with the pending proposal for a three-man commission, it has every appearance of an attempt to abolish the Commission. We have known it and to substitute a more centralized administration, possibly in the hope of avoiding an investigation. It looks also very much like an attempt to make this quasi-judicial agency subservient to the executive branch of the government."

Chairman McNich and Senator White held a three-hour conference with Senator White last week on Feb. 3.Emerging from the conference, Mr. McNich said:

"We had a round table discussion looking toward a meeting of minds."

The chairman said the conference resulted in discussion of Commission reorganization legislation, and added, "but we talked some about policy."

Meeting newspapermen after the conference, Senator Wheeler denied the report that he or McNich were considering a one-man administration for communications. "I would not want to give any man that much power," he declared, adding that Mr. McNich had never suggested a communications administrator.

"The three of us," the Senator stated, "discussed generally funda-mentally in the radio field. I haven't any deep-seated convictions on the subject but I agree with Senator White that a study should be made by our committee in order to have Congress lay down the policies the Commission should follow."

Mr. Wheeler said he had asked Senator White to work out a plan for such a study.

"There are a great many questions the Commission feels it does not have the power to decide," he added, naming responsibility of stations for libel, censorship, newspaper ownership and superpower.

"Senator White and I feel the whole field should be reviewed because radio has developed so fast since the last law was enacted. When we passed the law, we did not know anything about the problems of radio and have been left behind them in the lap of the Commission. Now we feel there should be a general study of the whole radio field so Congress may fix the policies which will guide the Commission."

Both Senator Wheeler and Mr. McNich pointed out that the discussion with Senator White revolved around policies and not administrative reorganization.

In his talk with newspapermen Senator McNich outlined the type bill he would introduce and said Mr. McNich had been requested to present a rough draft.

Gets Rid of Commissioners

"If the purpose of the reorganization bill was to get rid of some of the present commissioners, rather than promote efficiency, Mr. Wheeler said, "it is not, but with a smile added, "If that was the main purpose it would be worth it."

The Senator stated his views, which he later incorporated in his statement, that three competent and high grade men could do the job better than a larger Commission because there was less apt to be friction and bickering. "Of course efficiency of any "Commission to a large extent depends on personnel. If we are going to put political hacks on them no Commission will work," he said.

"Do you think three men could handle all the three industries involved?" Senator Wheeler was asked.

"Certainly, if they are competent men," he replied. He indicated that he thought the chairman of a Commission should have power to parcel out work and run the Commission something like the Chief Justice runs the Supreme Court.

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
KVOA Holds Ceremony On Affiliation With NBC

KVOA, Tucson, recently acquired by the Arizona Publishing Co., which also operates KTAR, Phoenix, joined NBC Feb. 5 as its 180th outlet. In addition it now becomes one of the larger broadcast over a nationwide network. It also marked the beginning of service between the two Arizona stations by permitting interchange of local and commercial programs.

The announcement was made by Bud Thomas, chief engineer of Arizona Broadcasting Co., which operates KVOA, elected secretary of the Board of the Board of Directors.

Among those who participated in the ceremony held Thursday evening were programs originated in New York, Washington and Tucson, were Senators John McMillan, Arizona, and Rep. M. M. Burdick, Washington, member of the Arizona Congressional delegation; NBC President Lohr and Vice-President Kastor, and officials headed by Gov. T. J. Jones.

Full Text of Wheeler Bill [S. 1268] To Reorganize FCC...

Sec. 1. That the purpose of this Act, unless the contrary is provided by law or by the rules of the Board, shall be: (a) "Commission" means Federal Communications Commission as defined by Sec. 3 of this Act; and (b) "Chairman" means the Chairman of the Board of the Commission.

There is hereby created an agency to be known as the Federal Communications Commission, to be administered by a Board of Commissioners, which shall have the duties and functions of the Federal Commission as provided in the Communications Act of 1934, as amended, and hereinafter in this Act.

