"I am on urgent business," said the distinguished-looking visitor, "do not dare to detain me unless you have something important to show." "We have," we replied, "it's our more than 60 success stories—may we lead you to the file?"
WLS in Chicago has intensive coverage of the rich Middle Western market. WLS proves its audience in this area and throughout the country by the letters they write—definite evidence that they are listening. WLS has received over nine million letters in nine years and is well on the way to another year and another million: 615,268 letters in the first five months, distributed among the states and nations as shown in the mail report to the right.

*These four states—Illinois, Wisconsin, Indiana and Michigan—plus Metropolitan Chicago, constitute the WLS Major Coverage Area. This area contributed 92.7% of the total mail for the five-month period—intensive coverage of Chicago and the Middle West.

Represented by JOHN BLAIR & CO., New York • Chicago • Detroit • Los Angeles • San Francisco
I didn't realize that radio is an integral part of living until the hurricane deprived us of electricity and, consequently, broadcast reception," said a New England housewife last fall. "My family was very happy when our receiver started functioning again.

"Radio is so much a part of life that we take it for granted. Time signals in the morning speed my husband off to work and the children to school. Household programs provide me with a wealth of helpful culinary and housekeeping information. News periods keep us in touch with all that is happening in the world; play-by-play sports broadcasts hold intense interest for my husband and son, and the many musical and dramatic programs supply entertainment for all of us. Yes, — and the commercial programs supply constant and valuable shopping suggestions."

Seventeen popular local stations, comprising the facilities of The Yankee Network, provide New England with this "integral part of living" — a service that is woven into daily life and daily shopping activities of those who form the large able-to-buy audience in seventeen major markets.

Edward Petry & Co., Inc., Exclusive National Sales Representative

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There is nothing surprising in this situation. Gas and oil are bought where a car is operated—not where it is registered. And because New England is within easy motoring distance of 72% of the country’s population, some 3,000,000 visit it during summer months. They spend over $500,000,000 in New England for recreational needs.

Naturally most of these people have a radio. Naturally, too, most of them listen to WTIC.

A summer program over WTIC offers a unique opportunity to secure bonus coverage at no extra cost. An audience of 1,863,570 in the primary coverage area; 1,788,430 additional in the secondary coverage area. And a guest audience of many hundreds of thousands more. All with purchasing power far above the average.
CBS—year after year broadcasting more of the nation’s “big” advertisers’ programs than any other network—naturally delivers an increasing audience right around the clock, right around the calendar.* But CBS “commercials” are not the whole story. They are blended and reinforced with radio’s most alert, most stimulating sustaining programs!

*May we show you proof?

www.americanradiohistory.com
Such CBS programs

CRISIS IN EUROPE While the hates and hopes and fears of the world bubbled over into hysteria, CBS won nationwide applause for its brilliant job of catching the sound of history on the wing — keeping Columbia audiences better informed, more vividly informed than any other!

MUSIC Over nine years ago, CBS had the courage to pioneer with serious music on a grand scale. Yearly since 1930, CBS audiences have heard full seasons of the New York Philharmonic under the world’s most brilliant conductors; as many as 40 other major symphony orchestras in one year!

SPORTS Crosetti gets hold of Dizzy Dean’s “cripple” and drives it over the wall in Chicago . . . and America, through CBS, hears the crack of the bat. Chunk of oar, pound of hoof, ping of racket . . . come sharply and clearly to the ears of Columbia listeners, in the greatest regular and exclusive sports schedule of radio!

EDUCATION “Americans at Work”; “The American School of the Air” (now in its tenth consecutive season as the most comprehensive school program in radio), and many more, are regular, top-ranking, prize-winning presentations of the CBS Department of Education.

RELIGION For eight years, the CBS “Church of the Air”, with services conducted by members of the major faiths, has broadcast Sunday morning and afternoon. And many other special religious broadcasts round out this important Columbia service.

SPECIAL EVENTS Let an event of importance even threaten to occur, and Columbia’s trigger-quick, Special Events force is there ready to bring the event to Columbia’s millions.
Such “sustaining” programs as these plus scores of big “commercials”, make up the complete Columbia schedule—by every index, the most powerful schedule in radio! And by every test—year after year—coincidental telephone survey, personal interview, or any other—the CBS schedule holds the unflagging interest of a growing audience, right around the clock! And right around the calendar! Year after year!
The story is here

...in the CBS Program Book which effectively summarizes CBS leadership* in its complete monthly tabulation of CBS advertisers and programs. If you would like to receive it, will you send us your name? We’ll see that you get the book each month.

*Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

*More of the country’s 100 largest advertisers use CBS than any other network. This is true in 1939, as it was in 1938—and each year through to 1934!
WITH AN EYE TO THE FUTURE—BUT OUR FEET ON THE GROUND

An Important Statement by Standard Radio on the Subject of "Tax-Free" Music

STANDARD RADIO IS TODAY, AS ALWAYS, fully alert to the significance of the march of events in the broadcasting industry. As long as 15 months ago, sensing that the subject of music free from copyright fees might one day become of paramount importance, Standard Radio quietly but effectively went to work to meet any situation which might arise.

Yet—and this is equally noteworthy—Standard Radio has solved this problem without losing its sense of balance, and without calling upon its subscribers to carry the burden of premature preparations against a problematical emergency.

* * *

As a result, Standard Radio has built up the tax-free portion of its Library Service to include a wealth of practically every type of musical selection, for which no copyright fee or special performance licenses are necessary.

To augment and diversify this tax-free section even further, Standard Radio is today producing each and every month approximately 50 new tax-free musical selections—but without reducing the normal amount of copyright material which is so necessary to a complete service, and which enables subscribers to take full advantage of their ASCAP licenses.

In fact, although fully one-half of Standard's monthly releases are in the tax-free classification, the number of copyright selections is nevertheless equal to or greater than the total number of releases offered by most other library services!

* * *

By December, 1940, when the subject of tax-free music may come to the fore, Standard Radio subscribers will be able to face any situation which may arise with the calming assurance of a huge reservoir of over 2,000 tax-free and public domain musical selections of all types.

If, as 1941 approaches, it becomes apparent that an increased volume of tax-free dance music will be required, Standard Radio will bring the full force of its unequalled experience and facilities into play. At that time, the number of tax-free original popular selections in the Standard Library will be rapidly expanded to provide more than ample variety in this important field. It is because Standard Radio has such outstanding resources and facilities for producing original tax-free popular selections, that we can wait until the situation becomes definite and clear-cut, rather than penalize our subscribers in the interim.

Even now—today—we are prepared to furnish any station desiring it, a completely tax-free Library Service, with both basic Library and new releases free of copyright complications. But if, with us, you can keep an eye on the future, and your feet on the ground, you can continue to enjoy the complete, well-rounded service which has made Standard Radio a dominant factor in the transcription field, with the assurance that you are fully prepared for whatever changes time may bring.

Standard Radio

THE STUDENTS OF TODAY take for granted the great privilege which ten years ago, or even less, was only a dream. NBC is glad that its numerous educational programs are thus regarded by students of all ages.

NBC subscribes fully to the belief that one of the obligations of broadcasters is to inform... to add to the interest of study... to encourage original thinking. To this end, NBC provides a great variety of programs that bring the foremost educators of the nation to all listeners no matter how isolated may be their locations. No longer does distance put obstacles in the path of the ambitious.

Educational programs are only some of NBC's great public services. Whether entertaining or informative, they open to millions a whole world undreamed of a few years ago.
A Tale of Two Cynics

It was on the 5:15 coming home the other night. Being too late to get my usual seat I had no other choice than to sit with the two sour-pusses that fill the front two seats of our car with gloom every day. And having nothing better to do I found myself listening to a conversation which went something like this...

"...and this fellow expected me to believe that KGO's audiences go up in the summer months instead of down."

"What did you do, throw him out?"

"No, I humored him by asking why, how, what proof he had and so forth."

"I'll bet that stopped him."

"Not him. He came right back with a story about KGO's night baseball broadcasts having a Facts Consolidated rating of over 27 during July and August."

"So what?"

"That's what I said and I thought he was going to jump over my desk when he told me that only 3 others of all evening programs had a higher rating than that in San Francisco and Oakland. Then before I could say another word he told me of a couple of specially built musical programs available for spot announcement advertisers right next to baseball."

"Yeh, but you probably have to pay a premium for them. They get you coming and going."

"No, he said the rate stays the same."

"Hmmm, I don't believe it......" And that's where I had to get off although I wanted to tell him before I left that it is not only true about the rates, but that there are two other mighty important things about KGO that they overlooked:

1. KGO is the most powerful station available for spot announcements in the entire Exposition-rich San Francisco Bay Region between the premium hours of 6:00 and 10:15 p.m.

2. Any NBC sales representative has a bag full of stories on spot announcement advertisers who have used KGO successfully.

Gosh, cynics miss a lot of good things in life, don't they!

KGO

COMMANDS THE EXPOSITION MARKET

Radio Would have Saved
Over 2,000 Lives!

The Battle of New Orleans would never have been fought had radio communications been developed in 1815. Andrew Jackson met and defeated the British at New Orleans two weeks after peace had been signed at Ghent, Belgium...

Today, via R.C.A. Communications, news travels at lightning speed. This radio message service of the Radio Corporation of America provides instant communication to and from 43 countries and among leading cities of the United States.

RCA Manufacturing Company, Inc.
National Broadcasting Company
R.C.A. Communications, Inc.
Radiomarine Corporation of America
RCA Laboratories
RCA Institutes, Inc.

www.americanradiohistory.com
RCA helps make Radio a welcome guest in 27,500,000 homes

RADIO'S WELCOME REPAID MANY TIMES IN TERMS OF ENTERTAINMENT, EDUCATION, AND NEWS

NO ACCURATE evaluation can be made of the many services radio renders today. Millions of dollars are spent for entertainment, education, news, and other program services which are offered free to the public. But the total value of radio in modern life defies computation because so many intangibles are involved.

Who can estimate the money and anxiety saved as radio reports the result of critical foreign conferences on the spot? Who can estimate the worth of services radio renders to the government, to ships, airplanes, business, farmers, religion, schools and universities? Who could estimate the cost if vital information such as the news of the signing of a peace treaty should take two weeks to travel from Europe to America as it did back in 1815?

Radio has made itself a welcome guest in every home, an able assistant in every government and business office, an aid on every farm, in every church and school. And the Radio Corporation of America is proud of the role it has played in making radio so great a public servant.

How RCA Serves in Every Field of Radio!
From RCA Laboratories come developments which are the basis of all the services of RCA . . . This research made possible the remarkable development of NBC which now serves the listening public through its two great networks, the Red and the Blue. In the home, RCA Victor Radios, RCA Victor Television Receivers, RCA Victrolas and Victor and Bluebird Records offer advantages created in this constant research.

In addition, research backs the services RCA renders in manufacturing a complete variety of radio equipment, sound equipment, and motion picture equipment such as RCA Photophone, the Magic Voice of the Screen.

Radiomarine, another of the RCA family, offers communication service to ships at sea and builds radio devices for safeguarding lives and property on ships.

All these activities of RCA are dramatized in the RCA exhibits at the New York World’s Fair and at the San Francisco Exposition. You are cordially invited to visit these exhibits when you attend the Fairs.


CORPORATION OF AMERICA
RADIO CITY, N. Y.
WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

More than 6 million people all reached by WJAS. No duplication of service from outside stations.
NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

NO MATTER HOW YOU LOOK AT IT...

WSM IS ONE OF YOUR BEST Advertising BUYS!

Take Cost — A little buys a lot in one of America’s most powerful stations. You can put 50,000 clear channel watts to work for you at as low as $30.00 for fifteen minutes (early morning time).

Take Coverage — In addition to primary coverage that cuts a wealthy slice out of five separate states, WSM’s secondary coverage blasts your sales message clear and strong a thousand miles North, South, East and West from very nearly the center of the Nation’s population.

Take Buying Power — The WSM market lies in the very heart of America’s most promising area, a market which is buying now. Which will continue to buy because it has just begun to grow.

Take Sales Ability — Ask anybody who ever used WSM about the ability of this station to move merchandise; ask your dealers. They’ll tell you that WSM is the key selling medium in any sales campaign.

May we show you how to fit this super-salesman into your advertising plans?
There is no doubt that a tremendous surge of activity is taking place in Detroit, America’s Fourth Market. Automobile production for the first four months of 1939 showed an increase of more than 50% over the same period of last year. Home building for the first three months of this year almost trebled the dollar volume of the same period of 1938—and April realized a 126% increase! And not only has automobile production and home building been going at a rapid pace in Detroit since the first of the year, but bank clearings, passenger car deliveries, industrial power, local steel activity and many other indexes show Detroit considerably ahead of 1938.

Yes, business is good in Detroit. Business is good at WWJ, too. During the first four months of 1939 WWJ SALES REACHED AN ALL-TIME HIGH, with a total for the four months period well above the previous high established in 1937! Such impressive records are tributes to the progressiveness of Detroit business and to WWJ’s 18-year-old heritage of community leadership, exceptional coverage of the Detroit market, its forward-looking operation and constant effort in the interests of both its listeners and its advertisers.
COMING SEPTEMBER 1939

5000 Watts (day)
1000 Watts (night)

WPRO PROVIDENCE R.I.

60% INCREASE IN POPULATION COVERAGE.
WILL COVER 2,000,000 PEOPLE WITHIN HALF-MILLIVOLT LINE ..............

COMPLETELY NEW TRANSMITTING EQUIPMENT - FACILITIES AND TOWER LOCATION

"ENGINEERED FOR POPULATION COVERAGE"

CHERRY and WEBB BROADCASTING Co.
REPRESENTATIVE: Paul H. Raymer Co.
New York, Chicago, Detroit, San Francisco

BASIC CBS 630 kc.

www.americanradiohistory.com
100% of the total Pacific Coast metropolitan ("Big City") population is in the Daytime Primary Area of the Columbia Pacific Network.

89.4% of the total Pacific Coast small city population (outside metropolitan areas) is in the Daytime Primary Area of The Columbia Pacific Network.

83.7% of the total Pacific Coast rural population (farms and towns of less than 2500) is in the Daytime Primary Area of The Columbia Pacific Network.

92% of all Pacific Coast population is in the Daytime Primary Area of this network! (And 98.7% at Night!)

TO SELL THESE 3

BUY THIS ONE

"Going radio" this one way permits you to blanket the front-and-back-country thoroughly. When you "go Columbia" you know your coast program is bracketed with the nation's prime audience-builders—at one low cost.

COLUMBIA Pacific NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM - REPRESENTED BY RADIO SALES
Plow 16 million acres with WEEI

WEEI-LAND is 16 million acres big! Without regard for city lines and state boundaries it surges over 32 New England counties stretching from Cape Cod to the Canadian border. Within this self-contained realm are 190 towns and cities of over 2500 people. Nearly 5,000,000 industrious Yankees have their year-round home in this flourishing market. (And each year it’s the “summer home” of 3,000,000 additional vacationers!) They buy every kind of product to the tune of a billion and a half dollars annually!

If you want to reap a harvest of profits out of 16 million rich New England acres, use WEEI—the only station that effectively reaches—and SELLS— all the people that look upon Boston as the “Hub”! May we show you proof!

WEEI BOSTON • A CBS STATION

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco
A sweet market if there ever was one! That’s what makers of sweets have discovered within the “Golden Horseshoe,” the rich territory blanketed by WJR in Detroit and WGAR in Cleveland. Here folks spend forty-nine million dollars a year for candy and confections, a total practically equal to the combined sales of Chicago, Philadelphia, Boston and Los Angeles.

They eat, live, play in the same above-average way, these eight million people within our borders. Their yearly grocery bill runs nearly three quarters of a billion. Their druggist gets a hundred million in annual sales. Their automobile registration triples that of New York City. And the quickest, most economical way to sell them is through two great radio stations!
Code, Copyright Dominate NAB Agenda

By SOL TAISHOFF

New Administration to Review Work; Record Attendance Expected at Atlantic City Convention July 10-13

IN THE MIDST of a busy year, during which censorship, code, copyright, commercials, Congress and the Commission have harassed the industry without respite, a sizeable majority of the nation's broadcasters meet in Atlantic City July 10-13 at the 17th annual convention of the NAB to appraise the work of their trade association and take positive action on at least two momentous issues.

With exactly a year of experience under the "new deal" administration of the NAB since its complete reorganization the last convention, an expected record group of station owners and managers will tackle an agenda in which industry self-regulation by means of a code, and music copyright costs figure most prominently. Headquarters will be at the Ambassador Hotel, but with some 500 reservations already in, there will be overflow registrations at the neighboring Ritz, Traymore and Chelsea hotels on Atlantic City's famed ocean front.

Will Offer Code

Neville Miller, the first man to serve as paid president of the trade association since its founding 17 years ago, and who was delegated what amounts to czaristic powers, makes his first appearance before the industry at the convention. He assumed office just a year ago, after a wide field of outstanding men had been considered under authorization of the convention held in Washington in February 1938. He was named for a three-year term as industry head at $30,000 per year.

President Miller will offer to the membership a proposed industry code which would place limitations on commercials, ban particular types of programs, rigidly restrict industry trade practices, pave the way for easing out of undesirable or perhaps tainted business, and otherwise seek to set broadcasting's house in order in such fashion as to silence "pressure" groups within as well as the constant mounting threats of government intervention. The proposed code (BROADCASTING, June 16) will have been in the hands of members one month when the convention opens. Free and open floor discussion is anticipated and many modifications are expected, although general industry sentiment favors a code—and a rigid one.

Holding an equally prominent spot on the agenda is the copyright problem, centered around the American Society of Composers, Authors & Publishers, which has testified the industry almost from its commercial beginnings. Mr. Miller personally has conducted negotiations with ASCAP's high command as chairman of a specially delegated committee, and will unfold to the membership his plan for a new industry contract to succeed the varied types of compacts now in force, all of which expire Dec. 31, 1940.

Industry sentiment appears to favor a formula under which stations would pay royalties to ASCAP on programs only of ASCAP music—a sort of "per-use" arrangement closely paralleling the present newspaper contract. Another proposal advanced is the "per piece" plan whereby copyright owners would place a price on each composition which stations could use or not as they chose, paying only when the number was performed. This plan, however, is regarded in some quarters as premature and too unwieldy. The third plan visualizes renewal amounts to renewals of the present general contract whereby stations pay 5% on their "net receipts" plus an arbitrary sustaining fee.

Foot-Balling the Legal Bill

ASCAP's attitude in principle is that it is not particularly concerned with formulas, but with gross revenue. It has more loudly hinted that it expects a larger revenue from the industry than the quoted $4,000,000 annually, and that it proposes to have the broadcasting industry foot its bill for litigation expense incurred by the out-of-court Stahlman, a State ASCAP lawyer, which it is contesting in the courts. Also it has not collected royalties in several States for as long as three years, due to the statutes which prevent the Society from doing business on the "standard" basis, and it threatens steps for recompense.

Principal speakers already scheduled will be James G. Stahlman, dynamic publisher of the Nashville Banner and last year's president of the American Newspaper Publishers Assn.; Carl E. Milliken, former governor of Maine, second in command of the motion picture industry trade group; Elmer F. Andrews, Federal Wage and Hour Administrator and Orvin E. Dunlap, radio editor of the New York Times.

General Information

Registration desk will be open from 10 A.M. until 1 P.M. Sunday, and from 8:30 A.M. until 5 P.M. Monday through Wednesday. Registration Fee $10 per person, including banquet and luncheon tickets. Extra luncheon tickets may be purchased at registration desk at cost of $3.50. Ladies registration $3.50 each.

Annual NAB Golf Tournament will be held Sunday, July 9, for broadcasting magazine tourney. First foursome will tee off at 10:30 A.M.
IN ACTION is Neville Miller, first paid president of the NAB, who will preside at the 17th annual convention in Atlantic City, July 10-13. It will mark his first appearance before the full membership since he assumed office just a year ago. The post of paid president was created by the NAB at an emergency "reorganization" convention in Washington last February, after which the former "fighting mayor" of Louisville was elected leader of the broadcasting industry's association.

Convention Message from President Miller

"We have just completed an important and tremendously busy year in broadcasting. We have endeavored to make the new NAB live up to the fullest expectations of the membership. We believe we have a model industry, paying far better than average wages, wholly within the hour limitations. But later in the program the convention will hear from Joseph L. Miller, young NAB labor relations director, about the problems ahead of our activities as they pertain to the industry, with particular emphasis on musicians and the American Federation of Radio Artists. There is the probability that President Roosevelt will send a personal representative to attend the convention—Stephen T. Early, his senior secretary. Mr. Early has been an outstanding representative of the industry. He has accepted the position, but the final word must await developments. Should Mr. Early not appear, the President will send to President Miller a letter of greeting and encouragement to his representatives in the industry, and perhaps expand significantly the scope of his responsibilities.

"Some 18 months separate us from the date on which we must sign new agreements with ASCAP. We will not permit ourselves to be delayed into another eleven-hour decision. Our Copyright Committee has worked long and hard to prepare us for an intelligent and, we hope, early negotiation.

"We will have a most interesting and important business convention. At the same time we look forward to the pleasure of renewing old acquaintances and enjoying once again the warm camaraderies these annual NAB Conventions develop. I extend to all a hearty welcome."

Reactions to Code

While all of the conclusions to the proposed code have not been unanimous, there has been ample indication that the discussion will be spirited. In many instances it is felt that the provisions are too stringent and that it would be difficult for some stations, particularly the smaller ones, to comply with the regulations.

Totally aside from restrictions and limitations on acceptance of business particularly in the prohibition on lenient advertising practices, proposed code provisions relating to discussion of public questions, to expressions of editorial or partisan character, and of commercial religious broadcasts are likely to stir up much debate. There is a feeling that the Code Committee, in its zeal to cover all possible ground and "button up" every source of past
complaint, has gone too far. For example, in one quarter it was stated that both sides of controversial public questions be discussed might place broadcasters in the position of losing control of their facilities since they would be duty-bound to give equal time to any opposing viewpoint.

Proprietary Clause

The Proprietary Assn., it was learned, has taken exception to the drastic and far-reaching provisions of the proposed code with respect to "medical" accounts. Itself interested in eradication of repellent advertising, it was felt that the broadcasting industry would be going beyond reasonable limits in its proposed code. In proposing to bind broadcasters to adhere to all Federal Trade Commission and Food & Drug Administration rulings, in the absence of food, drug and cosmetic copy, the proprietary organization felt the industry was not only imperiling a very substantial amount of advertising revenue but also was discriminating to an extreme.

The Food & Drug Administration, it was pointed out, does not issue rulings as such but through Federal attorneys can institute seizures of products it constres dangerous. Consequently, it was felt that in this respect, at least, the proposed code overreaches its mark. Moreover, under certain of the provisions, it was pointed out, it might be necessary for the industry to set up laboratories to determine scientific differences in opinion on various proprietaries and cosmetics. Thus another factor was the disclosure that the proposed code classifies as "medical" a number of commodities which already officially have been adjudged cosmetics.

A particularly sore spot with patent medicine manufacturers is self-medication, and the provisions of the proposed code dealing with this phase have aroused some dispute. They question the wisdom of including a specific provision in the code dealing with medicinal proprietary cosmetics. Still another factor was the disclosure that the proposed code classifies as "medical" a number of commodities which already officially have been adjudged cosmetics.

More Time for Contests

A sounding of advertising agency viewpoint in connection with length of commercials brought the consensus that the time limitations, generally speaking, are not onerous where no contest is involved. But in cases of contests, it was felt that the commercial limitations are too stringent. Agencies thought it advisable that time limitations be set up to cover five-minute programs also.

Sales managers of stations, consulted during their meeting in New York June 20, felt generally that under the time limitation provisions it would be difficult to sell local-unit accounts. Small stations particularly felt that more time is needed to sell local establishments.

From Herb Hollister, manager of KANS, Wichita, and a NAB director, came the suggestion that there be included under the business ethics provisions of the code a positive limitation on station coverage claims. He suggested that since the commonly accepted standard of signal strength required for good daytime reception in rural areas is one-half millivolt, member stations should be urged to use this standard in all advertising and publicity involving station coverage. If some other standard of signal strength is used, it should be plainly designated, he proposed.

CONVENTION SPEAKERS will be this distinguished quartet (1 to r) Orvin E. Dunlap Jr., radio editor of the New York Times; former Gov. Cari E. Milliken of Maine, in charge of code administration for the Federal Trade Commission; and last year's president of the American Newspaper Publishers Assn.; Elmer F. Andrews, Federal Wage & Hour Administrator. Mr. Stahlman may make a Clipper flight to Europe, necessitating a substitute.

This Quintet of station executives and owners joins the 1939-40 board of directors of NAB immediately following the Atlantic City convention. Elected at district meetings held in recent months, the new director is Paul W. Movchen (center), general manager of WTOP, Des Moines; J. Harold Ryan (upper left), former NAB vice-president and director; J. Harold Ryan (upper left), former president and director of Fort Industry Co., operating WSPD, Toledo, WWVA, Wheeling, WMNL, Farmont, Va., and WLOG, Lima, O.; Gene T. Dyer (upper right), operator of WGES and WSBC, Chicago, and WEMP, Milwaukee; Clifford M. Chafey (lower left) owner-manager of WEEU-WRAW, Reading, Pa.; Howard Lane (lower right), business manager of the McClatchy stations KFBE, Sacramento, KMD, Fresno, KERN, Bakersfield, KKW, Stockton and KQH, Reno.

NAB Display

DELEGATES attending the NAB Convention in Atlantic City July 10-13, for the first time will witness an NAB display designed to sell the industry on its trade association. The main lobby of the American Trade will be given over to a series of NAB promotional exhibits. The newly-created NAB Bureau of Advertising will set forth graphically its objectives in one display. A giant exhibit will depict the departmental activities of the association and what it is designed to do for the broadcaster. To thwart so-called "time chiselers", there will be a lobby display of free offer campaigns. Another will show the activity of the trade association in the way of publications and promotional literature. Shown on a bulletin board will be clippings of newspaper, magazine, and other articles designed to exemplify how radio made news during the year. Finally, there will be a display given over to a station promotional material.

Hit Push-Button Sets

WHAT TO DO about push-button sets, which some independent broadcasters contend result in a serious discrimination against them, will be the subject of discussion at the NAB convention. Cal Smith, KFAC, Los Angeles, with KFAC, one of the California Broadcasters Assns., has already served notice that he feels the broadcasters should go on record condemning these models as unfair. In Los Angeles, with 18 stations, many of the independents content that their problems have increased since the introduction of the push-button models several years ago. Smaller sets automatically tune only four stations and the more expensive models six to eight.

Spence in Charge

EDWIN M. SPENCE, secretary-treasurer of NAB during the last year and as the manager of WPG, Atlantic City, one of the founders of the trade association, will serve as the convention chairman for the NAB annual sessions at Atlantic City July 10-13. Ed Kirby, director of public relations for WPG, will direct research, were named to direct the planning and proceedings and general meeting plans, with Joseph L. Miller, labor relations director and former executive secretary, in charge of handling relations. Everett Revercomb, NAB auditor, will be in charge of the Registration Desk.
New FCC Rules Recognize Desirability Of Guarding Service in Outlying Areas

SIGNIFICANT principles recognizing the protection of secondary service in outlying communities from remote stations, were incorporated by the FCC in its new rules and regulations approved June 23, effective Aug. 1.

In revising provisions of its Standards of Good Engineering Practice, which for the first time have the force of FCC regulations, the Commission took cognizance of the desirability of such service, by attaching a rider to the recommendation agreed to at the technical conference held June 5-6 under the chairmanship of Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, to appraise the provisions of the engineering standards (BROADCASTING, June 15). All of the changes definitely agreed to at the conference, attended by some 50 engineers and attorneys, were adopted by the FCC.

The FCC kept intact a provision prohibiting the simultaneous use of a common antenna or antenna structure by two standard broadcast stations and a station of any other class unless both stations are licensed to the same licensee. The provision is not retroactive, and was adopted because it was felt there could not be a complete control over station equipment by individual licensees.

Direct Power Rating

New provisions, under which the operating power of stations must be determined by the "direct" method, rather than indirect or field intensity, were incorporated in the plan. This means that the power input to the antenna formula must be observed, effective July 1, 1940. The indirect method, however, may be used in emergencies. Stations having directive antennas must measure operating power at a common place in the transmission line, with suitable allowances made for losses in lines.

Rules governing auxiliary transmitters were modified so that for five-day periods, without specific maintenance work or modification of the main transmitter, as well as during failure of the main unit. Auxiliary transmitters must be tested at least once a week, to be conducted between 12 midnight and 9 a.m. local standard time. The former requirement that field inspectors be notified within two days of the use of auxiliary transmitters was entirely eliminated.

Under the log requirement provisions, a rule which would have required an entry each 30 minutes of the modulation monitor reading for maximum and average, was eliminated entirely.

Safety factor provisions were liberalized, making provision for modern technique, and many detail changes discussed at the conference at length also were incorporated in the standards.

Portable Master Control

A PORTABLE master control unit weighing less than 25 pounds (old-type unit weighed something over 3000 pounds and was semi-portable only) has been developed by NBC engineers to give special events and news crews greater coordination between pickup points. The new unit is 10 inches high and 19 inches long, with three rows of red, green and white lights, 10 to a line, indicating positions on the air or in communication with the base of operations. Besides linking field crews and operations directors, it also feeds the program to all points so that one may take the air immediately. Device proved its value during its debut in covering the New York visit of King George VI and Queen Elizabeth, when switches between 10 microphone positions were made without a second's interruption.

STEERING COMMITTEE for the NAB Convention in Atlantic City, July 10-13 is this group of practical broadcasters, constituting the board of directors. Members of the board, serving as district directors, are: Front row; Edwin W. Craig, WSM; W. Walter Tyson, WFLA; Harold V. Hough, WBAP (at large); John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; Mark Ethridge, WHAS; John Elmer, WCMJ, (at large); middle row; C. W. Myers, KIN-ACE; Frank M. Russell, NBC (at large); Donald W. Thorough, CBS; Elliott Roosevelt, Texas State Network (at large); Harold H. Stover, KANS; Edward A. Allen, WLVA (at large); John E. Petzer, WKOZ; O. L. Taylor, KGNC; back row; Earl H. Gammons, WCCO; Harry C. Wilder, WSYR; Clair R. McGuire, WDEL; Lambdin Kay, WSB (at large); John J. Gillin Jr., WOW; Ralph R. Brunton, KJBS. Absent when this picture was taken were John A. Kennedy, WCHS; and Gene O'Fallon, KFEL.
Broad FCC Rules Become Effective Aug.1
One-Year Licenses, Clear Channel Retention Provided; Havana Treaty Shifts in Allocations Are Postponed

STRIPPED of its frequency reallocation provisions, but incorporating an extension of the broadcast license period from six months to one year, the new rules and regulations of far-reaching importance to the broadcasting industry and the public become effective Aug. 1. The first broad revision of fundamental technical regulations in more than a decade.

Involving reclassifications of all stations with power increases for regional and local classes and the new rules and regulations were approved by the FCC June 29 in substantially the same form in which they had been advanced at oral arguments last month [Broadcasting, June 15].

Because of the impasse reached in obtaining Mexico's approval of the North American Broadcasting Agreement, the FCC was forced to project the reallocation of assignments of practically all stations is necessary held in abeyance.

The reallocation was to become a part of the new rules and regulations, but Mexico's unwillingness to relinquish its so-called border stations, which in the main are operated under auspices of American citizens blocked this important phase of the FCC's proposed project. Virtually all other provisions of the intercontinental broadcasting agreement become operative under the new rules. The actual frequency shifts will occur whenever an agreement is reached with Mexico, or if Canada and Cuba agree to effectuate the changes without the participation of that country.

Clear Channels Remain

Retention of the clear channel principle with peak power of 50,000 watts, as a means of providing radio coverage for a large section of the population was voted by the Commission after a lengthy debate in which it appeared at one time that the number of Class I(a) or clear frequencies would be reduced from the proposed 25 to 20. The discussion wound up, however, with an increase to 26 in the number of clear channels in the upper bracket, and a reduction from 19 'to 18 in the number of duplicate-clears of Class I(b) status. The 1170 kc. channel, used by WCAU, Philadelphia, which was slated for reduction to the secondary status in the proposed rules was restored to the preferred position as an outcome of this discussion.

The proposed rules have been advanced for duplication of all coastal clear channels, which would have resulted in the reduction to 20 Class I(a) frequencies. This change would also have affected the status of WEFJ, WJZ, WABC, WBZ and KFI. This proposal lost, though at times it is understood a minority of the FCC members supported duplication of all clear channels. WOR, which waged a vigorous fight for restoration to its status was not accepted; this position and is expected to resist the provisions of the rules at a future hearing.

Salient Provisions

Salient provisions of the proposed new rules are:

1. Reclassification of stations from clear, regional and local to Classes I (clear); II (duplicated clear); III (regional); IV (local). Upper and lower brackets, based on power limitations and interference protection, are provided for the first three classes. In regions where competition is based on size, the FCC might again consider provision for three-year terms as a means of buttressing the present six-month term and lending it greater stability. Longer licenses may result in a change in FCC regulatory procedure since it may be inclined to pursue reversion proceedings for law violations rather than rely upon license renewal applications.

26 Clear Channels

On the clear channel dispute, the Commission stated that uncertainty in regard to the Havana Treaty made it inadvisable to reduce the number of unduplicated clear at this time to less than 26. This was interpreted as meaning that if additional frequencies were duplicated, under the technical provisions of the treaty, those channels could also be duplicated within specified limitations in the other continental nations. There was also the implication that at some future date — perhaps when the treaty allocation of clear channels expires — the FCC may again consider the feasibility of clear channel duplication. As a matter of fact, filing of applications for duplication on certain of these channels might be counted upon by the Commission even at this stage by waiving the former requirement that applications not in accord with established rules be permanently denied.

Mexico Again Rejects

The outlook for the Havana Treaty situation and its concomitant allocation proposals was far from bright. Ambassador Daniels in Mexico City in May was reported that the Mexican Senate had declined again to sanction the treaty without a provision for the renewal of the six-year licenses which would make available to this country assignments on 106 channels and 550-1600 kc. instead of the present 92 channels. The present allocations set aside 26 unutilized clear, 18 duplicated clear, 42 regional and six local. Under the terms of the new rules, no changes in station assignments or power or hours of operation are expected to be made. No new assignments to permit the FCC to dispose of the changes without delay if they accord with the rules.

Block Power Boosts

For example, if a block of stations on one channel proposes to increase night power to 5,000 watts in accordance with the rules, and if all technical requirements are complied with in the rules are met, the change will become a mere formality insofar as the FCC is concerned. The same applies to local stations with respect to power increases to 250 watts at night. In the case of part-time clear channel stations, totaling a dozen, which under the treaty provisions automatically would have gone to full time on duplication of applications, applications must be filed for that purpose in the light of the present situation. The majority of these stations, expected to be simply to take advantage of the provisions of the rules.

The new rules constitute the first general revision of FCC technical regulatory practices since the general revaluation of 1920. While there have been significant pieces of legislation, there have been two pieces of legislation, a boost in day power of regions from 2,500 to 5,000 watts, there has been nothing in the nature of an omnibus revision.

Because of the status of the Havana Treaty negotiations, the Commission took the position that it is in the public interest that the Commission's rules be effective as of Aug. 1.

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BROADCASTING • Broadcast Advertising
Walker Renamed For 7-Year Term

Confirmation Seen Sure; McNinch May Get New Post

PRESIDENT ROOSEVELT on June 26 nominated Commissioner Paul A. Walker of the FCC for a new seven-year term, which would end in 1941. The Oklahoma Democrat, a specialist on telephone matters, was pointed to the original FCC in 1934 and served as a chairman of its Telephone Division until the absorption of the division method of operation last year.

The nomination automatically goes to the Senate Interstate Commerce Committee. Little difficulty is expected on confirmation by the Senate.

Commissioner Walker had visited the White House on June 22 and conferred with the President. At one time his appointment appeared assured. He is a guide to the FCC in 1934 from the chairman-ship of the Oklahoma Corporation Commission and from the FCC's direction of the A T & T inquiry. In the absence of Chairman McNinch, Mr. Walker served as acting FCC chairman during the week of June 26.

Mr. McNinch continued to be away from the FCC due to illness. Reported to be resting at a Florida hospital since June 1, the chairman planned to return to the FCC after July 4.

Nevertheless, it was an open secret in Washington circles that Mr. McNinch might receive an appointment to another federal post, perhaps as a judicial one—in the near future. A vacancy on the U. S. Court of Claims, for which Mr. McNinch had been mentioned, had been filled by the President June 23 with the appointment of Sam E. Whitaker, Assistant Attorney General to that court. Simultaneously, the Presi-dent had named Judge Richard Whaley Chief Justice of this court. The fact that Mr. Whaley is a South Carolina native (having been hospitalized since May 1, the chairman planned to return to the FCC after July 4).

Commissioner Thad H. Brown, whose term expires on June 30, 1940, has made no statement in connection with his reported retirement from that agency perhaps during this year. He has expressed a desire to return to private practice of law.

Radio for Ad Clubs

A SIX-POINT plan for using radio in television programs or an advertising club is offered in a booklet recently issued by the Advertising Federation of America. Suggested activities include: articles telling about various local industries; speeches by local business men dealing with aspects of their own businesses; speeches by representative business men on national problems affecting the welfare of local business; weekly broadcasts summarizing business news; broadcasts bringing out the value of the public service performed by advertising.

Wrigley to Continue

WILLIAM WRIGHT JR., Co., Chicago (chewing gum), on July 9 renewed its half-hour Sunday evening broadcast on CBS. Details of the program are not definitely set, but the 3-3/2-week series is likely originate in Chicago and will feature the winners of the Gateway to glory series in dramatizations adapted from material it is received from Wrigley's which are also featured. Neisser - Meyerhoff, Chicago, is agency.

Promotion

NORWICH PHARMACAL Co., Norwich, N. Y., on June 12 starts a campaign of five disc announcements weekly in Buffalo and Elmira, Go to WLW going to 50 stations. Several years ago the firm was a user of spot radio but has been inactive since. Agen is Wm. Eddy & Co., New York.

Discs on NBC Net

NBC for the first time is accepting transcriptions for network broadcasting. The order announcing the change in policy June 26 said: "Ef-fective immediately NBC will accept electrical transcriptions for transmission over Pacific Coast Blue network, including Pacific Coast stations available as supplementaries to the Blue network. Free origination points will be, as in the case of live talent shows, NBC studios at San Francisco and Hollywood. All other point will be subject to regular remote pickup rates."

Appeal of WLW Is Dismissed by Court; Denial of Half-Time to KFUO Upheld

UPHOLDING the recent decision of the FCC in reducing WLW's experimental 500,000 watts to its regular 50,000-watt output, the U. S. Court of Appeals for the District of Columbia June 26 dismissed the appeal of the Crosley Radio Corp. in the case of the ground of lack of jurisdiction.

While the three Justices (Groner, Judge Johnston, Ware, and opinion, Stephens and Vinson) concurred in the result, Associate Justice Stephen J. Very of the majority. He held that the District should have limited itself to the conclusion that either the special experimental authorization was void or that it was a kind of license not subject to the provisions of the statute, and in either event WLW would have had no right to appeal. He added he was of the view that it would have been decided by Chief Justice Groner implies that the Commission has power to issue experimental authorizations without conformance to the provision of the statute for Federal court, and that the Commission can by contract with a licensee "render ineffective or inapplicable" those provisions.

"I think the court ought not to rule until it is necessary to do so on such grave question as are involved in the alternatives stated," Justice Stephens said.

KFUO-KSD Case Settled

In a second opinion, the court affirmed the FCC's order in the KFPO, St. Louis, Lutheran church station, haltime on 550 kc, which the station is continuing only 20% of the hours. Associate Justice Edgerton held the Commission's action that the public interest would be served by with-draw ing the status quo rather than by switching time from one station to the other to be without substantial evidence and "is not arbitrary or capricious". KSD had applied for half-time. The KFPO decided to retain the status quo. KFPO also had sought an increase in power to 10,000 watts night and 5,000 watts day, which also had been de-nied. The court said the Commission was never clearly advised that KFPO desired to have its power augmented. The question of its application for increased time was denied.

"We have said," the opinion concluded, "is without prejudice to its right at any time upon a rehearing to apply for an increase of power."

WLW May Ask Rehearing

Whether there will be further litigation in connection with the WLW ruling remains to be determined. It was reported that the Crosley Corp., and its counsel, Duke M. Patrick, had received a report from a rehearing before the court in the light of the conflicting majority opinions and the divided opinions of the minority. The opinion, however, appears to have hedged in its duty to decide whether the proposed decision for Supreme Court review of the opinion based on the contentions that the provisions of the act were improperly construed.

Chief Justice Groner brought up that in the WRN proceeding, the court had declined to stay the effective date of the Commission's order several months ago, under which it would have continued 500,000 watt operation. He emphasized that the 500,000-watt authorization was a special experimental one and had no bearing either upon WLW's regular 50,000-watt license or upon the right to experimental authorization to use 500,000, WLW had contended that it was entitled to a "radio station license" and that the court therefore had jurisdic-tion to enforce the Commission's re-fusal to renew.

The court said the law permits appeals from granting of and revocation of station licenses and de-nied that if the WLW permit was a station license as that term is understood as "reserved exclusively to our jurisdiction would have to be denied." Judge Groner added, however, that the special experi-mental authorization was issued for purely experimental purpose and subject to terms at the will of the Commission. Holding that WLW cannot complain about any per-mission hearing or capricious or unfair action on the part of FCC, he pointed out that WLW, while its experimental operation was in progress, received its second renewal of its permit within five years. He intimated that the court could extend this service over a greater area than area and make the permit for five years.

"Certainly in nothing that the appellant has offered is it shown that the granting was reached on an arbitrary or capricious or that our finding of a lack of jurisdiction in the present case permits any action of that character with respect to the regular broadcast station licenses to go unchecked," the opinion added.

The WLW petition, the court said, "wholly fails to take into consideration or its agreement or consent and the obligations assumed by it growing out of the same. The petition is based entirely upon a continuation of rights in disregard to its obligations to surrender them whenever the Commission deems it necessary for the public interest or the public welfare. This is to say that the petition asks for the continuance or enlargement or permanence of the original station license, which is not intended by the Commission or itself. The petition and the order with which it is under the statute—and we ought not to do in this case regardless of the statute."

NEW FEDERAL BODY HAS RADIO FUNDS

THE RELIEF appropriations bills that the House and pending in the Senate June 26 carries a fund of $20,000 for the radio division of the new Federal Security Agency set up under the President's order.

This division, which has been operating under the National Emergency Council, was abolished and headed by Robert I. Berger, former radio director of the Demo-cratic Coordinating Committee, in a general way the use of radio in Government departments.

A new NEC director, explained to the house Appropriations subcommittee in charge of the relief appropriations, that the radio division was beginning a part in the desire of the broadcasting companies and networks that the networks in Washington even through which requests might be made for time and through which the broadcasters and companies might make requests for speakers on the air to save them the wear and tear of making radio requests from various sources; and also to obtain in-formation to people to discuss subjects that they wanted discussed on the air."

Joe Lowe in Autumn

JOE POWE Corp., New York, cur-rently sponsoring three half-hour Buck Rogers discs weekly on over 100 stations for Popsicles, on Sept. 15 will start a campaign using the same program on 500 stations. About 30 minutes will be used. Agency is Biow, Co., N. Y.

FADA RADIO & ELECTRIC Co., Long Island City (receivers) will use radio on WOR and WNEW. New York, starting July. Agency is Sternfield-Godley, New York.

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BROADCASTING • Broadcast Advertising
A Decade of Technical Radio Progress

By ANDREW D. RING
FCC Assistant Chief Engineer in Charge of Broadcasting

More Efficient Use of Facilities Seen in New FCC Rules; Power Boosts Are Cited

IN recent years the introduction and use of modulation limiters has enabled an increase in average percentage of modulation and a resultant improvement of signal. Considering these technical advantages from the viewpoint of the listener, conclusions may be drawn that the promulgation of regulations by the FCC in June 1933, requiring all stations to operate within 50 cycles of the assigned frequency, has resulted in increases in service areas of duplicated stations equivalent to some 28 times the power increase of any audio carrier. The other things remaining constant.

The increase in the percentage of modulation has resulted in increased signal levels. Power envelope noise equivalent to an increase in power of some 10 to 15 times. Improvement in antenna efficiency has resulted in increase in power from two to ten times. The straight vertical antenna concentrates the field in the horizontal plane, but is especially suited for broadcast service. All these gains would not be equivalent at any one location nor are they cumulative with respect to the listeners.

One of the most worthwhile gradual improvements to which no definite progress has been assigned is in the fidelity of transmission. There are no standards or units by which the improvement in fidelity can be measured directly. Fidelity is measured by two factors: (1) Frequency characteristics, and (2) amplitude distortion or harmonic production.

During the early period of development, great effort was made to obtain a flat frequency characteristic, that is, transmitting all the notes of a musical instrument from lowest to highest without discrimination due to difference in frequency. However, it was learned that this by no means produced a high degree of fidelity of transmission and reception. Of more importance was an absence of distortion in the form of amplitude distortion which is measured in generation of harmonics of the original tone. At the present time, by means of the various techniques and especially feedback, the amplitude distortion has been reduced to a very low degree.

Greatest Need in Reception

The greatest need for improvement today is in reception facilities. As a matter of fact, in numerous instances, the performance of modern receiving sets is considered superior in fidelity of reproduction to some of the more expensive units, particularly because the latter effort has been made to extend the lower and upper frequency range and to decrease the distortion present in the intermediate result is not always pleasing to the listener.

It has sometimes been said that (Continued on page 186)
ASCAP Is Named In Conspiracy Suit

NAB and CBS Also Named;
Hearing Set for July 12

CONSPIRACY charges against ASCAP, and naming NAB and CBS, were filed in the Missoula County, Montana State Court June 21 by County Attorney Edward Dusselt. The day previous, it was reported, the court issued an order restraining ASCAP from collecting royalties on performances of music by the stations pending adjudication of the action, on behalf of the 10,000 broadcasters in the state. ASCAP was heard on the plea making the injunction permanent was scheduled for July 12 at which time it was assumed, both ASCAP and NAB and CBS would be present.

The action filed by County Attorney Dusselt and his assistant, Randolph Jacobs, charged ASCAP with monopoly, suppression of creative genius and "extortion" in violation of the State constitution and criminal laws. It was pointed out that certain of the charges were felonies under the State laws punishable by imprisonment.

The suit alleged the ASCAP was stated that under the three actions brought by the State counsel, individuals against whom charges were made included officers of ASCAP, Gene Buck, Claude Mills, John Paine, and Louis Frolich; officers of NAB including President Lenox R. Lohr, Executive Vice-President Niles Tremmel, Vice-President and General Counsel A. L. Ashby, and Program Vice-President John Royal; and officers of American Broadcasting William S. Paley, president; Edward Klauber, first vice-president, and Isaac D. Levy, director and part owner of WCAU, Philadelphia.

A threat of prosecution against the major networks for allegedly giving "big money contracts" to ASCAP was made recently by B. Gray Warner, Prosecuting Attorney in Seattle.

Radio Leads All Media,
Standard Statistics Says

RADIO has again made the best showing among major advertising media this past year with "continuous good-year-to-year gains in radio time sales are in prospect during the next several months," Standard Statistics Co. reports in its June 23 survey of advertising, printing and publishing.

Looking ahead, however, the report predicts that future gains of radio at the expense of other media will be less pronounced stating: "The proven effect of radio advertising has led to increasing interest on the part of manufacturers and distributors of nationally-used products and has led to a rapid expansion of broadcasting facilities. However, with the nation now widely covered by broadcasting stations, it is indicated that the saturation point has nearly been reached with regard to extension of facilities. Since practically all of the money hours now booked, it is probable that a era of comparative stability of earnings is at hand for broadcasting companies at least until the perfection of commercial television.

The FCC is considering the stringent Government regulation is an intangible but important factor in the outlook."

X-APPEAL is how one New York newspaper described the combination of beauty, charm, voice, grace and "umph" which on June 17 won for Carol Smith, 21-year-old brunette, the title of Television's First Beauty Queen in a New York World's Fair contest. She was selected out of 30 finalists who paraded before the Iconoscope and were judged by a distinguished group of artists and writers. She is here shown receiving a television, gift of NBC, and a symbol of the Fair from Thomas J. Donovan, administrative assistant to Grover Whalen, Fair president.

House Votes $1,383,175 Fund To FCC for Next Fiscal Year

Little Opposition Heard Except on Censorship Angle and Measure Is Sent to the Senate

By WALTER BROWN

WITH little debate and no opposition, the House June 23 passed a deficiency bill carrying an appropriation of $1,883,175 for the FCC during the fiscal year beginning July 1.

The measure was immediately sent to the Senate where the deficiency subcommittee reported it without change or hearing on June 26, paving the way for Senate passage. Thus there was no danger of the FCC being without funds when the new fiscal year begins.

The new appropriation is $200,000 less than the budget estimate but $93,175 more than the FCC had for operating expenses during the current fiscal year. In reporting the bill to the House, the Appropriations Committee said it did not approve any special items for increase but in appropriating the increased sum for the FCC had "in mind the very important phase of its work developing around the engineering legal and accounting sections of its functions."

Censorship Vote

In appearing before the committee June 19, Actine Chairman Thad Brown and key officials of the FCC sought to justify the budget estimate of $2,000,000. They testified as to the need of 28 new employees, in the secretary's office, 10 additional lawyers, three additional engineers and seven clerks in the field, and 10 new accounting employees, nine to be assigned to the field.

The FCC item in the deficiency bill provided $1,800,000 for the regular work of the Commission, $13,175 for a special study of radio requirements necessary for ships navigating the Great Lakes and Inland Waterways and $25,000 for printing and binding.

New Bill Lightens Tax on Cosmetics

ADVERTISING appropriations of cosmetic companies may be increased as much as $5,000,000 by virtue of amendments in the new bill which passed both Houses of Congress last week of June 19 allowing companies to deduct advertising and selling costs from the price of their products on which federal taxes are paid. It was estimated unofficially that the effect of the amendment might reduce Federal tax payments from these companies by 50 percent or about $5,000,000.

The tax bill did not provide for a complete elimination of the excise tax on cosmetics but contained provisions providing some measure of relief to cosmetic manufacturers.

Nozema Plans

Prior to the enactment of the amendments to the excise tax law, Nozema Chemical Co., New York, had announced it would curtail its advertising expenditures due to the contemplated reduction. The company had announced that it would discontinue its sponsorship of the weekly "Professor Quiz" program on CBS. Afterward, it decided that instead of closing the present series June 24, starting July 1 it would broaden the present network to the six of the former NBC network of 40 stations (WABC, WBBM, WJIR, WCCO, KMMC and KMOX).

In the light of the liberalized law, there was the possibility it would continue the larger network. The program time for the current series was announced in June 5, 8:30-9 p.m., with talent remaining the same. Ruthrauff & Ryan, New York, handles the account.

NAB-ASCAP Will Hold Pre-Convention Meeting

A FINAL pre-convention meeting of the NAB-ASCAP negotiating committee, to discuss projected new performing rights contracts for the broadcasting industry, will be held in New York July 6 when a proposed understanding will be signed. The meeting June 31, it was decided to have the further session prior to the NAB Convention in Atlantic City July 10-13, at which copyright will be a salient topic.

Attending the conferences for the NAB on June 15 and June 26 were Neville Miller, NAB president; Lenox R. Lohr, NBC president; Edward Klauber, CBS first vice president; John E. Miller, WBAM, Baltimore; Samuel E. Rosema, ABC, Philadelphia. Representing ASCAP were Gene Buck, president; John G. Payne, general manager; Louis Frolich, general counsel.

The FCC on June 20 granted special temporary authority from July 1 to WJZ to place a round of World War II Service, KSUN, Cedar City, Utah, following the death of his partner, Harold Johnstone, a former station manager, co-locus of the station.

OVERLAND TOURS, New York (June plans only use of rails, probably announcements, Advertising Trade Service, New York, is agency.)
Hearing on 'Cultural' Ruling Will Be Postponed by FCC

NAB Will Be Denied Extension of Hearing Scope; Retains Swager Sherley as Special Counsel

STILL SHOWING signs of temper over the controversy kicked up by its international broadcast order, with its program censorship implications [Business, June 1, 16], the FCC has decided to postpone the hearing it previously had authorized on the provocative rule from July 14 to a date being set by the NAB. The NAB proposes to deny in other respects a petition filed by the NAB for suspension of the regulations and enlargement of the hearing order. The new date may be July 14, the day after the closing of the NAB convention in Atlantic City. However, the NAB is pressing for July 26, because of convention complications.

Because of the importance of the censorship issue, the NAB retained Swager Sherley, distinguished Washington attorney who as a former Congressman from Kentucky was chairman of the House Appropriations Committee, as special counsel. In a petition filed with the FCC June 28, Mr. Sherley asked the Commission to enlarge its order for the hearing to include only the specific paragraph which carried the "cultural" requirement, and which specified that only such programs which will promote international goodwill, understanding, and cooperation be carried, but all rules pertaining to international stations. The petition also asked the Commission to suspend the rules and postpone the hearing date.

Limited to Paragraph

Under the FCC plan, the hearing would be confined to the specific paragraph dealing with "cultural" and "educational programs. Later, presumably, it will set a hearing in September on the general international rules. There was no disposition to comply with the request of the NAB that the rules be suspended in the interim.

In informed circles, it was considered likely the FCC would modify the language of the questioned paragraph to eliminate the censorship implication. Moreover, it was expected this would be done rather promptly since the FCC had planned to recess July 15 when several of its members contemplate vacations.

Editorial criticism lodged against the FCC on the international broadcast rule was among the most vociferous since the advent of radio. It was viewed generally by the press as censorship at its base, and many writers pointed out that if the Government could prescribe the type of programs to be broadcast over international stations it might well order similar restrictions on domestic programs. Moreover, the view was expressed that

How To Get Ideas

WAPI, Birmingham, recently started what may develop into a program idea department when it inaugurated a monthly stag dinner for announcers. Membership dues are two new program ideas each week.

Example of Radio Cited To Southern Publishers

HOLDING that newspapers are too "complacent" in their selling methods and need basic selling structure for national accounts, J. I. Meyerson, advertising and promotion director of the Oklahoma Publishing Co., paid tribute to the enterprise of the broadcasting industry in an address June 17 before the South- ern Publishers Association at Old Point Comfort, Va.

Advocating a basic selling structure for national accounts, the executive of the Oklahoman and Times and of its three radio stations—WRK, Oklahoma City; KLZ, Denver, KVOR, Colorado Springs—contrasted the closely knit organization of the broadcasting stations, made possible largely through their association in three major networks, with the "lack of organization and sales planning of newspapers which are not similarly associated. Mr. Meyerson urged the publishers to create similar chains of other forms of advertising and to correct certain practices in their own house.

Mr. Meyerson discussed an analysis of the 100 largest advertising accounts in the country which, he said, showed that little uniformity prevailed in placing of advertisements in newspapers, in the length and kind of space, or in the geographical distribution.

MAYBE EXEMPLIFIED in the services of the American Radio Institute, Mr. Meyerson said, are "the real tools for the sales representative and the selling organization."

Mr. Meyerson, chairman of the Institute, referred to the "invaluable" work of the Institute in the development of radio selling methods and the dissemination of radio advertising ideas.

A. R. I. is "the one place where the entire profession gets together and learns the facts and the methods," Mr. Meyerson said, "and that fact is to be emphasized in the future of the business."

The Institute has the "most impressive" staff of knowledgeable people who can be of "enormous service to our advertising and selling organizations."

The Institute's broadcasting school is "a real asset to the industry," Mr. Meyerson said, "and one that is not utilized as much as it should be."

The Institute's "policy of pooling and of making each member's contribution an asset to the whole" is "one that is not generally followed in the advertising world," Mr. Meyerson said.

Mr. Meyerson devoted a large part of his address to the history of the advertising and selling of radio, and the "great strides" made in the business since the founding of the institute.

"A brief history of radio selling begins in 1927," Mr. Meyerson said, "when the American Radio Institute started to evolve its ideas in the selling of radio advertising."

A. R. I. has "tried to keep the selling phases of radio in line," Mr. Meyerson said, "and it is very gratifying to see the growth that has taken place in radio selling."
L. B. Wilson Objects to New NBC Pact
Making WCKY a 'Partial Blue' Outlet

DESCRIBING the new NBC affiliation arrangement in Cincinnati as a "proposed raw deal", L. B. Wilson, president of WCKY, announced June 28 that he had retained former Commissioner E. O. Sykes as counsel to resist in every way possible the arrangement under which WLW becomes NBC's basic Red outlet under a five-year contract.

Mr. Wilson held that the arrangement actually meant that he would become a "partial Blue" outlet rather than what NBC described as basic Blue, and that the network proposed to reduce his station's status to that of a new 50,000-watt transmitter. The arrangement, he contended, "seeks to destroy WCKY's property and ability to render public service."

Announcement was made in New York that the new contract between NBC and WLW, which for the first time reserves a definite number of hours to WLW, is in effect immediately, the agreement becoming effective July 3.

Mr. Kemp has been for the last eight months CBS Pacific Coast network sales manager and prior to that was representative of Radio Sales Inc. on the West Coast. Before joining CBS he was sales manager of KFRC, San Francisco, when that station was acquired by CBS. He later joined the New York staff of Radio Sales Inc. and was transferred to San Francisco in early 1938.

In his new post he has charge not only of local sales but also of regional and network sales, with Harry Witt, KNX sales manager, and Harry Jackson, head of the San Francisco sales division, reporting to him.

Moskovic Not Affected

His elevation does not affect the duties of George L. Moskovic, who continues as sales promotion manager of the CBS Pacific Network and Radio Sales representative for the Eastern CBS owned and operated stations. Moskovic is headquartered in Hollywood.

Mr. Vanda was appointed to the newly-created post in a segregation of activity in Hollywood. His new duties include servicing all transcontinental programs originating from Hollywood; planning and supervising of a greatly increased number of network sustaining shows, originating from the West Coast, and the auditioning of many new programs to be offered for commercial sponsorship. His new duties will obviate the need of sending New York producers to Hollywood to supervise network productions.

Russ Johnston, who takes over the post formerly held by Vanda, was offered for the first time, it is in reality "merely a formal recognition of a practice that has been carried on for several years."

Arrangements of the Crosley stations with MBS, it was indicated, might be in the nature of a "partial" affiliation with the new NBC contract. Because of this development, Fred Weber, general manager of CBS, was in Washington June 23 to confer with Mr. Wilson regarding a possible supplementary sales contract with his station.

After conferring with Judge Sykes, who is now a member of the law firm of Stephens, Spearman, Sykes & Roberson, Mr. Wilson said that he was preparing a statement in detail of the situation for the next day's hearing. But why and how WCKY got into the broadcasting business and giving personal state- ments of the continuance of certain conferences held during that time with net- works and Crosley. He said a copy of the file, which would be given to highest Government officials, including the President and Cabinet, members of Congress, and other agencies.

Immediately after being advised of the arrangement, Mr. Wilson expressed Mr. Hedges' belief that the proposed change in contract was rejected and that if this was NBC's decision he would have to appeal to the FCC and other Governmental agencies. He made mention of the rate of $1,080 per hour on WLW. The new contract was designed to "fix" and control the rates of Cincinnati outlets. Mr. Wil- son said his present contract with NBC, under which he is an optional Red and Blue outlet, had one year to run. He added that Mr. Hedges and Mr. Wilson sought to have him sign the contract earlier this month in Cincinnati and it was refused.

There was the possibility that the FCC may be petitioned to re- view the NBC monopoly somewhat, which ran for a six-month period, in the light of these developments. This move, it is under- stood, was under consideration by MBS, since it harbors the view that the new arrangement may tend to "freeze" it out of the Cincinnaat market.

New KYW Sales Chief

GRIFFITH B. THOMPSON, sales manager of Associated Recording Program Service, New York, and formerly with the Boston and New York staffs of NBC, has been appointed sales manager of KYW, Philadelphia, succeeding John S. R. Hanman, resigned. Leslie Joy, KYW manager, in announcing the appointment, stated that Mr. Thompson will assume his new duties July 1. Mr. Thompson last joined NBC in 1935 and was as-signed to WBZ, Boston, as sales manager. Before he was assigned to the network division in New York. In 1938 he resigned to join Birmingham, Castleman & McFerron, New York agency, which he left to enter the transcription field.
Radio Code on Griddle at AFA Session

Proposed Ethical Fact Approved
In General

By BRUCE ROBERTSON

The PROPOSED code and standards of practice for the broadcasting industry which will be considered by the NAB at its forthcoming coming convention got its first public airing June 20, at the meeting of the NAB Sales Managers Division held in conjunction with the 35th annual convention of the Advertising Federation of America at the Waldorf-Astoria, New York, June 18-22.

Reception of the code [printed in full in Broadcasting, June 15] by the 50-odd broadcasters, advertiser and agency representatives and station representatives attending the all-day session, who almost unanimously approved of the code as a whole but who avidly debated various provisions, afforded a good preview of what will probably take place in Atlantic City next month.

Explained by Miller

Craig L. Norton, commercial manager of the Iowa Broadcasting System and head of the Sales Managers Division, presided over the meeting, during which Frank Mason, NBC vice-president, gave a brief but vivid picture of international broadcasting and Curtis Mitchelson, editor of Radio & Television News, discussed the "Sacred Cows of Broadcasting." Newbold Morris, president of the New York City Council, spoke briefly at the luncheon session, substituting for Mayor La Guardia who had been unexpectedly called to Washington. But the main business of the day was the discussion of the industry code, which took up so much time that the planned panel discussion, "How to Sell More Radio Advertising," had to be dropped entirely from the schedule.

The code was introduced by Nevville Miller, NAB president, who explained that the problem was to write a statement of policy and practice that would be sensible, one that the advertisers and broadcasters can both live under and yet one that corrects and prevents undesirable practices.

Editorial Policy

Avoiding the extremes of producing a code so strict it could not be avoided, so lax it would not produce any improvements, had been a severe struggle for the code committee, he said, adding that while on the one hand he was reasonably satisfied with the result it was only tentative and they would welcome any suggestions from any interested parties.

This was echoed by Edward M. Kirby, public relations director of the NAB, who while reading the code not only invited public discussion at the time but urged those who disagreed with any of the document's points and sections who had suggestions to write to the committee before its final pre-convention session July 8.

First debate arose over the question of a broadcaster's right to an editorial policy, Humboldt Greig, eastern representative of McClatchy Broadcasting System, holding that the code's wording denied a broadcaster the right of editorial supervision and in effect the right of free speech. In answer, Mr. Mason pointed out the danger involved in a station taking a stand on a political issue.

"In a city with only one station," he said, "that station could dominate public opinion. Or the NAB might hold a caucus and agree to sell the country on one point of view." The consensus seemed to favor the code's provision that the "primary service of a broadcasting station can render in the news field is to inform the public as to what is happening[,] rather than to express either its own approval or disapproval."

Commercials on Newcasts

Ruling that commercials on news broadcasts must be clearly identified as such and not masked as straight news was criticized as penalizing this type of program for doing what is held to be desirable on a musical broadcast in making the commercial as palatable as possible. Beth Black, of Joseph Katz Co., questioned the clause requiring the sponsor of a commentator who might favor one side of a controversial question to provide the other side with a chance to reply during his time, pointing out that a straight interpretation might require the turning over of an entire network to answer a local objection. Mr. Kirby replied that all provisions of the code were subject to reasonable interpretation and that every precaution would be taken to prevent it from operating to the disadvantage of either an advertiser or a broadcaster.

The section on children's programs also evoked considerable discussion. How an advertiser could make an offer that would create desire on the part of his young listeners without encouraging them to "enter strange places for the purpose of collecting wrappers, box-tops," etc., no one was willing to answer, although there was general agreement with the principle that children should not be led into danger by radio offers.

Length of Commercials

The need for clearer definitions in a number of provisions was shown in the discussions of the classes of non-acceptable accounts. Revision of these classes will probably be revised before the code is submitted to the convention next month. In his presentation Mr. Kirby frequently repeated that the code is only tentative at present and that these criticisms were welcomed in laying it open for discussion at that time.

Curiously enough, the arbitrary limits as to length of time allowed for commercial copy, subject of some of the bitterest debates among committee members, caused little discussion during the Sales Managers sessions. Asked whether it would apply to "rib" commercials, Mr. Kirby replied that its aim was to make commercials more acceptable to the listening public and that it would be liberally interpreted so as not to penalize informal sales messages by holding them to strict time limitations. Station breaks were not mentioned, he said, because there was no agreement among the committee members concerning them.

Other debated points included the ban on dramatizations of political issues as placing the campaign on an emotional plane, some broadcasters contending that dramatized news was more dangerous than speakers and that they were much better than speakers as programs; the prohibition of discussing strikes on the air, a motion carried by announcers, and the judgment of misleading statements in advertising copy. Regarding the suspension and expulsion from NAB membership as the chief means of enforcing the code, Harry Trenner, commercial manager of WNB, Binghamton, suggested the separate incorporation of the grievance committee, to prevent suits that might conceivably result in heavy damages against the NAB.

Building Shortwave Audiences

Describing the shortwave broadcasting of American stations as compared to that of foreign broadcasters, Mr. Mason stressed the fact that NBC, for example, has built large audiences in South America by following a regular schedule in Spanish and Portuguese which are broadcast at the same time every day so that the South American listener knows when to expect them.

Each period, he is, restricted to a single language, with the announcers carefully chosen for their ability to speak that language so well that they could spend a week out camping with a party of natives of that country and not be detected as a foreigner. Special programs devoted to aviation, photography, Hollywood news and the like helped to develop regular listeners abroad, he stated.

The same policy is followed by NBC in shortwave programs to Europe, Mr. Mason said. European broadcasters, on the other hand, frequently mix two or three languages in a single period, switching from one to the other in a manner that is quite annoying to listeners familiar with all the languages. The more casual European scheduling, with programs from another part of the world starting several minutes after the scheduled time, loses them many listeners, he said.

Mr. Mason stated that no one knows many of the commercial possibilities of shortwave broadcasting or how to go about selling it. "We don't know," he said, "to whom to go." He suggested that advertisers who might use international stations in place of local stations in foreign countries, we don't know how aggressively.

(Continued on page 185)

BROADCASTING • Broadcast Advertising
July 1, 1939 • Page 29
Big Overhead Cuts Net to $18,854,784

Industry Income Shown By FCC as 17% Below Figure for 1937

INCREASED operating overhead during 1938 was largely responsible for a 17% loss in net revenue from broadcasting activities. For 1938 as compared with the preceding year, according to tabulations released June 26 by the FCC which show that 660 stations, including the three major networks, had a net broadcast income in 1938 of $13,684,784, this figure compared to $22,666,585 for 629 stations during the 1937 calendar year.

Based on the extensive and controversial questionnaires sent stations covering their 1938 operations, the FCC's tabulations revealed that total revenues of networks and stations for 1938 aggregated $11,338,578 as against $114,222,919 for the same stations and networks in 1937. Total broadcast expenses for 1938 were given as $92,509,594 as against $91,666,311 for the preceding year.

Small Station Losses

In analyzing the data, the FCC said that of the aggregate number of 240 outlets did not receive enough revenue to pay their annual expenses, including depreciation. These stations showed losses aggregating $2,233,195. The 419 stations reporting profits showed broadcast income of $11,550,393.

As a group, said the Commission, the 176 stations with revenues of less than $26,500 showed a loss since their aggregate revenues were $2,520,026 and their aggregate expenses were $2,872,729.

In another tabulation covering network stations, including the 23 managed and operated stations of NBC and CBS, the tables showed that 350 broadcast or special network outlets had a broadcast income of $14,654,445 as a group. Of these, 78 stations described as 'on basic network' had an income of $9,432,812 while another 128 stations listed as regional groups by the networks, realized an income of $3,852,746.

As against these figures, the complete summary of returns disclosed that all 660 stations had a broadcast income of $14,505,338—approximately $180,000 less than the income shown for the 350 network affiliated stations. Thus, it was deduced, stations affiliated with the major networks and to a lesser extent with smaller networks, are preponderantly the bulk earners.

Dividends Shown

For the first time the FCC released a figure showing the dividends declared by stations and networks, including withdrawals of funds from stations by their investors during 1938 this figure aggregated $229,976,676.

In its general breakdown, the FCC figures show that 209 stations affiliated with regional networks only had a deficit of $112,424 while 182 stations with net sales of $26,000 or more not affiliated with networks, showed a deficit of $36,683.

Earned Surplus

In a condensed balance sheet of the major networks at the close of 1938, the FCC showed an earned surplus of $15,788,109. The aggregate investment by the present owners of the networks was given as $22,116,096 before depreciation. The investment, minus depreciation in broadcast items, totaled $13,411,102 broken down between plants in service, divided between network service, M & O key stations and M & O non-key stations.

A condensed balance sheet covering the three major networks and revenues of 660 standard broadcast stations including "one major network not the licensee of any such network" showed total assets of $1,085,399,019. This figure was presented as including investments in assets other than broadcast plant for large licensee companies which do not operate their broadcast stations as separate corporate entities.

Total assets of such large corporations as Westinghouse and General Electric, it was stated, might figure into such a compilation.

1938 COMBINED INCOME STATEMENT OF U. S. BROADCASTERS

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
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<tbody>
<tr>
<td>(a) Revenues</td>
<td></td>
</tr>
<tr>
<td>1. Network portion of network time sales</td>
<td>$82,669,401</td>
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<td>2. Items of income from others who use licensees' time own time sales</td>
<td>$75,142,357</td>
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<td>3. Total broadcast expenses for year (net debit)</td>
<td>$75,803,694</td>
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<tr>
<td>(b) Expenses</td>
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<tr>
<td>1. Operating expenses</td>
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<td>2. Operating expenses (from operations of networks)</td>
<td>$814,088</td>
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<tr>
<td>3. Operating expenses (other than broadcasting)</td>
<td>$814,088</td>
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<tr>
<td>4. Total broadcast expenses for year</td>
<td>$814,088</td>
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Broadcasters, Highest of Wage-Payers, Increase Average Pay to $45.20 a Week

RADIO broadcasting in 1938 enhanced its position as the best wage-paying industry with its average weekly wage of $45.20 of 18,359 employees, according to new Federal statistics.

Not only has the industry increased average weekly pay by 8 cents over the 1937 figure of $45.12, but it also has enlarged its regular personnel by approximately 1,300 over the total of 17,085 in 1937. This annual increase of June 26 by the FCC based on questionnaires received from 660 broadcast stations and the major networks as part of its survey of business operations of the industry.

The total employment of 688 stations and the networks in 1938 was 25,000 persons, who drew $456,507 in pay, including staff members of the "licensee companies."

Other High Rankings

Based on 1937 figures, according to the U. S. Bureau of Labor Statistics, the motion picture industry ranks second to Broadcasting.

The average weekly pay for that industry was given as $41.33. For the stock brokerage industry the 1937 figures showed an average weekly pay of $34.47, while the insurance industry was in 1937 at the average of $29.57.

The total payroll for the week of July 18, 1938, was $22,673,763, which was a decrease from $32,332,916 for the year and expenses of $32,332,916 for the year and expenses of $32,332,916 for the year.

The new FCC analysis disclosed that during the week which began Dec. 11, 1938, there were 18,565 fulltime broadcast employees with a total payroll for the week of $800,003. During the same five day week there were 4,377 parttime employees drawing $103,134. The average compensation thus worked out to $42.30 weekly for the 18,565 employees, compared to the 1937 figure of $45.12 for 17,085 employees. For parttime employees, the average weekly compensation was $23.55 for 4,377 persons during the 1938 week, as against $17.97 for 5,820 in 1937.
### FCC REPORT ON 1938 BROADCAST INCOME ITEMS OF STATIONS BY CLASS AND NETWORK AFFILIATION

#### Stations with net time sales of $25,000 or more:

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<th>Clear channel</th>
<th>50,000 watts or more</th>
<th>0 to 50,000 watts</th>
<th>Limited-participation</th>
<th>Unrelated</th>
<th>High-power</th>
<th>Limited and</th>
<th>Part-time</th>
<th>Unrelated</th>
<th>High-power</th>
<th>Limited and</th>
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#### Expenses:

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<tr>
<th>Item</th>
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<th>Regional</th>
<th>Local</th>
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<td>0 to 50,000 watts</td>
<td>Limited-participation</td>
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<tr>
<td></td>
<td>Unrelated</td>
<td>High-power</td>
<td>Limited and day</td>
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<td>Revenues, net broadcast</td>
<td>$464,132</td>
<td>$77,572</td>
<td>$20,559</td>
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<td>Deductions from net broadcast</td>
<td>$328,198</td>
<td>$10,680</td>
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<tr>
<td>Net broadcast</td>
<td>$135,934</td>
<td>$67,960</td>
<td>$9,994</td>
</tr>
</tbody>
</table>

#### Note:

A:—The term “part-time” as used in this table refers to share-time and specified-hour stations.

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### FCC REPORT ON 1938 INCOME ITEMS OF STATIONS SERVING AS OUTLETS FOR NATIONAL NETWORKS

(Including Network Managed and Operated Stations)

#### Stations with net time sales of $25,000 or more:

<table>
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<tr>
<th>Item</th>
<th>Clear channel</th>
<th>Regional</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,000 watts or more</td>
<td>0 to 50,000 watts</td>
<td>Limited-participation</td>
</tr>
<tr>
<td></td>
<td>Unrelated</td>
<td>High-power</td>
<td>Limited and day</td>
</tr>
<tr>
<td>Revenues from the sale of station time:</td>
<td>$13,210,612</td>
<td>$4,359,494</td>
<td>$1,956,259</td>
</tr>
<tr>
<td>Deductions from net broadcast revenues:</td>
<td>$4,007,225</td>
<td>$1,757,920</td>
<td>$2,647,414</td>
</tr>
<tr>
<td>Net broadcast</td>
<td>$9,195,507</td>
<td>$2,701,592</td>
<td>$6,791,798</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$9,195,507</td>
<td>$2,701,592</td>
<td>$6,791,798</td>
</tr>
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#### Expenses:

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#### Note:

1. Includes depreciation, amortization, plant losses, taxes, uncollectible revenue, and rents, all assignable to broadcast service.

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www.americanradiohistory.com
WFBR Dedicates New Radio Center
Outlay of $100,000 Involved In Modernization Project

WITH personal greetings from President Roosevelt, Mr. W. A. Maslin, president of Baltimore Radio Show Inc., WFBR, Baltimore, on June 24 dedicated its new Radio Center studio building and transmitter plant in the presence of Gov. Herbert R. O'Connor and about 500 civic and radio notables. The WFBR modernization project, representing an outlay of $100,000, gives the station one of the finest broadcast plants in America.

"In this age when the magic of radio has revolutionized communication," President Roosevelt wrote Mr. Maslin, "improvements in the technique of broadcasting are as necessary as the phenomenon of wireless itself. I desire to congratulate you upon your progressive spirit in opening new studios for Station WFBR which, I am informed, are the last word in radio technical installation. I trust that with these up-to-date improvements you will be able to give your listeners an increasingly efficient service.

Towers in Water

The transmitter plant, RCA equipped throughout, was placed in operation June 15 using 1,000 watts, 5,000 day and 32,000 peak. It is located at Westport on the Patapsco River, which forms part of Baltimore Harbor. Two Tuscon towers, each 300 feet high, are six reinforced concrete bases rise 14 feet above waterline, forming a great trestle. The towers are connected with the shore by a catwalk, and on the shore is the transmitter building of red brick and glass walls, measuring 50 x 75 feet and including all equipment rooms and workrooms. The technical installation was supervised by Paul Godsey, chief engineer, and W. A. Clark, chief engineer, and W. A. Clark, of the NBC construction staff. The radio space, 18,000 square feet, is reserved by the owner, Mr. Maslin, for 20 years to the transmitter owner, who built it to specifications of Armand Carrol Philadelphia.

Six studios, the largest 56 x 32 feet and 20 feet high, all air-conditioned, are contained in the structure. Air conditioning was done by John-Manville. In addition to the studios, the building includes many additional rooms for refrigeration, water tanks, newsroom, musical library, recording facilities, artist lounges, central heating and a repair shop and modern offices.

WOTM Proposes Tests

EXPERIMENTS with both amplitude and frequency modulation with ultra-short waves, to be conducted simultaneously, in order to determine by which method the ultra-short wave and transmission may best be adapted to broadcasting" is proposed in applications filed with the FCC by Mr. Maslin, Walpole, Nebraska. The applications seek a 500-watt transmitter for 1,000-kilowatt modulation. WOTM has taken leases on two downtown hotels for antennas for the proposed tests.

ONE OF AMERICA'S finest broadcasting plants was dedicated June 24 when Baltimore's WFBR opened its new Radio Center shortly after placing its new 5-kw. transmitter in operation. At left is photo of the Radio Center in downtown Baltimore, built entirely to radio specifications by the theater owners who have the right to all other space in the building. At right are the 300-foot towers in Baltimore harbor, below is the transmitter house on the nearby shore. The technical plant represented an outlay of $100,000. Both studio and transmitter plant were dedicated June 24 with ceremonies attended by Gov. O'Connor of Maryland and many notables in the radio field, during which a letter of greeting from President Roosevelt was read by Paul F. Godsey designed the transmitter.

Florida State Asks Court for Order To Stop ASCAP From Doing Business

ON THE REELS of enactment by Florida of a new copyright law to regulate activities of music pools such as ASCAP, the State of Florida June 19 formally petitioned the three-judge Federal court to dismiss the suit of ASCAP pending against the officials of the State and at the same time to join ASCAP from doing business in Florida on the ground that its present methods of "fixing prices" are injurious to the public welfare. This suit had been brought by Mr. Maslin and Manager Hope H. Barroll Jr.

The downtown studio building, erected at a cost of $400,000 and occupied with the exception of the main theater by WOTM studios and offices, was planned by O. B. Hanson, NBC chief engineer, and W. A. Clark, of the NBC construction staff. The radio space, 18,000 square feet is reserved for 20 years by the transmitter owner, who built it to specifications of Armand Carrol Philadelphia.

Six studios, the largest 56 x 32 feet and 20 feet high, all air-conditioned, are contained in the structure. Air conditioning was done by John-Manville. In addition to the studios, the building includes many additional rooms for refrigeration, water tanks, newsroom, musical library, recording facilities, artist lounges, central heating and a repair shop and modern offices.

A NEW collecting agency, the Florida State Asks Court for Order To Stop ASCAP From Doing Business

also disagreed with the majority of the court, contending that it should not postpone judgment on the music monopoly question since it ultimately would have to meet that issue. Justice Black believed the Florida statute and the revised Florida statute held, had been repealed, and the opinion of the court was that as to be "patently within the police power" of the State. An auxiliary in the hearing of ASCAP to the Attorney General of Florida and the Attorney General of Nebraska in connection with State copyright legislation.

In praying for both a preliminary and a final injunction in a cross bill filed with the court, the State counsel asked that ASCAP be restrained from making further contracts in the State for the licensing of public performance rights on copyrighted music "either through the Society or any other combination for price fixing purposes" and also that the "collection of license fees or the enforcement of existing contracts, agreements of licenses within this State made by any person, firm or corporation with the Society or any combination made by the plaintiffs for the purpose of fixing prices on such performance rights of copyright music be restrained.

Florida Libel Law

A NEW libel law, under which broadcasters are relieved of responsibility for defamatory or libelous statements uttered over their facilities, became law in Florida June 12. The act specifies that the owner, lessee, licensee or operator of a station and the agents or employees of the operator shall not be liable for damages uttered by one other than the owner or his agent unless he affirmatively declares that the statements made are for and in behalf of the actual licensee.

IF BELIEVED Will Rogers were living today, chances are he would change his famous remark from "All I know is what I read in the newspapers" to "All I know is what I've heard on a quiz program." - Wayne Varnum, Iowa Broadcasting System.
Mr. Time Buyer!

Send for this Booklet

Just What You Want - A State-Wide Dealer Poll on Radio Advertising!

FLINT  LANSING  BAY CITY  JACKSON  GRAND RAPIDS  BATTLE CREEK  KALAMAZOO

MICHIGAN RADIO NETWORK

WXYZ (KEY STATION) DETROIT

Presented by
KING-TRENDELE BROADCASTING CORPORATION
Transfer of KEHE
To Earl Anthony
Favored by FCC

Proposed Grant Denies Move
Of KECA to San Diego

CONDITIONAL upon the surrender of the license of KECA, Los Angeles, Earle Anthony, Inc., operator of KECA and KEQD, is authorized to acquire KEHE, Los Angeles, from Hearst Radio Inc., for a purchase price of $400,000. This was decided by the FCC June 21 in a proposed decision and order, which is subject to a grant on condition less protests are raised within 20 days. The decision's effect will be to reduce by one the number of stations in Los Angeles.

In the same proposed decision and order, the Commission denied the Anthony application to move KECA into San Diego and to assign its license to the company headed by W. E. Fentress, Waco, publisher, of a NBC-Blue outlet, seeking the same status as KEFI, the Red outlet. KEHE has the same power at 780 kc., and is purchased by the Anthony interests in a deal made in April, 1938, subject to FCC approval, because of its superior wavelength and excellent physical plant.

KECA operates with 1,000 watts night and 5000 watts day, and is an NBC-Blue outlet, originating the same programs as KFI, the Red outlet. KEHE has the same power at 780 kc., and is purchased by the Anthony interests in a deal made in April, 1938, subject to FCC approval, because of its superior wavelength and excellent physical plant. It is planned to operate the stations as both KEI and KEHE in the KEHE plant, one of the most modern on the Pacific Coast.

Fifth Hearst Transfer
KEHE is the fifth Hearst station to be transferred with FCC approval this year. Last May the Commission authorized a company headed by E. S. Fentress, Waco, publisher, to acquire WACO, Waco, KEHE, and KEQD for $2000,000, with 50 cents on each.

On May 24 it authorized a company headed by O. I. Taylor and Gene A. Henry, publishers, of the Globe & News and operators of KGB, San Francisco, KPYO, Lubbock, and KROV, Oklahoma City, to take over KTSA, San Antonio, sold last year subject to FCC approval for $315,000. On Feb. 13 the Commission authorized Hearst to sell KOMA, Oklahoma City, to J. T. Griffin, owner of KTUL, Tulsa, for $315,000.

An application for the transfer of KEHE to San Diego, the Commission stated that Anthony "is requesting the Commission to authorize him to construct a radio broadcast station which he does not intend to operate, and the application to assign KECA to Worcester, it stated, "is nothing more than an application by Anthony to assign the construction permit which is being requested by Earle C. Anthony Inc. The Commission does not deem it in the public interest to grant a construction permit to anyone merely for the purpose of permitting that person to acquire or sell the permit to another, nor does the Commission deem it in the public interest to advance of granting such construction permit the assignment of the permit to a third person."

STAFF OF WVL gathers in New Orleans' famed Arnaud's Restaurant in the Vieux Carre to tender a birthday party to Sales Manager Paul Bevins, sea last left recently, each being presented with a loving cup by Manager Vincent F. Callahan. Standing (1 to r) are Larry Baird, salesman; Harry Dupre, director of special events; Louis Read, merchandising manager; J. D. Bloom, chief engineer; Mr. Callahan; James Wilson, program director; Bev Brown, continuity director and "Pinkty" Vidacovich, musical director.

Newspaper Group
Gets KRIC Grant

Sale of WKBO to Steinmans
Ordered for Hearing

NEWSPAPER interests became licensees of another broadcasting station June 20 with the authorization by the FCC of assignment of the license of KRIC, Beaumont, Tex., to KRIC, Inc, whose stockholders are publishers of the Brownsville Enterprise and Journal.

The same day the FCC ordered a hearing on the proposed sale of WKBO, Harrisburg, Pa., by the Harrisburg Telegraph interests to the Steinman Brothers, publishers of the Lancaster News, LeCygne-Journal and operators of six radio stations.

KRIC, a liquid outlet on 1420 kc., which went on the air last July, was sold for $40,000 by a group headed by B. A. Steinman, former mayor of Beaumont and head of the Steinman Rice Milling Co. of that city. The station was acquired 40% by Mrs. J. L. Mapes, widow of the publisher of the newspapers, 30% each by E. C. Davis, general manager, and Vincent Peet, former program manager of WKBO.

A Quick Grant

The grant was one of the quickest ever made by the FCC. Application for the transfer was announced May 18, no hearing was ordered in view of lack of opposition and the authorization came through slightly more than a month later.

The Harrisburg deal was set for hearing because the proposed purchasers, J. H. and John F. Steinman, already own WDEL and WILM, Wilmington, Del.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WGAL, Lancaster, Pa., and WEST, Easton, Pa. The station is a local outlet on 1200 kc. The purchase price for the 75% interest would be $25,000.

It is apparent that the Commission intends to raise the multiple ownership issue at the WKBO transfer hearing.

WYAM are the call letters assigned by the FCC for the new 250-watt day-time station in Saginaw to J. W. Mapes, the operator of WACO, Waco,

FCC Grants Authorize
Elizabeth City, N.C., and
Kingston, N. Y., Locals

NEW local stations in Kingston, N. Y. and Elizabeth City, N. C. were authorized by the FCC in decisions ordered effective June 21.

The Kingston station will operate with 100 watts night and 250 watts day, on 1370 kc.

Kingston Broadcasting Corp. is to license the station to the Sullivan County Community.

The number of stockholders is non-residents. President of the company is John R. Kenna, a local resident, who has purchased 100% of the stock.

Albermarle Broadcasting Co. will be licensed to the new North Carolina station. It is a partnership composed of Aubrey G. McCabe, mortgagor and treasurer, and Thomas A. Aydlett, manufacturer of barrels and vegetable packages.

Mutual Expanding in Southeast Area

The Long Discussed Expansion of the Mutual network into the Southeast got under way June 18 when four New York stations became MBS affiliates, swelling the network's list of outlets to 115.

Move is generally considered as the first step in a campaign that will eventually extend MBS facilities throughout the "deep South" from Florida to Louisiana. Fred Webber, general manager of the network, admitted that no plans were definite at the moment.

The new MBS stations are WSOH, Charlotte; WRAL, Raleigh; WSTP, Salisbury, and WAIR, Winston-Salem.

New Santa Fe Setup

OPERATING under the newly assigned call letters KVSF, the former KRQA, Santa Fe, N. M., whose purchase by the operators of KGGM was recently authorized by the FCC, is installing entirely new RCA speech input and studio equipment. Mike Holland, manager of the KGGM group, is general manager of the Santa Fe local, and the following new staff has been installed: Ivan Head, manager and general sales manager; Wesley Rutz, chief engineer; Jack Akire,unci; Flora Senna, receptionist.

Two New Stations For Saginaw, Mich.

FCC Grants Two Facilities on Part-Time Schedules

AN UNUSUAL granting authorization the erection of two new broadcasting stations in the same community, each to operate on different facilities on a part-time basis, was proposed by the FCC in "proposed findings of fact and conclusions" made public June 17. The two stations will be in Saginaw, Mich., if within the 20-day protest period no objections are raised by the FCC in behalf of, or by other parties involved inasmuch as "proposed findings" are tantamount to a grant.

One of the successful applicants is the Saginaw Broadcasting Co., to which will be allocated 100 watts night and 250 on 1200 kc., operating specified hours and sharing the frequency with WMPC, part-time station in Saginaw.

Principal stockholders are Milton L. Greenbaum, local merchant and president, and holder of 35% of the stock; Morris Novor, iron and steel merchant, vice-president, 25%; Adolph Greenbaum, merchant, secretary - treasurer, 15%.

The remaining 15% stock is held by Burnett Abott, H. D. Poette, Gladys Willson, and W. Symons Jr. and Walter Harris.

H. D. Poette, owner of the Poette Packing Corp., who was granted by the FCC to buy two-thirds control of WBCM, Bay City, a nearby town, for $100,000.

Daytime Station

The other successful applicants were Harwood M. Lassing, operator of WJIM, Lansing, and Edmund C. Shields, Democratic national committeeman from Michigan, and a prominent attorney and businessman. They will be allocated 500 watts daytime on 950 kc. and Shields would be 45% stockholders, the remainder to be held by Charles Carlisle, of Saginaw.

Messrs. Shields and Lassing, whose hearing and examiner's report were granted a new station with their application in 1937, are the operators of the Saginaw Broadcasting Co.'s application was denied. Thereupon the latter appealed to the U. S. Court of Appeals for the District of Columbia, which reversed the FCC decision. After the U. S. Supreme Court refused to review the case, the Commission last December ordered further proceedings, out of which the decision granting the application of both parties.

www.americanradiohistory.com
To be or not to be a radio advertiser — that is a question which needn’t be decided “by guess or by gosh”... After all, radio is now of sufficient age and background to permit any advertiser to make a seasoned, mature and well-founded decision.

Helping you to make such a decision is a big part of our job. The main part, of course, is to sell radio time. But these stations want permanent radio advertisers — not a graveyard of failures. To secure the first and preclude the latter, we are just as eager for wise decisions as you are yourself.

Our really tremendous files of data — our 165 cumulative years of experience in radio and advertising — all our best thought is yours for the asking. We confidently believe that we can help you make a wise decision about radio. Won’t you give us a ring?