The provisions of the Commission shall have the same effect as though it were a Federal department of the government and shall, until further action by the Congress, comply with all applicable rules, orders, and regulations as if it were a Federal department. Any Board or member of the Board of the Commission as hereinafter created is now applicable to the FCC and to members thereof, the members thereof shall be an official seal which shall be judicially noticed.

The members of the Board shall be appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as Chairman, who shall be the principal administrative officer of the Commerce Department.

The members of the Board shall have the power to conduct its business, and to make all rules and regulations and orders, and from time to time make such rules and regulations and orders as may be necessary in the execution of the provisions of this Act.

The Board shall have the power to conduct its business, and to make all rules and regulations and orders, and from time to time make such rules and regulations and orders as may be necessary in the execution of the provisions of this Act.

Late Personal and News Notes

C. B. LOCKE, technical supervisor of KJKO, Fort Worth, on Feb. 17 becomes general manager of KFDM, Houston, where he will go into operation under new management. The announcement was made by Mrs. W. C. Kahn, secretary-treasurer and head of the company, who will divide his time between Phoenix and Houston.

McCarthy, former manager of KGKO, will take over similar responsibilities.

S. N. STROTZ, acting manager of NBC Central Division, Chicago, returned Feb. 11 from a business trip to Los Angeles on a business trip Feb. 10.

GEORGE B. PORTER, FCC assistant to the Chairman, returned Feb. 9 from New Orleans and Atlanta after completing his duties in connection with KJBC, Blytheville, Ark. He was expected to return Feb. 11.

BEN MORRIS, new announcer of WKY, Oklahoma City, was made winner of the recent KKO movie talent contest on KOKO, Klamath, Calif.

SAM FULLER, formerly of the production department of WLW, Cincinnati, has been named to the production department of Radio City, Inc., Chicago. He will produce the Tums' Vocal Varieties show in Cincinnati.

Bob Jeffries, radio station manager of Kansas City, announced last week a trip to Hollywood to confer with Fred Rich and Jimmy Fidler on the Welsh Grape Juice and Drene accounts.

JOHN BLESTON, formerly of KFDM, Houston, is now program manager of network's television production department.

R. T. DEVANY and Mark Forgott of WMGF, Hibbing, Minn., and Jim Hill, of J. Walter Thompson Company, are on the Scott's baseball broadcasts for General Mills.

EMILY OWEN, program director of WTAQ, Green Bay, Wis., is the parent of a baby boy born Feb. 5.

C. J. OLENDORF, former vice-president and general manager of KFDM, has opened his own agency at 583 N. La Salle St., that city telephone directory.

LINDSEY ALLEY has been appointed manager of WHS, Bluefield, W. Va., succeeding Charles H. Foster, resigned.

EDWARD D. CLERY has been named manager of WIBG, Glenwood, Minn. He formerly was WTNJ, Trenton, N. J., as production manager, and formerly was WACU, and Jim McCann, of WTEL, Philadelphia, also have joined the staff.

A. LESLIE GASIDE has been appointed manager of CJXJ, Yorkton, Sask., and will headquarter at the station's Winnipeg studio, 10-Derent Ave. Dawson Richardson recently purchased CJXJ.

BERTRAM LEHBR JR., director of sales for WNOX, New York, on Feb. 8 became the father of a baby girl, his fourth child.

HUGO SCHREINER, Jr., Los Angeles, has moved to 111 S. Wetherill Street. Firm is also added Ed. W. W. Martin, Jr., account executive. Heretofore he had formerly operated his own New York public relations firm.

WASHINGTON, D.C., until recently with the television division of Philco Radio & Television Corp., has been appointed chief television engineer of Midland Television Inc. Kansas City. He succeeds E. R. Dunkan, who had joined by Crorey Radio Corp., chief television engineer.

KING LEAR, formerly of WMCA, New York, has joined the new sales staff of WAAF, Chicago. Brad Williams, formerly of WMAT, Milwaukee, has joined the WAAF announcing staff.

RODGIER L. MUELLER, formerly of WTAQ, Green Bay, Wis., and more recently of WOCT, Manitowoc, Wis., has joined the announcing staff of WGN, Chicago.