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)
Pioneer Radio Station Representatives

Exclusive Representatives:

<table>
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<tr>
<th>Exclusive Representatives:</th>
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<tbody>
<tr>
<td>WGR, WKBW .......... Buffalo</td>
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<tr>
<td>WCKY ................ New York</td>
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<td>WOC .................. Davenport</td>
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<td>WHO .................. Des Moines</td>
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<td>WDAY ............... Fargo</td>
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<td>WGOO-WGL .......... Ft. Wayne</td>
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<td>WAVE .............. Louisville</td>
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<td>WTCN .......... Minneapolis-St. Paul</td>
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<td>WMBO ............ Pocono</td>
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<td>WBR .......... Syracuse</td>
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Southeast

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<td>WPTF .............. Raleigh</td>
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Southwest

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Pacific Coast

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<td>KSFO .............. San Francisco</td>
</tr>
<tr>
<td>KVI .............. Seattle-Tacoma</td>
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</tbody>
</table>
New Coast Scales Offered by AFRA

AGENCIES STUDY PROPOSED PACT AFFECTING 3,000 PERFORMERS

NEW LOCAL and regional wage scales and working conditions for Pacific Coast radio actors, singers, announcers and sports commentators was submitted by the American Federation of Radio Artists to West Coast advertising agencies in mid-June. Conditions submitted affect more than 3,000 performers, announcers and commentators in the Los Angeles and San Francisco areas as well as in other West Coast radio centers. Although scheduled to go into effect July 1, it was generally believed in Hollywood that negotiations between AFRA and the agencies will be carried on for many days past that date before the committees come to an agreement.

The agency committee, headed by Ray Morgan, executive of Raymond R. Morgan Co., Hollywood, includes Charles Levine, manager of Charles R. Stuart, Los Angeles, as secretary; Tom McGennie, Hollywood manager of Lord & Thomas; Jack Smalley, BBDO Hollywood manager; Arthur Meyers of Meyers Co., Dana Jones of Dana Jones Co., and B. S. Schuster, president of Schuster, Inc., Los Angeles, was also invited to head a committee in on negotiations, but declined on the contention that the new scales and working conditions primarily affected the agencies.

New Scales of Pay

New scales are on classifications of stations, starting with Class A and dropping down to Class D for the smaller units. Pay increases range from 15 to 50% for certain classifications. Terms and conditions are for the artists on commercial network or individual station broadcast programs. Regional rates apply to network programs produced at any station so classified. The "regional network" is defined as stations or more stations hooked up for simultaneous broadcast on two stations 50 miles or more apart.

KNX KPO and KFI are listed as Class A stations. KSFO KRC KECA KFWB KEHE KOH KGK fall into the B classification. KYD KPO KTC KFAO KGK are listed at Class D.

The agreement is to run until Feb. 12, 1941 and according to the plan submitted the two groups will agree to negotiate a new schedule of minimum fees and conditions 60 days prior to termination of the pact. National network and advertising agencies which signed the two-year agreement with AFRA on the Paramount Code of Fair Practice will have the right to ask arbitration on the wage scale and conditions.

Other agencies will have to sign the transcontinental code in order to be eligible for arbitration of regional and local scales. Agencies which signed the Code of Fair Practice on Feb. 12, 1939 agreed to accept any scales promulgated by AFRA, with reservation to resort to arbitration if they did not desire to accept certain scales or conditions. The West Coast agency committee, it is understood, will not take any stand on arbitration until after negotiations have been completed with AFRA. It is generally believed the question of the rates, particularly Class A stations which are given the same rating as regional programs because of the distance covered.

Radio Audience Surveys

By Repairmen Proposed

A PLAN under which radio service men would cooperate with broadcast stations in their activities by making "spot surveys" of listener habits while repairing or testing receivers, will be unfolded by Mr. Marty, executive secretary of Radio Service of America, Inc., of Chicago, at the Convention July 13. Describing the plan as the "missing link" in radio, Mr. Marty will advocate cooperation with broadcast stations in having listeners procure maximum performance from their sets and at the same time will broaden his spot survey plan.

The survey plan has been employed with outstanding success in several communities, notably Louis ville, it was announced.

RSA for several years has sought to develop a standardized method of service. Many complaints are received annually by Mr. Marty, according to his expert mechanics. With the aid of broadcasting stations, it is felt that standardization of repair service can be effected on a national program.

The Townsend Old Age Pension Plan, with headquarters in Los Angeles, plans to raise $60,000 a year for "three 13-minute nationwide broadcasts a week" to enlist listeners. Dr. Francis E. Townsend announced June 19. The organization is already buying spot time on various stations.

THE AUDIENCE STATION - SAN FRANCISCO

KSFO, Palace Hotel, San Francisco - 560 KC, 1500W, day, 1000W night

PHILIP G. LASKY, General Manager

National Representative: FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM
KSCJ has more than 50% of the radio audience in its trade area! The shortest distance between an advertiser and listener in this territory is KSCJ!

- KSCJ - - 51%
- B Station - 30.2
- C Station - 4.5
- D Station - 2.8
- E Station - .2%
- F Station - .2
- G Station - 4.5
- H Miscl. - 6.2

KSCJ - The JOURNAL
SIOUX CITY, IOWA

Represented by George Hollingbery
C. W. Corkhill, Manager
Inclusion of Radio Counts Is Expected In Three Census Bureau Tabulations

WITH departmental meetings on census recommendations concluded, and final approval of the tentative schedules expected anytime within a few weeks or at the latest by September, radio items seem assured a place in three individual census surveys, all to begin in 1946. FCC and industry spokesmen won their fight to include a radio survey in the decennial population census, and radio queries also will be covered in the decennial Agricultural Census and the Census of Business to be conducted by the Census Bureau [Broadcasting, April 15, June 16].

According to present plans, the question “Do you have a radio in your house?” is to be included on the supplementary schedule of the population census. Thus the radio survey would be based on correlations drawn from the answers of either 4% or 5% of the population, depending on the supplementary schedule standards set by the Census Bureau. Some pressure has resulted from the industry to secure a place for a radio question on the regular schedule, but the Census Bureau discouraged the suggestion as an opening wedge to include all sorts of convenience products in the population census. A fight also was waged to include the specific question “How many radios do you have in your home?”, counting portable and automobile sets as well, but this too has been refused as things stand now.

Farm Tabulation

The Agricultural Census, in charge of Zellmer R. Pettet, chief statistician, definitely is to include a radio question, although its exact form has not yet been decided. Originally it had been framed to show the actual number of farm radios, but the general committee has recommended that the survey confine itself to the number of farms with radios. It is believed the latter question will prevail. The agricultural radio tabulation will be based on an actual farm-by-farm count covering tenants as well as owners on farms, rather than sampling, as in the projected population census.

The advertising agency census of distribution, part of the Census of Business to be conducted by the Bureau under direction of F. A. Goodall, will cover the eight general media both from the standpoint of billings as well as number of employees and of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges. By furnishing a figure covering talent not billed through broadcast stations, media both from the standpoint of billings as well as number of employees and of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges. By furnishing a figure covering talent not billed through broadcast stations, media both from the standpoint of billings as well as number of employees and of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges. By furnishing a figure covering talent not billed through broadcast stations, media both from the standpoint of billings as well as number of employees and of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges. By furnishing a figure covering talent not billed through broadcast stations, media both from the standpoint of billings as well as number of employees and of revenue, and under tentative plans would include data on the aggregate advertising placed by each agency for clients, broken down by media used. The radio expenditures would be broken down as to talent and other production charges against time charges.
BEYOND REASONABLE DOUBT, a new transcribed show of network calibre, is NOW available to your Station for Local sponsorship! Featuring Nick Dawson, who created and was starred in that most successful script, "Dangerous Paradise," supported by an all-star cast, this dramatic series will build and hold large audiences. A sample Audition will convince you of that!

SOME AMERICAN HOMES, starring Ida Bailey Allen, America's Leading Home Economist, is just the program for your Local prospect whose product or service is designed for Home consumption. Released only a month ago, this series is already producing outstanding results for many Stations. Inquiry will show how it can do the same for you!

These series are exclusive to one Station in a market, so act promptly and "spin to sales" with these "Aristocrats of the Turntable."

ASSOCIATED MUSIC PUBLISHERS, Inc.
25 WEST 45TH STREET • NEW YORK CITY
SINCE 1930, different research organizations—using many different techniques—have measured New York's listening habits.

Now, for the very first time, ALL FOUR New York network stations jointly sponsored a new study of morning listening in Greater New York...employing Hooper-Holmes to make personal "aided-recall" interviews throughout 19 metropolitan New York counties during the week of April 16, 1939.

WABC was walk-away winner as usual. Here is an analysis of the figures submitted by The Hooper-Holmes Bureau: WABC was a dominant FIRST in New York...with over 50% more quarter-hours of listening than the nearest competitor—72% more listening than the third ranking station—98% more listening than the fourth ranking station!
This is the FIFTH major study in SEVEN years to show WABC is FIRST!

1939: Personal "aided-recall" interviews by Hooper-Holmes.
1938: Coincidental telephone study by Crossley, Incorporated.
1937: Personal interviews by Dr. Daniel Starch and Staff.
1933; and 1932: Mail questionnaire by Price-Waterhouse & Co.

Different techniques. Different years. But the answer has never changed.

*WABC comes out FIRST, year after year!*

New York is, uniquely, the test-tube of radio networks. In New York each of the major networks operates its own 50,000 watt key station, controls the time, and originates all but a few of the programs of that station. Each major network competes on practically even terms for the favor of the New York audience. This direct local rivalry makes possible a "deadly parallel". The relative appeal of network schedules can be isolated and measured with almost laboratory precision. And it has been. With the result you've already read on the facing page.

*Why* is WABC first? That's easy. It sets the swiftest pace and highest standard radio has ever had. . . . Big-Name network shows of CBS plus a sparkling pageant of Columbia-created local WABC programs.

But CBS leadership hardly stops with New York. There's a great deal more evidence of CBS leadership *throughout the rest of the country*. We'll be glad to show it to you.

**WABC** 50,000 WATTS • 860 KILOCYCLES

Owned and operated by the Columbia Broadcasting System.
WABC is the key station of the world's largest radio network.
OKLAHOMA goes Metropolitan

We're putting a new blanket on the market, large enough to cover the 77 counties in Oklahoma, and its brand name is "Metropolitan." Yes, sir, we've got a new "line" which is the answer to every advertiser's prayer for complete coverage of Oklahoma's 454,000 radio families, the Oklahoma Metropolitan Line.

Now, new facilities make it possible for one program to be broadcast simultaneously on the Columbia Broadcasting System's two stations in Oklahoma City and Tulsa, major cities of this rich urban-rural market.

Your advertising should support your trade in Oklahoma with the blanket low-cost coverage which only radio can deliver. We have a full stock of those Metropolitan blankets we mentioned, the kind you should stock your next Oklahoma campaign under. You'll be in pretty solid company, too, with most of the Columbia Network commercials and a brilliant line-up of local and national spot advertisers. The Oklahoma Metropolitan Line joins

Better Facilities Awarded by FCC
Increases in Power and Time Are Included in Grants

IMPROVED wavelength and power facilities for more than a dozen stations were authorized by the FCC during its June 20 and 21 decision days when it disposed of one of the largest decision docket in its history.

WBNX, New York, and WMBG, Richmond, both operating on 1350 kc., were authorized to install new equipment, with WBNX increasing its daytime power from 1,000 to 5,000 watts and WMBG increasing its power from 500 watts fulltime to 5,000 watts day and 1,000 night. Each will use a directional antenna. The decision was made effective June 28.

In other decision ordered effective June 28, the Commission authorized WJBL, Decatur, III., to change its frequency from 1300 to 1310 kc. and to operate with fulltime, using 250 watts day and 100 night, in lieu of its present time sharing arrangement with WJBC, Bloomington, III. WJBC was shifted to 1200 kc. fulltime, using 100 watts night and 250 day. WBOB, Terre Haute, Ind., was shifted off 1310 kc. and also assigned to 1200 kc., with 100-250 watts fulltime operation.

Increased Day Power

Daytime increases from 1,000 to 5,000 watts on their present wavelength were granted June 20 to KALE, Portland, Ore., and WCHS, Charleston, W. Va. Daytime increase from 250 to 1,000 watts was granted KGNO, Dodge City, Kan., and KINY, Juneau, Alaska.

KGBM, Honolulu, was authorized June 20 to change its frequency from 1320 to 590 kc., to install new equipment, including a vertical radiator, and to increase its day power from 1,000 to 5,000 watts.

KWTO, Springfield, Mo., 5,000 watt daytime station on 590 kc., was allotted an additional hour of operation, using 1,000 watts between 5 and 6 a.m.

WEDC, Chicago local, was authorized to increase its daytime power from 100 to 250 watts and to become an all-night station, operating from midnight to 6 a.m. and now operates parttime on 1210 kc.

WHLS, Port Huron, Mich., was made a fulltime station on 1370 kc., using 250 watts day and 100 night.

In "proposed findings of fact and conclusions", which are tantamount to grants unless exceptions are filed within 30 days, the Commission on June 21 proposed granting WALA, Mobile, Ala., authorization to increase its night power from 500 to 1,000 watts on its present frequency of 1340 kc., thus giving it fulltime 1,000-watt facilities. It also proposed granting KTEM, Temple, Tex., authority to increase to fulltime, using 100 watts night and 250 watts day in lieu of its present 250-watt daytime operation.

Denials were proposed on the applications of Moody Bible Institute, Chicago, for authority to construct a new noncommercial 100-watt educational station in the so-called "educational band", using 413.5 mc.; of WGMT, Wilson, N. C., seeking to operate with 500 watts daytime on 1240 kc. in lieu of its

WHEN KDRA held its 10th annual Kickers Handicap Golf Tournament at Pittsburgh's Westmoreland Club June 16, Manager Sherman Gregory (left) invited Manager Leonard Kapner of WCAE (center) and Manager Frank Smith of WWSW as his personal guests. Announcer Dave Garroyow, twice municipal champion of St. Louis, won with a low gross score. KDRA Entertainers Pat Haley was first in the handicap, Manager Smith of WWSW second and KDRA Staff Pianist Anerin Bodycombe third. In the putting contest, the winning KDRA foursome comprised Music Director Maurice Spitalny, Saxophonist Charles Fisher, Announcer Bob Smith, and Manager Gregory. Most unique and individual record was achieved by W. B. Gill, KDRA promotion man, with the highest score (150) in the tourney, despite a 14-foot putt, longest drive, and a 4 on a par 3 hole.

NBC Program Depicts World Affairs Coverage

HOW WORLD affairs are covered by NBC was to be discussed for the audience in a special five-way transatlantic hookup June 30 on Alma Kitchell's "ABC of NBC" program on the Blue network, 7:45-8 p.m. (EDST). The program is one of a series designed to give radio audiences a background of radio operations.

Speaking from their own headquar ters in Europe, the NBC foreign correspondents were to be interviewed from New York by Miss Kitchell and Announcer Bill Far ris. Those to be interviewed, each of whom will be able to hear the other during the broadcast, were Frederick Bate, from London; Paul Archimard, from Paris; Max Jordan, from Basle, Switzerland, and H. V. Buhkheg, from Washington.

The FCC on June 25 final its order approving the application of Pillar of Fire, church organiza tion operating WAWZ, Zarephath, N. J., for authority to erect a new international shortwave station using 3,000 watts on 6960, 11380 and 17780 kc.

NBC on July 6 will start the second consecutive season of weekly summer concert broadcasts by the Toronto Promenade Symphony Orchestra, under the direction of Reginald Stewart.

present 100-watt daytime assignment on 1310 kc.; of WOMPI, Owensboro, Ky., seeking 100 watts night and 250 watts day on 1200 kc. in lieu of its present assignment with the same power on 1300 kc.

KOMA KTUL
OKLAHOMA CITY TULSA
5,000 Watts Day 5,000 Watts Day and Night
1,000 Watts Night
International Free & Peters
Radio Sales Inc.

COLUMBIA'S COVERAGE IN OKLAHOMA
ADVERTISING agencies and advertisers are fast learning that the Hooper-Holmes Bureau is a very unusual organization in market research.

Because of our size and the fact that a large staff of well-trained experienced full-time men work under the supervision of 80 Branch Offices, we are constantly doing work for clients which cannot be considered market research in the ordinary sense.

For instance, at present we are engaged in collecting for a large drug manufacturer samples of the product sold as his in thousands of drug stores.

Not long ago for a plumbing association dred's of plumbing establishments all over the dreads of plumbing establishments all over the country.

For a magazine publisher we checked with 500 subscribers the extent to which they had observed and read 80 editorial articles in a current issue.

We have pre-tested much advertising copy with consumer juries in many cities in thousands of cases.

For a magazine publisher we interviewed and obtained the history of a group of people who had answered a specific advertisement.

For another manufacturer we checked in many very small towns the audience reception and position on the theatre program of a series of his "minute movies", which resulted in making several changes in these movies.

Also, for another advertising agency we have checked the authors of many testimonials.

Whatever the problems of your business may be in relation to the public, you should discuss them with us.

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

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK
Dear Lang-Worth

We are delighted with our Lang-Worth Library. Regardless of what library service a station is taking, it should behave every station man to take the Lang-Worth Service...

E. K. CARGILL

WMAZ

We are not guessing about the value of Lang-Worth Service to WMEX. Our listeners write and tell us they thoroughly enjoy these programs...

W. M. S. POTE

WMEX

The selection of numbers in the Lang-Worth transcription library service is excellent. We feel they certainly must enhance the program standards of any station where they are used...

R. C. MATHESON

WHDH

My program department is genuinely enthusiastic about Lang-Worth Service and I hereby convey Without question the style, quality and distinct individuality of Lang-Worth transcriptions and record ages is one of the most popular on our station...

H. P. JOHNSTON

WSGN

We have used Lang-Worth music on several commercial programs with excellent results. We feel that it is just a question of the public hearing Lang-Worth selections several times before they will be among the most popular on our station...

R. G. MATHEW

WHDH

The selection of numbers in the Lang-Worth transcription library service is excellent. We feel they certainly must enhance the program standards of any station where they are used...

D. L. HATHAWAY

KDFN

We here at WCAO have found your recordings of excellent technical quality and the orchestral quality is all that anyone could wish...

GORDON A. SCHEING

WCAO

Almost without exception we find the arrangements and interpretations of Lang-Worth equal to or better than those of other services...

A. E. RICHMOND

KGCX

Here at WLVA, Lang-Worth programs receive more than their share of praise from the listening audience. We have never run a Lang-Worth program without getting many telephone calls, letters from our general audience...

EDWARD A. ALLEN

WIFV

Lang-Worth music is sufficiently diversified so we are able to use the transcriptions on many styles of programs, being sponsored and sustaining...

A. J. MOSBY

KGBZ

We are using your Library about five hours daily and the arrangements, talent, recording and compositions are all that anyone could ask. KDFN is thoroughly sold.

FRANK BURKE

KFVD

When WIBW acquired Lang-Worth the idea of protection was foremost. I never dreamed of the programming possibilities. But in the short time we have had the Service, Lang-Worth recordings have met with flattering audience response—and that applies both to commercial and sustaining programs...

BEN LUDY

WIBW

When we purchased Lang-Worth we really did not want another transcription service—we did it to help a cause. I am pleased to report that we now feel that it is one of the best services we have...

JACK DRAUGHTON

WSIX

We are using three hours weekly of Lang-Worth music on commercial and sustaining programs. The fact that your service offers security against higher music tax plus immediate producibility makes it an invaluable asset to our library...

FRANK BURKE

KFVD

One of our outstanding commercial drives is the "Highland Stag Party"—a half hour for men sponsored by the Stag Brewery Company. We have been able to select from the Lang-Worth Library exactly the type of music that suits our need and have been able to make our popular half hour commercial the outstanding feature in artistry and appeal of any program.

G. S. WASSER

WQDM

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FRANK BURKE

KFVD
The Philadelphia Evening Ledger has renewed its contract for the third year on WNAS. The music featured on the program is Lang-Worth... We have used Lang-Worth for a short time. We realize that it will fill in future program values. The wide variety of music we have received has a most favorable comment... Lang-Worth plays a major part in all our commercial and sustaining programming. We are convinced that this source of excellent and valued transcribed music should be in the library of every station... We have used Lang-Worth on KQVF-Worth. It is at present a feature of our "Luncheon Concert" on KALE which is one of our outstanding commercial successes... We have found Lang-Worth very flexible and now using the Library daily on commercial and sustaining programs. We consider Lang-Worth one of our best investments... Lang-Worth music fills a definite place in the program schedule of any station. It is the sort of music listeners like. We recently used an exclusive program of Lang-Worth music on one of our best accounts in competition with other musical and dramatic shows... We are sold on Lang-Worth. Keep it up... Lang-Worth Program Service ever since it started and it has been consistently high in quality. Used technically as well as an entertaining standpoint... We like our Lang-Worth Library Service. Our station is using it with good results... Massachusetts: WOTAS... We are happy to report that we have many popular and classical programs, featuring the Lang-Worth Library, that have been described by our audience as excellent and fascinating entertainment... Lang-Worth's musical arrangements has caught the attention of program sponsors. We are continually requesting that Lang-Worth music be included in their programs... We are more than pleased to report splendid success with Lang-Worth transcriptions... We have been very successful in selling programs made from Lang-Worth Service to our advertisers... Ms. Eggleston, our Program Manager, reports that she is thoroughly satisfied with quality and selections in the Lang-Worth Library. He is particularly pleased with the idea of a 15-minute Lang-Worth Program providing a recorded announcer for the musical selections... One of the strongest points in favor of your transcription library is the "complete program" idea. We particularly wish to compliment you on the quality of the band music... We have a number of commercial periods that are centrally provided entirely from our Lang-Worth Library. In fact, it is the only transcription service we have found necessary to use... the variety of programs included in the Lang-Worth Service is very broad and the performance of highest standards. We have scheduled a number of programs for regular daily broadcast and have been successful in commercializing them. Lang-Worth has given us an additional source of revenue... The quality of your transcription material is comparable to the finest available and the filing system that accompanies the service is a joy to the most exacting program director... Lang-Worth's music is used consistently on three of our daily commercial programs. "Masonic Clock." "Midnight Melodies." "Chapel Serenade." The quality of the transcriptions is comparable to anything we have used or are now using... We were most enthusiastic about Lang-Worth recordings when we auditioned them before putting them on the air. However, the reception given to these programs by our listeners has exceeded our expectations... Your Program Service has become an essential part of our operations—like the transmitter or antenna... We are very pleased with the Lang-Worth Planned Program Service at Grand Forks... I know you will be pleased to learn that we have received many favorable comments from listeners on the Lang-Worth Planned Program Service. As a matter of fact, now that we have Lang-Worth, we don't see how we got along without it all this time... Lang-Worth's music is used on all stations. We believe your Feature programs fill a very definite need in the broadcast industry and deserve the support of every one in the Radio fraternity... May I pass on the opinion of our staff that the quality and the reproduction of Lang-Worth transcriptions is excellent... We praise your service highly—musical content, variety of selections, and the very advantageous flexibility in program building makes you enthusiastic in using Lang-Worth...
Most Popular Radio Stars Picked in Fan Poll . . .

ON THE BASIS of 729,000 votes cast in its 1939 radio popularity contest, concluded in mid-June, the fan weekly Radio Guide picks Nelson Eddy as the “Star of Stars” of American radio, with a rating of 24.2% as against 19.9% for Jessica Dragoonette, second; Edgar Bergen, 12.6% third; Jack Benny, 12.4% fourth.

The tabulations are broken down into 20 classifications, in addition to the “star of stars” ratings, covering all types of performers and various categories of productions. Percentage ratings are given the 12 leaders in each classification, 100% being the total which is divided up according to individual ratings.

Most of the voting covers national network stars and shows, but one classification is devoted to programs not on networks, in which the Zeta Mensa Gang on WMCA, New York, received by far the highest ranking.

The final ratings in each group of 12 follow:

Star of Stars—Nelson Eddy, 24.2; Jessica Dragoonette, 19.9; Edgar Bergen (Charlie McCarthy), 12.4; Jack Benny, 12.4; Don Ameche, 10.6; Bing Crosby, 10.5; Lanny Ross, 8.9; Joan Blair, 8.2; Green Wellies, 2.1; Jack Baker, 1.9; Rudy Vallee, 1.5; Kate Smith, 1.4.

Man Singer of Popular Songs—Bing Crosby, 36.1; Kenny Baker, 32.0; Lanny Ross, 20.7; Don Ameche, 18.5; Jack Benny, 4.7; Frank Parker, 3.7; Rudy Vallee, 3.6; Dick Powell, 2.2; Jerry Cooper, 1.7; Harry Babbitt, 1.4; Frank Munn, 0.3; Skinny Fodell, 0.6.

Music Program—Fox Sunday Evening Hour, 34.8; Wake Time, 14.1; Hit Parade, 10.3; Voice of Firestone, 12.1; N. Y. Philharmonic, 6.4; 99 Men and a Girl, 6.2; American Album of Familiar Music, 6.1; Manhattan Merry-Go-Round, 4.3; NBC Symphony, 3.3; Metropolitan Opera, 2.5; Radio City Musle Hall, 2.4; Cities Service Concert, 2.1.

Woman Singer of Classical Songs—Margaret Speaks, 24.3; Jessica Dragoonette, 25.1; Gladys Overhurst, 10.8; Jean MacDonald, 9.8; Mildred Harnick, 9.2; Mass Lannes, 7.8; Lilli Palmer, 11.3; Grace Moore, 2.2; Rose Bampton, 0.9; Kirsten Flagstad, 1.5; Muriel Wilson, 0.9.

Woman Singer of Popular Songs—Kate Smith, 36.4; Frances Langford, 20.3; Virginia Simms, 18.1; Dorothy Lamour, 18.1; Hit Parade, 6.5; Annette Hanshaw, 3.8; Judy Stagg, 1.8; Fran Allison, 1.4; Joan Edwards, 1.8; Kay S. Germania, 1.2; Connie Boswell, 1.1; Muriel Wilson, 1.1.

Man Singer of Classical Songs—Nelson Eddy, 24.3; Richard Crooks, 15.8; Lawrence Tibbett, 8.8; John Carter, 6.1; Donald Dobson, 6.1; Lanny Ross, 6.0; Jack Charles, 6.7; Jack Baker, 6.1; Frank Munn, 0.9; Fred Kuhlert, 0.7; Lauritz Melchior, 0.6; James Melton, 0.6.

Announcers—Don Wilson, 24.6; Ken Carpenter, 21.2; Milton T. Cross, 18.9; Van Hoven, 7.7; John Nightingale, 7.2; Vic & Sade, 4.7; Woodmere Playhouses, 2.8; Jesse Matthews, 1.6; Husband Matthews, 1.6; Bachelor's Children, 1.6; Big Sister, 0.8; Guiding Light, 0.6; Radio Active Trend, 0.3; Bob Hara, 15.8; Joan Blair, 14.8; Alice Frost, 12.8; Don Wilson, 10.0; Frances, 8.5; Anne Seymour, 5.8; Betty Winick, 5.0; Helen Wilson, 4.7; Patricia Dunlap, 1.6; Irene Rich, 1.2; Marjorie Reynolds, 0.4.

Audience Participation—Kay Kyser's Krazy, 12.0; In Search of Our People, 9.9; Battle of the Sexes, 12.0; Professor Quiz, 9.7; True Tales, 2.2; Fox Pop, 1.1; Ask-Her Basket, 1.3; We the People, 0.8; Uncle Jim's Question Box, 0.4; Hobby Lobby, 0.4; What My Name, 0.4; Dr. T. Q. 0.4.

Variety Program—Chase & Sanborn, 3.0; Tom and Dick, 1.9; The Liedertafel Boys, 1.7; Kate Smith, 0.5; Magic Key, 0.4; Breakfast Club, 0.2; Rural Hour, 0.5; Circle, 0.2; Texaco Star Theater, 1.2; Town Hall Tonight, 1.2; Fibber McGee and Molly, 1.7.

Master of Ceremonies—Don Ameche, 12.4; Bing Crosby, 9.6; Don McNiel, 18.1; Robert Young, 11.8; Jack Benny, 0.4; Dick Powell, 0.6; Bob Vallee, 0.4; Fred Allen, 0.4; Walter O'Keefe, 0.1; Clifton Fadiman, 0.1; Raymond Scott, 0.1; Basil Rathbone, 0.9.

Children's Programs—Lone Ranger, 39.8; Irene Wicker's Musical Plays, 20.1; Coast to Coast on a Bus, 17.1; Let's Pretend, 16.1; Little Orphan Annie, 0.5; Dick Tracy, 0.5; Minnie the Moocher, 0.5; Don Winslow of the Navy, 3.9; Kalleneyer's Kinderparlor, 1.9; Jack Armstrong, 1.9; Jack and Jill's Pals, 1.7; Hearts of Oak, 0.9.

Educational Program—American School of the Air, 27.9; Great Plays, 13.2; Music Appreciation Hour, 13.0; World Is Young, 12.7; America's Town Meeting, 10.4; C. B. Round Table Discussion, 8.3; Information Please, 3.4; Men Against Death, 2.6; Cacaphonics of America, 2.2; People's Platform, 2.1; National Farm & Home Hour, 2.1; Nation's School of the Air, 1.2.

Serial Dramatic Program—One Man's Family, 10.2; Bachelor's Children, 7.8; Guiding Light, 6.6; Road of Life, 6.0; Valiant Lady, 5.3; Life Can Be Beautiful, 5.0; Betty Bobs, 3.8; Girl Alone, 2.7; Mary Martin, 2.1; Vic & Sade, 2.4; Second Husband, 0.3.

Dance Orchestra—Wayne King, 55.0; Glenn Loombs, 20.2; Frank Heidelberg, 15.5; Kay Kyser, 11.2; Eddie Duchin, 4.7; Hal Kemp, 5.0; Benny Moll, 3.7; Rudy Vallee, 14.5; Paul Whiteman, 1.4; Abe Lyman, 1.3; Tommy Dorsey, 1.2; Richard Hinner, 1.1.

Swing Band—Artie Shaw, 28.4; Benny Goodman, 24.0; Tommy Dorsey, 18.4; Kay Kyser, 18.1; Bob Crosby, 9.0; Tommy Dorsey, 6.1; Glenn Miller, 4.5; Johnny Ross, 3.5; Gene Krupa, 0.9; Benny Goodman, 30.5; Benny Rush, 4.5; Henry Busse, 1.4; Jimmy Dorsey, 1.1; Harry James, 1.1; Ray Bauduc, 0.7; Eddie Duchin, 0.5; Millie Hirsch, 0.5; Stuff Smith, 0.3; Kay Kyser, 0.2.

Swing Singer—Dixie Waik, 55.1; Martha Raye, 10.5; Martha Tilton, 12.5; Virginia Simms, 15.1; Edythe Wright, 8.6; Mildred Bailey, 5.7; Ella Fitzgerald, 4.9; Maxine Sullivan, 1.8; Marion Mann, 1.1; Sylvia McNair, 1.1; Connie Boswell, 1.1; Judy Garland, 0.5.

Programs Not on Networks—Zeta Mensa Gang, WMCA, New York, 25.2; Hank Snow, 17.8; Lonnie Burns, 8.9; radio Broadway, Chicago, 11.1; Wayside Theater, WBIM, Chicago, 8.9; High Hat, WGY, 4.6; Memory Baseball, KFYR, Bismarck, N. D., 6.4; Number Please, 2WZ, Detroit, 6.5; Night Watch, WINS, New York, 6.0; Ben Armstrong, KDKA, Pittsburgh, 5.6; NFL Hat senators, Cincinnati, 4.8; Supper Time Frolic, WJZD, Chicago, 5.3; No-Nonsense Club, WOR, Boston, 0.3; Bradley Kincaid, WGY, Schenectady, 0.5.

WNBN, Springfield, Vt., one of the 36 stations currently operated by Col. Harry C. Willett, director of WSYR, Syracuse, will be moved into Keene, N. H., when a population of 14,000, if the FCC grants an application filed June 16.
WJSV is the baseball station in Washington...5 consecutive years...sponsored by People's Drug Stores, General Mills...

With Arch McDonald (who left WJSV this year to take over the choice WABC assignment in the Yanks and Giants ball parks)...

The games are now handled by baseball's "big train"—Walter Johnson himself. • And, of course, WJSV carries more local and national spot advertising than any other Washington radio station.

WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco
**Women's Place in Radio Advertising**

**Writing and Directing Provide a Fertile Field for Females**

B Y  B E T T Y  P A R K E R

K W ,  P h i l a d e l p h i a

RADIO has developed a new writing technic, especially as regards the advertising announcements called "commercialsw."

The commercial is an advertisement without the advantage of layout, type, or illustration. It is a spoken advertisement, but is written out like any piece of copy, and okayed by the advertiser and the studio by which it is to be broadcast.

The general rule on network programs is that commercials shall not exceed 10 per cent of program time. The radio advertiser, therefore spends 80 per cent of his money to entertain or instruct you and only 10 per cent to advertise his product. This makes the writing of the commercial all the more of a responsibility.

**How Radio Differs**

There are four ways in which the radio differs from other forms of advertising:

1. **Radio is the only medium in which the entire responsibility is placed on the advertiser:** that is, he furnishes the editorial content (the program) of this magazine of air and he also furnishes the advertising.

2. **You cannot guarantee an audience.** The dials turn both ways and so does the switch. The listener has his choice of other programs or he may choose not to listen at all.

3. **There are no space elements such as agate lines, columns, or pages; time is the unit involved and it is bought by the minute; even by the second.** Cost depends too, on when the time occurs. Evening time costs twice as much as day time and Sunday afternoon costs two-thirds as much as evening.

4. **Spoken words are used instead of printed words and sound effects replace illustration and color.** The spoken word conveys a personal-to-person intimacy not obtainable with type and illustration. The radio is a human, friendly, informal medium.

Radio broadcasting started about 1920 and regular advertising announcements about 1923. The earliest radio department in an advertising agency was established in 1923. But the first real "plug" (a radio term meaning to talk-up a product over the air) is said to have occurred in 1918 and advertised a music store. The story goes that some phonograph records were borrowed to use in a broadcast and the music store owner was publicly thanked and his shop commended.

Some of the first commercials were as brief as those by which we are familiar today. Others were long and deadly bores, although it is possible to have long commercials which are not tiring to the final syllable. That is one phase of writing good commercials.

But for the past ten years or so, short commercials injected three times into a 15-minute program...
4 GOOD REASONS WHY

...we believe the map on the reverse side of this page is vitally interesting:

1. It super-imposes a county outline coverage map upon a very interesting marketing map; a facsimile of the standard Broadcasting market map for this section of the country found elsewhere in this issue.

2. It clearly shows an audience intensity pattern based upon 74,209 requests for a postcard picture of the cast on one early morning program on WLW. The offer was made for one week.

3. The offer was made during the week of March 13 with WLW operating at 50,000 watts.

4. This map is not based upon a variable relationship in number of replies between a home county and other counties. The unit of intensity measurement for each degree of coverage is clearly stated.

Not included on this map are 68 counties of intense (red) coverage, 206 counties of very good (green) coverage, and 417 counties of regular (yellow) coverage.

Remembering that the percentage of radio sets tuned in before 8:30 in the morning is relatively small, we believe this picture will surprise other people as it has surprised us.

WLW—THE NATION'S STATION
Seek New Yuma Station
As KUMA Hearing Nears

WITH an FCC hearing set for July 24 on applications for reinstatement of the license of KUMA, Yuma, Ariz., 100-watt outlet on 1420 kc, another application for a new station in Yuma has been filed by Yuma Broadcasting Co., seeking 100 watts night and 250 day on 1510 kc. The community stockholders are KTAR Broadcasting Co., operating KTAR, Phoenix, and KTUC, Tucson, holding 45% of the stock; H. N. Campbell, attorney, 15%; D. Morgan Campbell, attorney, 15%; and John H. Huber, Yuma merchant, 15%. The hearing under present plans, will be held in Yuma, with an FCC member presiding.

KUMA is licensed to Dr. Albert H. Scherman, but in a decision of Feb. 20 the FCC ordered the station’s license revoked, effective April 1, for allegedly making “false statements under oath to the effect that he [Dr. Scherman] had an actual control and operation under the said station, when in truth and in fact one E. B. Sturdivant was, and at all times since Feb. 1, 1934, has been in actual control and operation thereof.”

Mr. Sturdivant, active operator of the station, has made application for the KUMA facilities. Meanwhile, on Dr. Scherman’s request, the revocation order has been temporarily suspended pending hearing.

Utility Adopts Serial
STONE & WEBSTER Service Co., New York (electric utility), has approved and recommended to its 16 member companies in the United States the transcribed Leisure House serial for use in a mid-summer and fall campaign. Davis M. Defard, executive of the firm, was in Los Angeles during early June to personally check with Mertens & Price, producers of the 26 episodes, and the serial.

THE FCC has entered a final order, effective June 15, granting WSNJ, Bridgeton, N. J., authority to increase daytime to fulltime operation, using 100-250 watts on 1210 kc.

FROM CAT CAY TO MAINE the piscatorial sport goes on, and the men of radio do their stuff. Left photograph, Heroc of the fleet fishing in the international giant tuna tournament off Cat Cay in the Bahamas Islands last month. Across the 510 miles of Gulf Stream between Miami and Cat Cay, a relay transmitter of WIOD, Miami, covered the news from the yacht, in which are (1 to r) Thorne Donnelley, publisher and well-known figure in shortwave radio circles, owner of the 60-foot sailing yacht Mako and one of the judges; Sam Sturdivant, WIOD chief engineer; Lou Wasey, president of Erwin, Wasey & Co., another judge. In photograph at right, Harold Fellows, manager of WEEI, Boston (r), with Crawford Tompkins, WEEI account executive, are posing their day's catch of bass taken in a Maine lake during their June vacation.

Women’s Place in Radio
(Continued from page 48)

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be approved by the program department. Next, the script is written, including the subject matter, sound effects, and incidental sounds. The script must be approved by the continuity acceptance department.

Then there is the problem of providing guest speakers, which give your program variety and new voices. These guest speakers are either interesting localities or personalities who are in the city for other engagements. In order to get tested for broadcasts you have to be out and about town, attending meetings, meetings people, knowing what is going on. And a guess speaker does not mean a day off for the woman’s director, far from it. The program must have all the care more carefully planned for bringing in an outsider, since it is seldom possible to have a rehearsal with her.

Weekly Visual Broadcast

Most women’s programs have at least one weekly broadcast before an audience. This usually includes a cooking demonstration or fashion show, and sometimes entertainment and guest stars. The program program usually lasts for an hour or more, although the actual time you are on the air may not exceed 15 minutes.

Interviews take up a great deal of time. Dozens of people seem to have some activity or you want to publicize. Whenever the sales department asks you for a sample script on some product which they hope to sign up for participation on the program, they expect you to produce the script in a few hours.

The woman’s program director must cooperate with the publicity department by sending in news items on her programs, for release to the daily papers. She must also be helpful to the sales promotion department and keep up her office records... which are reports with space for “comments” to be filled out by announcers and engineers after each broadcast.

Other routine work is heavy too. The menus or recipes, or both, have to be worked out in detail for the cooking demonstrations before my visual presentation on Wednesdays. A large marketing list is made and supplies ordered. The program of the demonstration, including recipes, is mimeographed to be handed out to our guests.

CINDERELLA had nothing on her Taylor of Ogden, Utah, who recently won the title of Miss KLO in a personality contest conducted by that station. Miss KLO, a fashion model at night and an elevator operator by day, was featured on radio’s biggest show during a party given in her honor by Edgar Bergen of the Chase & Sanborn program.

beauty and homemaking. I also keep a weather eye on what our local shops are showing and pick up many program ideas at fashion shows.

Club Participation Program

The major part of my thought however, is given to the club plan which we use in connection with the visual broadcasts on Wednesdays after 50.

Our station has a soundman who has set up the equipment for broadcasting. Rather than issue a broadcast invitation to come and visit the studio, we set aside each Wednesday for a specific club group which is invited for that particular date. Letters are sent out to a list of club presidents, and those who are interested sign up for a date for their clubs. Invitation cards are issued for groups of not less than 50 and not over 200. On each card I fill in the name of the organization, the date and time of the broadcast, and there is place for the guest to sign her own name and address, which she must do before turning in the card at the studio gate. This gives us a live mailing list of women who have actually seen a visual broadcast and perhaps a demonstration of some product that is participating in it. The supply of these cards has to be sent to each club in time for distribution at the meeting prior to the broadcast date. Careful timing is even a factor in the executive branch of a broadcasting station.

The club is given a part in the afternoon’s broadcast by allowing one of their members to speak for five to seven minutes on any phase of the program that is not for profit. Usually the talks are on philanthropic or educational work of the club, or a short history of the organization may be given.

To offset the long hours and hard work in a radio studio there is the pleasure of being more or less your own boss. I report directly to no one person each day... I come and go from the studio as (Continued on page 62)
IMES change. From the old emerges a greater, new idea. Radio has created a new market of 1,253,600 families. For the first time in advertising history Metropolitan Cleveland, the 27 great urban markets of the trading area, the 477 villages and towns, the 131,260 farms are all united in one compact listening and buying unit. All with the same daily needs, the same standards; all within easy steps of retail stores and all reached simultaneously by one single advertising medium... WTAM, Cleveland, at the lowest cost per family.

WTAM
CLEVELAND
RED NETWORK CLEAR CHANNEL 1070 KC 50,000 WATTS
THE NATIONAL BROADCASTING COMPANY A RADIO CORPORATION OF AMERICA SERVICE
BROADCASTING * Broadcast Advertising
Loophole Claimed in ASCAP Contracts By Which Stations Pay Absorption Levy

DISCOVERY of a quirk in the current ASCAP contracts with broadcast stations resulting in substantial overpayment during the last four years is claimed by Wilt Gunzendorfer, manager of KSRO, Santa Rosa, Cal., who proposes to raise the issue at the NAB convention in Atlantic City July 10-13. Contending that broadcasters are paying ASCAP more than a 5% commercial fee, Mr. Gunzendorfer called for a clarification of the ASCAP contract provisions in any new arrangement made when current contracts expire in 1940 to rectify this error. He bases his contention on the observation that broadcasters absorb the 5% paid ASCAP in their rate cards, but have been paying the royalty on the gross rate rather than the rate minus the 5% ASCAP absorption levy.

He cited the case of a $2 spot advertisement. Actually, the broadcaster has been paying 5% on that rate whereas the true rate is $1.00, since the 5% is absorbed in the rate structure, he held. What stations have been doing, he contended, is to pay "5% on the 5%".

Not Subject to Fee

Because advertisers complained about a separate 5% quotation for ASCAP music, when the present contracts became effective in 1936, Mr. Gunzendorfer said most stations decided to raise their rates and incorporate the royalty within the rate card. Thus, he contended, the additional 5% rate is not part of the rate structure of the station and therefore should not be subject to the ASCAP fee.

Going even beyond that, Mr. Gunzendorfer contended broadcasters should have charged ASCAP a fee to collect the 5% royalty from the advertiser. If ASCAP were forced to pay for collection agencies throughout the country as they are doing in the licensing of other groups, the cost would be substantial, he contended.

Explaining that he had "stumbled into this 5% on the 5%," Mr. Gunzendorfer said he had exchanged correspondence with E. C. Mills, ASCAP chairman, in which he stated that the interpretation placed on the agreement "is, to say the least, fantastic." Mr. Mills referred him to the language of the contract which he said was "perfectly plain and readable."

In reply to a further communication, from Mr. Collins of ASCAP, Mr. Gunzendorfer said he was advised that the question whether the station is entitled to a credit on the 5% paid to ASCAP depends upon the proceedings which the station follows in billing the sponsor. The letter from Mr. Collins stated further:

"If you absorb the 5% payment you are not entitled to a deduction. On the other hand, if you charge the sponsor an additional 5% in addition to the time charge in accordance with your rate card, then you would be entitled to such a deduction."

Contending that since 1935 broadcasters have been paying almost 5.5% more to ASCAP than the contract called for, Mr. Gunzendorfer said there was no question in his mind that if ASCAP allows stations to deduct a 15% agency commission it should also permit the 5% ASCAP commission deduction. If ASCAP last year collected from stations only $3,800,000, a rebate to broadcasters of better than $15,000 would be involved, under his computation, Mr. Gunzendorfer said. If the industry estimate that ASCAP is receiving a $5,000,000 fee is correct, then broadcasters would be entitled to a rebate of $25,000 for 1938, he said.

Declaring he proposed to raise this question at the Convention, Mr. Gunzendorfer asserted that during the last four years the "5% on the 5%" has amounted to close to $100,000 with overpayment of ASCAP. He urged that in the new contract there should be a clear interpretation as to how the 5% is to be realized. The contract should not require 5% of the "net receipts" of the licensee for the sale of time, but should carry a deduction on the percentage paid ASCAP, he held. He also suggested a new definition of the term "net receipts from the sale of broadcasting facilities."

Labor Charge Filed

E. F. Peffer, owner of KGDM, Stockton, Cal., was charged with repeatedly failing to live up to a contract with the International Brotherhood of Electrical Workers Union, in a complaint recently filed with the National Labor Relations Board. A. S. Onweiler, business agent of the union, stated that charges are based on the discharge of members of the union employed at the station without just complaint and without calling it to the attention of a conference board set up in the agreement. It was charged that three union members have been dismissed since the labor organization entered into a contract last March. They are Robert Rush, an extra man; Ned Burman, announcer and operator and Wayne Worden, technician and maintenance man.

Harold Thomas, operator of WATR, Waterbury, Conn., and WDBR, Pittsfield, Mass., has applied to the FCC for authority to erect a new station in Bridgeport, Conn., to operate with 100 watts night and 200 day on 1310 kc.
SENTENCED TO DIE!

December 1940 Date of Execution
Unless Broadcasters Refute ASCAP Challenge With Tax Free Music

"BROADCASTING" in its issue of April 1st, said: "Coincident with the NAB meeting, it was interesting to note a couple of trial volleys from the ASCAP camp which to "old timers" were reminiscent of earlier negotiations. E. C. Mills, former ASCAP general manager, now chairman of its executive committee, loosed a typical broadside against "NAB stupidity:"

purported NAB espousal of State anti-ASCAP laws (which is questioned by broadcasters themselves who have been seeking NAB support); and then, as always, threatened withdrawal of ASCAP music.

With 21 months to go before expiration of present contracts, NAB as industry negotiator is starting none too early. The copyright history of 1932 and 1935 should not be forgotten. In each instance, broadcasters, with their backs to the wall by virtue of division in their ranks, of "pre-negotiation" of contracts by certain groups and of discriminations openly practiced by ASCAP, found they were forced to accept its terms UNDER PAIN OF WITHDRAWAL OF PERFORMING RIGHTS.

It is fair to assume that ASCAP will be satisfied with its present royalty "take," variously reported as between $3,500,000 and $5,000,000 a year. BUT IT OBVIOUSLY WILL ASK FOR MORE. Broadcasters do not begrudge payment of royalties if they can do so under conditions which do not entail duress and under circumstances which would involve payment, only for what they use—NOT WHAT ASCAP DICTATES AS A "PRIVILEGE TAX."

Our Transcription Service Protects You!
It is the
Best Music Deal in America!

DAVIS & SCHWEGLER
Recorded Tax-Free
MUSIC LIBRARY
$53.28 per Month
64 New and Popular Tunes per Month

Service now available • Order your music library tax-free now
Outright sale -- not leased!

DAVIS & SCHWEGLER
1009 West Seventh Street    Los Angeles, California
SEND FOR A SAMPLE TRANSCRIPTION . . . FREE!
Television Still Experimental and Local, RMA Warns in Prophecying Its Growth

RMA-NAB cooperation in selling the American system of broadcasting, and television were the highlights of the 1939 annual convention of the Radio Manufacturers' Assn., held at Chicago's Stevens Hotel June 13-14. From Washington came Neville Miller, NAB president, and FCC Commissioner T. A. M. Craven to address the convention. Mr. Miller outlined the cooperative RMA-NAB campaign to which each has contributed $7,500 and emphasized the campaign's objectives in acquainting the public with the purposes and techniques of the competitive American radio system. He told the convention how more radio sets could be sold to the additional listeners acquired by the cooperative campaign, and stressed the effectiveness of "National Radio Week" in proving to the American public the extensive service features of American radio.

Directors' Statement

All eyes were on television and Commissioner Craven devoted his speech to a searching analysis of television's problem. [BROADCASTING, June 16]. Significant was his statement that "Jobbers and others who sell broadcast receivers should know that while television is here in the early stages of practical technical development, it is not here and cannot be here for several years from the standpoint of stabilized operation of real service on a nation-wide scale."

The RMA Board of Directors issued a special statement cautioning RMA members against accepting too quickly the conclusion that television will be broadcast nationally in the near future. The statement was made, the Board said, "because the inauguration of television in New York may arouse false and ungrounded hopes in the minds of the people throughout the country and because television has suffered from over-statement. Even where television is available, or may become available, it must be considered as a supplemental service to radio broadcasting, and for that reason will not render the modern radio receiving set obsolete, any more than an airplane renders the modern automobile obsolete. They are and will be different types of services.

Limits to Service

"Television is something that those living in New York may now have in a limited way and a few additional stations are in prospect at the present time, while others will probably develop when a solution to the financial side of such broadcasting can be found. The experimental character of telecasting means that the programs will be on a trial basis and until experience has been gained in the kind of programs that are of real service to the public they cannot be broadly duplicated over many stations. These programs for some time to come will, of necessity, be limited at best to a few hours a day."

In discussing the manufacturer-problems before the convention, President Wells said that "business and labor are both victims of crushing taxation and government regulation" and urged RMA members to help "reestablish in the minds of everyone the consciousness that fundamental economic laws created from the beginning of time cannot be changed by wishful and illogical thinking. Business procurism the truth concerning itself and its proper relation to our political and economic life."

Miller Asks Cooperation

Neville Miller, president of the NAB, explained that with television on the horizon and facsimile already here, the broadcasting industry is going through a transition period requiring continued teamwork between the RMA and NAB. He pointed to success of last spring's Open House Week and prophesied that fall and winter promotion plans would be approved by both branches of the radio industry.

More than 10,000 persons attended the National Radio Parts Trade Show held in conjunction with the RMA convention. Interest was particularly keen in all exhibits of television equipment. RCA Mfg. Co. held a television demonstration in its Chicago offices during the convention and televising traffic along Lake Shore Drive and on June 20 opened a public television demonstration at Marshall Field & Co., Chicago department store. A glassed-in studio was constructed so the public might watch artists (Continued on page 84).

Engineering Services for Radio Stations

Allocation Engineering Frequency Surveys Equipment Studies Engineering Advice
Antenna Designs of all Types Field Intensity Measurements General Communication Problems Engineering Consultants Before
Particular Consideration to Directional Characteristics Federal Communications Commission
Counsel on Station Construction Location of Station Sites

McNARY and CHAMBERS

National Press Building National 4048

WASHINGTON, D. C.

James C. McNary • Joe A. Chambers

www.americanradiohistory.com
AND YOU'LL NEVER FIND IT IN DATA BOOKS!

- This Market Data Edition of Broadcasting will prove a valuable addition to your data files... but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of radio station power, ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their respective fields.

The story of WKY, KLZ and KVOR is one of perfect coordination of men, methods and machinery... too much alive to be filed away in any steel cabinet... too big to be measured by the usual yardsticks.

WKY
OKLAHOMA CITY
NBC • 900 Kc.
"Show Place of the Southwest"

KVOR
COLORADO SPRINGS
CBS • 1270 Kc.
"Home Station of Southern Colorado"

KLZ
DENVER
CBS • 560 Kc.
"The Pioneer of the West"
7 Reasons to see Western Electric at the NAB

Step right up and see the NEW 1KW TRANSMITTER—a triumph of functional design! It's radically different in layout and appearance!

Have you heard about the NEW TURNTABLE? It's the 1300A equipment—includes the 9A reproducer for vertical or lateral cut records.

This way folks, to see the NEW VACUUM TUBES!—a great array of latest types, including the 357 used in the final amplifier stage of the new 1KW outfit!

ASK YOUR ENGINEER—

to check up on these newest Western Electric pace-setters. Specialists from Bell Telephone Laboratories, Western Electric and Graybar will be on hand to answer all your questions about the latest Western Electric equipment for better broadcasting.

www.americanradiohistory.com
Electric's Big Show Convention!

... and the famous CARDIOID MIKE — answer to a sound-transmission engineer's prayer — that gives you pick-up control never before approached!

Don't fail to see the NEW SPEECH INPUTS — that give you greater flexibility and highest quality.

Truly remarkable! The 2A PHASE MONITOR that makes possible quick, accurate adjustment of directional antenna arrays!

This way to the NEW ANTENNA CONTROL UNIT — for more accurate directional arrays and switching from day to night patterns.

Western Electric EQUIPPED FOR BETTER BROADCASTING

Youth Dominates PACA Radio Session

Juniors Discuss Radio Coverage, Service At Oakland

THE broadcasting executive of tomorrow had his day at the 36th annual convention of the Pacific Advertising Clubs Association in Oakland, Cal., on June 28 when the radio departmental meeting was turned over to junior members of NBC and CBS. Three youths from each of the network’s Hollywood guest relations staff were delegated to tell approximately 1,000 broadcasters and advertising agency executives from the 11 western States a bit about the radio industry.

Although given only five minutes each to discuss their respective subjects, from the enthusiasm displayed by those attending, a good job was done by these youths. The series was titled "Radio—Modern Merchandising Miracles," and Don E. Gilman, NBC western division vice-president and Legs into being the youthful speakers, stressed the importance of giving the young men and women of today an opportunity to express themselves, calling attention to the fact that they were the leaders of tomorrow.

Radio Preferred

Jack Samways, NBC, speaking on "Radio and the Consumer," stated that people spend more money for radio and more time with radio than any other single advertising medium. He further declared that the American people prefer radio to any other medium of mass communication and backed up his statement with figures showing that the number of families owning radios has increased from 12 million in 1930 to more than 28 million in 1939. He pointed out that in addition there are more than 6 million automobile radio sets, while 7 million homes have extra sets, or a grand total of approximately 41 million in every day use.

People Listen

"Computation of the average listening time per day, per listener gives a total of 95,500,000 families listening hours every day of the year," he said. "Therefore, radio is the preferred advertising vehicle. The American people spend 526 million dollars for morning, evening and Sunday papers and 162 million dollars for magazine subscriptions and single copy sales, but more than 700 million dollars is spent for the purchase, operation and upkeep of radio sets.

There are 14 million persons who have radios but no telephones; 14 million who have radios but no electricity, and lastly there are more radio homes than passenger automobiles. Radio develops a more intense emotional response to advertising than any other advertising medium.

Consumer coverage in metropolitan centers, secondary outlying cities and town and rural areas, was outlined by Robert Barlow, CBS. He explained the difference in daytime and nighttime coverage, using statistical data of KNX, Hollywood, for illustration.

"A recently completed survey made by the Joint Committee on Radio Research shows us that the rural areas have practically the same high levels of listening habits as those found in the cities," he said. "Prior to this study the listening habits of the rural areas could only be surmised, and radio advertisers found themselves in the position of attempting to reach potential customers without knowing too much about their number, location and listening habits to adequately provide for their advertising plans. Now we know what we have long believed to be true—that radio is the one medium that will give you uniformly effective coverage over all three markets—in one simple campaign and at one economical cost."

How audiences are surveyed for an accurate check on listeners habits was told by Harold Haklik, NBC, who declared that the actual number of persons receiving an advertising message via radio can be estimated with accuracy unequalled in any other advertising medium.

"Readership tests are made comparatively infrequently, whereas in radio, day in and day out, period by period, program by program, telephone checks may be and are being made as advertisers check the audience listening to their particular programs," Haklik said. "No other medium of advertising has ever been asked to prove readership or listenership so completely and so frequently as radio. He briefly explained the basic survey methods by which audience size on specific programs are checked—the telephone coincidental, the postcard and the recall survey.

Answering the question, "Does Radio Sell Goods?" Robert Fisk, CBS, stated that the success of radio broadcasting as an advertising medium is convincingly shown in the meteoric rise of the radio

---

**Have We Got A Summer!**

Who said Miami died in the Summertime!

1938-39 Winter Season left $12,000,000 more here than year ago!

Building permits racing to all time high! (with exception of 1925-26 boom year)

Florida Power & Light Co. will refund about $4,000,000 to Miami Customers on or before July 15!

Summer tourist season looks better than ever!

WIOD is tops in Florida!
industry in the advertising field and presented several case histories bearing out his arguments.

"The radio advertisers, perhaps the best index to any advertising medium, invest more money exclusive of talent on only four networks than they do in all the general magazines, more than twice as much as they invest in all women's magazines," he said. "Soap, another indicator, has upped its radio advertising from 4 to 10 million dollars in the last four years. Cigarettes have shown an equally steady increase, from 3 million dollars in 1935 to 9 million dollars in 1938. And these are but three advertising groups that have increased their radio advertising. Every group that has once used radio has since added to its radio copy."

"How has this affected the radio dollar? The answer is, very materially. In 1928-29, radio had to content itself with 1.7% of all advertising expenditures. In 1937 this percentage had grown to 14.7%, an amazing increase of 588%, all the more remarkable when you consider that all other advertising media have shown a decline for the same period. An increasingly large number of advertisers spending more and more money each year amply attests to the value, efficiency and economy of this great medium."

First in the Home

Radio advertised products are the first to be found in the home and are first in dealer preference. George Volger, NBC, told the PACE delegates and visitors. Discussing "Radio and the Retailer," he pointed out that in a recent survey conducted among 2,720 dealers by the Psychological Corp. of America, the results showed an overwhelming belief in the superiority of radio advertising. The survey included three types of retailers - grocery, drugstores and gasoline dealers. It was conducted in 25 cities and towns distributed scientifically throughout the country.

"All the networks and stations individually are working hand in hand with all interested parties to increase sales at retail, to make more sales over the counter for radio advertised products," Volger said. "These men at the point of purchase know only too well that broadcast advertising has literally been a merchandising life belt during these past several years of lowered incomes."

The American system of broadcasting, based on freedom and fairness is the air, must be preserved and strengthened, Richard Haysel, CBS, warned in discussing "Radio as An Instrument of Democracy."

Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, was in charge of the radio departmental and spoke briefly. There was also a short address by Donald W. Thorpe, CBS Pacific Coast vice-president, Hollywood, who told how his organization is giving its junior members a thorough general training in broadcasting, equipping them for future executive jobs in the industry.

BROADCASTING • Broadcast Advertising

July 1, 1939 • Page 61

www.americanradiohistory.com
THE NORTH CENTRAL BROADCASTING SYSTEM ... is your key to America's richest farm market. This regional network, formed to meet the most exacting requirements of the advertiser, reaches nearly 8,000,000 people in 1,800,000 radio homes. NCBS offers you this mass market for approximately 18.8 cents per thousand radio homes. It's a plus rural market that you can't afford to overlook.

And NCBS does a hard-hitting selling job through original program ideas, tailor made for this market. Consider NCBS when you plan your fall campaigns. Sample programs are already on wax waiting to be shipped to you to audition and consider.

Complete merchandising plans are submitted with each program.

Write or wire NCBS today.

NORTH CENTRAL BROADCASTING SYSTEM, INC.
Executive Offices:
Empire National Bank Building, St. Paul, Minnesota
New York Office: 341 Madison Avenue, New York, N. Y.
for visual audiences and to appear as guest speaker on other programs.

8. The ability to stand "on your feet": it is often necessary to cut or extend continuity, and emphasis must be properly placed on important points.
9. The ability to meet people.
10. A practical, fundamental sense of values.

To be a visual part of a demonstrating program, you'll be required to combine the mental alertness and grip tongue of any radio announcer with the stream-lined figure and photogenic face of a Hollywood star. You needn't be a beauty; but you must be trim and pleasing in appearance, with the proverbial face that "photographs well." Your clothes will be much more of a factor than in lone studio broadcasting, and you'll have to arrive in time for a full theatrical make-up, although the weird color effects of early television experiments will not be required. You will televise in black and white at first; color may come later. There is a possibility that television may improve the opportunity for women announcers . . . who are not now a strong factor in radio.

Production? Where can you get that around here?

* WMT, of course!

*And, of course!

WMT can be bought in combination with WNAK and KSO or KRNT at an exceptionally low rate.

It's very doubtful if such a conversation would ever occur in a broadcast of Toby's Comtussel News over WMT, (of which the above is an actual photograph). But, the conversation we've handed to Toby Tolliver and Susie Sharp, editor and star reporter, respectively, of this mythical newspaper in mythical "Comtussel, U. S. A.", is the real McCoy. Comtussel News is a WMT production, fed to four other stations.

Loyal following? Yes. 11,038 WMT listeners recently asked for a printed copy of the Comtussel News—a thing of absolutely no intrinsic value. Thousands more listeners to the other stations asked for copies.

That mail pull speaks loads. But read this excerpt from a letter from the agency:

"I feel that you would be interested to know that we are highly pleased with the manner in which the staff of your station and Mr. and Mrs. Neil Schaffner (Toby and Susie) are handling the production of Toby's Comtussel News. Because you are feeding this to four other stations daily, WMT carries the entire burden of responsibility in the matter of program production.

"It goes without saying that both our client and ourselves are appreciative of the fine cooperation you are giving us in originating this broadcast."

Comtussel News is just one of the popular programs produced by WMT. Such production facilities help to give WMT its intensely loyal audience among the 747,569 radio homes in Eastern Iowa, Western Illinois and Southwestern Wisconsin.

WMT is economical, too. Some 15 minute rates figure as low as 3 cents per thousand radio families.

You want more information? Drop us a line or call your nearest Katz Agency Office.
Video Cold Cure

TELEVISION's latest use — as a therapeutic agent — was reported recently by Wilfred Guenther, coordinator of television for the Crosley Corp. Mr. Guenther reports that performers with colds or sinus trouble definitely are relieved after working a couple of hours or so under the hot batteries of lights used for video illumination.

RMA on Television

(Continued from page 56)

and announcers of NBC-Chicago as they were televised. A dozen RCA television receivers were installed for the demonstration, which will continue through July 1.


EVERETT MITCHELL, senior announcer of NBC-Chicago featured on the National Farm & Home Hour, named "Ambassador of Good Weather" June 21 by O. G. Mayer, president of the Chicago Chamber of Commerce. During the last five years Mitchell has opened the program with, "It's a beautiful day in Chicago." To test his audience, he discontinued the expression one day and received thousands of letters of protest.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on June 16 started the third year of its twice-daily serial Big Sister on CBS with the program celebrating its 700th episode and 1400th broadcast. Agency is Ruthef Seg & Ryan, New York.

INCREASE TO 50 KW. IS SOUGHT BY WPTF

AUTHORITY to increase its power from 5000 watts to the maximum of 50,000 watts on the 680 kc. channel was requested by the FCC by WPTF, Raleigh, in an amended application made public June 20. Asking the Commission to accept an amendment to a previous application, which requested full-time operation with 10,000 watts, the Raleigh NBC outlet proposed installation of a directional antenna which would suppress its signal in the direction of KPO, San Antonio, present dominant station on the channel.

Filing of the application, with the cooperation of NBC, resulted from the recent amicable settlement of the differences between the network and Durham Life Insurance Co., licensee of WPTF, under which it dropped its option to purchase the station for $210,000. At that time it was agreed that NBC would not stand in the way of WPTF's increase in facilities. It has been regularly licensed as a limited-time station on the KPO clear channel but under special authorization has operated during evening hours. The full power application is for full-time 50,000-watt duplicated clear channel operation.

Filing of the application anticipated the protest presented by the FCC of new rules and regulations under which the KPO channel would be used for the new WPTF facilities, including disbursements for transmitter, antenna, site, etc. New studios also are contemplated.

Sells WGTM Holdings

BEN FARMER, partner with H. W. Wilson in the operation of WGTM, Wilson, N. C., 100-watt daytime outlet on 1310 kc., has sold his interest in the group comprising Mr. Wilson, Charlotte L. Burns, sister of Mr. Wilson, and George C. McDoniel, head of the Monroe Electric Castings Co., Monroe, Mich. The purchase price of the 50 percent of the stock of WGTM Inc., would be $5,000. The transfer of control requires FCC approval.

WPTF, Raleigh, acting after permission for experimental operation from the FCC, recently increased its hours of operation by one hour daily, signing off at midnight rather than 11 p.m. WPTF now broadcasts regularly 124 hours weekly.

WHAT? NO JACKRABBITS!

"No, nary a Jack, partner. An' no mountain goats, either!"

Not when KLO's new 5000 watt transmitter directionalizes its power in Utah's zone of greatest population, eliminating waste coverage of non-populated areas.

You buy POPULATION, not desert and mountains, when you buy KLO.

In fact you buy 90 percent of the combined Utah and Southeastern Idaho market at the cost of local coverage, actually a market of over 400,000 listeners and they DO LISTEN.

Proof? All right, General Mille and Goodrich bought KLO for Utah coverage for their 1939 baseball broadcasts. Eighty-seven per cent of KLO's local advertisers renewed in 1939.

If you're SCOTCH (or even like it) then give yourself an economy treat and buy KLO.

THE 5000 WATT VOICE OF UTAH

Affiliated with the NBC Blue Network.

Bryant, Griffith & Bronson

New York, Chicago, Detroit.
WTDAY Covers Norway's Royal Party During Visit

WHEN Prince Olaf and Princess Martha, of Norway, came to North Dakota's Red River Valley recently, WTDY, Fargo, literally dug their heels for its listeners, carrying 15 broadcasts during a week packed with special events centering around the royal visit. The station started in with a 350-mile pickup from Minot, N. D., via the WTDY mobile unit when the couple entered the State and ended a week later as they left, meantime making pickups in five different cities.

The parade in Fargo, highlight of the week, was covered by WTDY by a crew of seven announcers and seven engineers, using the mobile unit, pack transmitter, remote control equipment, and a shortwave set in an airplane flying overhead, and a mike located atop the local Black Bldg., eight floors above the line of march. Another good service angle employed by WTDY was its use of a narrator describing the events in Norwegian, supplementing the regular English commentaries.

Brady Suit Dismissed

APPELATE division of the New York Supreme Court, on June 19, upheld a decision of the Supreme Court and dismissed a $250,000 damage suit brought by W. A. Brady against WOR, Newark, Blackett - Sample - Hummert, and the Chas. J. Phillips Chemical Co. Plaintiff claimed the 4½-year period of his play "Way Down East" on a broadcast on WOR, and sought an injunction and accounting of profits. Decision was based on the court's discovery that Brady's contract had expired before the broadcast.

KVOS Hearing Called

A HEARING on the application of the Bellingham Broadcasting Co., Inc., for the facilities of KVOS, Bellingham, was authorized in a court by the FCC June 20 on a date convenient to the parties involved. Under the plans, FCC attorneys and engineers will be sent from Washington to conduct the proceedings. Principals of the Bellingham company are Arthur Osgood, Bob Waters, and Sydney R. Lines, Jr., of that city. KVOS is owned by Hogans Jones.

Cut by Dredge

WHEN THE U. S. Army dredge Bacon was swept out of control by the tide, the vessel severed the cable between study of WLS, Charleston, and its transmitter, forcing the station off the air. With rapid action by J. P. Fong, chief engineer, and Jim Weaver, transmitter engineer, the station was back on the air only 50 seconds. Weaver started the transcription turntable and notified the studio. The program department moved to the transmitter until wire service was restored. Only program missed was Magic Key of RCA.

PROGRAM CHECKING OF FTC EXTENDED

REFLECTING a widening surveillance over purported false and misleading advertising claims in commercial radio continuity, resulting from broadened powers under the Wheeler-Lea amendment to the Federal Trade Act along with "very gratifying" cooperation of broadcast stations and networks in submitting their commercial scripts for examination, the Radio & Periodicals Division of the Federal Trade Commission in the last year, from June 1, 1938, to May 31, 1939, processed a total of 615,003 individual radio continuities. Of this number, 508,134 had been examined at the time the 12-month figures were computed.

The activity of the FTC in scrutinizing advertising copy in newspapers, magazines and radio has increased considerably since the organization first fall of the Radio & Periodicals Division to replace the special board of investigation which formerly handled this phase of FTC investigation. Since March six new junior attorneys have been added to the Division personnel, bringing its legal staff to a total of 29, including Director Paul E. Morehouse and W. F. Davidson, recently named assistant director.

During May, 1939, the Division examined 7,058 pages of continuities on local programs sent in by individual stations, and 4,250 pages of network commercial scripts. The average length of the local station continuities was about 1½ pages, and the network scripts 10 pages. In 1938, the Division procured 2,520,695 commercial continuities, out of which 120,400 were marked "questionable." From July 1, 1938, to April 30, 1939, 223,183 scripts were procured and of the 515,849 examined, 24,873 were marked "questionable" and held for further investigation.

Barn Dance in Movies

WLS, Chicago, has sold the motion picture rights to its National Barn Dances to Replicable Productions for their 1939-40 picture schedule, according to an announcement June 20by E. W. Kurtze, WLS Artists Bureau. Production details have not been worked out, but the title has been contracted for and the scenario is being written. Republic recently bought the WLS musical comedy serial "Hometown" as a starting vehicle for Lulu Belle and Skyland Scotty.

Asks Libel Damages

SUIT for $15,000 by Ernie Adamson against Bamberger Broadcasting Service, Consolidated Cigar Co., and Frank Singier, WOR commentator, was revealed on June 14 when the plaintiff applied for a transfer of suit from New York Supreme Court to Federal Court. Adamson claims he was libelled on a program sponsored by Consolidated Cigar on WOR, Newark.

JERRY DANZIG, commercial program announcer of WOR, Newark, has taken an option on Jay Victer's new comedy, "No Man's a Woman," which will be produced this summer in stock with a view to Broadway production this fall.

The USG System Provides Effective Sound Control

When you entrust your sound control problems to USG, you are assured of complete co-ordination of materials and structural requirements - skilled analysis of needs - thoroughly experienced engineering - careful craftsmanship. Let USG "sit in" on your sound-control plans. The advice of our engineers is yours without cost or obligation.

UNITED STATES GYPSUM COMPANY
300 West Adams St., Chicago, Ill.
INVITATION

You are cordially invited to visit
a demonstration of a completely new line of
RECORDING EQUIPMENT
to be shown for the first time at the
PRESTO DISPLAY ROOMS
AMBASSADOR HOTEL
ATLANTIC CITY
during the
NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION
JULY 10 - JULY 13

PRESTO RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK, N. Y.
Basic Questions of Allocation Are Raised by Disputed Grant

Payne Gives WDGY Fulltime on Temporary Basis; Conflicting With Havana Treaty Provisions

AN ACTION of Commissioner George H. Payne, granting WDGY, Minneapolis, special authority to operate fulltime in lieu of its limited hours on the air, over the adverse recommendations of FCC engineers and attorneys, has precipitated what is described as a possible new breakdown of allocation fundamentals in broadcasting.

As commissioner in charge of routine broadcast actions, Mr. Payne on June 16 granted WDGY special temporary authority to operate evenings from June 17 to July 16, thus giving the station fulltime operation on the 1180 kc. channel. KEX, Portland, and KOB, Albuquerque, are the dominant stations on the wave, under regular authorization. Despite FCC rules which require the consent of the dominant stations and in the face of adverse staff recommendations, Commissioner Payne granted WDGY the authorization.

Extent of Authority

It was recalled that the same commissioner provoked the WLW superpower controversy last year by setting for hearing its application for authority to continue experimental operation with 500 kw. at a time when he was in charge of the routine docket. At that time some question arose as to the authority of an individual commissioner in charge of the broadcast routine, to take so important an action, but the FCC did not rescind his hearing order.

Particular significance attaches to the WDGY action, it was stated, because of the projected reallocation of broadcasting stations under new rules and regulations in accord with the terms of the so-called Havana Treaty. No formal announcement has been made by the FCC as to assignments for limited-time stations on clear channels, though it has been stated that all such stations will receive positions at least equivalent to those they now hold. By granting WDGY fulltime operation even for a limited period, it is felt it would be difficult to reduce the station, or other stations which may receive similar authorizations, to limited-time status. The effect may be to complicate the entire allocation plan, according to competent engineering observers.

It was learned that prior to the Payne action, three other members of the Commission who in precedent.

Bounty Tobacco Test

P. LORILLARD & Co., New York, has started an announcement schedule on WWL, New Orleans, to advertise Bounty cigarette tobacco. Campaign is a test, with no expansion planned for the present, according to Lennen & Mitchell, New York, Lorillard agency.

In the recent months were in charge of the broadcast routine, had denied WDGY similar requests for fulltime operation under temporary authorization. They did so, it was stated, because of the adverse staff recommendations and because of the possible undermining of the projected treaty allocations.

An Unusual Procedure

The Payne action granted WDGY "special temporary authority" to operate evenings for the one month period "in order to broadcast civic, charitable, religious, educational, fraternal and commercial programs of outstanding public interest, and in order to carry programs of extreme local interest from Mutual Broadcasting System." This specification, it was pointed out, is all-inclusive and actually is not based on a special authorization for the broadcast of a program or series of programs of significant local interest. Usually the FCC, in authorizing additional hours for limited time or daytime stations, does so only for a day or two and then only when extraordinary programs are involved.

It is expected that KEX and KOB will protest the action, on which no notice was given, in the light of the existing rules which require the consent of the dominant stations.

Should the WDGY grant stand, it was stated in informed quarters, it is logically to be expected that a number of stations having similar limited-time assignments on clear channels will also seek special temporary authority, in the hope that such grants will prove an opening wedge toward fulltime operation. Should that develop, engineers stated it is entirely possible that the basic plan of allocation embraced in the Havana agreement may be disrupted.

Significant was the fact that on June 22, Commissioner Paul A. Walker, substituting for Mr. Payne who was away, denied the request of WMAZ, Macon, for identical authority, requesting special temporary authority to operate unlimited time from June 27 to July 26, upon recommendation of the FCC staff.

Reports were current that "political pressure" was responsible for the grant. It was indicated that this pressure had been resisted on technical grounds. The preceding several months. Moreover, about two months ago the FCC adopted a definite policy of denying long-running special grants.

The WDGY incident, as well as the WLW action of last year by Commissioner Payne, were cited by attorneys and engineers as examples of the extremes to which individual members of the Commission can go under the procedure set up for the handling of theoretically routine actions. Matters of such importance, it was contended, should be considered by the Commission.

MEMORANDUM

Jack—Just because distant stations can be heard in Northern Indiana and Southern Michigan is no assurance that they are heard. So—To be sure our advertising reaches the most people in this important market—Use WSMT-WFAM in South Bend.

Ted—P.S.—Call the Paul H. Raymer Co. for rates and availabilities.

WJW

The Voice of Akron

in Ohio’s 2nd Industrial City

In U. S.’s 12th Industrial City

AKRON

will be represented nationally effective July One

by

Kelly-Smith Company

New York • Chicago • Detroit

Page 68 • July 1, 1939

BROADCASTING • Broadcast Advertising
CONVENTION TIME is the appropriate time to survey the available pace-making programs for the coming season.

Forging ahead among the leaders is “The Shadow of Fu Manchu,” which, market by market, station by station, account by account, is stealing the air — and going places!

Test campaigns... surveys... sales results... mail responses... all point to the fact that “The Shadow of Fu Manchu” is INSURANCE for the station... the agency... and the advertiser.

AFTER 2 WEEKS, in a typical small town, a sponsor’s premium offer drew responses from 1 out of every 15 persons of the entire population!

AFTER 5 WEEKS, in a large metropolitan city, a nationally known chain drug account “heartily recommends” the program to all comers!

AFTER 13 WEEKS, in an average-size city, an automobile distributor jumped his sales from par to 200% of quota.

Write for comprehensive brochure.

A mind of rare genius... had he so willed he might have revolutionized science. But he turned his talents to incredible evil... plotting the destruction of civilization! Drama that radio has rarely known!

SAX ROHMER’S

The Shadow of FU MANCHU

RADIO ATTRACTIONS, INC.

RKO BUILDING - RADIO CITY - NEW YORK
O. & M. Business Up
MAY billings on NBC's New York outlets, WEAF and WJZ, were 67% ahead of May, 1938, with the cumulative total for the first five months of 1939 showing an increase of 20% over the same period for last year, according to Maurice M. Boyd, local sales manager of NBC's eastern sales division. National business placed by the division on other NBC managed stations has shown an increase as well, and business booked for the remaining months of 1939 is proportionately ahead of last year, Mr. Boyd reported.

Adds Spots in Florida
MANHATTAN SOAP Co., New York, (Sweetheart soap), during the first week in July will start a 13-week campaign of three to six spot announcements weekly on WMGR, Jacksonville; WSUN, St. Petersburg; WQAM, Miami; WDBO, Orlando. Franklin Bruck Adv. Corp., New York, handles the account.

Coast Optimistic on Autumn Prospects
As Renewals and New Accounts arrive

By DAVID GLICKMAN
Los Angeles Correspondent of Broadcasting
ALTHOUGH Pacific Coast broadcasters, sponsors and agency time-buyers state that it is a bit premature to make predictions, they maintain an optimistic viewpoint on prospects for fall and winter radio business. With present advertisers renewing, many new ones signing up and still others inquiring into the possibilities of broadcasting, it is the general opinion on the West Coast that this will be a banner fall season. Although there was a considerable slump prior to and following the Easter holidays, radio advertising picked up at an accelerated tempo and it is expected to continue through the summer months without the usual letdown for independent stations as in the past.

Several Los Angeles and Hollywood agency executives stated that if the summer activity of their clients is a criterion, West Coast broadcasters will do a land-slide business this fall. They declare that many advertisers who have passed up radio in the past are beginning to realize the dollar-for-dollar value of broadcasting and will use a large part of their advertising appropriations for that medium this fall. Others who have used radio sparingly, it was said, will increase coverage to new territories.

Special Campaigns
Besides returning to the networks with quarter-hour and half-hour shows, many advertisers plan to supplement activity with special spot campaigns on the West Coast and also go into new markets. Southern California station representatives, transcription producers, program builders and others "in the know" on contemplated local, regional and national campaigns, are also optimistic. Discounting the usual Hollywood enthusiasm, they too predict a brilliant fall season and that an influx of advertisers who have never before used radio are in prospect. Many will test along with other media. Others are planning heavy regional spot campaigns.

No particular trend was predicted. It was said that advertisers will continue with the type of broadcast to fit their respective needs, with increased interest in participation programs. Both spot and transcribed announcements will be shorter.

Although many national and regional advertisers have curtailed Pacific Coast activity for the summer, practically everyone will be back in the fall and with enlarged budgets, enabling greater territory coverage, agency executives said. Budgets of many strictly Pacific Coast accounts, according to present plans, will be increased from 20 to 50%. The increase will be devoted entirely to radio. There will be more spot used this fall than in previous years too. Several accounts will double their spot coverage and go into new territory.

Schedules Pend Approval
California agency executives are not ready to release definite schedules on old or new accounts, pending client approval to budget recommendations, some of which they were anticipating would not be booked for commencement prior to the middle of the last quarter of 1939. Every Los Angeles and Hollywood agency executive contacted stated that definite increases in the use of radio have been recommended to clients for fall and winter.

There have been more inquiries than ever before for network time on the West Coast. This includes both national and regional accounts according to executives of NBC, CBS and Don Lee Mutual. Time already sold or reserved on the three networks precludes any possible slump during the season's high spots, the executives assert.

WAPI Plans Appeal
WITH THE denial June 20 of its petition for rehearing on voluntary assignment of its license to a new corporation, WAPI, Birmingham, made plans to appeal the adverse decision to the U. S. Court of Appeals of the District of Columbia. The station had challenged the FCC's authority to inject itself into the "private or business affairs" of the parties involved in its rehearing petition. The proposed transfer was from three Alabama colleges, joint licensees of the station, to the Voice of Alabama Inc., a new company in which CBS holds a 45% interest. [Broadcasting, June 15].

Watch Tower Hookup
WATCH TOWER BIBLE & Tract Society, Brooklyn, on June 22 arranged a special hookup of 100 stations to use broadcast the speech by Joseph F. Rutherford from Madison Square Garden, New York, 4-5 p. m. (EST). Through a telephone hookup, the speech was heard at Society meetings in Los Angeles, Chicago, Glasgow and London, as well as in Australia and New Zealand, according to Acorn Agency, New York, handling the account.
Fall Spot Boost Seen in Midwest

But Gain, If Any, Not Likely To Exceed That Last Year

By PAUL BRINES

Chicago, Correspondent of Broadcasting

The consistent trend toward increased spot billings will continue this fall with volume about the same as last fall or slightly higher. Indications among Chicago agencies and station representatives are that the increase this fall over last will not be as great as the increase of last fall over 1937. At present, spot schedules for fall are in the mill and so far no extensive spot advertiser has indicated a noticeable cutback in the number of stations to be used.

The significant trend is one toward the purchase of more announcements and fewer quarter-hour transcribed shows. A number of quarter-hour strip shows have been cancelled and it is understood they will not be renewed this fall. Increased program costs under AFRA codes is given as one reason for the cancellations. Another reason appears to be the complications and difficulties encountered by time buyers in purchasing and producing an extended spot campaign.

The Trend in Spot

A survey of a number of major market stations, conducted by a leading representative organization, indicates that spot announcements during the first quarter of 1939 account for 41.6% of total spot billings, while in 1938 the percentage was 38.5%, an increase of 3.1%. Based on dollar volume, the survey indicated that total spot program billing (programs from 5 to 15-minutes in length), decreased 8.7%. This would point to an increased use of spot announcements by national advertisers, to an increase in the sale of 5 and 15-minute news broadcasts, station features and participating shows. Based on this trend, it is understood that a number of stations are considering raising their rates for spot announcements.

More specifically, some accounts such as International Harvester which used spot on a regional basis last year are using spot nationally this year. On the other hand, accounts such as Dr. Caldwell's Syrup of Pepsin dropped from quarter-hour spot programs to minute spot announcements. Proctor & Gamble (Oxylon, Drift, Lava) is expected to extend its spot for the fall and it is understood that Sears-Roebuck & Co. will use more spot this year. General Mills (Korn-Kix) has definitely dropped its show, Those Happy Gilmans, but are testing Billy & Betty which may be used on a similar spot basis. Grove's Bromo Quinine and Four Way Cold Tablets (Beaumont Labs.) are said to have extensive spot schedules in the mill for fall. Alka Seltzer remains one of the larger national spot users. Spot placements for the Wander Co. will remain about the same as last fall.

NBD-Chicago indicated that network and spot business on WMAQ-WEAR this fall will be up 25% over last year.

A 275 County Primary Area? What station? WNAx, of course!

If the WNAX primary daytime area were a single state, it would be one of the most remarkable states in the country.

First in cash farm income, farm acreage, value of farms, autos on farm, trucks on farms and so on. But that's just part of the story.

It's more than a tremendous rural market. That single state would be tenth in total population, eleventh in total retail sales and twelfth in total radio homes.

The WNAX Primary Area is worth cultivation—intensive cultivation—through WNAX.

The facts are more than interesting. They're downright important to you. Write us for them—or call your nearest Katz Agency office.

WNAX
YANKTON, S.D. • 570 Kilocycles • CBS 5000 Watts L.S. • 1000 Watts Night Represented by THE KATZ AGENCY

Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

Broadcasting • Broadcast Advertising

July 1, 1939 • Page 71
FROM SMALLEST TO LARGEST
Los Angeles Food Market Skyrockets to Success—
Through Judicious Use of Radio

By EDWARD J. McCALLUM
Advertising Arts Agency, Los Angeles

WHEN the national advertising dollar is broken down, the column heading retail food stores reveals that the American grocery store spends around $50,000,000 yearly on advertising. Radio’s share of the retail food store advertising dollar totals up to little more than a nice round goose egg, because to date only one market in this area to our knowledge, has consistently utilized the radio column to sell its cabbages. This is the Farmers Public Market in Los Angeles.

The Farmers Public Market might have been just one more neighborhood food emporium had not its management stubbornly refused to see all the “common-sense reasons” advanced why it should not use the radio medium majorly in its advertising. Roger Dahlpelf, proprietor, and Fred Beck, advertising manager, both believed that radio might be used successfully, because it had sold just about everything else, and was gaining in volume year-by-year over all media.

Markets Everywhere

They figured their one hurdle was to get Mrs. Consumer to pass by other stores and patronize the Farmers Public Market. In Los Angeles are to be found the most magnificent markets in the world, and the problem was not an easy one. As it worked out, largely through the persuasiveness of Farmers Market copy presented on the air, Mrs. Consumer did go to that market, and liked it better. It is today a five-million-dollar-a-year corner store, thanks in considerable part to radio.

When this unique food market opened in 1934 the money available for advertising was limited. But the Farmers Public Market started off by buying time on KNX, Hollywood. Since then no week has passed that a Farmers Public Market program has not been scheduled on one or more Southern California station.

Customer count has increased 73% as compared with a year ago, through the weekly quarter-hour musical feature on KNX, plus a Monday quarter-hour program titled Farm Time, on KFAC, Los Angeles. The KFAC program features Maude Muller in philosophical chats with organ background, and market hints.

The general practice has been to rotate program types and talent. No fixed program formula has been followed, the market merely presenting fairly listenable offerings that meet the production standards of the respective stations used. Advertising copy highlights the salient advantages of shopping in this particular market with few leader merchandise items announced, illustrating economy benefits accruing to customers. The market management attributes to radio a great measure of credit for not only generating a continuous flow of new customers, but of being responsible for the steady rise in its sales charts.

A count is kept of all cars entering the Farmers Market five-acre parking lot. This count is currently running better than 3,500 cars from 9 to 6 on week days. The Saturday count averages better than 7,500. Best day so far was 9,027 cars. Top dollar volume was reached the day before last Christmas when occupants of 8,427 cars left an estimated $36,000 in the till of the market’s 70 departments.

Thus in 4½ years the Farmers Public Market has grown from the city’s smallest to its largest retail food institution, and its owners give radio, and their own common sense, credit for the growth.

A recent survey was conducted by the market itself. Over a period of 12 business days, cars were not only checked in, but clerks took down the license number of each. These were later checked for the home addresses of owners. Then, with the market as a center, a one-mile circle was drawn on a map of far-flung Los Angeles. A two-mile circle was added, and so on up to 20 miles.

Results astounded the management and provided one of radio’s best local success stories. Prior to this survey it had been assumed that the market served a broad trading area. But when the final returns were computed it was discovered that less than one-third of the market’s business came from within the five mile circle.

WTAG
WORCESTER, MASS.
announces the appointment of
EDWARD PETRY & CO. INCORPORATED
as exclusive NATIONAL REPRESENTATIVE

July 1, 1939

BLANK DISCS & SUPPLIES
For Recording of
SPEECH and MUSIC

We are favored with the patronage of many universities, colleges, co-operative stores, broadcasting stations, police departments, recording studios, and departments of the Federal, State and City Governments.

WRITE FOR FREE SAMPLE
Mirror Record Corporation
56 West 25th Street
New York, N. Y.
Telephone Chelsea 3 - 2222-2223
P. K. TRAUTWEIN, Pres.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Instructive Broadcasts To Feature Programs of National Education Assn.

CBS and NBC are presenting special programs designed for their educational as well as entertainment values in connection with the National Education Assn. convention, held in San Francisco July 1-7. Sterling Fisher, CBS director of education, is attending the meeting to supervise the CBS programs, schedule of which follows:

July 1, “The Librarian” on the American at Work series; July 3, increasing importance of natural sciences in school courses will be stressed in the Adventures in Science broadcast, with talks by Watson Davis, editor of Science Service, and Reuben T. Shaw, president of the NEA; July 4, “Crisis in Czechoslovakia” from the American School of the Air series; July 5, books of special interest to educators will be reviewed by Prof. T. V. Smith in his Of Men & Books series, and broadcast of “Can It Happen Here!” from The People’s Platform series; July 6, a summary of convention activities, and July 7, a dramatization from The Men Behind the Stars series.

The NBC will use representatives at the convention Judith Walker, educational director of central division; Arthur Garbett, educational director on the West Coast, and William Webb of the New York promotion staff. A preliminary broadcast on June 25 was carried by NBC of the One American School series. Other NBC programs scheduled were: July 1, Florence Hale’s Radio Column of educational news; July 2, Joseph Henry Jackson, book critic, discussing educational books; July 3, drama of the 100th anniversary of Teachers’ College, San Francisco; July 4, drama entitled “Kitty Hawk to Correggio” on the Ideas That Came True series, a pickup from the Pan-American Clipper taking off for the Orient, and a broadcast of colonial songs by Dorothy Gordon; July 5, One American School broadcast with talks by Willard Givens, executive secretary of the NEA, and Dr. Reuben Shaw, NEA president.

W. P. BOOKER, local utility employee, has applied to the FCC for authority to acquire control of WRTH, 100-watt daytime outlet in Williamson, W. Va., which first went on the air last April 16, by acquiring part of the stockholders of George W. Taylor, jeweler and electrical appliance dealer, now the majority stockholder.

Full of Plugs

TO HEY! Mrs. Motortist, traffic safety feature of WOWO, Fort Wayne, Ind., goes the palm as probably the “free plugging” program on the air. Broadcast from a downtown street, on U. S. Highway 36, the program is built around interviews with passing drivers. Among the local and out-state drivers, a bunch of salesmen inevitably reach the mike—and always with a good word for their products. To date representatives of two highway construction companies, a manufacturer’s association, salesmen for medicines, foods, machine tools, automobiles and hundreds of small businessmen all have mentioned their wares incident to their interviews on Hey! Mrs. Motortist.

Milk Drive to Mathes

J. M. MATHEWS, New York, will again conduct New York State’s 1939-40 milk publicity campaign, for which the state legislature has appropriated $310,000 to be expended between July 1, 1939 and March 31, 1940. According to Holton V. Noyes, commissioner of agriculture and markets, the agency was selected over other bidders on the basis of results obtained since 1935, when the agency began directing the campaign. No definite plans have been formulated as yet, but it is understood that radio will be used among other media for the new campaign.

Coca-Cola Renewing

Coca-Cola Bottling Co., on July 3 will start a 52-week contract renewal with Shugrin Sinn for his quarter-hour musical transcriptions, which are offered by the company to its franchise bottlers all over the country and are now scheduled to broadcast three to five time weekly on 145 stations. The New York office of D’Arvey Adv Co., St. Louis, places the majority of the transcriptions, which are cut by WBS.

NBC Renew SESAC

NBC on June 14 signed a five-year renewal contract, retroactive of May 15, 1939, with the Society of European Stage Authors & Composers (SESAC) for use of its numbers on all NBC networks.

...Pay less to get Top Per Family Income? How? "KRNT, of course!"