LESTER HARLOW, chief engineer of WABC, Times Square, has married Margaret Ferguson of Tyler, Texas.

GRAEME BOSKIN, who formerly owned his own advertising agency in Chicago, has been appointed by George W. Doyle in Nashville for the station's sales department. Louis H. Shively, was appointed assistant to the sales staff of WMPS, Memphis.

RUSSELL NEFF, formerly of WXYZ, Detroit, has joined KXO as news director, Minneapolis, as assistant to Radio Director Lloyd Griffin.

LEO SMITH, continuity editor of WXYZ, Detroit, has joined WXYZ 11 as assistant to the Radio Director.

HIRAM HUGSBY, billed as "radio's favorite soprano," is currently celebrating his eleventh year in radio during the Break on the radio stations of KNJL, Jackson, Miss., and WIBG, St. Louis, Minn., and has been a former member of the staff of WBIS, Chicago.

H. Marshall Allen

H. MARSHALL ALLEN, account executive for the American Radio History Co., Chicago, died Feb. 9 of pneumonia in Henrotin Hospital. Mr. Allen had been executive manager of the Kellogg account and was well-known to Chicago radio men. A resident of Oak Park, Ill., he was succeeded by J. Walter Thompson Co. in 1938. He is survived by his widow.

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BROADCASTING
Engineers Taking Columbus Course

LATEST developments in radio engineering, including strides made by television and facsimile, constituted the primary interest at the Second Annual Engineering Conference of Ohio State University, Columbus, Feb. 12.

First week was devoted largely to topics centering around the theoretical aspects of the second, and given over to studio and visual problems. One of the highlights was a panel discussion on standards of good engineering practice led by Andrew D. Ring, assistant SEC chief engineer in charge of broadcasting.

Other lecturers and their subjects include:


Latin Good-Will Series

Is Inaugurated by NBC

ON LINCOLN'S Birthday, Feb. 12, NBC launched a new series of "good will" programs, recorded in Spanish and Portuguese by NBC for broadcasting to Central and South America, on the shortwave stations W3XAL, W3XL, W2XAD and W8XX. Beginning with a program recorded from the porch of Lincoln's home in Springfield, Ill., where Lincoln received word of his election as President, the series takes Latin American listeners to a wide variety of typically United States scenes, showing them how their northern neighbors live.

Recordings, each a 15-minute program, were made by Art Horn, S. Deter and John Alfred Barrett of NBC's international division, J. Harrison Hartley, assistant director of NBC's special events division, and Jack Holmes, recording expert. Primary purpose of the radio tour of the U. S. was to accord Frank E. Mason, NBC vice-president in charge of the international division, is to give a true picture of the United States.

The AFRA Code

(Continued from page 15)

guarantee carries a 10% discount. On half-hour shows, rate for a half-hour over a two-hour period of performance is $75 per hour, with the same provision for hour shows. Auditions for this program, with half-hour, are given over to studio and visual problems. One of the highlights was a panel discussion on standards of good engineering practice led by Andrew D. Ring, assistant SEC chief engineer in charge of broadcasting.

Contracts include a fee of $50 for five consecutive recordings of a five-week program. The 15-minute daily rehearsal may be computed at 25 cents for each recording. Such rehearsal time may be used for prior recordings, with announcer agreeing to allow a 15-minute rehearsal for each five-minute broadcast. Fee for new reports, on five-minute local news broadcasts, with not less than two a day, $5 per broadcast. Supportive announ-

For Doubling

Signature voices on dramatic shows shall be paid minimum scale of $50 for five programs weekly and $25.50 for rebroadcasts. $10 for single show and $2.50 for the rebroadcast, with 15-minute rehearsal included. Fee for prior recordings on quarter-hour programs is $10, plus $6 for first hour of rehearsal and $5 for each succeeding half-hour. Extras and supernumeraries not speaking individual lines have minimum rates of $7.50 per program for the rebroadcast, including four hours rehearsal time in two sessions. Rebroadcast fees on 15-minute programs include 15-minute dress rehearsals immediately before the rebroadcasts. This applies to both actors and announcers.