Latest figures (1938) give Des Moines—the city—highest rating in the 100,000 group in Effective Buying Income—$1,778 per family. You already know that story—know what it means in retail sales. KRNT gives effective coverage in this, the nation’s most prosperous city—plus the entire Des Moines market—with a population of more than 1,000,000. It is Iowa’s largest single market area—217,861 families who in 1918 bought better than $280,000,000 worth of goods at retail.

The effective buying income of the Des Moines market area last year was $1,500,000. KRNT, Iowa’s only Basic Columbia Station, gives you ready access to this profitable market. Rates? Check them. You’ll find them surprisingly low.

In Iowa, it’s KRNT, of course.

One Nut on a Bolt!

Or the Sad, Sad Story of the Time Buyer Who Came to Maine to Catch Salmon and Caught a River Sucker!

The Maine Market is definitely not PORTLAND and BANGOR! Investigate the rich in-between Market Hat in Lewiston-Auburn and the buying power of this rich and rapid-response market. So . . . we say: “Don’t be a Nut on a Bolt” Mrs. Time Buyer, and make your decisions by driving your not-headed bolt into Maine and figure you’ve milked the market for your prospective advertisers. See WCOU first!

Maine’s Busiest Station

That has gathered, in 8 short months, 31 long term 1/2 hour shows; 3 long term 1 hour shows; 1 long term 1 hour show that are all produced and directed in the studios of WCOU . . . a significant fact can be recorded here. Every account has shown a definite intention of increasing their radio dollar this coming year. If it’s good enough for bright po-totted merchants it’s good enough for national account recognizance. May we hear from you? And we mean hit us with a rifle full of buck-shot!
It would be strange indeed if the American public—schooled to know and demand the best in products and services—should be content with less than the best in radio quality.

At least, that's the kind of thinking that brought into being the first library service for radio stations... the World Program Service.

And quite naturally the pioneer remains the leader... serving member stations listed on this page with the greatest library of music ever recorded for radio.

Stations here and abroad look to World for the widest variety of musical groups, recording the newest and best in music, and, of course, for that World vertical-cut Wide Range quality which is recognized everywhere as the ultimate in high fidelity recording.

World's formula for audience building is simple... give the public highest quality in program and reception, and maintain these standards. "World quality on World stations" has long proved a success formula to stations and advertisers alike.
To Stations—If your city is not listed here, we shall be glad to consider your application. Write World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York.

**WORLD PROGRAM SERVICE**

*a service of*

**WORLD BROADCASTING SYSTEM**
NAB: Then and Now

EIGHTEEN months ago broadcasters of the nation met in annual convention. Their trade association, impotent during the preceding few years, was reorganized. Membership dues were practically quadrupled and an entirely new modus operandi was developed with the retention of a paid president as leader of the industry, flanked by an adequate staff.

At that time the industry was being lambasted in Congress and browbeaten by the FCC. Tribute was being demanded by every type of service which felt it performed a function for radio. Broadcasters, lacking an adequate front, were taking it lying down.

Today the same broadcasting industry is preparing for another convention—the first under the new order. Just a year ago Neville Miller, lawyer, scholar and former Louisville mayor, took over the NAB reins. There have been no miracles performed during the last year. None should have been expected. The industry may still constitute something of an economic uncertainty and still may be a political football. But no longer is it taking it on the chin without fighting back.

Viewing the year in retrospect, it has been a rigorous one for the business of broadcasting. The NAB staff, which started from scratch, found the firing line even before it could appraise the opposition and learn what the shooting was about. Under the circumstances, we feel it has made headway. It hasn't lost any important battles for it is still in the front lines. And the real war—against those who advocate the sort of Government restraint which might result in junking Radio by the American Plan—has never been openly declared.

At the Atlantic City convention, two major subjects appear on the agenda—the proposed code of self-regulation of the industry and the irrepressible copyright issue. Both basically are dollar problems. Harsh words may be spoken before the assembled delegates go on record because broadcasters preponderantly are vigorous and outspoken. We look for spirited discussion on each issue, with no punches pulled or holes barred. And we hope to see the delegates of one accord at adjournment.

In the heat of discussions on pocketbook problems, we trust the delegates will not overlook the more vital issue—that of preserving the integrity of Radio by the American Plan. Radio is too close to the American people and too important a part of their daily routine to be botched around by a politically minded regulatory body or by professional agitators without a real show of strength by an independent and self-respecting industry.

Key to the Mint

IT'S ABOUT TIME to puncture those tall tales about the radio treasure chest—glib stories telling how a Government franchise, so-called, automatically makes a streamlined Midas out of the broadcaster.

When a magazine like Time or Readers Digest or Life is successful by dint of astute editorial and business direction, its success is taken for granted as due. The same goes for a Broadway show, or a motion picture, or a department store; in fact, for any legitimate line of business. But where broadcasting is concerned, some would have the public believe that a wavelength license is a touch-and-go key to the mint. Radio, perhaps more than any other industry, has been misrepresented by legends of wealth and great profits. Yet, with the rare exceptions of extraordinarily placed stations, the facts simply don't bear out such tales.

It is true that some stations earn handsome returns, thanks to good facilities, good markets, good management and operation—and thanks, of course, to results for clients. On the other hand, more than one-third of the country's stations show little or nothing in the way of profits. The same funds and energies invested in any number of other enterprises would earn much greater yields.

Let's look at the record while others, in and out of the Government, prate loosely about radio rolling in wealth.

The broadcaster quotes a rate for his time. A sale is made, and 15% of that rate, often plus a 2% cash discount, goes to the advertising agency. That's the first deduction.

Then usually there is another 15% to the national representative handling spot business; or on local business there is an equivalent commission to agency or salesman or both.

Then ASCAP takes its royalty revenue, whatever the source of income, after deduction of one sales commission, usually the agency's.

Then AFM, for employment of musicians, levies what amounts to a guarantee of another 5% of the station's gross revenues.

Then there are the miscellaneous fees—to smaller copyright-owner units, for employment benefits, etc. These, conservatively, will total another 5%.

All of this adds up to about 47%, as we figure it, of fixed overhead the moment a sale is made. Add to this general operating costs (including expenses entailed in Washington, such as legal and technical fees and responses to FCC questionnaires) and then take into account Federal and State taxes. Accountants tell us that income, corporate, social security, unemployment, intangible, sales, excise and other levies mean an average radio management tax burden of at least 30%.

We could go on, but we're already a bit giddy about the whole business. Yes, broadcasting is a good business. But—dollor for dollar, hour for hour, watt for watt, it has more than its share of fiscal worries, Federal, State and local.

A Rising Fall!

A CAREFUL scanning of key spots in agency, advertiser and broadcast ranks indicates that spot business next fall will at least equal and probably surpass that of last autumn.

Out on the West Coast, where they love superlatives, the trade hopes for a sizeable jump in autumn business—a landslide as they modestly term it.

Our analysis of reports from various parts of the country reveals a definitely optimistic feeling all around. An autumn increase is generally expected, though not as big a gain over the fall of 1938 as the gain then over 1937.

From both the Midwest and the Coast come indications of a shifting trend in the use of spot radio. Along the Pacific a growing interest in participation programs is perceptible, and there have been an unusual number of inquiries for network time. In the Midwest, also, there are signs that more announcements and perhaps fewer quarter-hour shows will be used this fall by spot advertisers. There the trend has been under way for some months.

In accounting for this trend, three reasons are cited: Increased production costs under AFRA codes; complications facing timebuyers; and a rising spot rate, with correspondingly greater pressure on spot campaigns, and difficulty in producing the quarter-hour show. Perhaps the broadcasters are remiss in failing to provide the agencies and sponsors with adequate programs and ideas, for the fact seems to be that they are turning more and more to spot announcements. 5 and 10-minute news broadcasts, station features and participating specials. Another fact remains that national spot programs must be made easier for timebuyers to handle if this portion of the national advertising income is to continue upward, or to hold its level.

At any rate, spot prospects look good for the autumn months. The midsummer weeks will find many schedules in the mill, and by September the campaigns will be getting under way.
GLENN SNYDER

IF ALL of the men in radio who don't know and like Glenn Snyder were to stand end on end they wouldn't reach as high as the first rung of any self-respecting vertical radiator, so popular is the manager of WLS, Chicago, who cele-

bated on July 3 his 10th anniver-
sary with WLS and the Prairie Farmer.

Mention his name to a radio man on the street, and before you can pronounce it the fellow will grin and say something like, “One night in New York Glenn and I were . . .”; or, “The other day he was telling me about two farmers who . . .” Mention Glenn’s name before any radio men who are seri-

ously discussing industry problems, and their reaction is one of respect and esteem. For behind the claw-

ing exterior of a man whose antics after business hours are bywords is a sincere humanitarian and a keen business sense.

If you think a farmer is a man who says “By Cranky”, squirts to-

bacco juice and drinks on the back eighty, don’t try to under-

stand Glenn Snyder. You never will. But if you sense the rhythm of farming, can vicariously feel the good earth, then you know with-

out inquiring why WLS has be-

come a successful station, why its

listeners both urban and rural form a loyal subscription list who regard its voice as their own. It is one of them. Because Glenn is one of them.

Should you ask Glenn why he got into radio, his sincere reply will be, “When I went into radio I had a picture in my mind. I could see a farmer coming in from the fields of a late afternoon. To me he represented a great mass of people in this country who haven’t got the breaks they really deserve, who’ve never made as much money as they really deserve to make. This farmer I had in mind had worked like the devil all day long and was tired, tired clear through his bones. In his little frame house his wife was prepar-

ing supper. She was weary after a day’s work around the house, just plain dog-tired. After supper this farmer would sit by the fire and read farm journals. There was little or no entertainment for him. You know, I figured how wonderful it would be if radio could come into his home with entertainment, market reports and a lot of in-

formation that would be valuable to him. I saw radio as a service.

And while you’re in Glenn’s off-

cice the phone is apt to ring and he’ll turn from it to say, “You see what I’m up against. That was a national sponsor wanting late af-

ernoon time for a script show across the board. We’ve got a sus-

aining market report in that spot and I just can’t move it. I’ve still got that farmer in mind I was tell-

ing you about. You see, he’s figured on hearing that market report at that particular time and I can’t disappoint him. I’ll bet he’s let his horses in the field and catch that report. But like as not he’s got a radio on his tractor like a lot of them have today.”

This is the sincerity of a man who was born in Grant City, Mo., June 12, 1891. During his first 19 years, Glenn lived in 20 different Midwestern towns and held 20 dif-

ferent jobs. Before becoming com-

mercial manager of WLS in 1930, he had worked at four advertising agencies, three newspapers, a photo-

eographing company, six far m

papers, the advertising depart-

ments of three department stores, and one bank. He left high school at 17 after his freshman year and landed a job in a shoe factory in St. Joseph, Mo., cutting shoes for $3.50 per week, of which $2 went for his weekly board and room.

He worked in the shoe factory for three years, then scammed all over Missouri doing newspaper and agency work. When luck went against him he returned to the St. Joseph News-Press, working for this paper three different times before the World War. Enlisting as a private, he later entered of-

ficers’ training camp and was com-

missioned a second lieutenant of infantry. He was with the 89th Division at Camp Mills, N. Y., un-

der command of General Leonard Wood. He did not go over there, however, as one of the 24 officers returned to Camp Funston, Kan., when Gen-

eral Wood was relieved of com-

mand of his division.

After the War, Glenn did newspa-

er work in Mitchell, S. D., then re-

turned to St. Joseph, Mo., to work for a department store. Later he joined the staff of Kimball’s Dairy Farmer in Waterloo, Ia. A year later he was named advertis-

ing manager of the Nebraska Farmer at Lincoln, Neb., which position he left to become general manager of the Wisconsin Agricul-
turalist at Racine, Wis.

It was in 1929 that Glenn joined the advertising department of the Prairie Farmer, and a year later he became commercial manager of WLS. So successful were his oper-

ations as a commercial manager that in 1931 he was appointed manager of WLS and six years later was named vice-president. Since then time and its powers have become Midwestern institu-
tions and the success of WLS is largely the success of Glenn Snyder. For in his friend and boss, Burridge D. Butler, president of WLS and Prairie Farmer, Glenn has found a man who matches his ideals and ideals. Nor is their relationship strictly busi-

ness. Butler is a good friend. Mr. Butler is over six feet tall and Glenn is slightly over five feet in height. It remained for Doc Sprague, publisher of the St. Joseph News-Press and Glenn’s perennial employer of former days, to sum up the appearance of But-

ler and Snyder, “When they walk down the street”, Doc said, “it’s like a man and his shadow at high noon.”

Glenn is a father and a club man. He is a member of the Medinah Temple (Shrine) and a Scottish Rite Mason, which belongs to Chi-

cago’s Union League Club and the Illinois Athletic Club. He married the charming Helen Bernard on Thanksgiving Day, 1919. She was a newspaper woman of St. Joseph, Mo., where he was then working for a local department store. The Snyders have two daughters, Mary Marjorie, 18, and Helen Shirley, 16. Among his hobbies, Glenn lists radio, literature, and baseball, but all who know Glenn know his real hobby. It’s fun and he has it every-

where. And he finds it helps busi-

ness too!
BEHIND
the
MIKE

PIERRE BEDARD, who conducts weekly French-language broadcasts for CBS, which are rebroadcast in French by the PTT, has gone to Paris at the invitation of the French Government to organize the 7th Congress of French Language and Literature, to be held Sept. 15-22 at the Summer Pavilion of the New York World's Fair.

GENE ARNOLD, formerly m.c. for Sinclair Minnrela and other NBC shows, on June 26 moved to Fort Worth to begin a four-weekly quarter-hour on KKO, sponsored by the Texas Electric Service Co.

RICHARD ELLERS, newscaster of KYA, San Francisco, has been cast in the serial drama "Hawthorne House" heard weekly on NBC-Red on the Pacific Coast under sponsorship of Western Oil and Snowdrift Sales Co., New Orleans.

JIMMY McCCLAIN, for the last year program director of KABC, San Antonio, has joined Texas State Network as assistant program director and production manager. He formerly was an announcer with WFAA and the Texas Centennial Exposition in Dallas, and with WOAI, San Antonio. McClain has been assigned to announce the new "Texas Hall of Fame" series, saluting the major industries of the state, on TSN, with Steve Wilhelmi narrating.

JACK WELLS, announcer and commentator at CFQL, Saskatoon, Sask., received recognition for his sports broadcasts last month when he was picked to broadcast the weekly "Speaking of Sports" commentary on a CBC national network for the summer.

AGNES JO CHATTERTON, for six years program department secretary of KPT-KECA, Los Angeles, has resigned. Her successor is Oma Rhodes, who returned to the station after an absence of two years.

HELEN STEWART, secretary to Educational Director Arthur Garbett, NBC, San Francisco, recently returned to her post following an illness of several months.

New WTIC Sales Chief

WALTER JOHNSON, who began as an announcer with WTIC, Hartford, when it was established in 1923, has been promoted to the sales managership in a shakeup of the commercial staff ordered by Paul W. Morency, general manager. Effective at once, he moves up from supervisor of local sales to commercial manager, while James F. Clancy, former commercial manager, becomes sales promotion manager and Irwin Cooper moves from continuity editor to sales representative. Mr. Johnson has been successively announcer, chief announcer, producer, salesman and local sales supervisor.

Mr. Johnson

BILL FROSH, formerly chief announcer of WIE, Indianapolis, recently joined the announcing staff of WLW-WSAI, Cincinnati.

JOHN CHARLES ADAMS, former news commentator of WOR, Newark, has joined WJJD, Chicago, as commentator on a three-weekly quarter-hour news series. Mr. Adams has been associated with Edwin C. Hill for several years and is writing a book on politics.

WILLARD L. JOHNSON, former dean of men at Drake University, Des Moines, and now executive secretary of the Iowa Roundtable of the National Conference of Christians and Jews, conducts News and Views "From Iowa," which is rebroadcast weekly on WOI, Des Moines, is not a regular member of the announcing staff, as stated in Broadcasting, June 15.

VIC ROWLAND, news editor of the Stanford Daily, of Stanford University, and former member of the production staffs of KYOE, Santa Ana, Cal.

PARKER LAND, director of KDKA, New York, recently placed, for the first time in his career, in charge of a branch studio. He formerly was in charge of the WACO studio in Dallas.

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We Like To Be Contrary!

Are you one of those hard-boiled advertising executives who knows the mail-pulling season starts (and ends) with cold weather?

Then get wise to yourself, Mr. Executive.

KWTQ drew 4,323 separate cash orders from 33 programs, April 24 to May 31, for Skrudland Photograph Company of Chicago...and from 837 towns.

KWTQ does all an-year job in the Ozarks!

KWTQ
560 KC. -- 5000 Watts
Springfield, Missouri
Nat'l. Representative—Howard Wilson

Bernice Judis

As general manager of WNEW, New York, 24-hour-a-day station, Bernice Judis rates high in the list of successful career women of America's greatest metropolis. She joined WNEW in 1934 as a copywriter and program builder. Assisting in the business office, it was not long before she assumed its full direction. Though attractively feminine in appearance, Bernice Judis' mental processes are masculine. Possessor of keen judgment, imagination, ingenuity and a flair for showmanship, she is one of radio's outstanding executives.

JACK WILLIAMS, program director, and Al Becker, staff member of KNOX, Phoenix, Ariz., have gained local fame as announcers. They recently staged an audition and produced a series of popular programs for the summer.

DAVID STARLING, KFWB, Hollywood, actor, has taken on the duties of relief announcer.

TONY LE FRANO, KDB, Santa Barbara, Calif., announcer-producer, has been transferred to KHJ, Los Angeles, for the summer.

PAUL POPPE, new to radio, has joined KVRE, Santa Ana, Calif., as junior announcer.

AL GODWIN, announcer of WWL, New Orleans, recently married Thora Spitzfaden.

HUB THOMPSON, Texas Tech graduate, new to radio, has joined the announcing staff of KFXY, Lubbock, Tex.

Yes! We'll Be There

For the fifth time...

KFWB, 5000 Watts Night

For an audition and complete information, visit

National Broadcasting Company
A Radio Corporation of America Service

July 1, 1939 • Page 79
Free Discussions

NEW JULY series on WIRE, Indianapolis, At Your Service, will offer professional, retail and service organizations opportunities to discuss their problems on the air, explain their work and correct mistaken impressions. The weekly programs are carried as a public service feature, offered without cost or obligation, and each group is scheduled for a date complementing other promotional activity.

Old Play Revival

AFTER four year's work by literary detectives, hunting for faded American dramatic classics, NBC Red is starting a radio revival of nine 50-year-old favorites July 6 on its weekly series of America's Lost Plays. The idea was conceived in 1935 and carried out by Barrett H. Clark, executive director of the Dramatists' Play Service, who superintended the detective work that uncovered about 150 forgotten plays.

Adolescent Bookworms

TO ENCOURAGE juvenile reading, the Milwaukee Public Library is cooperating with WTMJ, Milwaukee, in a new series of programs dramatizing outstanding children's books and organizing a literary club, the An- cient Order of Bookworms. Each child listener gets a "books read" schedule sheet, tied up with the WTMJ programs, and upon reading five of the selected books is eligible to membership in the Order, complete with membership button. Each younger checks in at a library branch to be quizzed on each book to test his reading.

The Visit Ivie

A NEW TYPE of program, titled Let's Visit Ivie Stein, is being sponsored on KVOE, Santa Ana, Calif., by a local stationery store. Programs feature unreserved visits with the proprietor of the store, who is a camera expert. Lectures, movies, color photography exhibits, and free-for-all discussions follow each broadcast, with listeners invited to visit the studio and participate. Sponsor is merchandising the program with newspaper ads, window displays, telephone mentions, package stuffers and direct mail advertising.

Editors Take the Mike

WIRE, Indianapolis, is lining up editors of daily and weekly newspapers in Central Indiana for appearances on its newest weekly forum program, scheduled to start July 5. Four editors on each broadcast will give their views on some one subject of state or national interest. The radioeditors will be present via transcription, made in the editor's offices. The records are to be given the editorialists and with their comments have been broadcast.

For Softball Fans

CAPITALIZING on the popularity and increasing interest in softball in Orange County, KVOE, Santa Ana, Cal., has started a twice-weekly quarter-hour program, Your Softball Reporter, with Jack O'Mara as commentator. With approximately the programs playing in ten organized leagues in the county, KVOE made sure first that such a program was wanted by sending out blanks to all managers requesting complete rosters of all teams and expressions of opinion. The program consists of news and sidelights of games, predictions of results, interviews with officials and star players, reviews of team standings and other information of interest to softball fans.

Plenty of Groceries

AS WEE's Grocery Basket of the Air approaches its first anniversary, Manager A. S. Foster announces that more than $2,000 worth of grocery specialties have been given to listeners of the commercially-operated St. Louis U-station through the program. Grocery gifts include five baskets per week, containing up to 50 different items, and the "Truckload of Groceries" contest in which three women received almost three tons of foodstuffs. The program is a Saturday morning goodwill feature and has no sponsors. Contests are based on letters telling "Why I trade with my independent neighborhood grocer." The feature is handled by Bill Durbin, WEE announcer.

Fresh From the Farm

LOCAL and personal news regarding nearby farmers and farms features Rural Roundup, a new 11:45 a.m. daily program on WCLO, Janesville, Wis., with Paul Ruhle as m.c. Musical numbers by hillbilly acts and interviews with farm notables also are featured.

Listening For Goers

STREAMLINED for motorists, Harmony Highway on CJRC, Winnipeg, is directed at weekend travelers listening to their car radios and furnishes transcribed music with road reports, safety hints, and general tips for pleasure-seekers.

Onondaga Radio Broadcasting Corp.

Syracuse, New York

Member Basic Network Columbia Broadcasting System

National Representatives, Free & Peters, Inc.

New York Chicago Detroit San Francisco Los Angeles

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BROADCASTING • Broadcast Advertising

WFBL...SYRACUSE

Nationally Recognized as the leader in a Nationally-Recognized "TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway ... a city with 56 separate lines of industry—carried on in more than 300 factories—and situated in the heart of a thriving agricultural section, covering 8 outlying counties.

Measured by per capita income ... retail sales ... automobile registrations ... new car sales ... in every buying quality that makes for bigger sales volume for you—Syracuse is higher than national average for all cities over 100,000 population.

Get your share of this concentrated buying-market. Reach it through WFLB's facilities that commands the widest listener audience and the most outstanding program features in Syracuse area.

WRITE today for complete data regarding Syracuse as a market and WFBL's coverage of that market.
**LEFT SHOE OFF**
Shreveport Club Has Novel Ball Game Ritual—

OFTEN during his sportscasts on KRWK and KTBS, Shreveport, La., Jerry Bozeman greeted listeners with “Take off your left shoe and let’s put the sports down in front again.” Taking the cue, many fans in the stands during the broadcast of Shreveport Sports games in the Texas League ac-

...ually would take off their left shoes—just for the fun of joining in with Bozeman rather than in superstition.

Result was formation of the “Left Shoe Off Club.” In its first few weeks, several thousand fans mailed requests for membership cards. Ten thousand members are expected within the next few weeks. Here are two distinguished members—in a pose characteristic of club members, with Sportscaster Bozeman—who is Curtis Packer (left), coach of the Centenary College football team, and Bonneau Peters (left), president of the Shreveport Baseball Club. Below the picture is a reproduction of one of the membership cards.

Staff and Distaff

WITH ACCENT on the distaff side, a new series of weekly pro-
grams on WIL, St. Louis, I’d Like to Know, presents Mrs. Schuyler Smith, traveler-lecturer-author, in interviews with outstanding per-
sonalities in the world of letters, art, science and social life.

Listeners’ Decisions

ACTUAL legal cases are drama-
tized with members of the audience explaining how they would reach decisions on the problems involved during the Know You Decide pro-
gram, which was resumed June 30 on WHN, New York. George Combs Jr., commentator, directs.

**Keyboard Combine**

NEW program of KMOX, St. Louis. The KMOX Keyboard Choir, features the five keyboard instru-
ments of the station—noyachord, hammond organ, hammond electric celeste and piano—with Seth Grei-
ner, Arthur Utt, Venida Jones, Ruth Hulse Nelson and Andrew Mc Kinney playing. Special arrange-
ments for the Sunday evening quarter-hour show were devised by Chester G. Rens. KMOX program direc-
tor, are written by Joe Stovall.

**Business Quiz**

QUESTIONS on manufacturers, their products, familiar trade-
marks, label recognition, color of packaging and such are the meat of a new quiz show, Biz Quiz, started recently on KJR, Seattle, by the Washington State Mrs. Assn. Five members of the audi-
ence grapple with the questions, and when they fail to answer, the audience gets a chance. Prizes ranging from corn flakes to caviar, go to winners.

**Shoreline Gleanings**

EVERY Friday and Saturday evening through the summer, WICC, Bridgeport, Conn., is car-
rying William Elliott as its Beach Reporter, giving time, temperature, tide and weather reports as re-
lated to the major beaches on the Southern Connecticut shoreline. He also reports major attractions and sports events at the resorts. Sponsorship is by Bask, a suntan preparation.

**Return of the Pooch**

WORKING in cooperation with animal rescue and humane socie-
ties, WICC, Bridgeport, Conn., carries a thrice weekly, 7:55 a.m. pro-
gram titled A Dog’s Best Friend and sponsored by the Ken-
el Food Supply Co., Fairfield, Conn. It features lost and found an-
ouncements, carried without charge. It has been highly successful in restoring stray canines.

**Unsung by Talk**

PROGRAM DIRECTOR R. B. Mc-
Allister of KFYI, Lubbock, Tex., claims one of the few remaining “firsts” in radio with the new Mute with a Smile program, pro-
duced by him and fed to Texas State Network. The program uses no announcer at any time. Pro-
gram introduction, song titles, and even network identification are sung.

**In the heart of America’s Tobacco-land**

**WFTC**

Kinston, N. C.

Rep.: Burn - Smith Co.
THE BUSINESS OF BROADCASTING

WMAA-WBAP, Dallas-Ft. Worth

Ch. Hansen Laboratories, Little Falls, N. Y. (Phone: Galv 5-5350), 5 to weekly, thru Mitchell-Faust Adv., Chicago.

Lever Bros., Cambridge, Mass. (Shiny), 6 to weekly, thru Rutherford & Ryan, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 15 as weekly, thru J. Sturting Getchel, Detroit.

Chrysler Corp., Detroit (Dodge), 7 to weekly, thru Arthur Kudner, N. Y.

General Mills, Minneapolis (Whlettes), 5 to weekly, thru Blackett-Sampson, Chicago.

Leh & Fink Products Co., New York (Hinds Honey & Almond Cream), 15 as weekly, thru William Easty & Co., N. Y.

Shelden Mfg. Co., Omaha (Ratlin Br.), 7 to weekly, thru Perry Hanley Co., Kansas City.


Zonite Products Co., New York (For- ham's Toothpaste), 50 as weekly, thru Cowan & Dengler, N. Y.


American Coffee Co., Long Island City (Denteau Gum), 8 to weekly, thru Badger & Browning & Hersey, N. Y.

WOR, Newark

Kirkman & Sons, Brooklyn, N. Y. (soap), 3 as weekly, thru N. W. Thomas & Sons, N. Y.

Yecke-Eichenhain, New York (flavor- sweetened melons), 6 to weekly, thru S. C. Croft Co., N. Y.

American Beverge Co., New York (Dr. Brown's Cal-Bain tonic), weekly, 50 weeks, thru Lawrence C. Gumbinner, N. Y.

WTAG, Green Bay, Wis.


Northland Overbound, 5 as weekly, thru Benson & Hohman, Cleveland.

Bisham Bros., Chicago (Suree miller), 56 as, thru Matteson-Pogatzy, Jordan, Indiana.

WPTF, Raleigh, N. C.

U. S. Tobacco Co., New York (Brunot and Red Seal snuff), 6 to weekly, thru Arthur Kudner, N. Y.


Air Conditioning Training Corp., Youngstown, 5 to weekly, thru Wills & Williams, N. Y.

WRC, Washington


WMCA, New York


Leh & Fink Products Co., New York (Hinds Honey & Almond Cream), 15 as weekly, thru Wm. Easty & Co., N. Y.


Old Orchard Beach Assn. Old Orchard Beach, Me., 3 to weekly, 5 weeks, thru John W. Queen, Boston.

Young People's Church of the Air, Philadelphia, weekly, 52 weeks.

Union School of Chirstianity, Kansas City, 6 to weekly, 30 weeks, thru Cord Franklinher, Agency, Kansas City.

Cushman's Sons, New York (bakers), 5 to weekly, thru Samuel C. Croft Co., N. Y.

WNIX, Knoxville

General Mills, Minneapolis, 5 to weekly, thru Blackett-Sampson, Chicago.

Gulf Refining Co., Pittsburgh (Gulf, 26 sp. weekly, thru Arthur Moore & Wallace.


Stamack Co., Salisbury, N. C. (proprietary), 4 as daily, direct.

Bink's, Hollywood (confectionary), daily as, thru Raymond B. MorganCo., Los Angeles.

KPBB, Sacramento, Calif.

Paramount Pictures, New York (soap), weekly as, thru Buchanan & Co., N. Y.

Dr. P. L. Lame, Fresno, Cal., (controversy chain), 7 to weekly, thru Dr. Brown & Sons Co., Fresno (food products) weekly as, thru Alka-Setzer, Philadelphia.

International Harvester Co., Chicago (twine), 8 as weekly, thru Aieaars, Moore & Wallace, Chicago.

Ike's weekly training Corp., Youngstown, 5 to weekly, thru Wills & Williams, N. Y.

KFSO, San Francisco

California Fruit Growers Exchange, Los Angeles (beets), 5 to weekly, thru Lord & Thomas, Los Angeles.

Chrysler Motor Co., Detroit (Dodge), 7 to weekly thru Rutherford & Ryan, N. Y.

Leh & Fink Products Co., N. Y. (lotion) 16 as weekly, thru William Easty & Co., N. Y.

WWL, New Orleans

American Snuff Co., Memphis, 2 to weekly, thru Simon & Gwynn, Memphis.

KCKL, Hamilton, Ont.

Ontario Government, Toronto (Dept. of Highways), 15 sp. direct.

KFI, Los Angeles

Northam Warren Corp., New York (cigarette papers, 30 as weekly, thru J. Walter Thompson Co., N. Y.

Studebaker Sales Corp., South Bend, Ind., (autos), 2 to weekly, thru Williams & Cuningham, Chicago.

Bank of America National Trust & Savings Assn., San Francisco (banking), 4 to weekly, thru Chas. R. Stuart, San Francisco.


Articole Ltd., San Jose, Cal. (beer), 2 to weekly, thru Long Adv. Service, San Jose.


Knickerbocker Wild, N. Y. (Orange- paint), weekly as, thru Hughes, Wolf & Co., Rochester.

Wilkinson Transportation Co., Los Angeles (resort), 8 to weekly, thru Nisser-Meyerhoff, Los Angeles.

WNAX, Yankton, S. D.

Chrysler Corp., Detroit (autos), 2 as series, thru J. Sterling Getchel, N. Y.

B. F. Goodrich Rubber Co., Akron, 5 as weekly, thru Griswold-Embelin, Cleveland.

International Harvester Co., Chicago (twine), 8 as weekly, thru Aieaars, Moore & Wallace, Chicago.

Ike's weekly training Corp., Youngstown, 5 to weekly, thru Wills & Williams, N. Y.

KMJ, Fresno, Calif.

Paramount Pictures, New York (soap), weekly as, thru Buchanan & Co., N. Y.

Fishier Flower Mils., Seattle, 2 to weekly, thru McCann-Erickson, San Francisco.

KXOK, St. Louis

Tobacco Merchants Assn. of U. S., St. Louis, (commodity exchange), as series, thru Thomas W. Parry Agency, St. Louis.

KJBS, San Francisco

Montano School for Boys, Los Gatos, Cal. (military school), 2 sp. weekly, direct.

WGY, Schenectady


American Chicle Co., Long Island City (Denture), 8 as weekly, thru Badger & Browning, N. Y.

Brown & Williamson Tobacco Co., Louisville (Bugler), 2 to weekly, thru Russell & Sons, Chicago.

Firestone Tire & Rubber Co., Akron, 2 to weekly, thru Sweeney & James, Cleveland.

Zonite Products, New York, 3 to weekly, thru Comptu Adv., N. Y.

Gulf Refining Co., Philadelphia (Gulf, 26 sp. weekly, thru Vour & Rubicam, N. Y.

James L. Compton Co., Dowagiac, Mich. (fishing tackle), 3 to weekly, thru Rogers & Smith, Chicago.

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

Joe Lowe Co., Brooklyn (Popsticks), 3 to weekly, thru Brown Co., N. Y.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 to weekly, thru Vour & Rubicam, Los Angeles.


Northern Biscuit Co., New York (bread), 3 as daily, thru McCall-Bush, N. Y.

Potter & Drug Chemical Co., Malden, Mass. (Cuticutra), 3 as weekly, thru Atheron & Carrier, N. Y.

Procter & Gamble Co., Cincinnati 5 as weekly, thru Arthur Moore & Wallace.

Railway Express Assn., New York, daily as, thru the Inter-City Express, Chicago.

Sanitex Inc. Philadelphia (dairy products), weekly as, thru McKee & Albright, Philadelphia.

Spencer Shoe Stores, Boston, 3 to weekly, thru Chambers & Winslow, Boston.

WHN, New York

Kem Laboratories, Jersey City (liquid plant food), 3 sp weekly, thru Williams & Kaylor, N. Y.

Railway Express Agency, New York, 9 to weekly.


Sears Roebuck & Co., Chicago, 100 as, 10 days, thru Blackett-Sample, Chicago.

Metropolitan Life Insurance Co., New York, 5 as weekly, 18 weeks.

I. J. Fox, New York (furriers), thru Wills & Williams, Chicago.

Potter & Drug Co. Chemical Co., Malden, Mass. (Cuticutra), 8 as weekly, thru Atheron & Carrier, N. Y.

KNN, Hollywood

Central Milk Sales Agency, Downey Cal. 6 as weekly, thru Dave B. Miner Co., Los Angeles.

Domestic Products Co., Wyandotte, Mich. (Cly Drain Solvent), 5 sp weekly, direct.

Dr. Miles California Co., Los Angeles (Alka-Seltzer), 5 to weekly, thru Associated Adv. Agency, Los Angeles.

Lawry's Products, Los Angeles (seasoned salt), weekly as, thru California Food Agency, Los Angeles.

WLW, Cincinnati

Procter & Gamble Co., Cincinnati (Cricco), 5 to weekly, thru Compton Adv., N. Y.

Campbell Cereal Co., Minneapolis (Malto-Malt), 5 to weekly, starting Oct. 9, thru H. W. Rastor & Sons, Chicago.

WEBN, Buffalo

Bearus Watch Co., New York, daily as, thru J. D. Tucher & Co., N. Y.

Page 82 • July 1, 1939
GARCIA GRANDE CIGARS, dles the age casts 10 sponsor Trans- KSTP, handles the fifth months. KSTP, which already has two daily quarter-hours on KSTP featur- ing Corrine Jordan. All the special events will utilize the station's mobile unit.

CHICAGO Distilled Water & Bever- age Co., Chicago (Du's root beer), on June 20 started a thrice-weekly 15-minute program on WCFL that city. Malcolm-Howard, Chicago, handles the account.

GARCIA GRANDE CIGARS, New York, has started daily participations in the 30-minute new talk broadcasts on WIND, Gary, Ind., making the fifth participating sponsor in the series (Broadcasting June 15). Wesley Associates, N. Y., is agency.

BURLINGTON TRANSPORTA- TION Co., Columbus (four services) has started five weekly spot announce- ments on WMJQ, Windsor-Detroit, in a test market that may be extended this fall. Beaumont & Hah- man, Chicago, is agency.

In Omaha KOIL is the outstanding Columbia outlet for 210,430 radio homes in this trading area.

In Omaha KOIL backs up your program with a tested, produc- tive 7 Point Plus Merchandising Plan.

KOIL-OHMA Rep. by the Katz Agency

BROADCASTING • Broadcast Advertising

Cool in Colorado
CAPITALIZING on the hot- and-cold temperature extre- mes between Oklahoma City and Grand Lake, Col., Radio Productions, Denver, sent two salesmen to Grand Lake and in two days signed up 20 local merchants to co- operatively sponsor a temper-ature report spot campa- ign on KOMA, Oklahoma City. The spot program, com- paring the high temperature in Oklahoma City with the cool weather at Grand Lake and designed to lure heat-suffer- ers to the resort, began June 15 and will car r y through the Grand Lake sea- son.

RATHIS SWEET Corp., New York (bathe suite), on June 20 started a new series on WBDR, Chicago, Mon.-Wed., 7-7:15 a.m., featuring J. P. Morgan, head of the Morgan bank. Burke financial news department, in what he terms "informed news." Events of the day are interpreted and correlated in re- lation to similar backgrounds and situations known to Chicagoans and residents of the Midwest, the criterion of selection being regional and local interest. H. M. Kreyer, a. a. n., handles the account.

ST. GERMAIN PRESSES, Chicago (re- ligious) are a heavy user of radio time, and June 20 started for 17 days a daily, half-hour talk by Mrs. E. W. Ballard, head of the "Great I Am" movement, on KJH, Los Angeles. The program is repeated from the Shrine Auditorium in downtown Los Ange- les. Account is also using from one to five-weekly quarter-hour talks, transcribed, on 23 stations national- ly. RCA-Victor and C. P. McGrew, both of Hollywood, cut the transcribed series. Ted Dahl Adv. Agency, Los Angeles, has the account.

LOG CABIN BREAD Co., Los Ange- les (Roman meal bread), on June 20 started for 13 weeks sponsoring the thrice-weekly half-hour Farm-on-the-Street on KFAC, that city. Leslie Adams is at the mike. Firm also spon- sors the five-weekly quarter-hour tran- scription, Air Adventures of James Allen, on KFAC and will use spot announ- cements on other Los Angeles stations in a campaign to start short- ly. Scholts Adv. Serv., Los Angeles, has the account.

CANE SPECIALTY Co., Los Ange- les (Vi-Ti Dog Kandy), new to radio, which recently appointed Scholts Adv. Service, that city, to direct its national advertising, has started a thrice-weekly five-minute p r o g r a m. Dog Stories, with Ted Meyers, nar- rator, on KJH. Contract is for 26 weeks, having started June 12.

S T E P H A N O BROS., Philadelphia (Marvel cigarettes), is sponsoring Bill Baukhage's Sports Rendezvous program thrice- weekly on KPO, San Francisco. Agen- cy is Artik-Lynett, Philadelphia.

BEATRICE CREAMERY Co., Chi- cago (Meadow Gold), on June 28 started Lightnin' Joe on WLAG, Muncie, Ind. This brings the list to 17 stations using the half-hour adven- ture disc series, Lord & Thomas, Chi- cago, handles the account.

Chip Mor Glenda Fields and Hall The Rhythm Rascals The Never-Ending Story The Jesters The Kidnappers The Landlady Trio Godolphin Gypsys Carol Wyman with Harry Brewer's Orchestra The Charisters

A Variety Program Series of Proved Mass Appeal

Listeners Club—features top-flight radio acts and personalities with strong followings, in vocal, instrumental and novelty programs—

The Tune Twisters
Milt Herth and Pat Ryan
Tony Russell
Joe Lilley's Whispering Choir
Fields and Hall
Mary Eastman with Joe Man's Orchestra
The Rhythm Rascals
Jean Ellington
Jack and Loretta Clemens
The Jesters
The Kidnappers
The Landlady Trio
Godolphin Gypsys
Carol Wyman with Harry Brewer's Orchestra
The Charisters

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Specializing in Trade Advertising
For Stations All Over the Country!

PALMER BROS. Co., New York (mattresses-comfortables), on Aug. 20 will sponsor four-spot cam- paign on WABC, New York. Also will transmit a half-hour series, "Great American Housewives" on WNAC, Boston.

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No successor has been named as yet and Mr. Van der Linde has not announced plans.

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Mary Eastman with Joe Man's Orchestra

— and many others

For an audition and complete information, visit

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

www.americanradiohistory.com
MRS. E. ROOSEVELT
WOULD BUY KTAT
RUTH G. ROOSEVELT, wife of Elliott Roosevelt, president of Texas State Network, has applied to the FCC for authority to purchase KTAT, Fort Worth, 1,000-watter on 1340 kc., now owned by Raymond E. Buck, Fort Worth attorney and counsel for American Airlines. The purchase price for the entire issue of 1,700 shares of the common stock of Tarrant Broadcasting Co., licensee, is stated in the contract as $101,570.

Mrs. Roosevelt on April 23 of last year acquired KFJZ, Fort Worth local outlet, for $85,600 with the FCC's consent, and at the hearing on the transfer it was pointed out by her husband that he would share ownership of the station with her under the Texas community property laws. Since then both KFJZ and KTAT have been used as outlets of the Texas State Network.

The application states that Mrs. Roosevelt will surrender the license of KFJZ or otherwise dispose of it if the KTAT transfer is authorized.

KTAT was acquired by Mr. Buck in 1936 from the old Southwest Broadcasting System, whose other stations were sold to Hearst Radio. He paid $150,000 for the station. Last October an appeal to the FCC to sell 51% of its stock to Col. W. T. Knight, Wichita Falls oil man, for $87,600 and to move the station into Wichita Falls. This deal was dropped last March in view of the license issued for the new WXTT, Wichita Falls, which is slated to begin operation July 15.

RIDING high atop a ponderous pachyderm when the circus came to town is (left) Norman Felton of the Staff of WNLC, New London, Conn., who broadcasts his impressions to the audience. At right Nor- bourne Smith, announcer of KFEL, Denver, holds the tail of that tiger while doing a pack transmitter remote from the public market. Mabel Stark, famous woman animal trainer, furnished the tiger cub and kept him at safe distance.

New Texas Network
A NEW Texas network of six regional stations has been organized to begin operation Sept. 26, after daylight saving time ends. Known as the Lone Star Chain, the network will comprise KGNC, Amarillo; KRIS, Corpus Christi; KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KRGV, Weslaco. Its management will be in the hands of an operating committee of three, with Harold Hough, KGKO, as chairman, and Tilford Jones, KXYZ-KRIS, and O. L. (Ted) Taylor, KTSA-KGNC-KRGV, as the other members. The chain will be sold in groups of three, five or six.

NBC's Roving Newsman
JOHN GUNTHER, noted foreign correspondent who wrote Inside Europe and the new best-seller, Inside Asia, has been signed by NBC as its roving correspondent and sailed June 21 for Europe. Recently he has been making frequent guest appearances on the air, notably on the Information Please program. He will broadcast from various points without set schedule or fixed topics, working in collabora-tion with NBC's European representatives, Fred Bate in London and Max Jordan in Basle.

FCC's Appeal to Defer Cheyenne Order Granted
IN A SURPRISE action June 20, the U.S. Court of Appeals for the District of Columbia issued an order suspending its issuance of a writ of mandamus in the so-called Heitmeyer case, involving a new station application in Cheyenne, Wyo., and allowing the FCC time in which to file a formal opposition. The court granted a petition filed by the FCC asking it to alter its action, on the ground that the Commission had not been given a "proper hearing" on the issuance of the writ. Previously the court had reversed the FCC's denial of the application of Paul R. Heit- meyer, and granted a petition to enjoin the FCC from holding a further hearing on his application with new parties involved.

Acting on the petition of FCC General Counsel William J. Dempsey, the court ordered that its action of May 24 directing the issuance of the writ which commanded the Commission to grant the Heitmeyer application be suspended for ten days from June 20. The Commission was given five days within which to file its grounds for opposition and Heitmeyer was allowed a similar length of time to answer.

A NEW local station on 1420 kc. in Sarasota, Fla, is sought in an application filed with the FCC by WSPB Inc., a group comprising three business men of Chattanooga — S. C. Hutchinson, R. C. Jones Jr. and R. H. Campbell Jr., each of whom is 32 1/2% stockholder.

W-C-B-M
BALTIMORE, MARYLAND
SERVING BALTIMORE, WITH OVER HALF OF MARYLAND'S RADIO FAMILIES
Owned and Operated by
THE BALTIMORE BROADCASTING CORP.
JOHN ELMER, President • GEORGE H. ROEDER, Manager

Page 84 • July 1, 1939

Broadcasting • Broadcast Advertising
Warner Bros. Out of Transamerican
Clarks, Rosenberg, Catchings Acquire All of Holdings

TRANSFER of the 55% interest held by Warner Bros. in Transamerican Broadcasting & Television Corp. to John L. Clark and E. J. Rosenberg, Transamerican’s president and vice-president, respectively, and Waddill Catchings, representing the North American Life Co., public utility holding company, was completed June 15.

The deal was made to the producers entirely from Transamerican, which it organized in 1936 with Mears Clark, later affiliating with the North American Co., operators of Muzak Inc., wired service, and Associated Music Publishers. No disposition of the newly-acquired block of stock has been made by the new owners. Expansion of Transamericans’ New York and Chicago offices is planned, according to Mr. Rosenberg, along with increased personnel for the program producing, writing and sales staffs. Robert Morgan, the company’s magazine, has joined the New York sales staff, and Vera Oldam, radio writer, is a regular member of the script-writing staff.

SEC Shows Transfer

According to SEC records, North American Co. on April 1, 1938, contracted with Warner Bros. to transfer, for a two-year period, common stock control (50.01%) of AMP, and through AMP control of Breitkopf Publications Inc. and Muzak Corp., also granting Muzak Corp. a license to patents of Muzak Radio Inc. According to this agreement, if Warner Bros. elected to engage in the commercial development of these firms during the two-year period, Wired Radio Inc. also would be transferred; if not, ownership would revert to North American subject to a Warner Bros. option to retain AMP and Breitkopf.

On May 29, 1939, this contract was modified, SEC records show. At that time Warner Bros. held about 40% control of AMP, since two British corporations subsequently had purchased additional shares of stock and reduced Warner’s relative holdings, and the wife of a Warner Bros. director, who also is a salary officer of AMP, held about 30%. Under the May 29 agreement Warner Bros. transferred to AMP all its common and preferred stock in Transamerican in exchange for $100,000 par value of 5% second preferred stock of AMP, and with a stipulation that Warner Bros. was relieved of all present and future obligations under the April 1, 1938, agreement, and also all obligations to contribute further capital to Transamerican.

Met Station News

METROPOLITAN LIFE Insurance Co., New York, on June 19 started a five-minute Italian news program six times weekly on WOV, New York. Other Metropolitan Life programs consist of quarter-hour talks five times a week by Edwin G. Hall, transcribed on WHN, New York, and on 3 MBS stations. Young & Rubicians, New York, handles the account.

BROADCASTING • Broadcast Advertising

MPXSLTRANSMISSIONS

WORLD Broadcasting System announces the following new subscribers to World Library Service: WMQB, Mobile, Ala.; WPZ, Parkersburg, W. Va.; KOF, Reno; KYSF, Santa Fe; KTSA, San Antonio. In addition to cooperating in a one-hour initial promotion program for the new subscribers, which included recorded greetings from P. L. Deutsch, WBS president. World presented quarter-hour salutes to WOR, Bristol, Tenn., and WIBS, Bluefield, W. Va., on their tenth anniversaries.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KGW, Alamosa, Colo.; WMN, Fairmont, S. D.; WGAU, Atlanta, Ga.; KRKL, Midland, Tex.; KNBT, Palestine, Tex.

EDWARD SLOMAN Productions, new Hollywood radio production unit with headquarters at 7852 Sunset Blvd., has started to transcribe five-quarter-hour episodes of the comedy-drama, The Shannons, based on the serial on the film story, Transcribed version, written by Paul Gerard Smith, features Jimmy, Lucille and Russell Gleason, film actors, Paul Stettl is musical director, Sam M. Kreisberg is production supervisor and Edward Slooman director. Telecast continues on Mutual, covering the distribution agency.

MAX REINHART Workshop, Hollywood, theatrical school, has purchased a special one-hour initiative production program in stock for the company, according to its president, Otto K. Olsen Co., Hollywood, which secures the school from the network when CBS moved to Columbia Square last year. The deal also included the Otto K. Olsen Recording Studios, headquartered in the studio building. These will be operated under the name of Max Reinhardt Recording Studios and engage in commercial recording for agencies and sponsors. Dixon McCoy continues as manager under the new ownership.

EDWIN R. MAIZE Jr., formerly general manager of the Booth Co., eastern beverage manufacturers, recently joined Radio Attractions, New York, as Southern district manager. He is making a business tour of the area in the interest of Shadow of Fu Manchu.

RADIO ATTRACTIONS, New York, has added three new stations to the list carrying its thirty-week serial of Fu Manchu—WIBX, Utica; Nehi Bottling Co., Salisbury, Md., starting June 10 on WSAI, Salisbury; and the Topkea Capital, sponsoring on WIBW, Topeka.

New Radio Program Success Offered

AS A SYNDICATED TRANSCRIBED FEATURE

"Heart Throbs of the Hills"

A NEW SERIES of authentic dramatizations of the old songs and folklore of southern mountain folk-rich in sentiment, romantic interest, beautiful settings and attractive music. These musical dramas bring to life such traditional and well-loved songs as Charming Billy, Hand Me Down My Walking Cane. Letter Edged in Black, Granny’s Armchair, and others equally well-remembered.

For an audition and complete information, visit

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

NATIONAL BROADCASTING EXHIBIT

AT Atlantic City NAB Convention

July 1, 1939 • Page 85

Sets a Style

GAIL NORTHE, director of women’s activities for the Texas State Network, has started a hat fad among Texas women. Once a hat designer whose originals have been sold in the "$20-and-up" salon of a leading Dallas shop, Miss Northie first draped a cheesecloth turban for herself. In d r a p i n g others for friends about the TSN studios, she discovered the universal appeal of the design, and described it over the air. Now she is busy supplementing the broadcast with mailings giving specific instructions for draping the turbans.

UNITED STATES Record Corp., New York, erroneously described in the June 15 BROADCASTING as currently recording transcriptions at World Broadcasting System studios, will not enter the transcription field until September and at present is confining its activities to the production of phonograph records, according to E. B. Oberstein, head of the new company. Pending the completion of its own studio, the record firm will record in various other studios, he stated.

HERBERT R. EBENSTEIN, president of Radio Attractions, New York, was in Los Angeles, in late June, preparing preliminary arrangements for opening a branch office there and completing plans for the company’s second radio production.

CKCJ, Toronto, has bought the entire library of Davis & Schweger’s, Hollywood, and on May 23 will start using World Transcription Library.

WE FORGET NO ONE

For Chicagoans who speak English well, WGES provides distinctive programs of entertainment, education, and information. For the many thousands who don’t, there are parallel programs in a dozen different tongues—with the emphasis on Americanization. Here’s REALLY COMPLETE Chicago coverage for your product!

WGES In the Heart of Chicago

ANOTHER NETWORK PROGRAM SUCCESS OFFERED

A SYNDICATED TRANSCRIBED FEATURE

"Heart Throbs of the Hills"

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July 1, 1939 • Page 85
TYING into its extensive schedule of baseball-play-by-play broadcasts in the East, Atlantic Refining Co., Philadelphia, is sponsoring sandlot baseball schools in 19 cities with a staff of 31 instructors headed by Connie Mack, owner of the Philadelphia athletics, Ira Thomas, chief scout of the A's, and Jack Coombs, Duke U. coach [Broadcasting, March 15]. More than 200,000 boys were enrolled in a similar school last year, involving eight cities, and an enrollment of 500,000 is expected this year.

Under direction of N. W. Ayer & Son, Atlantic agency, a system of lectures and demonstrations has been developed. Frequent promotion of the schools is heard on the play-by-play broadcasts.

Sweaters for Remotes
ANNOUNCERS of WLOK, Lima, O., on special events or remote jobs have been outfitted with white polo sweaters displaying the station's call letters in black felt.

NOW ON FULL TIME
WKOK
(120 Kilometers)
"The Friendly Voice of Central Pennsylvania"
at Sunbury
Head of Agricultural, Industrial, and Mining Area
Represented by
White Walker, New York and Chicago

Merchandising & Promotion
Oil and Baseball—Fluff Rewards—Tobacco for Aged Folk—Autographed Red-Hots

Fit for a King
BETTY PARKER, director of the Home Forum of KYW, Philadelphia, used the occasion of the recent royal visit to ask her participating program's audience to write answers to the question, "What would you serve the King and Queen?" She gave 31 prizes for best answers, the menus and recipes being used in her programs for nine days. Manufacturers whose products bear trade names with a royal connotation, like Prince Matchabelli "Duchess of York" perfume, Revelon "Royal Highness" manicure kits etc., furnished the prizes.

From Ferry to Fair
FERRY passengers going to the Golden Gate International Exposition on San Francisco Bay see KSFO display pictures en route. Each boat carries a large display panel calling attention to KSFO's daily program Your Bowling Reporter conducted from the Exposition by Bill Baldwin.

Keeping KLZ Posted
TO KEEP its staff on their toes and familiar with prospects, available and unsold time and the ordinary comings and goings of personnel, KLZ, Denver, offers this information weekly in its new house organ, KLZ Continuity in script form.

Oakland Promotion
KROW, Oakland, Cal., has started a promotional program under the direction of Andrew Potter, sales promotion manager. Community papers in Oakland, Piedmont, Richmond, San Leandro, Emeryville, Fruitvale, and five neighborhood weekly papers in San Francisco are used on a cooperative basis in calling attention to KROW programs and services. Each paper carries a 2 column, 8 inch advertisement weekly. The layout includes either pictures, cartoons or other eye-arresting device in addition to an actual story.

Trailers on KROW programs are used in three motion picture houses in Oakland. The KROW "Tip Sheet" goes out weekly to all local and national agencies. A large double window in the lobby of Radio Center, Oakland, is used to feature displays of advertisers. In addition to this several local sponsors have devoted window space to their own programs on the station. Three spot announcements daily are given on the day of release of each feature program on the station.

Told by Disc
KIDO, Boise, Idaho, is using a recorded presentation of the case for radio advertising in general to convince skeptics of radio's advertising value. In question and answer form, the transcription dramatizes the statistics of radio advertising, brief sketches of radio success stories along with specific facts about KIDO's market area. The promotion show was written by Clete Lee and produced under supervision of Dick McBrone, KIDO sales manager.

Tickets for Fluffs
FOR SPOTTING grammatical errors of announcers, listeners are offered a pair of free tickets to the local box. Theatre by KXOK, St. Louis. Plot of the game, which covers all programs, was hatched recently by Program Director Allen Franklin and Les Kaufman, publicity man of the Fox. Each detected error must be identified by name of the announcer and time it was made.

Smoothes Ablaze
COOPERATING with local tire merchants, KDLY, Salt Lake City, has handled the publicity for a big tire-selling drive in the city the week of June 10-17 with a series of special pickups. Coverage included interviews with local bigwigs, quizzes them on their relation to the campaign; a special kids' show aired from a local theater, for which admission was a "smoothe," or worn-out tire. Wind-up was a contest on the "smoothes" on Ensign Peak, overlooking the city, Saturday night, June 17.

In the Bread Basket
A ROLL of bread right out of the oven for the loser, and $1 cash for the winner, are awards in a new weekly half-hour quiz show at CKCL, Toronto, for Barker-Bredin Bakeries, Toronto. There is also a mail prize for those who do not attend the studio audience. Listeners are asked to send in letters to the station, and one is picked weekly at random, the writer is telephoned, asked a question, and if answered correctly a prize awarded. If the letter contains a written entry from a Barker-Bredin loaf, the prize is whatever is in the Barker-Bredin Bread Basket, a minimum of $25, and if no wrapper is enclosed the award is $5. The show is conducted by Jack Murray of Sunny Adv. Agency.

P. & G. Luncheon Sets
SPECIAL premium of a five-piece Cannon luncheon set is currently being offered by Procter & Gamble Co. in the interests of Crisco on its Vie & Sade program on NBC-Blue and rebroadcast on NBC-Red. On the CBS program This Day Is Ours, and on the eight stations which started June 5 broadcasting This Day Is Ours via transcription, listeners may receive the premium by sending a Crisco label or wrapper plus 50 cents in coin. Compton Adv., New York handles the account.

Old Golds for Old Folks
MEN who might otherwise have been forgotten on Father's Day, June 18, were remember by L. B. Olds, Station WTX, Jacksonville, who sent a quantity of Old Gold cigarettes, Ibdol cigars and Kentucky pipe tobacco, all advertised on WCKY, to the Hamilton County Old Folks Home. The inmates participated in a special broadcast conducted by Rex Davis from the Home's chapel, and later were presented with recordings of the program.

Disc of Gold
GOLD-PLATED Transcription, one of two copies pressed from the original record used when President Roosevelt made his first transcribed broadcast May 9 to launch the National Emergency Council series of cabinet interviews, has been placed in the window of Bailey, Banks & Biddle Co.'s Chestnut Street Jewelry showroom in Philadelphia. The exhibit was arranged by the special features department of WFIL, Philadelphia.

South Dakota's 50th
GOLD-COLORED stickers, publicizing South Dakota's golden anniversary are being attached to all mailing pieces, publicity releases and correspondence sent from WNAX, Yankton.
Deal With Paper

FOR THE first time since the San Francisco bay region daily papers dropped radio columns and news more than a year ago, the Chronicle, San Francisco morning daily has tied in on a cooperative basis with KSFO. The station is utilizing copy published in the paper's supplement, "This Week." The material is featured on the program Streamlined Magazine, written and broadcast by Bob Garrel. In trade, the newspaper is carrying a box in the supplement each week, calling attention to the broadcasts.

Theatre Tieup

WJJD, Chicago, has arranged a tie-up with the local Balaban & Katz theatres where by WJJD-WIND air daily spot announcements promoting the "air conditioned comfort" of the theatres and current movies. Trailers used in the theatres describe the station, and 100,000 handbills plugging the station's sports programs are distributed weekly in the theatre lobbies.

Display in Mart

KPO and KGO, San Francisco, recently installed a special exhibit in the RCA display rooms in the San Francisco Furniture Mart. The display consists of several sets of pictures, including an entire series devoted to the building of a radio program. Other sections include photographs showing NBO studios and buildings throughout the country and a panel devoted to the KPO-KGO schedules.

Why They Listen

KOMA, Oklahoma City, is giving away a table radio each week over an 8-week period to listeners sending in the best reasons why they listen to its early morning Musical Clock program.

BROCHURES

CBS: Eight-page brochure graphically representing, with a circus theme in lavender and pink, the network's coverage on the Pacific Coast with nighttime sponsored transcontinental programs.

FIRM, El Paso, Tex.: Mail-folder built around perspective drawing of KTSM vertical antenna.

RADIO ATTRACTIONS, New York: brochure on stations, sponsors and history of its serial program production "The Shadow of Fu Manchu." KFAM, Kansas City: Minoohrgraph presentation of testimonials from satisfied agencies and clients, along with general station and studio data.

WWNC

ASHVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS

Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—new entry in resort season of doubled population...and doubled business. Sell over WWNC—the area's ONLY radio station.

FCC Allentown Hearing

On Press Issue Deferred

ON ITS own motion, and without assigning the reason, the FCC June 22 postponed indefinitely the test case hearing on newspaper ownership of stations which it had scheduled for July 28 at Allentown, Pa. Invoking application to consolidate WCBA and WSN, time-sharing stations, under ownership of the only newspaper company in the city, the application had provoked a controversy. Commissioner Craven had proposed its grant on the ground that the FCC could not legally prevent newspaper ownership and that the case was not a proper setting for solution of the newspaper ownership question.

The question had been set for hearing in Allentown to get "local reaction on the newspaper issue." It was expected the proposal to assign the license would be taken up soon and possibly granted without hearing, avoiding the newspaper issue.

WEEDINGS

WEED & Co, station representatives, have started a house organ, "Weedcasts," which is distributed to advertisers, agencies, and stations represented by the firm. Current issue, dated June 9, carries stories on television, radio advertising, and a personal column, "Weed—the People." Marked by Gordon

REQUESTS are pouring in for hot dogs autographed by Gordon Hiltonmark, Timekeeper of WRC, Washington, since he promoted National Hot Dog week on his program recently. Briggs Sausage Co., local hot dog client, has arranged to deliver each autographed dog fresh in specially designed cartons.

Indian Slicker

EQUIPPING its ten delivery trucks with hood displays, Slick's Furniture & Appliances, Chicago, has arranged to help promote its Slick Ideas program, heard on WGL, Fort Wayne, Ind. The hood banners were developed by Russell Sparks, WGL sales promotion director.

Door Stop

CHARLES FORSYTH, CBS Hollywood sound effects director on the Lux Radio Theatre, has constructed an elaborate "stop-and-go" system to prevent members of the cast from running through mythical doors during a broadcast. Actors unaccustomed to radio are inclined to greet persons who enter a room before the caller enters the door. Forsyth placed red and green lights in the wings of the stage. When the red light flashes, it is a cue to the actor to wait for the sound. A green light signals him that the sound has been completed and the actor may proceed with his next line.

P. J. SHEAHAN, formerly of Simmons & Simmons, Chicago, has joined Marvin Green Inc., that city.
Fendrich to Place

H. FENDRICH, Evansville, Ind. (cigars), for the remainder of the summer will use a series of sports and news programs on a determined number of stations. On Sept. 25, the firm starts Smoke Dreams, shifting from NBC-Blue to 25 NBC-Red stations (Sun.) 2:20 p.m., according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago agency handling the account.

**Agencies**

JACK RUNTON, co-manager of Lord & Thomas, Hollywood radio department, has resigned from that agency after 18 years association, effective July 15, when he goes to New York to discuss a fall network show which he has written. Runton is one of the pioneers in Pacific Coast radio production and handled many of the first shows in which film stars now appear as guests. He is credited with presenting such radio personalities as Bing Crosby, Lonelle Parsons, Donald Novis, Ted Florio and others.

MURRAY CARPENTER, formerly time-buyer of Compton Adv., New York, has been appointed assistant account executive on the Crisco division of the Procter & Gamble account.

CHARLES L. FUNNELL, formerly with McCann-Erickson, New York, on June 19 joined Compton Adv., New York, as account executive for one of the Procter & Gamble products served by the agency.

CARLOS FRANCO, station relations manager of Young & Rubicam, New York, who has been ill with rheumatic fever for almost four months, has returned to his desk, working a part-time basis until he has fully recovered.

MISS DOROTHY G. STARBUCK, who stayed in Los Angeles to join Arks Publicity Ltd., one of the largest agencies in London, has joined the Baltimore office of Courtlande D. Ferguson Inc. as space buyer. She formerly operated her own commercial art studio in London.

GENE FROMHEZ, of the radio department of Blackett-Sample-Hammer, Chicago, married Dorothy Champagne, of the radio department of J. Walter Thompson Co., Chicago, June 30.

ELEANOR LARSEN, radio director of Geyer, Cornell & Newell, New York, was in Hollywood during mid-June to check on shows for possible fall sponsorship.

HARRIET KAUFMAN, Adv., Washington, has opened a Baltimore office in the Court Square Bldg., in charge of Mark S. Kaufman.

TOM MCAVITY, Hollywood radio manager of Lord & Thomas, is in New York for conferences with the agency's home office executives.

AGENCIES Win Awards


THURMAN L. BARNARD, George W. Cecil, John Haggard, Paul L. Lewis and Frank L. Scott Jr., have been elected directors of N. W. Ayer & Son, according to an announcement by H. A. Batten, president. In addition to these five new members, William M. Arminstein. Clarence L. Jordan, Adam Kessler Jr., Gerald M. Lueck and Mr. Batten were re-elected directors at the stockholders' annual meeting.

FRANK B. HOWE, formerly publicity director of Raymond R. Morris Co., Hollywood, has formed his own exploitation agency with headquarters at 1101 S. Broadway, Los Angeles. He has been appointed to handle publicity of Arizona Network.

MARY PENTLAND, for several years head of her own advertising agency in Portland, Ore., and active in radio sales and writing on the Pacific Coast, recently was named assistant to the publisher of Parent's Magazine.

JOE LANFIELD, who at one time operated his own Los Angeles agency, has joined Scholtes Adv. Service, that city, as account executive.

CLARK ANDREWS, Ruthrauff & Ryan, Hollywood producer of the CBS Big Top Network program, has assigned to join the Century-Fox Film Corp., that city, as writer-director. Thomas Frankland-Smith, CBS production contact on the program, took over Andrews' duties until the series ends July 4

The Southwest's

**NEWEST AND FINEST**

KFDA-AMARILLO

THE TEXAS PANHANDLE'S ONLY FULL-TIME STATION

CONCENTRATING YOUR MESSAGE

IN THE BULK OF THE BUYING HOMES

**AT A LOCAL RATE!**

74% of the population

R.C.A. De Luxe ALL THE WAY — Truscon Radiator

Network Affiliations

ON THE AIR

T.S.N. — MUTUAL

AUGUST 1, 1939

**SALES**

Ruthrauff & Ryan, Chicago

Known nation-wide for services

PANHANDLE'S

Puerto Rico: George Pond, manager

PANHANDLE'S

IN ROCK SPRING, TEXAS

Louis Universally

402-406 S. Main St., Rock Springs, Wyo.

CALL COLONIAL IN THE TELEPHONE BOOK

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**AGENCY Appointments**

JACKSON & PERKINS Co., Newark, N. J., Appt. of Representatives in the United States to Meldrum & Feinwurt. Cleveland agency: campaigns will include all units of media.

POSTO-PHOTO, New York (photo service), to Chicago Merchandise Inc., N. Y., using newspapers and three quarter-hoarse featuring Phil Cook on WABC. N. Y.

ELIZABETH ARDEN, New York (cosmetice), to Blaker Adv., N. Y. F

AMERICAN FEATHER PRODUCTS Co., Chicago (comforters and pillows), to First United Broadcasting, that city. Plans to be in near future on five or six stations in the Minnesota area.

MARLIES DRINKING WATER Corp., Los Angeles, to Ruthrauff & Ryan, Chicago. Spot radio will be used.

CHAPPLE BROS. Inc., Rockford, Ill. (Ken-L-Ration), to Ruthrauff & Ryan, Chicago. It is understood that five week-to-month periods may be used on about 16 stations.

AAA Newspaper Data

As part of its market research program, the Committee on Newspapers of the American Association of Advertising Agencies has just issued Volume VIII-A of Market and Newspaper Statistics. The data covers copies over 100,000 in the United States and Canada, with figures on population, number of families, English-speaking persons (English-speaking persons for Canadian cities), income tax returns, audited newspaper circulation, line item rates, population, general rates, differential between retail and general rates, and an analysis of ABC Audit Reports dealing with circulation inducements.

School to Use 60

INDUSTRIAL TRAINING Corp., Chicago (technical instruction), early in July will start a varying schedule of two-minute spot announcements on 60 or 70 stations barring in Kansas, Nebraska, Missouri, Minnesota, Wisconsin, and other media. It is understood that the Chicago office, Mr. Kunke is operating a Seattle office, but the address had not been determined as Broadcasting went to press.

NATIONAL RADIO RECORDS, operating a new compilation of monthly radio advertising reports, is located at 947 Madison Ave., and not 947 Broadway, New York, as stated in the June 15 Broadcasting.

**FULL 18 HOUR U. P. SERVICE**

7:15 A. M. Open

9:15 A. M. Open

12:15 P.M. Open

3:15 P.M. Open

6:15 P.M. Open

9:15 P.M. Open

A Ready Made Audience

At Low Cost

KGVO

5000 w. Day

1000 w. Night

MISSOULA

Montana

CBS Affiliate

Serving the territory between Butte and Spokane.
Suicide Target

ORDINARILY the days of station rep are apt to be a little drab, one pretty much like the other as he makes his rounds of agency calls. Not so the days of Frank Johns of the Howard H. Wilson Co. who has been plagued by coincidence of late. A suicide's body almost hit Frank the other week as he came out of Chicago's Mather Tower building and the experience was repeated last week when another suicide jumped from the Bankers' Bidg. and landed within ten feet of Frank.

P & P in Los Angeles

FREE & PETERS Inc., national representative firm, announces the opening of a Los Angeles office, effective July 1, with Hahn J. Tyler, formerly of John H. Dunham Co., Chicago agency, in charge. Mr. Tyler started in advertising in 1923 when he joined Henri, Hurst & McDonald, Chicago, as an assistant in the space and production departments. In 1925 he joined the Chicago office of the St. Louis Post-Dispatch, later going with the Mac-Fadden Publications as western manager of the New York Graphic and Philadelphia Daily News. In 1932 he joined the Broadcast Checking Bureau and in 1935 went with John H. Dunham Co., where he served as radio and account executive on such spots as Williamon Candy Co., O'Creery Corp., Cracker Jack, Club Aluminum, H & H Cleaner, Hartman Truck, Peter Pan Canned Foods. The address of the Los Angeles office of Free & Peters Inc. had not been announced as Broadcasting went to press.

P & G Expands

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on July 3 starts the O'Neills on 27 CBC stations as a five-weekly quarter-hour series. On the same date, La Rue Principal starts for Oxydol on the French-language network consisting of CBC, Montreal; GB, Quebec; CBJ, Chicoutimi, Que. On CKAC, Montreal, five-weekly quarter-hour shows have been placed. Beginning July 3, Manhattan Mother and The Goldbergs will start for Oxydol five-weekly quarter-hour shows. However. Early in July P & G will start an hour of 15-minute five weekly programs on WRVA, Richmond. Oxydol will be one product sponsored on the series, but the others and the programs had not been chosen as Broadcasting went to press. Is it understood the shows will be broadcast on late afternoon periods. Blackett-Semple-Hummert, Chicago, handles the account.

Big Town on Discs

LEVER Bros. Co., Cambridge, Mass., on July 5 will place transcribed versions of its Rinso program Big Town during the program's summer hiatus from CBS, July 4 to Sept. 19, on to 10 to 15 stations throughout the country. Transcriptions will be made by Otto K. Olson Recording Studios, Hollywood, Ruthrauff & Ryan, New York, handles the account.

Face The Facts!

THE EVANS FOOTBALL FORECAST

- SIX YEARS... 89.6% CORRECT
- PERFECT RADIO MERCHANDISING
- COMPLETE NATIONAL COVERAGE
- AUTHORITATIVE INFORMATION
- TRIED... TESTED... NATIONALLY

Written and compiled by Jimmy Evans, famous All-American football star, nationally known sport writer and Radio sports commentator. Using facilities of nation-wide staff of football experts. Direct-from-gridiron reports.

--WRITE TODAY--

Harry Martin Enterprises
360 North Michigan
Chicago

$68,000,000

worth of crude oil was produced in Kansas in 1938, nearly all of it in the great listening area of...
AS A novelty, KGKX, Tyler, Tex., used the station's colored portion as the man-on-the-street on Negro Emancipation Day in June. The entire program—introduction, commercials, and interviews—was handled by "Plato," the porter. The program, sponsored by a local auto accessory store, was so successful the sponsor plans to repeat the idea next year.

MAURICE RASKIN, program director of CKLW, Toronto, Hal Williams, president, Dominion Broadcasting Co.; Hugh Morrison, CRC program division; R. W. Asherfield, Canadian manager, Sherman K. Ellis & Co., and Allan Corner, Bank of Montreal, all of Toronto, made up the first international team to appear on evening's Paul Wing Spinning Bar on NBC Red from New York June 25.

WGAR, Cleveland, ushered in Father's Day by interviewing the father of the first child born Sunday, June 18. Arrangements for notification of the first birth were made with local hospitals, and when the first report came in at 12:05 a.m., a WGAR car brought the father to the studio, where he was interviewed by Sidney Audor, special events director, and presented a gift from WGAR sponsors.

KOMA, Oklahoma City, to increase the seating capacity for the studio audience attending its weekly Singing Convention of the Air, has moved the broadcast to the First Nazarene Church auditorium.

From Puppy Sub

ENGINEERS of WLS, Chicago, had a lot of fun and trouble recently installing shortwave radio on the one-man submarine owned by Barney Connett, inventor who crossed Lake Michigan last summer in 11 hours. Thomas L. Rowe, WLS chief engineer, directed the installation of a shortwave transmitter in Connett's sub, then put two-way radio on a cruiser used to convey the sub. WLS broadcast six five-minute shows direct from the submarine when it made a record run across the lake the other day.

NEIL COLLINS, formerly director of publicity of WHK-WCLE, Cleveland, is handling special features publicity and radio production in conjunction with the National Penney Congress, to be held in Cleveland July 26 through Aug. 1. NBC, NBS and CBS are planning to cover the event, along with WKBW-WCLE-WNRR and WJAM in Cleveland. Several other Midwest stations also are planning to run remote lines to Cleveland for the Congress.

WIL, St. Louis, on June 15 was presented a national station for outstanding services to the American Legion, along with a silver plaque from the Department of Missouri American Legion. The presentation was made following an hour show observing the sixth anniversary of the American Legion program on WIL.

WGN, Chicago, will claim a record July 30 with Red Sox's Children's, a five-weeky strip show, concludes its 1,000 consecutive performance for the same sponsor with the same cast and announcers. Cadby Packing Co., Chicago (Old Dutch Cleanser), sponsors the show, which is written by Mrs. Hess Flep and produced by Russ Young, Hugh Snedeker is the featured actor on the series.

WWL, New Orleans, paid tribute to the graduating classes of 20 local high schools by presenting a 30-minute program which featured the voltage meters of each school. Each scholastic leader was personally interviewed, and the appropriate alma mater was played by Ray McNamara, staff organist.

WJJD, Chicago, recently broadcast a program from its transmitter featuring W. G. Gunther, WJJD chief engineer, and Mrs. Gunther in a discussion of little known aspects of radio. They described the antenna, spoke of the utilization of tubes and told how the WJJD mobile unit is used.

MORE than 200 employees of NBC-Chicago attended the all-day NBC get-together June 22 at the Bon Air Country Club near Wheeling, Ill. This was the second annual NBC outing and this year all competitive sporting events were directed by the newly formed NBC Athletic Assn.

WLW, Cincinnati, is carrying the Saturday afternoon games of the Cincinnati Reds the remainder of the season, after a survey of Midwest listeners indicated lively interest in their games. The broadcasts are handled by Roger Brown and Dick Bong, who have been handling play-by-play descriptions on WBAI all season.

KSFQ, San Francisco, has made an exclusive trip with the San Francisco police and the state highway patrol where news of accidents is flashed to the KSFQ newsroom. A line or two of safety slogans is flashed along with the description of each important accident.
GOV. ROB JONES of Arizona, has started a series of weekly "fireside chats" on the Arizona Network, starting June 7 from KOY, Phoenix. Gov. Culbert Olson of California conducts a similar series of weekly quarter-hour broadcasts over the CBS California network. Titled The March of California, his programs originate from the Governor's Mansion and are relayed from KROY, Sacramento.

KYOE, Santa Ana, Calif., is completing extensive landscaping operations which will make its studio and transmitter grounds one of the showplaces of Southern California.

ROTH HAWK, m.c. of the MBS quiz program, Name Three, has secured a 13-week renewal of his contract with Alfred Dunhill Co., New York (cigarettes), sponsor of the program.

NEW subscribers to United Press news service during the past month are: KGVO, Missoula, Mont.; WELT, New Haven; WSKR, McComb, Miss.; WOPI, Bristol, Tenn.; KIN, Oklahoma City, Okla.; WXDC, New Britain, Conn., and KWFT, Wichita Falls, Texas.

WJLD, Chicago, will continue its half-hour Wednesday evening broadcasts from the local traffic court with Judge Eugene S. Holland on the bench while Judge Gutierrez is on his annual European vacation.

ANNOUNCERS, producers and technicians at KDU and KGO, San Francisco, are now being identified with their station when on remote control jobs. Arm bands bearing the name of each station are worn by members of the staff on the outside assignments.

WNEW, New York, on June 19 increased its weekly news broadcasts of INS bulletins slightly more than 50% to extend its service over 24 hours a day. Quarter-hour periods were cut in most cases to present the service on a "bulletin" basis, the schedule of news hours now totaling nine hours and 35 minutes weekly. The station also has arranged for flash coverage for protection when wires are closed from 2-4 a.m. to 7-9 a.m. during Stan Shaw's Morning Matinee.

ABOUT 24 members of the staff of WLS, Chicago, have formed a riding club with Wednesday evening meetings at the local Oakshire Stables. The WLS Riders, featuring a score of trick riders and ropers, opened recently in Peoria, Ill., with a very good gross, according to Larry Kurtze, of the WLS Artists Bureau.

MORE than 5,000 persons visited the new studios of WNAS, Chicago, during open house in May. H. Coleman Cornell, director of the Moody Bible Institute station, has announced promotion material for the event included posters, brochure, souvenir folders and lapel buttons, along with spot announcements. Special evening programs also were featured during the month.

ADVENT of television broadcasts on a regular schedule in New York has increased interest in NBC's television tour at Radio City, the network reports. During May 18,580 persons took the 55-cent tour; from June 1 to 15, the tourists totalled 10,736, with June 14 setting a new record for one day of 1,207.

DONALD W. RILEY, of the Speech Department of Ohio State University, has compiled an annotated radio bibliography in three parts, covering material on radio speech, drama and general production appearing in books and magazines. It was compiled for use by students in OSU radio courses.

NBS's publicity department in New York has installed a television set in a small room adjoining the main press room for the use of radio editors. Installation was ordered by Frank E. Mason, vice-president, when he found that most radio editors lacked ready access to television receivers.

WBS will broadcast via shortwave descriptions of the trans-Pacific cruise of the MBS' Radio Rooms from Treasure Island, San Francisco, to Honolulu, which starts July 2 and will last about 15 days. Don Lee Broadcasting System, Mutual affiliate, will make nightly contacts with one of the competing yachts, the Columbia, and will send MBS reports of the race on the Wednesday and Saturday west coast dinner band programs.

THIS way IN!

WAIR is the open door to one of the richest and most responsive markets in the Southeast. Listener-confidence has made WAIR a volume sales producer.

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

YOU GET BOTH WITH WNEW
1. Extensive COVERAGE
2. Intensive COVERAGE

Because of its sheer power and its location in the vast metropolitan trading area, WNEW naturally offers coverage of a tremendous market—one that represents an annual sales volume of $4,849,194,000.

But what is more important to you is how well ... how intensely ... WNEW covers this market.

So—it is interesting to note that BY ALL INDEPENDENT SURVEYS WNEW RANKS FIRST IN NUMBER OF LISTENERS OF ANY NEW YORK NON-NETWORK STATION.

NEN NEW YORK

Serving New York and New Jersey 24 Hours a Day

5000 WATTS BY DAY • 1000 WATTS BY NIGHT • 1250 Kilocycles

Broadcasting - Broadcast Advertising

July 1, 1939 - Page 91
Radio and Education

In the Twin Cities Market
It's ...

Free & Peters, Inc.
National Representatives

Los Angeles  Chicago  Detroit  Atlanta

Los Angeles

With program publicity support of

2 GReat NORTHWEST NEWSPAPERS

Whose Combined Circulation, Both Daily and Sunday, Is Over 300,000

Minneapolis Tribune and St. Paul Dispatch-Pioneer Press

Owners and Operators

Radio and Education

CHICAGO Radio Council announces a full roster for its summer workshop June 20-July 24, with classes limited to 25 teachers and a tuition charge of $15. Held in the radio studio of the board of education in Chicago's Builders Bldg., the workshop presents courses in continuity production and utilization. James Whipple, of the radio department of Lord & Thomas, Chicago, is in charge of the five weekly 8-10 a.m. classes in continuity, Paul Dowty, formerly of WHBM, Chicago, is instructor for the courses in radio production, daily, 10-12 noon. Miss Lucile Hoskins, of the Radio Council staff, has charge of the daily two-hour course in utilization, a study of class room techniques and teacher-student listener cooperation.

WINNERS of the 10 college scholarships and the $200 prize to Washington Radio City and the New York World's Fair, selected among the 300,000 high school and grammar school boys and girls in 147 out of 150 counties in Georgia participating in the 1938-39 conditions of WSB's Atlanta Journal-School of the Air, will leave on a special Pullman July 8. Louis T. Rigdon, conductor of the school, and Mrs. Rigdon will accompany the group on its annual tour.

KLZ Denver, on July 8 is starting a new series of agricultural programs to be broadcast from farms in the various counties of KLZ's listening area, and featuring interviews on different phases of agriculture. The program will be under the general supervision of the extension department of Colorado Agricultural College. KLZ furnishes its own unit, announcers and engineers for the series, to be heard Saturday mornings, 11:45 to 12:15.

SERIES of eight Friday afternoon programs titled Democracy in Crisis started June 28 on NBC-Red network under auspices of Northwestern U. and its new Institute of Democracy. Featured are the institute's visiting authorities on social science. They include Dr. A. N. Holmes and Dr. Ruth Vogel of Northwestern U., Dr. E. W. Hartmann and Dr. W. H. Kilpatrick of Columbia U., Dr. L. L. Watkins of Michigan U., Dr. E. C. Clark of Oregon U., Dr. D. L. Ross of Wisconsin U.

Harvard to Stage Radio Conference

HARVARD Summer School has announced a conference on the use of radio for the public welfare to be held in Cambridge, Mass., July 24-Aug. 4. The conference, first of its kind at Harvard, will be of interest to civic leaders, teachers, broadcasters and radio technicians with sessions on various phases of radio each day in Hunt Hall.

Lecture and roundtable personnel will be headed by David C. Adams, executive director of the New England Town Hall, and will include Genieve M. Allen, president of the Radio Council of Western Massachusetts; Maj. Edwin H. Armstrong, inventor of frequency modulation; Loring Andrews, chairman of the program committee of WIXAL, Boston; Helen Benson, director of school broadcasting in Scotland for the British Broadcasting Corp.; Russell Burkhard, principal of F. A. Day Junior High School, Newton, Mass.; Dean George H. Chase, chairman of the Harvard Radio Committee.

Dr. Franklin Dunham, NBC educational director; S. Howard Evans, secretary of the National Committee on Education by Radio; Sterling Fisher, CBS educational director; Mrs. Benjamin Krouse, radio chairman, Massachusetts State Federation of Women's Clubs; Walter S. Lewin, visiting professor of World Wide Broadcasting Foundation, WIXAL, Boston; Frank R. McNinch, FCC chairman; Allen Miller, executive director, University Broadcasting Council, Chicago; James A. Mayer, extension director, Massachusetts State Dept. of Education; Keith Taylor, director of radio division, Bureau of Educational Research, Ohio State University; Prof. Howard E. Wilson, Harvard.

A COURSE in radio and radio writing will be introduced July 6 for the first time into the summer session of Columbia University, New York, under the direction of Erik Barnouw, who has written and directed programs for NBC, CBS and WOR, New York.

Add WHN and multiply results!

Do you want more New York sales? Smart national advertisers use WHN to supplement their network programs in the world's richest market.

WBN DIAL 1010 NEW YORK CITY

Edward Petry & Co., Inc.
National Advertising Representatives

Page 92 • July 1, 1939

Broadcasting • Broadcast Advertising
Elaborate Display Is Planned by WE

WESTERN ELECTRIC Co. will have on display at the Ambassador Hotel, Atlantic City, during the NAB convention July 10-13, one of the most impressive arrays of new equipment it has ever assembled, according to F. R. Lack, general commercial engineer. During the last year, he said, almost every unit of a broadcasting plant has been modernized, with the result that new equipment ranging from microphones of variable directivity to transmitters of advanced efficiency will be shown for the first time.

Much of the equipment will be in actual operation to permit broadcasters to test on the scene. Featured will be the Doherty high-efficiency medium-size transmitter—the new streamlined, single unit 1 kw.

Other operating displays will include the phase monitor for directional antennas, a newly-developed reproducer set, utilizing a universal pickup device of novel construction for reproducing either vertical or lateral recordings. Also to be demonstrated will be the new 5 kw WE air-cooled tube, and the latest design of 100 kw amplifier.

The cardioid directional mike will be explained by R. N. Marshall, of Bell Laboratories, and new antenna coupling units will be shown along with the latest in speech input equipment. Representatives of WE who plan to attend the convention are: E. W. Thurston, L. F. Bockoven, G. W. Davis, H. E. Scary, C. E. Snow, W. E. Jonker, W. Whitmore and C. L. Stong.

Bell Laboratories will be represented by W. H. Doherty, R. E. Poole, H. A. Reise, H. E. Mendenhall, W. L. Black, W. A. MacNair, R. A. Miller and F. W. Cunningham, A. J. Eaves, research products sales manager of Gravas, plans to have present A. S. Wise, Philadelphia; D. B. McKey, Atlanta; R. G. McCurdy, Kansas City; J. P. Lynch, Boston; J. W. LaMarmue, New York; F. J. Stahl, New York; W. W. Ponsford, Philadelphia, and F. L. Allman, Richmond.

WRENTH by John Baker, radio extension specialist, U. S. Department of Agriculture, A Radio Handbook for Extension Workers has been published in mimeograph form by the Extension Service. In a friendly conversational language, the booklet explains, step by step, the technique of using radio for agriculture, home economics and 4-H work. Baker formerly specialized in special event and farm broadcasts at WLS, Chicago.

KOL Executive Changes REORGANIZATION of the executive staff of KOL, Seattle, has been announced by Archie Taft, general manager, with the appointment of Oliver A. Runcheon as sales manager and Eddie Jansen as promotion manager. Mr. Runcheon, prominent in Pacific Coast sales work for the last 10 years, succeeds Elmer Pederson, who resigned to return to Los Angeles and who has made no announcement of future plans. Mr. Jansen during the last year has been program and promotion director of KGU, Honolulu, and formerly was sales manager of KVI, Tacoma. Frank Anderson has been appointed program manager. KOL is chiefly owned by Mr. Taft, but 42.5% of its stock is owned by Louis Warner, operator of KGA and KKG, Spokane.

RCA has announced a new ultra-high frequency transmitting and receiving antenna that is custom-built for each job and so needs no adjustments when erected. It consists of four horizontal rods, at right angles, and a vertical rod above them, each rod a quarter-wave length. Below the antenna is a quarter-wave transformer to which the transmission line is connected. Installations of this antenna have been made at WINS, Columbus, W3XIR, Philadelphia, and a number of police radio stations. New York City will use it on radio-equipped harbor launches.

AN RCA 250-D transmitter has been ordered for the new WHBY, which has been authorized by the FCC to move from Green Bay, Wis., to Appleton. Wis. Father James A. Wagner, of WHBY, and WITI's Norbert College stations at Green Bay, reports that selection of new site is holding up building and personnel plans.

WLOK, Lima, O., recently purchased a 45-MW portable remote amplifier from Wilcox Electric Co., Kansas City. The new equipment was first used for a three-hour pickup from the Peony Festival in Van Wert, O.

TWO folders covering broadcast equipment have been issued by RCA Mfg. Co. The first describes assembled studio equipment, including standard groupings of de luxe panels. The other deals with measuring equipment for laboratories, stations and schools.

RCA MFG. Co. has issued an eight-page folder, "Television Picture Equipment," describing all available television apparatus, transmitting and receiving, with specifications, diagrams and illustrations.

FINCH TELECOMMUNICATIONS Laboratories, New York, has announced that WONE, Albany, has concluded an agreement for use of Finch facsimile apparatus, to be installed as soon as it receives an FCC grant. Other stations now using Finch facsimile equipment include WLIW, WOR, WGN, WSM, WHO, WWJ, WSTP, WHE-WCTE, WSAL, WGH and W2XBP.

WDAB, Tampa, has placed in operation a Ford truck mobile unit, carrying its relay transmitter WDAJ, which has already seen duty on various remote jobs. The car's crew comprises Bill Moore, Sol Fleischman and Joe Smiley.

WHERE BROADCASTERS MEET

J.W.T. around the corner from the new N.A.B. Headquarters on K Street, in the center of busy Washington.

Air Conditioned
BEDROOMS - RESTAURANTS - LOBBIES
During the Summer Months

The MAYFLOWER

Connecticut Avenue at L Street, Washington, D. C.

R. L. Pollio, Manager

SURVEYS SHOW that

WDBJ

is the only network station that can be heard consistently and satisfactorily

AT ALL TIMES

in Roanoke and the immediate surrounding territory.

BUSINESS IS GOOD IN ROANOKE!

Are you getting your share?
A Big Store Uses Radio Dramatically And Gets an Immediate Response From Its Coast Audience

By EDWARD C. STODEL President, Stodel Adv. Co., Los Angeles

"FOUR times daily as the clock on the Eastern-Columbia tower strikes 8 a.m.; 12 noon; 8 p.m. and 11:15 p.m., we flash to you Headlines of the Hour directed from our special newsroom, located beneath the beautiful new marquee of the big Eastern store, facing Broadway at Ninth, in downtown Los Angeles.

With that salutation, last March 17, we launched on KEHE, Los Angeles, one of the Pacific Coast's largest furnishing and apparel firms on what we hope looms as its first long-term venture in radio.

For 47 years, the Eastern-Columbia stores in Los Angeles have been one of the biggest users of newspaper space. Their expert advertising staff had captured black and white advertising nationally year after year. Their success as merchandisers of national brands was unquestioned. They simply couldn't take radio as a mass media, except for an occasional dab.

An Audience Available

Frankly speaking, they expected any radio program to equal the sales, on a particular item, that was accomplished with the same amount of money in newspapers. And starting from scratch, that was a difficult challenge to meet, with what the terrific force and individual style of their ads plus the long acceptance these ads had built up throughout the years. Nevertheless, we were confident that radio could do a job of its own, not only in immediate direct sales but finally in building constitutional angle that could not be touched by periodical advertising.

Strangely enough, however, it was their own original air background on the Los Angeles Herald-Express, that enabled us to work out the program finally accepted by the stores.

We selected news broadcasts because they would build an immediate audience and not have to create one, as would a spot or idea show. And, keep in mind, this client was expecting immediate sales.

In the second place, we must be on the air enough times a day, on a popular priced station, or once a day on a major station, to keep within a trial budget — and yet stand a chance of keeping up with black and white results. For the initial test, we decided on four times daily on a popular independent station — on which we could dominate the news presentation.