Actors and soloists are permitted to double one part per performance without additional pay. Multiple doubling is permitted on variety shows and on programs consisting of short episodes.

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**December 30**

**JANUARY 10**

**JANUARY 29**

**JANUARY 30**

**FEBRUARY 29**

**APPLICATIONS**

**FEBRUARY 3**

**FEBRUARY 6**

**FEBRUARY 8**

**FEBRUARY 9**

**FEBRUARY 10**

**FEBRUARY 12**

**FEBRUARY 13**

**FEBRUARY 15**

**FEBRUARY 16**

**FEBRUARY 28**

**SUNDAY COUGHLIN PICKETS CONTINUE**

**TV PRODUCTION**

**CONWAY PUT ON PROBATION**

**BROADCASTING**

**Broadcast Advertising**

**DATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**JANUARY 28 TO FEBRUARY 13, INCLUSIVE**

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**Decisions**

**JANUARY 28**

**MISCELLANEOUS — NEW, Monocacy Bestg. Co., Frederick, Md., granted continuance hearing 65 days; NEW, Vincennes Newspapers, Vincennes, Ind., same; NEW, Rocky Mount, N. C., granted permission to appear; KCMC, Workington, England, granted warrant disallowing, without prejudice, applic. for change free.**

**NEW, Brooklyn, WGN, granted continuance hearing; W M F, Pittsburg, Pa., granted motion to admit memor. of letter from 1779 re: grant of monies.**

**NEW, WGN, Wilimington, Del., granted 60-day continuance hearing to Feb. 28.**

**NEW, WBRC, Brooklyn, granted extension time to 5:30 reply brief.**

**FEBRUARY 6**

**WFS, Willsboro, N. Y., granted mod. license to use hours released by WQJ.**

**WDBN, Superior, Wis., granted vol. assign.**

**NEW, New York, granted mod. lic. & vol. assign.**

**NEW, WRSP Inc., Wisconsin Rapids — Denied CP 1560 kHz 100,500 w.**

**KLS, Oakland — Denied CP increase to 500 w.**

**KDAL, Duluth — Granted renewal license.**

**WBAX, Willsboro, Pa. — Denied consideration & grant. appl. renewal lic. & vol. assign.**

**WCHB, Newark — Granted renew. license & mod. lic. in wk. & vol. assign.**

**WCMX, Kenosha — Granted renew. license & mod. lic. in wk. & vol. assign.**

**MISCELLANEOUS — EFW, Fort Smith, granted disallowal without prejudice CP increase $300,000 to $30,000.**


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**TELEVISION CREW RANGLING ALONGSIDE RCA TELEMOBILE UNIT IN WASHINGTON, D.C., WAS CAPTURED JUST AFTER COMPLETING SUICIDE ATTEMPT. LEFT TO RIGHT: RICHARD PICKARD, BRYSON RASH, ROBERT SHELBY, HAROLD SEE, THOMAS HUTCHINSON, O. B. HANSON, NORAN KERST, WARREN Wades, HOWARD GROBBERT, ALFRED JACKSON, GUSTAV HETTICH, STANLEY PECK, ROBERT PLAISTED, EDWIN WILBUR.**

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**SUNDAY COUGHLIN PICKETS CONTINUE**

**PICKETERS PROTESTING AGAINST THE REFUSAL OF WMCA, NEW YORK, TO BROADCAST THE SUNDAY RADIO ADVISORY ON SUNDAY, FEB. 5. REV. CHARLES E. COUGHLIN, CONTINUED THE WEEKLY MARATHON BEFORE THAT STATION JAN. 29 AND FEB. 5, AND ARE CONDUCTING THEIR MARATHON AT 2:30 P.M., EACH SAT., ON WCYB IN OHIO, 7 A.M. ON WOR, ALBANY, 7:30 A.M. ON WAWZ, ELIZABETH, 9 A.M. ON WHN, NEW YORK.**

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**CONWAY PUT ON PROBATION**

**FOR ALLEGED RADIO HOAX**

**LEONARD CONWAY, SELF-STYLED REP. OF THE AMERICAN DRUG GIST ASST., WHO IN MID-NOVEMBER WAS EXPOSED WHEN ASKING $100,000 FROM A BELIEVER IN A FAKE DRUG ASSOCIATION.**

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**BROADCASTING**

**Broadcast Advertising**

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**www.americanradiohistory.com**
Max Gordon joins NBC

MAX GORDON, theatrical producer noted for picking hit shows, has joined NBC to work under John Rosen, program vice-president. He is helping with production of both sound and television broadcasts.