SPECTATORS watching a news broadcast direct from the display window newsroom of the Eastern-Columbia apparel store in downtown Los Angeles. Photo shows (left) Edward C. Stodel, president, Stodel Adv. Co., and Lotte Frandsen, head of radio to make, dress the initial broadcast on March 17. When not on KEHE Frandsen announces flash bulletins over the store's loudspeaker system.

ANNUAL Awards, Laments Are Announced by Stage

ANNOUNCING its annual "palm" awards for radio, the magazine Stage in its June issue picks for its kudos H. V. Boardman, Informa- tion Please, Bob Hope, Bing Crosby, Lux Radio Theatre and the New York Philharmonic Symphony. Honorable mentions are given Morton Gould, conductor-arranger-composer, for his stylized treatment of popular music on MBS; Orth Bell, known as "Uncle Jonathan" on WAT. New York City, and the BBC Music Hall Varieties carried via Transatlantic relays on WOR. Stage, having honored, adds that it also "laments" the "widely spreading tasteless technique of guest stars who play direct sales endorsements in their own product"; "the loss of individuality suffered by the Columbia Workshop, which has become neither fish, nor fowl, nor good red herring"; "The sad fact that the air-debut of Robert Benchley, whose embroidered charm is unable to cope with unbecoming ma- terials, is not worth his greatest appointment"; "the ill-advised War and Peace philosophizing on The Circle, which was rarely enough of a clam bake as it is.

Olympic to Add

OLYMPIC KNITWEAR of New York, on July 16 will start 10 spot announcements weekly on WMCA, New York, as the first step in a special six-month campaign for "Bush-U-Knit" sweaters. Four of the announcements will be spotlighted during the day, the others to fol- low the Five Star Final program each evening. Other stations will be added to the campaign during the next two weeks in July, ac- cording to Hicks Adv. Agency, New York, which handles the ac- count.

JIMMY SCRIBNER, who plays 22 different roles on the MBS Johnson Family program, has opened what he calls the "1st quarterly" in the "world!" on Queens Boulevard near the New York World's Fair, and has named it "Chiclesia," mythical scene of his program.

FILMLAND WRITERS BREAK FROM AFRA

LOS ANGELES and Hollywood radio writers on June 20 broke away from AFRA and formed the West- ern Division of Radio Writers Guild, an affiliate of Authors League of America, Meeting, held in Hollywood Athletic Club, was attended by approximately 125 Southern California radio writers. For- est Barnes, Hollywood freelance writer, was elected president representative radio Writers Guild spoke. Boardman, who presided at the organization meeting, explained there would be a Na- tional convention in November at which 10 members will be elected each from the Western Division, Chicago and New York. The total, will be maintained at the present total of 15 councilors-at-large. Each region will also have its own president.

KEHE Becomes KECA

THE call letters of KECA will be retained in lieu of KEHE when the latter station and its plant and facilities are turned over to Earl Anthony Inc., under a proposed FCC decision announced June 21. (see page 34), according to a state- ment by Harrison Hollaway, gen- eral manager of KFI-KECA, Los Angeles. Anthony interests bought KECA for its 780 kc. channel and its building at 141 N. Vermont Street, Los Angeles, where operations of both KFI and KECA will be con- centered. Mr. Hollaway will shortly announce the operation and advertising policies and personnel assignments.

AFRA In Key Cities

NEGOTIATIONS between the American Federation of Radio Art- ists and the various local stations in New York, Chicago, San Fran- cisco and Los Angeles are proceeding satisfactorily in most cases, ac- cording to William Holt, executive secretary of the union. In the tran- scription field, she said, no action has been taken until the coordinating committee appointed by the na- tional board has completed its task of working out a set of scales and procedures. Members of this committee are Ned Weaver, chairman, Lucille Wall, Walter Preston, Alex McKee and Sid Wal- ton.

NORTH AMERICAN Accident Insur- ance Co., New York, June 26 started a two-week campaign of quick change musical programs six times weekly on WMCA and WNEW, New York, and additional five-minute music programs 12 times weekly on WNEW, both in New York, with additional five-minute music programs 12 times weekly on WNEW, New York, places the account.
LEN COZINE has been transferred from the control room to the engineering staff of CJRM, Regina, Sask. Harry Dunn of the production department has taken Cozine's place in the control room. Roy Henderson, new radio, has joined the production and continuity department.

RICHARD HAYSEL of the KXXK Hollywood engineering department, and Donald Martin, technical supervisor to Al Stahl, CBS Pacific Coast sound effects director, have announced their engagements. The wedding is scheduled for Aug. 12.

CLIFFORD C. HARRIS, technical supervisor of WIP, Philadelphia, recently purchased a 30-foot cabin cruiser, which has been christened "WIP." Martin N. Oehlbeck, assistant to Mr. Harris, was graduated in June from the Wharton School of Commerce of the University of Pennsylvania.

WALTER STILES, Jr., engineer of WABC, New York, is the father of a boy born recently.

PAUL MILLER, formerly of WTAD, Quincy, Ill., has joined the engineering staff of WOOW, Fort Wayne, Ind.

E. L. PARKHURST, engineer of KOX and KGO, San Francisco, and his wife have adopted five-month-old twin boys.

J. E. HAHN, formerly chief engineer of KNBC, Los Angeles, has joined the engineering staff of KFWB, Los Angeles.

ARCHIBALD E. LINGO, of Collingwood, N. J., president of John E. Lingo & Sons Co., Camden, on June 14, was granted a patent on a test for radio broadcasting (No. 2,162,575) by the U. S. Patent Office.

NORMAN HAHN, formerly chief engineer of WTAQ-WHBY, Green Bay, has joined WIBA, Madison, Wis., as chief engineer, succeeding Merrill F. Chapin, resigned. Lloyd S. Sadler also has been added to the WIBA technical staff.

ALAN RODE, sound effects director of KFWB, Hollywood, married Emma Puckett, of the KPWB accounting department, June 23.

A. J. HAGGERTY has joined the technical staff of CHB, Watrous, Sask.

JAMES C. SHAUM, KEHE, Los Angeles, is the father of a girl born June 2.

J. B. EAVES, chief engineer of KGNT, North Platte, Neb., is the father of a boy born recently.

GLENN E. LEE, John Woods and Dan Grey, recent graduates of Midland Television Inc., Kansas City technical school, have been appointed to the engineering staffs respectively of KFWB, Kansas City, and KMKW, Des Moines, Iowa.

ED LOCKWOOD has been transferred from the transmitter of WLU, Cincinnati, to the television department in the Carew Tower in Cincinnati as a transmitter engineer.

CLARENCE PALMER, KYOB, Sumter, S. C., engineer, and Betty Stover were married at Dodsonville, Nev., May 22.

Diversified Income

INDUSTRY
AGRICULTURE
SHIPPING
TOURISTS
STABLE
HISTORIC

That's
Coastal South Carolina
For Radio in This Market
It's
WCSC 1,000 Watts
Charleston, S. C.

Affiliated National Broadcasting Co.
Red and Blue
Member
N.A.B.

Network transmission of the ethereal tonal beauty of the harp . . . or the thundering majesty of the organ . . . is always an important and painstaking task in the radio industry.

Patient research and engineering skill have provided special circuits to link the radio stations of the country. Trained men supervise transmission. The most modern facilities guard the quality of sound—all the way.

And in the Bell Telephone Laboratories work goes on continuously, to improve and extend the contribution of the telephone system to radio broadcasting.
MINNESOTA'S Twin City radio stations again demonstrated broadcasting's vital importance during a disaster when they rushed men and equipment to the scene of the tornado which struck Anoka, Minn., 20 miles east of Anoka, just outside the stricken zone, claimed first news of the tragedy when highway patrolmen rushed through the storm to the transmitter building and put in calls for doctors, nurses and ambulances, along with a plea for the aid of Twin City police and firemen. Immediately afterward, WCCO broadcast the first news directly concerning the storm from the transmitter, with Russ Person, transmitter engineer, at the mike. While he was handling the first flashes, other WCCO engineers went through the town and collected information concerning casualties. Adj. Gen. Ellard Walsh, in charge of the Minnesota National Guard, was at Fort Ripley in the northern part of the State and could not be reached by telephone. WCCO broadcast a request for him to call National Guard headquarters in St. Paul, and a few minutes later, after hearing the broadcast, he called in and requested WCCO to ask all members of the 151st Field Artillery and the 206th Infantry, the Twin Cities reserve, to mobilize at once. Both regiments were mobilized and on their way to the stricken area in an hour-and-a-half.

Meantime WCCO engineers, headed by Engineer Hugh McCartney, had taken portable equipment into Anoka. No telephone service was available, but by tapping a temporary cable from the transmitter, WCCO was able to set up the only line of communication on and off the town. From approximately 5 p.m. until 10:30 p.m. (CST) WCCO was on the air constantly with lists of casualties, instructions and relief pleas. A CBS broadcast was originated by the station at 10:30 p.m., using portable equipment in the car of Engineer Bob Anderson as it cruised about the city. Max Karl, WCCO's educational director, and Eddie Gallaher, sports announcer, both went to Anoka at the first flash and handled all the WCCO broadcasts.

KSTP on the Job
Manager Stanley Hubbard of KSTP, despite the danger of being scooped, held back nearly an hour the first news flash reaching the station, in keeping with its policy of seeking to discourage a rush of curiosity seekers to the scene of an accident and at the request of National Guard officers. Mr. Hubbard also reported KSTP was the first to call National Guardsmen to report at the armory and first to send a crew to Anoka with a mobile unit and shortwave equipment, which reached the city 45 minutes after the flash. When shortwave pickups failed to come through, due to atmospheric disturbances, KSTP, by transcription of the first eyewitness story. In addition to the transcription, KSTP's 10-man crew in the stricken area included Brooks Henderson and Frank McGloghan, announcers; Al Aesch, Gordon Johnson and Dick Hance, news engineers; Art Lodge and John Knoble, newsmen, and Bill Svor and Arvid Cartwright, Minneapolis Journal reporters working under Special Events Director Joe Meyers. The recording equipment was taken directly into town meetings and rehabilitation centers, and through selection and editing a comprehensive recording of what was claimed to be the first eyewitness story. In addition to the transcribed pickup, which were rushed the 25 miles to the downtown studios at frequent intervals by two sets of messengers, the station also carried regular bulletins, urging sight-seers to stay away.

KSTP's 10-man crew in the stricken area included Brooks Henderson and Frank McGloghan, announcers; Al Aesch, Gordon Johnson and Dick Hance, news engineers; Art Lodge and John Knoble, newsmen, and Bill Svor and Arvid Cartwright, Minneapolis Journal reporters working under Special Events Director Joe Meyers. The recording equipment was taken directly into town meetings and rehabilitation centers, and through selection and editing a comprehensive description was furnished.

At the request of Gov. Stassen, who participated actively in rescue operations, the KSTP mobile unit was used by rescue officers as an amplifying system to give directions to salvage workers. The unit cruised through the debris-littered streets, telling victims where to go for food and medicine treatment and giving orders to militiamen. Hour-by-hour reports and recordings were broadcast up to signoff June 20, and KSTP staff members

Don Lee Spikes Reports
It Will Issue Stock for
Television Operations

SPIKING reports to the contrary, Don Lee Broadcasting System, Los Angeles, operating W6XAS, through its president, Thomas S. Lee, in late June announced that the organization had no television stock for sale nor is it interested in any projected campaigns to raise money for the sale of securities of any kind. "Our television work is definitely experimental, of a non-commercial nature and we are investing our own funds in ratio commensurate with the progress of our technical staff," Mr. Lee said. "This organization is not financially interested in the manufacture, sale or installation of television equipment. Because of the tremendous impetus given television in recent weeks, the public should be protected against questionable stock issues and unproven ventures in television developments."

STATISTICALLY SPEAKING

of South Carolina in the Daytime

WIS COUNTIES* include

67.7% of S. C. RADIO HOMES
70.1% of S. C. RETAIL SALES

IT'S THE STORY OF 5 KILOWATTS ON 560 kc.
Over the same path, and at the same distance, WIS delivers 353 millivolts per meter; a 50 kilowatt station on 1080 kc. delivers 300 millivolts. (Columbia to Charlotte 95 miles)

Jansky & Bailey Survey, Oct. 1938

WIS Counties* $174,129,000
South Carolina 140,480
1935 Retail Sales $248,206,000
1938 Radio Homes 207,300
* Counties Crossed by, or wholly within, WIS ½ millivolt daytime contour

•

USE WIS FOR EFFECTIVE SELLING
IN SOUTH CAROLINA

COLUMBIA, S. C.
560 Kilocycles
5,000 Watts
NBC Red and Blue Networks Represented by FREE & PETERS, Inc.

Page 96 • July 1, 1939

BROADCASTING • Broadcast Advertising
returned to the studios at 3:30 a.m. and prepared a broadcast that went on the air a few hours later.

All Twin City stations cooperated with the Red Cross in raising relief funds. KSST, WTCN and WCCO carried special programs which raised several thousand dollars for the stricken area.

**WTCN Uses Plane**

WTCN used five men in strategic places over the area, including one in an airplane, to describe the tornado damage. Hal Lansing, chief announcer, started putting out bulletins on the air after the first flash, and within the next hour had broadcast more than 20, including pleas for medical aid and mobilization notices. Bob De Haven, production manager, made the airplane flight during the ensuing rainstorm and gave a 15-minute word picture of the scene on land.

Bennett Orfield, WTCN news editor, went on special duty in the offices of the *Minneapolis Tribune* and broadcast bulletin for six hours. John Sherman, technical director, and Charles Irving, announcer, drove to the scene with shortwave equipment, but when it was found no power was available in Anoka, they viewed the wreckage and checked the situation and then drove to a nearby town, from where they shortwaved their report.

**THE FCC on June 21 authorized R. E. McDonald, manager of KFQD, Anchorage, Alaska, to acquire complete control of that station and issue it a renewal license which had been held up due to alleged failure to comply with rules pertaining to transfers of ownership.**

**RAY of Maj. Edward Bowes, carved from a block of compressed evaporated salt, was presented to him recently following one of his CBS Amateur Hour broadcasts by Edward L. Fuller, president of International Salt Co.**

**Old and New**

**OLDEST and newest methods of communication were combined recently when the Crosley Co. facsimile station W8XUJ used carrier pigeons to speed pictures of a Cincinnati Reds - Pittsburgh Pirates baseball game to its studio for immediate transmission. Black Comet, world-record racing bird, on whose back was strapped the official harness of the Army Signal Corps, flew the negatives from the baseball park to the Crosley plant, a distance of approximately 4½ miles, in three minutes and the photos were developed and on the air 20 minutes after being taken. Six birds were used in carrying the 32 pictures snapped on the playing field. According to Wilfred Geu-ther, Crosley coordinator of facsimile and television, pigeons may become regular members of the WLW-W8XUJ staff to increase the speed of picture service.**

**FCC Clearing Docket**

PUSHING toward clearing of its docket prior to the "quasi-recess" over the summer, planned to start July 15, the FCC at meetings June 19-20 handled the largest agenda since its creation in 1934. All told, some 40 pages of "innovy" or routine decisions were released, along with two-score matters requiring separate consideration. Of 16 docket cases on broadcast applications which had gone to hearing, 15 were decided. The FCC will not schedule hearings or arguments from July 16 through Sept. 8 and, while it plans to hold sessions over the summer, meetings probably will be held on an abbreviated basis, yet to be decided upon. Chairman McNichol, ill since last May, did not attend the record June meet-ings, and is not due to return to his office until after July 4.

**PROGRAMS to be presented by the University of Kentucky through WHAS, Louisville, for the six months from July 1 through Dec. 31 are listed in a booklet that may be obtained from the University of Lexington.**

**Quarter Hour Transcribed Programs**

Now on the Air in 31 Cities in the U.S. and Australia

- The programs consist of exciting, dramatized events in the lives of celebrities, climax ed by the presentation of their actual voices. These famous voices were recorded by yesterday's miracle — the Edison reproducing machine — and the priceless old cylinders have been modernized and amplified, to bring to the radio audience of today actual VOICES OF YESTERDAY.

"Voices of Yesterday" is not only fascinating history, it is fascinating entertainment.

**THRILLING • EDUCATIONAL • DRAMATIC • ROMANTIC**

Exclusive Rights Granted. Write or Wire.

---

**Harry S. Goodman**

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY
13,772 REPLIES FROM TWO ANNOUNCEMENTS!

That's what brought this telegram from the agency of one advertiser.* Two announcements were made offering a minor premium (to farmers only) in exchange for detailed information of tremendous sales value to local dealers.

WIBW listeners responded with nearly ten times the advertiser's estimated number of replies.

We don't want to be obvious, but all this is mighty valuable to YOU . . . this absolute proof of WIBW's pulling power . . . of the way WIBW listeners respond.

Today, with our new, ultra-modern transmitter, WIBW is ready to show you some real ACTION from a ready-to-buy audience that is conservatively estimated at 361,980. Let us show you HOW.

* Name on request.
IN response to a demand arising from the fact that commercial maps have not fully met radio's needs, BROADCASTING herewith presents a new form of map especially adapted to the requirements of the radio advertiser, advertising agent and station management. It combines two special features: (1) Grids or sections of equal area and uniform scale, making every section of the United States directly comparable, and (2) Urban and rural radio family breakdowns and retail sales by counties, superimposed upon the grid maps. This method of map-making was devised after frequent consultations with timebuyers, broadcasters and network research departments. We believe that these maps and data will prove to be a contribution to uniformity and convenience in evaluating and mapping radio coverage.

MAP INDEX: The index maps on the following page show the areas covered by the grids. The larger map shows the basic grids, the smaller the supplementary grids. Identifying numbers appear at or near the center of the area covered by each grid map and shown as a dotted rectangle on the index map. The identifying numbers appear in the upper right corner of the grid maps themselves which are published in subsequent pages in the order indicated by the numbers. An index by States also appears on the next page to facilitate map selection. Some of the States appear in their entirety on one or more maps, as indicated by the boldface figures in the first column of the index. Parts of the same State appear in several additional maps, as indicated in the other columns of the index. Thus it is possible to select the right map or maps to measure between points in different States. For example, to determine the distance between Muncie, in central Indiana, and Bristol, in northeastern Tennessee, consultation of the index shows that both areas appear on Grid 10.

BASE MAP AND DATA: The base map used for the original map is an Albers Equal Area Projection prepared in 1937 by the Geographer of the Census. In order to permit fine work, the map was enlarged and drawn in sections which, if assembled, would form a map of the United States nearly 20 feet wide. The data on urban and rural radio families for each county, published herein for the first time, are breakdowns of the county totals compiled by the Joint Committee on Radio Research. Retail sales in thousands of dollars for 1935, also shown for each county, are from the last Census of Business; 1938 retail sales would vary in total only slightly from the 1935 figures.

COPYRIGHT FREE: These maps were prepared for BROADCASTING by Walter P. Burn & Associates Inc., New York, in collaboration with Edgar Felix, publisher of Radio Coverage Reports. While the Radio Market Atlas is copyrighted, BROADCASTING will extend permission to advertisers, advertising agencies and broadcasters to use the maps without charge for any specific and acceptable purpose. Additional copies of any single map, or special combinations of maps made to order, may be secured at nominal cost from Walter P. Burn & Associates.
BASIC GRID MAPS

Indicated by Dotted Lines

Subdividing the United States into a series of areas of uniform and convenient size for radio purposes. Each basic grid slightly overlaps its neighbors in order to facilitate assembling adjacent maps.

INDEX TO GRID MAPS

Arranged by States

Numbers in Boldface indicate State as a whole appears in the grid named. Such numbers are not repeated in succeeding columns.

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Sarnoff, McCosker Receive Citations
As Press Women Make Annual Awards

DAVID SARNOFF, chairman of the board of NBC, and Alfred J. McCosker, chairman of the board of MBS, were individually honored by the National Federation of Press Women, which at its annual banquet held June 26 at the Waldorf-Astoria Hotel, New York, awarded to them its certificates of merit for outstanding contributions to radio.

Award was made to Mr. Sarnoff for making possible the Toscanini broadcasts and to Mr. McCosker for Mutual's rebroadcast of European news bulletins during the Munich crisis.

The Federation also presented certificates to each of the national networks: To CBS for the New York Philharmonic Symphony broadcasts; to MBS for its musical contribution of "Braverman Wallenstein's Sinfonietta" broadcasts; to CBC for the "Grand Opera" series; to NBC and Margaret Cuthbert for establishing a special department to further women's activities under the direction of Margaret Cuthbert.

Fair Program Honored

An award for "the shortwave radio series most effectively promoting international peace," went to "The Salute of Nations series" of tributes to the New York World's Fair, originating in 17 foreign countries. Citations were made to the American networks carrying the programs, with Major W. Gladstone Murray, CBS general manager; William S. Paley, president of CBS; Alfred J. McCosker, chairman of the board of MBS, and Lenox Lohr, NBC president, accepting the certificates for their networks. This portion of the dinner was broadcast by NBC, CBS, MBS and CRC, and shortwave abroad. Mrs. Joseph E. Goodhart, president of the Federation, presided at the dinner, and Dr. Young conducted the broadcast.

Other awards included:

BEST FORENOON WEEK-DAY PROGRAM: Getting the Most Out of Life (Standard Brands on NBC).

BEST AFTERNOON WEEK-DAY PROGRAM: American School of the Air (CBS sustaining).

NEWS COMMENTATOR PROGRAM: "Kallenbom Edits the News" (Pure Oil Co. on CBS).

CONTRIBUTION BY A WOMAN: Dorothy Thompson's part in Hour of Charm (General Electric Co. on NBC).

GOOD TASTE IN ADVERTISING: Saturday Evening Post (Ford Motor Co. on CBS).

RURAL PROGRAM: National Farm & Home Hour (NBC sustaining).

CHILDREN UNDER 12: Irene Wicker's "Singing Lady" (NBC sustaining).

CHILDREN OVER 12: Walter Damrosch's "Music Appreciation Hour" (NBC sustaining).

DRAMA: "Organ Welles" Mercury Theatre of the Air (CBS sustaining, now sponsored by Campbell Soup Co. on Campbell House).

AMERICAN IDEAL: George V. Dannay, Jr. and America's Town Meeting of the Air (NBC).

INTERNATIONAL PEACE: Salute of Nations by New York World's Fair, 1939, on NBC, CBS, MBS and CBC. Also to Grover Whalen, president of the New York World's Fair, and Dr. John S. Young, director of radio and television, New York World's Fair.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on June 26 started a series of transcribed programs on WMCB, New York, featuring the songs of Vaughn De Leath. The programs, recorded by WMCB for three-weekly presentation, differ in style from the live 13-week series on MBS during which Vaughn De Leath replaces the Voice of Experience for the summer. No other transcribed programs will be sponsored by the company until the Voice returns early this fall. Erwin, Wasey & Co., New York, handles the account.

Joint Agencies for GE Lamps

GENERAL ELECTRIC Co. has announced that the forthcoming radio program of its Incandescent Lamp Department will be handled jointly by Hatten, Burton, Durstine & Osborn and Foster & Davies. Which jointly handle the general advertising. Details as to program and time on the air have not yet been announced.


MAJ. GEN. JAMES G. HARBORD, chairman of the board of RCA, has made available in booklet form his recent address on "A Chief of Staff in the Theater of Operations" delivered before the Army War College. Gen. Harbord was wartime Chief of Service of Supply of the A.E.F.

Two L. A. Recorders Move

TWO HOLLYWOOD recording firms have moved to new quarters in that city. Hollywood Recorders has taken over the three-story building at 1441 N. McCadden Place, formerly occupied by Hall-Blount Radio Studios, now out of business. The firm, headed by F. H. Fodor as general manager and Kenneth Smith, station relations and sales manager, with J. W. Guest as chief engineer, is applying to the FCC for a television experimental station. Associated Transcription Co., headed by Harry F. Waistrum and Thor LeCroix, has moved its offices and studios to 5626 Melrose Ave. and plans to expand its activities from a strictly technical service to cutting programs for sponsors and agencies. Hollywood Recording Co. also has installed new custom-built reproducing equipment developed by General Communications Products Co., Hollywood.

It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver the "pulling power" to your radio program, you are harnessing top potential pulling power to your sales message. Result: PAY DIRT!

Broadcasting • Broadcast Advertising

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Radio Code on AFA Griddle

(Continued from page 29)

we should sell against those local stations. In fact, almost every angle of the situation can be summed up in the simple statement that ‘we don’t know!’” Several representatives of Latin American stations have already called on NBC to ask if they intend to send commercial programs into their areas, he stated, adding that some of them had objected to the broadcasting via shortwave of American commercial programs. NBC stopped this practice more than a year ago, he said, although it is not a hard and fast rule and if Toscanini had a sponsor, NBC might continue to broadcast his music to the world.

Pressure Groups

Women’s clubs, educators and the FCC were listed as the “sacred cows” of broadcasting by Curtis Mitchell, who said that all three groups had the station men “scared to death” because each represents a pressure group they dare not offend and don’t know how to please. He advocated cooperation with the club women and educators to get them lined up on the right side of broadcasting, but he urged strong opposition to attempts of the FCC to secure control over program content.

Praising the American system of broadcasting as the “outstanding depression industry” which has achieved success in a most difficult period, Newbold Morris also praised the freedom of American radio to express all points of view and the freedom of the listener to choose his radio fare, as contrasted to certain European states in which broadcasters are told what to say and the public what they may hear.

Utility Group’s Award

Ken R. Dyke, national sales promotion manager for NBC, represented radio in a round-table conference on cooperation between organized advertising and the universities at the meeting of Alpha Delta Sigma, advertising fraternity, also held in conjunction with the AFA convention.

Consolidated Edison Co. of New York was given the premier award in the radio class of the Better Copy Contest of the Public Utilities Advertising Assn., another AFA departmental, for its weekly program, Around the World in New York, on WJZ, Program of the variety type, with an orchestra, chorus and guest stars, is placed and produced by McCann-Erickson Co., New York. With some variations, it has been on the air each year since 1925, starting in the fall and continuing through the following spring.

Daniel S. Tutthill, acting director of NBC Artists’ Service, was chairman of entertainment of the convention. Radio stars from all major networks entertained at the Monday night banquet, the cabinet party on Tuesday evening and during the NAB luncheon on Tuesday. Only one broadcast originated during the four-day convention, the address of Col. Louis Johnson, Assistant Secretary of War, on Tuesday noon being broadcast by WMCA, New York. WOR was the only broadcaster to have an exhibit at the convention. Its booth, at the entrance of the exhibit hall, was designed by Victor Harasy, who also designed the Ford and Turkish buildings at the New York World’s Fair, under the direction of Joseph Cremer, WOR promotion director.

Don E. Gilman, NBC vice-president in charge of the Western Division, was elected vice-chairman of the Advertising Federation of America and vice-chairman of its Council of Advertising Clubs at the recent AFA convention in New York.

Radio Men Registered

Radio executives registered at the AFA convention were:

Maurice, M. Boyd, NBC
Frank Bruchers, WJAC, Newark
Charles C. Chale, WMDD, Peoria
Clarence Cokley, WRR, St. Louis
J. E. Campbell, CKLW, Detroit-Windsor
Ken Dyke, NBC
Michael L. Hanna, WIBX, Utica
Philip Hoffmann, WSYE, Scranton
Claire M. Harrison, KWK, St. Louis
W. E. Jackson, KDHC, Pittsburgh
R. Earl Keister, KMC, Kansas City
Craig Lawrence, Iowa Broadcasting Corp.
Naville Miller, NAB
Walter E. Moyer, NBC
Charles O. Phillips, WFB, Syracuse
J. Leonard Reinsch, WHIO, Dayton
Edgar Robinson, WCFL, Chicago
Mason C. Taylor, WIBX, Utica
Harry Trepper, WNP, Binghamton
Daniel S. Tutthill, NBC
J. Gorman Waddell, WJZ, Wilmington
LeMoine C. Wheeler, WHC, Rochester
Ava Zuecker, WVEY, New York

NBC Chesterfield Party

NBC officials, on June 19 gave a dinner for executives of Liggett & Myers Tobacco Co. and Newell-Emmett, advertising agency for Chesterfield, in honor of the new Chesterfield program with Fred Waring, which made its debut on NBC. Red the Chesterfield, attending the dinner, included men from NBC were Lenox R. Lorr, Niles Trammell, Roy C. Whitmer, I. E. Showerman, Ken R. Dyke, Frank E. Mason, John Royal and Reynold R. Kraft. Liggett & Myers was represented by B. F. Few, W. D. Carrmichael, Ben Carroll and C. W. Whitaker. Agency men included N. F. McGroarty, C. D. Newell, C. S. Walsh, Donald D. Langan and Karl Keffer. Also among the guests were Fred Waring, John O’Connor, Paul Douglas and Paul Whiteman.

LisFOM TO WHAT THE BRITTANICA SAYS, DOTTER!

According to the Encyclopedia Britannica, “the Red River Valley...is covered by rich, silt lake deposits, colored black by decayed vegetation, which make it one of the most fertile tracts of the continent...one of the most famous grain-producing regions of the United States.”

THAT'S why WDAY's million Red River Valley listeners constitute one of the most productive markets in the U. S. ... And remember that WDAY is the only chain station within 190 miles of Fargo! ... May we send you ALL the facts?

WDAY, Inc.

N. B. C.
Affiliated with the Fargo Forum

FREE and
PETERS, INC.
NATIONAL
FARGO 940 Kilocycles
N. D. 5000 Watts Day
means business in Baltimore
1000 Watts Night

Page 186 • July 1, 1939

BROADCASTING • Broadcast Advertising
**Network Representatives on Clipper Broadcast During Flight Over Ocean**

ALL NATIONAL networks delegated special representatives to broadcast from the Pan American Airways Atlantic Clipper during its flight from Port Washington, N. Y., to Lisbon, Portugal, June 17-18.

Wayne Thomis, aviation editor of the Chicago Tribune-New York Daily News Syndicate, represented Mutual aboard the Clipper. George Hicks, special events announcer, and Don Whittemore, engineer, covered the flight for NBC. Bob Trout, announcer, and Clyde Houlson, shortwave engineer, handled the flight broadcasts for CBS.

Both NBC and CBS had arranged to install their own shortwave apparatus aboard the plane, but were forced to share the same equipment when Pan American officials just before the flight decreed that two complete sets of equipment were too heavy for the plane.

**From the Ocean**

Four hours over the ocean, NBC broadcast its first pickup from the plane, with George Hicks again describing the progress of the Clipper in the evening. Bob Trout broadcast a similar program on CBS. Both CBS and NBC arranged for two-way conversations between their respective representatives aboard the plane and those aboard the Mauretania when that ship was one day out of Liverpool on her maiden voyage to America. Aboard the Mauretania comparing experiences with Trout and Hicks were William L. Shirer for CBS, and Mildred Boulwood for NBC. CBS broadcast the landing of the plane in Lisbon and the end of the flight on Marseilles on June 19, which was also covered for NBC by George Hicks.

Mutual on June 17 rebroadcast summaries of the Clipper's report on its progress and weather conditions sent by the plane to its base at Port Washington, and also a special program by Wayne Thomis on the eve of the flight. Thomis also broadcast an eye witness account of the voyage on June 18, speaking on MBS via shortwave through CSW, Lisbon.

Trout Arrested in Portugal

Bob Trout found himself under arrest when the plane landed in Portugal because he had no Portuguese visas, having lacked time to get one in New York before the plane left, but CBS, through contacts in the city, was able to straighten out the matter.

Besides his special broadcasts describing the trip, Trout filled in his regular heckling of Professor Quiz on the Noxema Chemical Co.'s CBS program on June 17, his part in the broadcast being short-waved from the Clipper. Trout's weekly "Taken From Life" interview for the CBS Time to Shine program on June 20 was also picked up, this time from Paris.

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**WSAI Covers A #17 Size**

A No. 17 size shoe is not the largest in the world. But it's astoundingly big! So with cities... WSAI covers Cincinnati—No. 17 in size of U.S. cities. There are plenty of people here—more than a million in the trading area. Plenty money, too! Income is 37% higher than the national average.

WSAI covers Cincinnati—and then some! WSAI's popularity is very high—because of NBC, Mutual, local programs—including baseball and the league-leading Reds. Rates are LOWEST of all local network stations. All of which means BULK AUDIENCE—AT LOW COST PER LISTENER.

WSAI will boost summer sales. Shall we send proof?
More Television “Firsts”

TELEVISION’S first full-hour program, which was also its first operetta, occurred June 20 when NBC televised a condensed version of “The Pirates of Penzance.” Other television firsts of the last two weeks by RCA-NBC in New York included the American introduction of the Boobs-a-Daisy, new London novelty dance; the championship swimming meet of the Women’s Swimming Association; and a safety demonstration telecast through the cooperation of the New York City Police Department and the Board of Education.

Chicago Demonstrations

FIRST public demonstration of television in Chicago started June 20 in the Marshall Field & Co. department store with attendance in excess of 10,000 visitors. An RCA television demonstration featured nine RCA sets in a darkened room wired to a glassed-in television studio. Expected to continue for a month, the demonstration features nine of the shows currently running at Marshall Field’s. Among the special attractions are movie features, dance; the championship swimming meet of the Women’s Swimming Association; and a safety demonstration telecast through the cooperation of the New York City Police Department and the Board of Education.

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Distortion Removed

Two of television’s minor annoyances—the image distortion caused by viewing the image at an angle through the usual dome-end tube and the “phantom” effect that develops on the center of the dome—are eliminated in the new cathode ray tube introduced by Philco. Distortion is done away with because the tube has a flat, glassy effect. The image distortion is caused by the ions collected by the tube. The electrons that paint the image on the screen back into line, but allow the unbalanced ions to continue offside from an “iron trap.”

Newspaper Receivers

RCA is installing television receivers in the new rooms of all New York daily newspapers and in three major wire services to enable the news staffs to watch its telecasts of news events, and also to see the progress of television as it is transmitted to the network. In lending the sets to the papers, RCA expressly requested that they be used only as a tool to be used by all staff members, and not sealed in the editor’s or publisher’s office.

RCA Handbook

A 40-PAGE book titled “Practical Television” has been issued as a handbook for service men. It is not an engineering treatise, but presents practical aspects of television receiver design installation and service as learned by RCA engineers in field tests during the last seven years.

French Article


Equity and Television

FAILURE of the Associated Actors and Artists of America, parent AFL talent union, to settle the question of jurisdiction over television will result in the assumption of that authority by Actors’ Equity Association, according to an Equity officer. While the A.A.A. questioned our authority over this new entertainment field,” he told Broadcasting, “was up to them to push the matter through to a final decision. Since they have not done so, Equity will continue as if the question had not been raised and at the proper time proceed to organize the television field.”

Television News Notes

Two-Way Television

Is Patented by DuMont

PatenT on an improved system of two-way television communication, in which a single cathode-ray tube serves both as pickup and receiving device from the remote station, has been issued to Allen B. DuMont, president of Allen B. DuMont Labs., Paramus, N. J. The system, covered by U. S. Patent No. 2,187,749, is reported to simplify and reduce the cost of apparatus over prior systems in which separate pickup and viewing tubes must be used at each station for two-way communication.

DuMont Labs. also has developed for its receiving set dealers a new display booth, called the Peek-A-Booth and designed by Leonard F. Cramer, general sales manager of the organization which provides a compact semi-darkened display space for television demonstrations. The Peek-A-Booth, constructed as a large shadowbox, allows the viewing of video programs under ideal conditions of dim illumination in the midst of brightly lit salesrooms.

The new DuMont two-way system is based on use of a dual-function tube which includes both photosensitive screen and fluorescent screen set side-by-side and served by a common cathode-ray beam. When the tube is transmitting an image, the beam switches to the photo-sensitive screen, which it scans in the conventional manner, while at the other end the beam swings over to the fluorescent screen, which it scans to reconstruct the images transmitted from the remote station. The beam-switching operation may be accomplished manually or automatically, the invention covering various means of switching, climaxing by a revolving switching means simultaneous two-way communication.

Sell the prosperous Oregon Market with

KGW 620 KC 5000 WATTSIM DAILY 1000 WATTS NIGHTS

KEX 1100 KC 5000 WATTS CONTINUOUS

Representatives Edward Petry & Co. Inc.

New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles

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Broadcasting • Broadcast Advertising

PINCH-HITTER extraordinary is Bessie Topmiller, sister of Charles Topmiller, chief engineer of WOR, New York, and studio secretary, who has soaked up enough technical dope from her brother to hear the flack from time to time and handle the responsibilities of a studio control operator. Recently when Art Gillette, the regular operator assigned to the network makers program, was caught in a traffic jam and failed to appear in time to put the feature on the air from the Gibson Hotel studios, Es- sie volunteered and carried through the entire program without a hitch.

Single Cathode-Ray Tube

For Two-Way Television

Is Patented by DuMont

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www.americanradiohistory.com
Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!

“The Station That Speaks Your Language”
Press Ownership Position of Court Followed by FCC

Law Said to Have No Barrier To Control by Newspaper

INDICATION that the FCC will follow the recent issuance of the U.S. Court of Appeals for the District of Columbia in connection with newspaper ownership of broadcast stations, adopting a hands-off policy unless the law is changed, was given by Acting Chairman Thad H. Brown, in testimony before the House Committee on Deficiences & Supplemental Appropriations.

With all members of the FCC present except Chairman McNinch, Col. Brown, in reply to Rep. Wigglesworth (R-Mass.), said the Commission had not reached any policy conclusion on newspaper ownership of stations. However, he did refer to the language used by the court in a recent decision in which it stated "we know of no statute which would prohibit a newspaper from owning a broadcast station." Commissioner Brown added: "That is our position."

Censorship Issue

The hearing transcript, released June 24 coincident with the adoption by the House of an appropriation for the 1939-40 fiscal year which begins July 1, was comparatively mild, compared to other sessions before House Appropriations Committees. Col. Brown was the chief witness. Censorship of programs, particularly in connection with the provocative discussions on international broadcast stations, proved to be the primary interest of committee members.

Rep. Wigglesworth attacked the change in FCC procedures and the abolition of examiners, asserting he felt there was a "very wide departure from sound quasi-judicial procedure". William J. Dempsey, general counsel, said that so far as he knew the reaction to the new system has been uniformly favorable. He said there were approximately 176 cases pending at the time the procedure was made effective last fall under the examiners' procedure, and that there are now only 12 of these cases in which final opinions of the Commission have not yet been issued.

That the FCC will have its report on the network-monopoly inquiry ready by July 1, promised by Acting Chairman Brown. He said the Commission had taken no actions in the light of developments during the investigation up to this time.

Lieu. E. K. Jett, FCC chief engineer predicted that in five years the FCC appropriation should be at least $80,000.000 (as against $800,000 authorized for the new year) to do the work which will be required of it. He emphasized particularly that detail in connection with wire carriers and meters pertaining to the growth of radio, such as television and facsimile, would make necessary the expanded operation. "We are getting more and more congested and the interference problems are requiring more and more study," he said.

THE JOB OF NEWSCASTING

By NORMAN NESBIT

Los Angeles

NEWS broadcasting is a ticklish job, regardless of the press service to which a station or network subscribes. But the job is doubly important if the newscaster himself has the responsibility of editing his own show. As any newscaster will tell you, newspaper copy from the press wires is not always adaptable to the air. It is not always good fare for those who listen to the spoken word. The newscaster must know what constitutes "good taste" in selection of his bulletins. If words which are not objectionable in print stand out like a sore thumb when he's speaking them, those should be synthesized with others which fall more gently on the listener's ear.

All of us who have been selected as newscasters in radio are familiar with the apparent likes and dislikes of the listener. We know how shrewdly some of them wait for a misspoken word, reaching avidly for a sharp pencil and the stock of penny postcards ready beside the receiver. Little do they realize there's a many a slip twist the mike and the lip, that reading at "news" tempo calls for the kind of concentration often beading a furrowed brow with the dew of cold perspiration.

The newscaster must keep Mr. Webster's pronouncing gazette handy on his news room desk; learn the rudiments, at least, of several foreign languages, that is, the simplified rules for pronunciation, accented syllables, etc. He'll be smart if he reads a good world history now and then, studies maps, becomes oriented with the relative positions of various countries; and if he keeps up on current history in the making. That's a pretty good substitute for actual travel, and then Mr. Newscaster will seldom make fatal errors. And too, his listeners will detect a note of sincerity and understanding which distinguishes those few newscasters who gain a large following for their station or network.

The new reporter who continues to analyze his own work—the news, the likes and dislikes of his auditors—will have no trouble in getting ahead. He'll find the salient department backing him to the hilt, with prospective sponsors usually waiting on the word for an opening.

Once, several years ago, in Hollywood, a young woman who held down the information desk at Equity, a talent agency, said: "To get by in show business, you've got to have a thick skin—thinner than the next fellow's". If a news reporter can't take the brickbats as well as the roses sometimes cast in his direction, he can't do his best work. For a real listener, one who holds you responsible for a bit of news the individual didn't like; accuses you of leaning too far over the fence in reporting political news—usually because a single word received a little unnecessary emphasis. But, happily for the reporter's sense of mind—their complaints are few. However he'll be wise to analyze each letter of comment for by knowing his listener he'll give better service, advance himself, and be considered "reliable" by his employer.

One other thing of importance is this: "Regardless of a newscaster's voice, the listener who depends upon radio for news wants it delivered through the loudspeaker distinctly—comfortably paced, but always with each word understandable. Each speaker has to find his own pace,用自己的 pace, learn to breathe correctly. You would be surprised at the number of listeners who almost freeze at the listeners who, who breathes incorrectly — and audibly. And, just as often, they won't turn to another station, but continue to fume at the noisy breather!"

Radio Attitude on Liquor

Is Falsely Represented

ATTMPTING to remedy a situation wherein the public, through newspaper advertising by distillers or liquor dealers, is led to believe radio stations accept liquor advertising, KOMO-KJR, Seattle, recently invited the attention of the Washington State Liquor Control Board at a misleadingly misleading advertisement and then sent copies of the ensuing correspondence to other stations in the State to enlist their active support. Although the State Board maintained the particular advertisement violated no regulations of liquor advertising, it suggested a distribution to television stations that territory take steps to curb such advertising through the dissuasion of the employ.

The newspaper advertisement, a clipping of which was sent with the complaint, portrayed a radio announcer of phrase and indicated his making the statement: "You're missing something if you don't drink Green Bay Whiskey. You might try a KOMO-KJR pointed out that since the illustration was a type widely used in connection with radio programs or by sponsors of radio advertising, the copy conveyed the impression the particular brand of whiskey was an advertising medium, notwithstanding the universal ban on such accounts.
WBN0 Now WNOE

FIRST call letters issued by the FCC which contain the entire last name of the station owner were authorized June 30 when WBN0, New Orleans, was granted authority to change to WNOE. The station was acquired earlier in the month [BROADCASTING, June 15] from a local church.

Overhead Cuts Net

(Continued from page 9)

of $7,642,445. This compared to the figure of $14,505,338 for the 660 stations.

Four part-time clear channel stations with 50 kw. had a broadcast income of $384,095 for the year. In another bracket, covering 14 stations with power of 5,000 to 25,000 watts operating unlimited time, the statistics showed revenues of $945,381 with a broadcast income item of $433,086. In this same power classification, four part-time stations had broadcast revenues of $529,204 with broadcast income of $55,927.

In the regional classification, the station covered 196 unlimited time regions, other than those in the high-power regional group, and disclosed aggregate broadcast revenues of $316,083 with broadcast income of $51,956. The eight high-power regions had broadcast revenues of $1,889,736 with broadcast income of $317,635.

Limited and day stations in the regional group, both with and without network affiliations, totaled 68 with broadcast revenues of $3,782,847 but they had a total of $4,109,908 in expenses. Such regions on national networks total 12, with an income of $945,381 and a deficit of $25,544. Thus the entire group of limited and daytime regions showed losses.

Part-time Regions

On the other hand 33 part-time regions showed revenues of $3,046,037 with earnings of $301,834. Of this number, 15 stations were on national networks and had revenues of $1,447,701, with income of $236,809.

There were 227 commercial locals or hundred watters accounted for in the tabulations. Their aggregate business from sale of time was $5,604,993 with a broadcast income of $238,125. Of this total 91 locals were on the national networks. Their time revenue yield was $4,109,908, with earnings of $276,237. In the daytime and parttime local station category, 76 stations were accounted for with broadcast revenue of $1,728,696 and with broadcast income of $271,031.

In showing totals for all commercial stations, the FCC figures revealed that the 660 stations with net time sales of $25,000 or more had total broadcast revenues of $79,128,760; expenses of $21,628,460, deductions from net broadcast revenues accounted for by depreciation, amortization, taxes, plant losses and related items of $7,123,122 with the net broadcast income figure of $14,505,338.

Pure Oil Adding

PURE OIL Co., Chicago, on Sept. 25 extends its twice-weekly Kaltens, the News series on 38 CBS stations to a thrice-weekly series, Mondays, Wednesdays and Fridays, 6:30-6:45 p.m. (EST). To its spot schedule on six stations, [BROADCASTING June 1], the firm has added five weekly 15-minute programs on KTRH, Houston, featuring Harry Grier, sportscaster, and Dick Freeman, sports editor of the Houston Chronicle, in a sports summaries to run 26 weeks. Pure Oil has started distribution of the Kaltens Map of Europe, a free if called for at a Pure Oil station, or a dime by mail. Leo Burnett Co., Chicago, handles the account.