KSCJ Shifts to NBC

KSCJ, Sioux City, la., on Sept. 24 shifts from CBS to NBC. C. W. Corkhill, manager of the station, closed the deal Feb. 13. The evening hour rate is $140.

First anniversary of WOJL, Owensboro, Ky., was observed Feb. 7 with excellent results. William K. McLean, president of the Owensboro Broadcasting Co., newspaper publisher, postmaster, and civic worker, and his associates, W. Bruce Hager and George M. Fugger.

Silver Lining

JACK REESE, of mail department of NBC-Chicago, has returned to his work following an appendectomy. The appendectomy was so much larger than normal that Mr. Reese had it for $29, for inclusion in a medical collection.

WTAR, Norfolk, on Feb. 13 was authorized by the FCC to operate with 5,000 watts power output, through interference from CQO, Havana, on its 750 kc. frequency. The authorization is to terminate should the interference be eliminated.

Electrical, Sound Engineering Co., Baltimore, headed by Frank X. Green, has purchased the assets of the Fidelity Recording Co., Baltimore, which is being moved to 904 E. 41st St., that city.

L A C O N F E S S I O N C I G A R C o., upon moving its main offices from Kansas City to Denver, opened its advertising campaign with a two-hour broadcast of the finale of the amateur Elk pugilistic bouts over KLZ.

Fourth anniversary of Make Believe Ballroom on WNEW, New York, conducted by Marvin Block, was celebrated Feb. 3 by an open house studio party, which was attended by many of the orchestra leaders whose records are heard daily on this three-hour broadcast.

Five days of broadcasting, from Feb. 14 to 18, in full view of the public from special studios on the busiest corner of Winnipeg, is CJC's method of celebrating its 50th birthday during Winnipeg's noted Bonspiel, ice curling matches.

WRBL New CBS Outlet, WIND Gets Sustainers

ANNOUNCING the affiliation of WRBL, Columbus, Ga., as a member of its South Central Group, effective on or before March 15, CBS disclosed that on Feb. 16 WIND, Gary, Ind., will resume an old arrangement with the network whereby it carries two hours or more of CBS sustaining shows daily. These are shows which WOR, Chicago, cannot carry.

WIND is headed by Ralph L. Atlass, brother of J. Leslie Atlass, CBS Western Division vice-president who is also a stockholder in WIND.

WBKB, Pittsfield, Mass., has relinquished its CBS affiliation and on March 1 joins MBS as that network's 110th affiliate. WBKB will also affiliate with the Yankee and Colonial networks.

"The Crystal Specialist Since 1923"

Scientific

Low Temperature Co-Efficient Crystals

Approved by FCC

Two for $75.00

Supplied in Incoloy Air-Gap Holders in the 560-1400 kc. Band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better than .5% Order direct from

Scientific Radio Service

146 Jackson Ave.
Stattsburg, Maryland

An Announcement of Precision Quartz Crystals

Holders and Ovens 20 KC. to 300 KC. One Price - G-10

Write for Catalog G-10

Bliley Electric Company
Union Station Building
Erie, Pa.
Merchandising & Promotion

Egg Splitters — Tale of a Scissors — For Invalids

Seth's Followers — A Week of Sports

When a tab is released from a slit in the cardboard, it pops an 18-inch, pink, paper-clip with a 15-foot red cord. Lower portion of the folder shows a two-color map comparing the old and new route. A second promotion folder has been issued for WMAQ, NBC-Red outlet, Chicago. Cover carries picture of an ocean liner and bears the word "Soundings". From the liner's rail a piece of string leads through the cover to a separate folder showing pictures of the cast of Kaltenmeyer's Kindergarten, a Saturday afternoon program on WMAQ.

Separators in Demand

WRVA, Richmond, heard this announcement early in February: "Mrs. F. F. Monroe, Co. of Richmond is giving away, no strings attached, 3,000 egg separators to those who will stop a Farmer truck anywhere on the way to Richmond and ask for one." The supply was nearly exhausted in three days.

Fort Wayne Jalopies

FORT WAYNE Auto Trades Assn. used WOBO in promoting Used Car Week sales from Feb. 8-10. The Hey! Mr. Motorist traffic safety program was adopted as the vehicle. To promote auto sales, two announcers theoretically interviewed turn-out automobile run about 112,000 miles. Another feature was a parade of discarded vehicles en route to the "graveyard".

Told by Scissors

KWTO, Springfield, Mo., has mailed a promotion folder to which an arm of small scissors is attached. Coopersville, Mich., has offered a dress clip in return for four trademarks on KWTO's Ozarkana Corners. Without the help of scissors, says KWTO, it would have taken 10 clerks 27 hours to cut out the 12 trademarks mailed in the give-away.

New Brochures

WOWO, Fort Wayne — Program folder titled A Half Million Good Message brings the WOWO Morning Roundup.

WIBW — Topica — Brochure, It's the et Topica — No. 2, featuring news response to WIBW's commercial program.

WHO, Des Moines — Folder promoting Hoxie Fruit Co. program on behalf of Blackie Goose oranges.

WTAM, Cleveland, has sold an eight-minute red pamphlet explaining how WTAM "brings the news, live, and on time" during Hour of Charm program Jan. 10, attended by 14,000.

Display Stands

ATTRACTIVE display stands equipped with a slot arrangement which permits changing announcement cards from time to time, are being distributed by KVOE, Topeka, to advertisers. Essel-type stands are 14 inches wide by 23 inches high and are given to prominent local advertisers in their places of business, according to Jack O'Mara, sales promotion director, and also carries tag-line of Mutual Don Lee, with which KVOE is affiliated.

20,000 of Seth's Books

OVER 20,000 Seth Parker Party Promotional folders containing 120 games and story runs at the Jonesport parties, have been reordered and distributed to the Seth Parker radio audience by the Vick Chemical Co., Greensboro, N. C., sponsors of the weekly variety program on NBC, who are currently offering the books to listeners.

Music Wanted

FOLLOWING the RCA Mfg. Co.'s renewal of its contract with NBC, San Francisco for Music You Want, the Leo J. Meyberg Co., RCA distributor, is passing small stickers on all its packages, along with a combination of dealers to the fact that Music You Want is heard over KGO six nights a week at 11:15 p. m. FST. and suggesting they listen to the program.

School Calendars

SAML GOMPERS Trade School, San Francisco, sponsoring a Saturday afternoon broadcast, and in the past, has issued calendars with its slogans, with the winners receiving about $200 worth of prizes. The program consists of listeners who subscribe to the program's policy of securing the best radio for the country's defense. Whe Kriepsy box top and a dime are required with each subscription.

Jamboree Replies

SINGLE OFFER of a book of poems written and read by Barton Rees Pogue of the Jewish Press, as Bovars, heard on WLW, Cincinnati, recently brought 22,000 requests for copies of the Jamboree plan's week's mail. In addition to the Hoosier poet-philosopher's poetry, the book contained the Preface of the cast and stars of the show.

News in the Crucible

TO PUBLICIZE its nine broadcast, KDFL, Salt Lake City, has supplied a selected group of listeners with monographed charts upon which to place KDFL's news, newscast, taking into consideration the newscaster's delivery, clarity, clarity, as a guide to listeners, the program is represented, pronunciation, and editing.

Cards and Cars

WHN, New York, has placed 500 car cards in public service buses in New York to promote its Hol- oday movies, known as Modern Movie Reporter with Sam Taylor, who is also conducting a radio col- lection in Modern Movies Magazine, Personal Romanes, and Movie Life.

Bостon Alligator

FOR THE best letter on "Why I Like the Six to Sixteen Program", half-hour weekly feature for kids between those ages, WELI, Boston, is awarding "Mike", a pet baby alligator and station mascot.

Free Radio Sets

TO PROMOTE the Feb. 6 fashion broadcast by Carmen Snow, editor of Harpen's Bazaar, WELI magazine had 100 messenger boys distribute 200 small radios wrapped in fashion ede to fashion editors and clients in New York City with a note attached asking them to be sure and listen to the afternoon broadcast.-

WBFL's Sport Week

A WEEL-SPUNKY and intensive promotion was placed behind the Tidewater Associated Oil Co. sports revue, "Stardances," during all of Feb. 6. When the baseball film "The National Game" was given to several towns where the local teams are strong, WIBB, Norfolk, was the only station in the area that carried the film. When cuculars were held for the contest, more than 1,000 messengers were employed to hand out the cards. WIBB, the only station in the area that carried the film.

Don's Secrets

KELLOGG Co. for its "Don Wslow Squadron of Peace" is offering the following items on its N.E.T. program: Don Winomau mail membership card, copy of creme metal badge. The new mail is 24-page publication in print in black and blue, is complete with sec codes and features pictures of E. F. Ramey, the Peace Squadron flyer, which consists of listeners who subscribe to the program's policy of securing the best radio for the country's defense. whe Kriepsy box top and a dime are required with each subscription.

Preview of Fuji

AFTER AN elaborate preview earlier in the month, KDKA, Pitt- burgh, on Jan. 31 began thric week radio version of The Mannequin, as an pre to the Premere of a film on Tuesdays and Thursdays. 8:15 p. m. The transcription s was from Jan. 18. In typically Chinese atmosphere bore more than 100 invited guest and agency executives, a dvertisers and Pittsburgh business men and their wives, with a full course Chinese dinner served.

Swing for the City

WITH THE city treasury benefit of the proceeds, KOMA, O lahoma City, recently held its first KOMA Swing Club Dance, the municipal auditorium, will Herman Chaney's staff band plaving. Club membership card offered free, charge, admitted only to the dance for $1 rather than the $1.60 admission charged no members.

Sperry's Bowls

SPERRY FLOUR Co., San Franci sco, sponsor of Dr. Kate, NB (National Bureau), is offering a pair of three Franciscan-ware bowls $1 50 cents and a slip showing punch of Whitehead.

Introduced by Heine

SPONSORED BY participating in the Heinie & His Grandpa program on WTMJ, Milwaukee are invite as "commercial guests" to watch the program on which their gifts are toring runs. These guests are intrac duced on the air by Heine.
NOT BLACK MAGIC...

...but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets... that excites dealers and inspires salesmen. That's the kind of magic in the words... "produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used... no witches' potions are concocted by the light of the moon... but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full network presentation. In either case, consider the value of those magic words... "produced in the studios of the Nation's Station"... the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938... proof that more and more national advertisers are realizing the magic of WLW production.

ONLY WINNER OF
tWO
VARIETY
SHOWMANSHIP AWARDS
FOR PROGRAM ORIGATIONS
1936 1938

www.americanradiohistory.com
Amazingly low in price, the RCA-88A Pressure Microphone offers many features which prove its outstanding quality.

Here's an RCA microphone that stands head and shoulders above all others for remote pick-up use. The result of the vast experience of the world's leading microphone designers, the RCA-88A combines light weight and small size with unusually high output levels. It is equipped with an ingenious swivel mounting so that you can use it in either a horizontal or a vertical position. When used vertically its pick-up characteristics are non-directional for all frequencies.

Surprisingly low in cost, the RCA-88A combines high fidelity frequency response with the mechanical ruggedness so necessary for truly worthwhile portable equipment. It is impervious to moisture or pressure and temperature changes because of its moulded styrol diaphragm. In short—a microphone you have been wanting for a long time!