DR. A. E. Kennelly

DR. ARTHUR E. KENNELLY, 77, electrical and radio engineer and co-discoverer of the Kennelly Heaviside Layer, popularly known as the "radio ceiling," died in Boston June 18. Professor emeritus of two universities and widely known as a radio scientist, Dr. Kennelly was the principal electrical assistant to Thomas A. Edison a half-century ago.

"I sold the boss on LINGO!"

Above the demands of the "front office" for ECONOMY . . . is the "Control Room" requirement for PERFORMANCE! Lingo "Tube" Radiators are designed to give both! Ask your own Engineer or any at the many aggressive stations who have already installed Lingo Radiators . . . for after you investigate the amazing story of LINGO efficiency and economy, you will realize, that here indeed, are new standards that vitally affect the future of your station. Let us explain how savings up to one-half are possible due to our single responsibility of both constructing and erecting . . . and how a new high in performance is not only possible, but to be expected. Send information today regarding your location, power and frequency, and we will show you in detail (without obligation) how LINGO "tube" Radiators can meet your particular needs and quote you complete prices in advance.

JOHN E. LINGO & SON, Inc. Dept. B-7 CAMDEN, N. J
Fr. Coughlin's Magazine
2 Hours Daily on WHIP;
Sunday List Is Revised

EXPANSION of the radio time
used by Father Charles E. Cough-
lin and his magazine, Social Jus-
tice, was noted in June when Social Jus-
tice booked through station
WHIP, Hammond, Ind., already
causing for the Sunday Cough-
lins talks, five periods aggregating
two hours daily. Some of the periods
are quarter-hour length and the
balance are of half-hour duration.

The programs are transmitted
by direct wire from Royal Oak,
Mich. They include news broad-
casts handled, according to the
magazine, “from a social justice
standpoint”, organ music and other
matter publicizing the magazine.
In recent months Fr. Coughlin
on his Sunday broadcasts has been
urging listeners to take up distri-
bution of the magazine.

The latest issue of Social Justice
carried a story on the added broad-
casts at Hammond and also said
that a similar contract had been
signed with WHB, Newark. It was
said that if these programs are
successful they will be extended
of New York, Detroit and Boston.
No confirmation of any of this activity,
except the programs to WHIP, was
obtainable at Aircasters Inc., De-
troit agency which books the
Coughlin time. Social Justice also
disclosed that the broadcasts at
Hammond have developed “a cruel
and unwarranted boycott” of the
station “by subversive interests.”

Checkup of the Coughlin Sunday
afternoon list, meanwhile, disclosed
several changes from the original
station lineup. The network now
airing the talks includes these
48 stations:

- WABY, Albany: WPG, Atlantic
- City: WBAL, Baltimore; WCAO.
- Bridgewater: WKBW, Buffalo; WNY
- Cincinnati: WAG, Cleveland;
- WHRC, Columbus: WHO, Des
- Moines; WIB, Detroit; WLX, Erie;
- WJE, Hagerstown, Md.: WHF
- Fm. 30th: WRBO, Harrisburg;
- WIRE, Indianapolis: WRZ, Kalam
- azoo; WREN, Lawrence, Kan.
- WIBA, Madison: WIO, Milwau
- kee; KSTP, St. Paul; WGRG, New
- Albany; WHBL, Newark; WJAS;
- Pittsburgh; WRAW, Reading, Pa.
- WHAM, Rochester; WGBI, Stamp
- ton; KFQX, St. Joseph, Mo.; WN
- St. Louis; WHL, Syracuse: WHX
- Willie, Harrisburg, Pa.; WWRL
- Woodside, N. Y.; WRDO, Annapolis;
- WLBZ, Bangor: WABJ, Boston;
- WHC, Bedford; WSAR, Fall River;
- WABY, Baltimore; WJRC, Har
- ford; WLX, Laconia, N. H.; WLLH
- Lowell; WCOU, Lew
- iston, Me.: WPEA, Manchester, N.
- WNBH, New Bedford; WNLC
- New London, Conn.: WBK, Pitts
- field, Mass.: WEG, Providence;
- KATR, Waterbury; WTAG, Wor
- cester.

ST. LOUIS' Negro Business League
sponsors of the cooperative Jubilee
Singers feature heard Sundays on
KXOK, St. Louis, has renewed the
program for 30 weeks.

Raleigh to Use Sullivan
With Night News on CBS

BROWN & WILLIAMSON To- ba-
co Co., Louisville, will become
the first advertiser to enter the late-
evening news format with a national
route Sept. 24, when will start
Paul Sullivan, new commentator
of WHAS, Louisville, doing a
quarter-hour broadcast of UP news
six evenings weekly at 11 p.m.
(EST) on a coast-to-coast CBS
network. Broadcast will be heard
every evening but Monday in the
interest of Raleigh cigarettes.
Popularity of local news broadcasts
at this hour led to the decision to
try it out across the country, ac-
ording to BBDO, New York, the
agency.

Duchin Wins Poll

EDDY DUCHIN's orchestra led a
recorder radio band popularity poll
conducted by Radio Mirror maga-
zine, topping Benny Goodman,
last year's winner, and jumping from
third to first place. Of 75 orchest-
ras named in the voting, the four
ten included: Eddy Duchin, Benny
Goodman, Horace Heidt, Sammy
Kaye, Guy Lombardo, Kay Kyser,
Tommy Dorsey, Artie Shaw, Fred
Martin and Rudy Vallee. Fred
R. Sammis, editor of the magazine,
presented a gold medal to Duchin
during his MBS program June 26.

FAVE AND CLEO, staff artists at
KGO, Fort Worth, have their pic-
tures on a recently released novelty
song by Claude Herlitzi and "Red
River" McGrey. Song is titled I'l
Be Seeing You in Dallas, Alice.

AFTER CONTRIBUTING $22,000 worth of time and footing all bills
for talent and remote lines, Detroit radio stations which always work
in close harmony on civic affairs, combined last month with an employ-
ment contribution of $7,500 to the fund being raised for new build-
ings for the House of Good Shepherd and Salvation Army. Leo Fitz-
patrick, general manager of WJ, was chief of staff for the campaign. In
this picture Mr. Fitzpatrick (standing) is reporting results at a luncheon
meeting to (to r) Hi Steed, WMBC; Harry Sutton Jr., WXZ; William
Scripp, WWJ; J. J. Hartigan, CKLW; Ted Campeau, CKLW; Norman
White, WJR; E. C. Thompson, WXKL. Absent when picture was taken
but very active in the campaign was J. F. Hopkins, WJBK.
Screen Television Shown by Baird

Pictures are Projected on a 9X12 Screen in Exhibition

By BRUCE ROBERTSON

FIRST American demonstrations of the Baird Television Corp. large screen television, introduced in England a year ago, are now being given in New York. Pictures are projected on a 9x12 foot screen from a receiver equipped with a projection cathode ray tube and a specially designed lens, which is located in the center of the demonstration room, about 30 feet away from the screen.

Ian Javal, commercial director of the Baird Co., an affiliate of Gaumont British, who supervised the installation of the equipment, explained that in England the screens are 15 x 20 feet, but that a smaller screen was necessary because of the limited space of the demonstration room in New York, which seats about 40 people.

Duplicate Apparatus

All controls and meters are contained on the projector housing, permitting the operator to make any necessary adjustments during the program. Machine contains two complete receiver-projectors, with provisions for an instant switchover should anything go wrong with the reception of the tube in use. The tube is normally operated at about 50,000 volts, derived from a special high-tension rectifier unit located in an adjoining room. This rectifier unit employs two tubes capable of a total output of 60 kw. at 16mA. Size and cost of the equipment makes screen television reception impracticable for general home use, it was said. Negotiations are now under way, however, for installation of Baird in a number of Broadway movie houses. Five London theatres are already so equipped, with others being added as rapidly as possible, according to the company, which expects to complete 20 such installations by the end of the year.

NBC's telecast of the Gilbert and Sullivan opera, "Pirates of Penance," witnessed by this observer on the Baird screen, was generally of acceptable quality, although the dark and light shades were not as sharply contrasted as in previous NBC telecasts viewed on standard American receivers with 7 x 10 inch viewing screens. The closeups were clearly defined, but there was a noticeable blurring of the long-range pictures. Stripes in the pirate costumes frequently extended across the entire picture, a phenomenon called "streaming" by the Baird engineer, who explained that it is present to some extent in all television broadcasts.

There is some difference of opinion between Baird engineers and NBC's television staff as to whether the transmitting or receiving apparatus should be blamed for the defects in reproduction, NBC executives stating that the telecasts as viewed on the standard RCA home receivers are free from the defects noted on the large screen presentation.
THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 14 TO JUNE 26, INCLUSIVE

Decisions — JUNE 14

NEW, M. & M. Begley, Co., Mar interpretive
—Adopted final order granting prob. WBC 350 kw at 150 vari
KGGF, Coffeyville, Kan,—Adopted final order granting prob. to T.R. "Skeet" 
new assigns to H. W. Powell.
KGG, Modesto, Calif. —Adopted final order granting prob. renewal license. 
Pillar of Fire, South Boston, N. J.—Adopted final order denying CF Inter-

WSNJ, Bridgeton, N. J.—Adopted final order granting CP

NEW, Cootes, Edge & Spencers, John-

ville, Ill.—App. dismissed without pro-

KRFO, Columbus, Mo.—Dismissed rehear-
sing petition re: KVFJ, KPLZ, KQRE, KFO-

WHTM, Hartford—Adopted final order inccre-

WAFB, Norfolk, Va., and WMC, Mem-

KTRF, Modesto, Calif. —Adopted order granting CP, 

KEX, Portland, Ore.—Granted auth. 5 kw un-

JUNE 17

KOB, Albuquerque, N. M.—Granted ex-

WAFB, New York—Amend CP move to-

WFBF, Baltimore—License for CP as-

WKBK, Columbus—Moder. license to change f

KQRS, St. Louis—License to change 270 ch-

KXLY, Seattle—Extend exp. auth. 30 days

JUNE 18

WJBL, Deming, Ill., WBO, Terre Haute, Ind., WJBC, Bloomington, III-

WMEX, Boston, denied rehearing on ap-

WJBL, New York—Granted change of

MISCELLANEOUS—WCV, Cleveland, 

MISCELLANEOUS—WNY, Buffalo, 

MISCELLANEOUS—WNY, Buffalo, 

Hearings — JUNE 14

NEW, Saginaw Beat, Saginaw, Mich. —

KEHE, Los Angeles. Appl. vol. as-

WMJZ, Washington, D. C. —Granted

WBNX—New York—Granted renewal li-

TECHNIQUE of first aid has been learned by the technical staffs of Westinghouse stations WBZ, Boston, and WIXR, Millis, Mass., international shortwave outlet, and so proficient have they become in lifesaving and first aid methods that all have successfully completed an extensive Red Cross course. Similar classes are being conducted at other Westinghouse stations—KDKA, WEXX, KYW, WBEA and WOWO—under the direction of retiring manager, W.W. Kennedy.


Page 194 • July 1, 1939

WBCS, Davenport, Iowa—Granted extensions, time due-
cembered July (if WFBF remains silent) for special programs; WMZ, Mason, Ohio, 
denied extensions, time due determined E.S.T. to 7:30-8:30 for special programs; WLIB, Wil-

JUNE 19

.decision on 11-138.

WJBL, New York—Granted change of

WJBL, New York—Granted change of

WJBL, New York—Granted change of

WJBL, New York—Granted change of

JUNE 20

WBCS, Davenport, Iowa—Granted extensions, time due-

determined E.S.T. to 7:30-8:30 for special programs; WLIB, Wil-

WJBL, New York—Granted change of

JUNE 21

WJBL, New York—Granted change of

WJBL, New York—Granted change of

WJBL, New York—Granted change of

WJBL, New York—Granted change of

JUNE 22

NEW, Peter J. Calderone, Providence, R. 1.—Denied CP 1270 kw 250 w D. 

MISCELLANEOUS—WBNY, Buffalo, 

WJBX, Springfield, Va.—CP changed an-

WJBL, New York—Granted change of

JUNE 23

WNBX, Springfield, Va.—CP changed an-

WJBX, Springfield, Va.—CP changed an-

WJBX, Springfield, Va.—CP changed an-

WJBX, Springfield, Va.—CP changed an-

JUNE 24

WJMS, Ironwood, Mich.—CP increased 100 kw to 100 kw to 100 kw to 100 kw to 100 kw.

WBBN, Boston—Granted 100 kw to 100 kw to 100 kw to 100 kw to 100 kw.

WBBN, Boston—Granted 100 kw to 100 kw to 100 kw to 100 kw to 100 kw.

WBBN, Boston—Granted 100 kw to 100 kw to 100 kw to 100 kw to 100 kw.

MISCELLANEOUS—WBBN, Boston—

MISCELLANEOUS—WBBN, Boston—

MISCELLANEOUS—WBBN, Boston—

APPLICATIONS — JUNE 14

NEW, Saginaw Beat, Saginaw, Mich. —Granted CP 1200 kw 100-200 w un-

NEW, Saginaw Beat, Saginaw, Mich. —Granted CP 1200 kw 100-200 w un-

NEW, Saginaw Beat, Saginaw, Mich. —Granted CP 1200 kw 100-200 sol-

NEW, Saginaw Beat, Saginaw, Mich. —Granted CP 1200 kw 100-200 w un-

MISCELLANEOUS—WBBN, Boston—

WBBN, Springfield, Va.—CP changed an-

MISCELLANEOUS—WBBN, Boston—

WBBN, Springfield, Va.—CP changed an-

WBBN, Springfield, Va.—CP changed an-

WBBN, Springfield, Va.—CP changed an-

MISCELLANEOUS—WBBN, Boston—

JUNE 25

WBBN, Springfield, Va.—CP changed an-

JUNE 26

WBBN, Springfield, Va.—CP changed an-

WBBN, Springfield, Va.—CP changed an-

WBBN, Springfield, Va.—CP changed an-

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WBBN, Springfield, Va.—CP changed an-

JUNE 27

MISCELLANEOUS—WBBN, Boston—

WBBN, Springfield, Va.—CP changed an-

WBBN, Springfield, Va.—CP changed an-

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JUNE 28

WBBN, Springfield, Va.—CP changed an-

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WBBN, Springfield, Va.—CP changed an-

JUNE 29

MISCELLANEOUS—WBBN, Boston—

WBBN, Springfield, Va.—CP changed an-

WBBN, Springfield, Va.—CP changed an-

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WBBN, Springfield, Va.—CP changed an-

JUNE 30

WBBN, Springfield, Va.—CP changed an-

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WBBN, Springfield, Va.—CP changed an-

JULY 1, 1939
**Network Accounts**

*All time EST unless otherwise indicated.*

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**New Business**

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 7 resumes Good News after 10 weeks layoff on 34 NBC-Red stations. Thurs., 9-10 p.m. Agency: Benton & Bowles, N.Y.

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**PROCTER & GAMBLE Co., Cincinnati** (Ivy soap), on July 3 starts rebroadcasts for The O'Neill on NBC-Red, Mon. thru Fri., 5-6:15 p.m., now on 19 NBC-Red, 12:15 noon-12:30 p.m.; and for Life Can Be Beautiful on 15 split NBC-Red-Blue, Mon. thru Fri., 9-9:45 a.m. Agency: Compton Adv., N.Y.

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**QUAKER OATS Co., Chicago** (Quaker), on Sept. 25 starts Girl Alone on 30 NBC-Red stations, Mon. thru Fri., 5-5:15 p.m. EST. Agency: Rothrauff & Ricci, Inc., Chicago.

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**BROWN & WILLIAMSON TOBACCO Co., Louisville** (Raleigh cigarettes), on Sept. 24 starts programming on 38 NBC-Blue stations, Mon. thru Fri. and Sun., 11-11:15 a.m. Agency: Blue, N.Y.

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**ASSOCIATED ELECTRIC Companies of Texas,** on June 25 started The Texas Hall of Fame on 21 Texas State Network stations, Sun., 1-2 p.m. for 13 weeks.

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**STANDARD BRANDS, New York** (Fleischmann Yeast), on Oct. 2 resumes Getting the Most Out of Life after a 15-week break on 28 NBC-Blue stations, Mon. thru Fri., 11-12 noon. Agency: J. Walter Thompson Co., N.Y.

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**SCIENTIFIC LOW TEMPERATURE CO-EFFICIENTS**

Approved by FCC

Two for $75.00

$40 Each

Supplied in insulating Air-Gap Holders in the 550-1500 kc. band. Frequency Drift guaranteed to be less than three cycles per million cycles per degree change in temperature. Accuracy "better" than .5%. Order direct from—

**Scientific Radio Service**

124 Jackson Avenue
University Park
HYATTSVILLE, MARYLAND

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**NABC Modifies Policy**

NABC's policy on courtesy announcements, which formerly held the key area of national or local importance for which sponsored programs were cancelled, has been modified as follows: "When cancellations are effected, however, for a broadcast by the President of the United States, or for certain other national or international events of transcending importance, NBC may find it advisable not to make these courtesy announcements before and after the special program, in which case we will endeavor to make at least one announcement near to the advertiser's time originally scheduled, as possible."

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**ETHYL GASOLINE Corp., New York** on Aug. 21 resumes Tune-Up Time after a seven-week hiatus on 60 CBS stations, Mon., 8:30-9:30 a.m., Agency: BBDO, N.Y.

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**Renewal Accounts**

BENEFICIAL Management Corp., Newark (Iona), on July 24 resumes its Dr. Seastedt's Doctors' Corner on CBS stations, Mon. thru Fri., 2-2:15 p.m. Agency: Blackett-Sample-Hummer, N.Y.

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**PROCTER & GAMBLE Co., Cincinnati** on July 3 resumes for 12 weeks its regular dramatic serials on NBC, all heard Monday through Friday: Stage of Mary Merlot (Ivy Flaks) on 25 NBC-Blue, 11-11:15 a.m., and on 63 NBC-Red, 12-12:15 p.m.; Sallie Darby on 10 NBC-Red, 11-11:15 a.m.; Popper Young's Big Top (Cannay) on 17 NBC-Blue, 11:30-11:45 a.m.; and on 63 NBC-Red, 12-12:15 p.m.; Ma Perkins (Cannay) on 6 NBC-Red, 12-12:15 p.m. Agency: Blackett-Sample-Hummer, N.Y.

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**NEW BIRD PRODUCTS, Chicago** (bird food), on Oct. 5, will start American Radio Warblers on 8 MBS stations, keyed from WGN. Other stations are WCAE CXLW, KWK KOIL WHB KFEL WHK. The 11:45-12 noon period on Sunday has been selected. Weston-Barnett, Chicago, is agency.

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**PHILLIP MORRIS & Co., New York** (cigarettes), on June 27 replaced The Woman's World with The World's Greatest Stories on Jackson Presents on 43 NBC-Red stations, Thu., 8-8:30 p.m. Agency: Blay, Co., N.Y.

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**JOHN II. WOODBURY Co., Cincinnati** (tissues), selects The Waring Family as new program for Woodbury song, starting July 1 on CBS, Tues., 8-8:30 p.m. Agency: Blay, Co., N.Y.

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**LEWIS-OWE MEDICINE Co., St. Louis** (cigarettes), on July 9 replaces The Man I Married in place of Gay Ghost on 5 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m., originating in New York.

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**P. LORILLARD Co., New York** (Lucky Strike cigarettes), on July 4 adds 5 stations (WFNE, KGBO, KROC, KFAM, KTSM) to Melody & MADNESS, making a total of 108 NBC-Blue, Tues., 9-9:30 p.m.

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**CBS Coast Sustainers**

CBS on July 1 will start the most intensive summer schedule of transcontinental sustaining programs ever undertaken by that network in Hollywood. Charles Vanda, newly-appointed western program director, in announcing preliminary plans, stated that by July 17, there will be at least one transcontinental sustaining show broadcasting every day from the West Coast. He pointed out that the schedule released at this time represents only those programs definitely set. Others are in the process of construction. William H. Robson, CBS New York producer, has been brought to Hollywood to augment the West Coast production staff, and it is expected that other additions will be made.

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**VERTICAL RADIATORS**

*Announcing the opening of our new plant. Years of design and fabricating experience on radiators and towers of all descriptions.*

Your Inquiries Will Receive Prompt Attention

THE CHAS. E. SCHULER ENGINEERING CO.

Newark, O.

---

**PRECISION MADE BILLEY CRYSTALS**

Thorough workmanship, critical inspection tests and accurate calibration assures the high degree of precision and dependability essential in all radio communication services. Write for catalog G-10 covering Billey crystals, holders and ovens for frequencies from 20kc. to 30mc.

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**WHO (ALONE) **

**BLILEY ELECTRIC COMPANY**

UNION STATION BUILDING

ERIE, PA.
REAL POSIES went to the local Leader Store from WAZL, Hazleton, as the firm started its seventh consecutive year of weekly programs on the station. All smiles behind the basket are Thomas Tito, staff pianist who has been acquainted with the program since its started back in March, 1933; Jacob Narrow, advertising manager of the store and script-writer for the show; Victor C. Diehm, manager of WAZL who made the presentation to Mr. Narrow, and James Peiser, announcer of the program for the last two years and the third one since it began.

THE LEADER STORE, one of the largest department stores in Hazleton, Pa., recently produced a special program celebrating the 312th consecutive weekly broadcast and six consecutive years of broadcasting on WAZL, Hazleton, by the firm. Starting in March, 1933, the Leader has presented a children's program every Friday night from 6:30 to 7 p.m., with Jacob Narrow, advertising manager of the store, in charge.

During the six years the program's pattern has remained constant. Auditions are held to select the best juvenile talent in the Hazleton region. Every form of entertainment is encouraged, vocal, instrumental, recitation, tap dancing. From time to time a juvenile master of ceremonies assists in introducing the announcer conducting the program.

Free Lollypops

Commercials are restricted to announcements immediately after the theme song, written especially for the program, midway in the half-hour, and then the weekly prize winner is announced at the close of the program. A postcard poll is held weekly to determine the prize winner, who then is brought back on the next program for the final number and a big box of candy. Mr. Narrow, who writes the script, also appears briefly to give information about future programs. During the depression, when important sales, an additional broadcast is used. Lollypops are passed out at every performance, and once each year all children appearing on the programs, accompanied by family, are invited to a party given a big party by the store. At the semi-annual show of the Leader, which features both juvenile and adult clothing, many of the kiddy stars are used as models.

Thomas Tito, staff pianist of WAZL, has been accomplished on the program since it started. Mr. Peiser, announcer of the program for the last two years, has been the third to handle the program, being preceded by Ralph Hoyt and Tiny Hamrick. As arrangements were being made by Victor C. Diehm, manager of WAZL, to commence the Leader's seventh year of broadcasting, Mr. Narrow, speaking for Harry Roman, head of the Leader Store, said the radio specials accounted for many calls up for new and following the broadcasts, and also that the juvenile clothing department had grown to be the largest in the city.

Decade of Radio

(Continued from page 25)

the present 10 kc. separation of broadcast stations does not permit of real high-fidelity transmission. Such statements in the main are not erroneous. To a listener situated some 500 miles from two broadcast stations separated 1 kc. in frequency cannot expect to have high-fidelity transmission from each. As a matter of fact, if only one station were on the air, then high-fidelity transmission and reception would be possible only a small percentage of the time. But practically all the better class stations today, when transmitting from local studios, have a frequency of transmission up to some 7½-10 kc. and the distortion is down to less than 5%.

Any listener who has a proper receiving set may obtain high-fidelity reception from such a station out the normal limit where the noise level prevents such reception, with the receiver selectivity characteristics open to this degree. Under all conditions there is an area around the transmitter which permits of high-fidelity reception. The fact that stations are separated 10 kc. in frequency in no way affects this area. If they were separated by 20 kc. or more, the area would be increased to any appreciable extent.

One of the greatest improvements in transmission has been the perfecting of microphone design, studio technique and studio sound conditioning, all of which are passed on to the listener as a gradual evolution which is not likely to be noticed, and in some cases, not even heard.

Automatic Cueing

CBS engineers have developed an automatic cueing apparatus to give spot announcements a split-second warning of their time limitations. Developed at the request of Paul White, head of the CBS public affairs department, the gadget resembles a battery seton clock with a red light and alarm buzzer. Within a second of its being set, the buzzer is started, and the light begins to wink at intervals of one second. The buzzer is set for proper length of time and plugged in when the period starts. The alarm, making off the remaining time and when it reaches zero, marking the end, two photo-flou lamps flash on when this occurs which mark the exact time to which the script may be handed. The trouble is that the operator, while the light is shining, is not aware of it. The device is not likely to be noticed, and in some cases, not even heard.

Service to Rural Areas

The allocation structure as set up by the new Rules and Regulations and the standards, provides adequate technical basis for general improvement of urban coverage, with no improvement in rural service. However, the problem of improving the service to the vast rural population of the United States under all circumstances is yet to be solved. This is one of the most provoking problems in allocation, in that there are no technical advancements or developments in sight today that permit of supplying this improved service to rural America, except by making full and complete use of clear channel (I) stations use of clear channel stations (Class I).

In any well integrated plan of broadcasting there is need for four classes of stations to render a proper broadcasting service to a very diversified population found throughout the United States, varying from the 100-mile radius around a large city in midwestern states, to the 100-mile radius around a large city in southeastern states, or even to approach economic saturation in any area that does not have far greater than its relative share of facilities.

While unquestionably there will be continued increase in the number of stations, it must be borne in mind that there are numerous areas today that do not have Class II, III or IV facilities and the listeners there do not have the same service that they could economically support and with which other listeners are provided.

In this connection, while mentioning technical developments, the matter of network broadcasting should be over looked. Unquestionably today the network structure has been a large factor contributing to the importance of broadcasting. It is only logical that our large centers of talent should be tapped for the benefit of those who live in remote areas that could not otherwise be so enlightened and entertained.

A study of the problem of television in line with the technical developments of radio leading up to the conclusion that a chain distribution of television programs is as important if not more important than in radio broadcasting.
Turntable Control Is Sought by AFM

Musicians to Request AFL to Give Them Jurisdiction

RADIO came in for a lot of discussion at the 44th annual convention of the American Federation of Musicians of Musicians, held June 12-23 in Kansas City, but when it was all over no action had been taken to change the present status of AFM-radio relations.

Voted down were resolutions proposing that the union purchase all available broadcast rights in the self license broadcasting stations and other users of music; that "hillbilly" bands be forced to join the union; that the AFM sponsor a radio campaign to promote the use of live musicians; and that the use of radio lines be restricted to give local bands air time equal to that given traveling orchestras.

The membership adopted resolution calling for remote broadcasts made by AFM members to be accompanied by an announcement stating that the "broadcast is made with the consent of the AFM".

Would Operate Turntables

In an effort to give AFM members some employment in tending to the machines which they claim have taken away their jobs, the convention's executive board has been called on to ask the AFL for jurisdiction over all record reproducing machines used in radio stations, theatres, restaurants, and other places where musicians were formerly employed. In a number of cities, local AFL radio force members have been granted permission by the International Brotherhood of Electrical Workers, also an AFL union, to operate turntables, exempted from the performance of the Federal copyright law. This exemption is due to the cause of considerable discussion. The convention instructed the board to cooperate with ASCAP in attempting to get the Federal law amended to remove this discrimination, which the union feels is an additional barrier to the employment of its members.

The convention was said to be the largest in its history, with 675 delegates registered. The present officers: Joseph N. Weber, president; C. E. Bagley, vice-president; Fred N. Blank, secretary, and H. E. Brenton, treasurer, were all reelected.

The union selected a new executive board, to be held the second week in June.

THROUGH cooperation with WHI, Kansas City, and WHK, Cleveland, W. T. C. Cincinnati, broadcast the voices of Cincinnati drummers and drummers attending conferences in those two cities recently.

Richard A. G. E. on behalf of the Cincinnati Grocer's Guide, to make a quarter-hour transcription of interviews with drummers, with drummers attending the Cincinnati Grocer's Guide, to make a quarter-hour transcription of interviews with drummers, with drummers attending the National Assn. of Retail Grocers and Drummers, which was aired on the various facilities of WHI, and broadcast the preceding June 23. Then, using WHK facilities, WHK broadcast the Cincinnati Groceries Attending Conference at Cincinnati on June 30, and broadcast them shortly afterward.

SEPARATE STUDIO for facsimile has been installed by WHK-WCLE, Cleveland, which claims it is the first of its kind in the country. The studio contains all equipment necessary for transmitting daily facsimile broadcasts as well as several monitor printers and receivers. Photo shows Price Fish, operator of the scanner, and John T. Vorphe, the stations' advertising manager in charge of facsimile copy and promotion.

FCC Rules Effective Aug. 1

(Continued from page 23)

vanna Agreement, interference resulting to stations in this country from Mexican and Cuban outlets can be expected to continue. Actually, neither Mexico nor Cuba is provided for on specific frequencies until such time as the treaty provides. Use of channels in the standard broadcast band are shared by the United States and Canada under a bilateral agreement in which Mexico and Cuba did not figure.

While the new rules set up new classes of stations, protections and standards, which coincide with the technical terms of the treaty, the actual channels made available for the various types of stations do not in all cases coincide with the treaty terms. The original plan was to make the new rules effective concurrently with the treaty provisions, but the FCC felt that, rather than to wait indefinitely, it should take advantage of whatever benefits will accrue in the use of public service through improvements made possible under the new rules.

Hearings on the proposed rules were held June 6-30 last year before a committee comprising Commissioners C. A. Sarvis, chairman, R. N. Steffen, and Payne. Oral arguments on the two separate reports of this committee, published in January and April of this year, were held June 1 before the FCC en banc. With the exception of the plea for retention of the former rule permitting commercial utilisation of experimental broadcast hours, virtually all of the suggested changes advanced in behalf of the NAB by Philip G. Long and its special counsel, were adopted.

However, exceptions to the report made by group organisations such as the Civic Channel Group, National Assn. of Regional Broadcast Stations, and National Independent Broadcasters, generally were not specific but since the rules were kept virtually intact. Nevertheless, the Commission's action in increasing the number of Class I(a) clear channels to 26 was regarded as a victory for proponents of that classification of station.

Adoption of the standards of good engineering practice, setting forth in detail limitations with which all stations must function, marked a milestone in FCC regulation. Hereafter, these standards, evolved by Andrew D. Ring, assistant chief engineer for broadcast engineering, will be the "broadcaster's bible." His chief assistant, have been used only for hearing purposes and have not had the force and effect of definite rules. The FCC Engineering Department has been developing these standards in evolutionary fashion for the last 10 years.

Other Changes

A paragraph - by - paragraph analysis of the new rules, based on exceptions of particular groups in the oral arguments, discloses a number of changes of varying importance.

The provision of the original rule dealing with new station applications, which would have required a station to make the showing of adequate commercial support, was eliminated with the requirement reduced only to the showing that the applicant is "financially qualified to construct and operate the proposed station."

Also eliminated was the proposed provision that an applicant for a Class IV station must be a resident in and familiar with the needs of the community to be served.

A requirement that the transmitter of each station shall be so located that primary service is delivered to the city in which the main studio is located was retained, over the objection of independent stations.

Proving much favor was the provision that a special experimental authorization permitting nighttime hours of operation should not be used to transmit any commercial or sponsored program during that time of operation. This provision was fought by the NAB and other excepting interests, but was retained by the Commission.

A requirement in the proposed rules that stations make a log entry of the time each station identification is made, was retained, but the language which would have required "an indication of the type of announcement" was eliminated. Another log entry requirement, calling for a brief description of each program broadcast, together with the name of the station which transmitted was, however, retained but the requirement that a notation be made "by whom presented" was stricken.

The Commission retained a provision requiring each licensee to keep and permit public inspection of a record of all requests for broadcast time made by or on behalf of candidates for public office. Paul A. Porter, CBS Washington counsel, had objected to this provision on the ground that it might result in serious abuses.

The old "consent" provision, under which the consent of dominant stations was necessary before a secondary station could be authorized, was changed to make the requirement that the dominant station should supply its objection or lack of objection to the grant.

AFRA SETTLEMENT Sought in Chicago

CHICAGO chapter of AFRA in its meeting June 23 voted to bring a suit against WHB, and broadcast the recording June 23. Then, using WHK facilities, WHK broadcast the Cincinnati Groceries Attending Conference at Cincinnati on June 30, and broadcast them shortly afterward.

RADIO broadcasting from the time of the crystal set to the technical development of "Air Waves," a ten-minute film taken by NBC, which has been released by the Library of Congress, has prepared this as a guide to the various departments of a large broadcasting station and closes with a sequence of an actual broadcast of a well-known program.
House Votes Fund For FCC

(Continued from page 28)

handled the bill on the floor, spoke briefly against the Dirksen amendment. He pointed out that the order applied only to international broadcasting and referred to the testimony by Chairman Brown in the hearing on the subject. "I agree this matter needs legislative attention," Rep. Woodrum said as he expressed hope that Congress would study FCC operations. Mr. Woodrum said the international short-wave regulations were as clear to him as "a hundred mud," but declared he did not think the House should attempt to write any kind of a limitation on the Commission in this matter in an appropriation bill. The House followed the Committee leader and voted down the Dirksen amendment by a standing vote of 77 to 48.

Rep. Wigglesworth spoke during consideration of the appropriation measure but did not oppose it. He again urged the House to pass a resolution ordering a sweeping investigation of the Commission. He referred to the resolutions calling for a probe which are pending before the Rules Committee. In urging action on his resolution at this session, Mr. Wigglesworth said there be a "clear investigation eventually, so why not now?"

Rep. Harper (D-Ohio) took the floor in defense of the Commission and said he thought it was time the Congress recommending fundamental organic changes in this agency. In view of the possibility that such recommended changes, if enacted, would affect the organization of the commission and the Budget estimates that had been submitted for it, the funds for the Commission were omitted from the independent offices bill at this session and as no funds will be available for the Commission after June 30 next, it becomes necessary to make provision for it in this bill, otherwise the agency will cease to exist after the end of the present fiscal year.

The hearings before the House Deficiency Committee were tame in comparison with those before the Independent Offices subcommittee in June. Members of the subcommittee had before them the earlier hearings and there was a limited amount of testimony on justification of the Budget estimate. Much of the testimony at the hearing dealt with the FCC's "censorship" angle contained in the international short-wave regulations.

Three or Four Complaints

Rep. O'Neal (D-Ky.), after citing the purported "censorship" language in the rule as asked if the ruling had been set for a hearing. William J. Dempsey, FCC general counsel, replied that it had been set for July 12 (since postponed). In response to a question by Mr. O'Neal, he stated against the regulation, Mr. Dempsey said the Commission had received three or four letters and a petition against it.

"I want to say, Mr. Chairman," Mr. O'Neal exclaimed, "that I will never vote for a dime's worth of appropriation for any such un-American doctrine as that. If they can do it internationally, they can do it nationally, and if there is one item for enforcement of the regulation I want to register my protest against it." Acting Chairman Brown observed that there is a wide difference of opinion as to whether the rule constitutes censorship. The Commission in adopting that regulation used very much the same language that was used at Mattedwood," he said, adding that "in my judgment there is no censorship whatever involved in that language."

Informative Advertising

REP. FLANNERY (D-Mass.) has introduced a bill (HR-5985) in Congress covering "informative advertising" by radio stations in interstate commerce of articles imported or made from imported materials. The bill would require the station to point out the presence of such foreign materials by labeling, or, in the case of radio, by announcing. It has been referred to the House Interstate & Foreign Commerce Committee.

CLASSIFIED ADVERTISEMENTS

Wanted

Wanted — Capable sales and production manager for new station on a location. September 1. Send snapshot; tell all including starting salary. Box A400, Broadcasting.

Situations Wanted

Announcer wants position with small, progressive station. Will gladly send transcripts and other information. Box A405, Broadcasting.


Wanted—Capable announcer, experienced in metropolitan. wre and television sales and conversation. Box A407, Broadcasting.

Box A406, Broadcasting.

World Wide

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.
INTIMATION that on Sept. 25 the Canadian Broadcasting Corp. will inaugurate a subsidiary network called "Grand Broadcasting" was contained in a circular letter sent to all stations in Canada by James Richardson, president of the subsidiary network scheme which was planned under control of CBC.

In a conference to be held between CBC executives and a Canadian Association of Broadcasters executive, it was learned that the secretary was "unfortunately worded" and was premature. On the trip Mr. Richardson is to training as a director each station the possibilities of a secondary network.

The board of governors of the CBC meets in Ottawa July 5, and the Canadian Association of Broadcasters expressed readiness to appear before the commission. Problems affecting relations between the CBC and private stations which have lasted for some time to March 20 meeting of the board in Montreal (Broadcasting, April 11). Since that meeting there has been growing cooperation between the CBC and the private broadcasters. There have been as many rigid obstacles and interests at public commissions as in the past, the CBC in a number of cases having asked the CAB to perform measurements and certain regulations, thus eliminating to some extent bitterness felt by private stations toward the CBC government control of their business.

Address by Television

BEN ABRAMS, president of Emerson Radio andMusical Equipment, and Elliott Roosevelt, commentator, on the company's three-weekly news commentary program on MBS, addressed the "Convention at the Hotel New Yorker by television in June 20. The speakers were in NBC's television studio in Radio City; their audience was looking and listening by video receivers in the hotel. Mr. Roosevelt, who is also president of the Texas State Network, on June 27 addressed the lunch meeting of the Sales Executives Club of New York, on "The Sales Executive Looks at Texas."

MBS on June 30 broadcast a special round-table program with Raymond Unger of the New York Sun, H. V. Kallenborn, CBS commentator, discussing the problems facing American youth with their sons. Peter Swing, aged 16, and Rolf Kallenborn, aged 22. The broadcast was scheduled in cooperation with the New York City Congress, to be held July 1-3 in New York.

ARTURO TOSCANINI, conducting a picked orchestra of 80 men from the world's foremost performers, was the outstanding figure in a series of exclusive NBC broadcasts short- waved from the International Music Festival, to be held Aug. 3-20 in Lucerne, Switzerland.

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Early Decision Expected In Whiteman Record Suit

JUSTICE Vincent Leibell of the U. S. District Court in New York heard oral arguments in the Paul Whiteman-RCA case June 26 and a decision is expected sometime in July. Suit, which was filed by the National Society of Performing Artists, representing Whiteman, and RCA to deter- mine, in broadcasting a record made for home use, is infringing on the rights of the artist or the record manufacturer, if either. Suit was heard early last winter [Broad- casting, Dec. 15, Jan. 1]. Briefs were filed by counsel for RCA, NAPA and for NAB, "as a friend of the court" to protect the interests of the broadcasting industry.

Covering All-Star Game

CBS, NBC and MBS on July 11 will broadcast complete play-by-play descriptions of the All-Star baseball game between leading players of the National and Ameri- can Leagues, with the game shown in New York. Covering for NBC will be Tom Manning and Paul Stratton, of NBC, and in Washington, and Warren Brown, sports editor of the Chicago Herald & Examiner. Arch McDonald, baseball announcer, will be with WABC, New York, and Frank Aydlett, of KMOX, St. Louis, will describe the game for CBS, NBC, MBS and Mutual. Preliminary coverage will be by Mel Allen, CBS sports announcer. Mutual's announcers will be Red Barber and Al Helfer, with the WOR daily broadcast, and Bob Elson, sports announcer of WGN, Chicago.

Book-Reading Scripts

SELECTED scripts used by the Rochester, N. Y., Public Library as part of the Rochester School of the Air, a program produced by the local board of education during the last five years, have been compiled in a single volume, Radio Road to Reading, by Julia Sauer, head of the library's adult department, and with children. [H. W. Wilson Co., New York, $2.25]. The scripts, se- lected for use as models in other localities, are designed to make children read more books by introducing them to the stories through dramatic presentation, thus increasing their interest enough to lead them to read for themselves.

New FTC Orders


General Mills Contracts

For Baseball on WCAU

GENERAL MILLS, Minneapolis, has signed a contract with WCAU, Philadelphia, covering baseball broadcasts for the next two years. The company currently sponsors broadcasts of home games of Philadelphia Athletics in conjunction with Atlantic Refining Co., Philadelphia, on WCAU, with the play delivered by George McQuinn and by Bill Dryer, who has also been signed by General Mills for the 1940 and 1941 seasons. Persistent rumors that General Mills had purchased exclusive broadcasting rights to the Phillies games from the previous year have been denied by all parties, as persistently denied by Knox Reaves, agency in charge.

WOL, Washington, has been added to the list of six national and four local fast professional football games for General Mills this fall. The sponsor has purchased the full broadcast rights, in order to counter certain claims in the sale of correspondence courses. Griffin Mfg. Co., Brooklyn, has agreed to revise claims for its shoe polishes.

News Stations Authorized Since Jan. 1, 1939

ALABAMA

WMOB, Mobile—Mobile—CP iss to S. B. Kyle- ley, automobile dealer. Granted Jan. 5; 100 watts daytime, 400 watts even- ing.

GEORGIA


MISSISSIPPI


KENTUCKY

WINN, Louisville—CP iss to Kentucky Broadcasting Co., Inc., John D. Ainsley, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 3%; Odham Clarke, attorney, vice-president, 14%; M. A. Ainsley, attorney, 15%; 100%. Granted Feb. 6; 100 watts night and 250 daily.

MISSOURI

KDBS, Sedalia—Iss to Albert S. Drobich, store manager, and Robert Drobich, buyer. Granted Jan. 6; 350 watts night and 250 in day.

NEW JERSEY

WBAD, Atlantic City—Iss to Press Union Publishing Co., publisher of AT- Lantic City Press and Oceans, Granted March 13; 100 watts and 250 in day.

NEW YORK

WFNY, Kingston—CP iss to Kingston Broadcasting Corp.; John R. McKen- na, president, Pat Sullivan, vice-president, operator, 45%. George Hopkins, chairman, newspaper and agency, vice-president. 3%. George D. Allen, secretary-treasurer, New York City. Granted April 27: 100 watts day- time, 1500 watts evening.

NEW YORK

NEW, Elizabeth City—CP iss to Al- bemarle Broadcasting Co., a part- nership consisting of Aubrey G. McCabe, manager; Charles A. Andreas- sen, manufacturer and farmer, both of Elizabeth City, and Lee E. June 22; 100 watts night and 250 daily.

*Station now on the air.
?Call letters not yet assigned.

Summer Bookings For NBC

Four New Accounts Are Added

As Records Are Smashed

ADDED evidence that radio's an- nouncement business is on its way to join the dinosaur and the feudal system as items of purely histori- cal interest is found in the listings which report that during the first two weeks of June contracts were being signed totaling $422,848, breaking all records for the summer period. Of this total, $3,104,104 represents new business, $1,693,744 renewals of existing contracts.

New business signed during this period included WABC, New York, and WNEW, New York, London, Conn. (cosmetics), quarter-hour commentary period sold on NBC-Blue, $83,884; R. J. Reynolds Tobacco Co., Winston- Salem (Camel cigarettes), which shifted Camel Corvus with Ben- ny Goodman from CBS to NBC for a Saturday evening half- hour, $535,520; and two other accounts whose total has not been divulged, $273,000 and $485,465 respectively.

Many Renewals

Renewals include: American To- bacco Co., Chicago (Lucky Strike cigarettes) for another 13 weeks of Ray Kysler's Musical Klass, a weekly half-hour at $33,384; Red, $266,580; Standard Brands, New York (Fleischmann's Yeast), a weekly half-hour for the "Most Out- of-Life" in the Blue October, five quarter-hours weekly, $96,820; Bristol-Myers Co., New York (propri- ety of King's Hawaiian Lava), a weekly half-hour on the Red, $154,644.

Commenting on this unsual activity, for NBC vice-president in charge of sales, said: "This business, a record-breaking total for any summer period, is an indication that the industry, far from being a slack time in broad- cast advertising, is fast catching up to the fall and winter season. Every year NBC advertisers are spending more in summer, and we are finding that the audience is a good one. If anything, we are steady leveling out of our business curve throughout the year."

K E N NE D Y MFG. Co., Montreal (Sapho insecticide) has started a new advertising campaign. The spot campaign on CKCL, Toronto, with intentions of expanding to other Ca- nadian stations. WABC, New York, WNBC, New York, WNEW, New York, makes the transcrip- tions and placed the account.

WIBF, Rock Island, Ill., is conducting its second summer contest with professors from a local college setting as judges. In a weekly half- hour program, each contestant is given 3½ minutes to read commercials and tongue-twisters.

www.americanradiohistory.com
URING the past few weeks several radio stations seem to have taken some exception to recent WLW advertisements. It has not been the intention nor the purpose of the recent WLW series to discredit the effectiveness of any radio station nor has it been our purpose to point out the ineffectiveness of other stations.

We had gone on record through advertisements and releases to the trade papers to the effect that we were making a survey in 13 cities long before we had any idea as to the outcome of the study in any city. The statements made in all of the advertisements concerning our 140,000 call survey have been based upon the facts as supplied to us by accredited organizations. Because of the copy limitations of even large space advertisements, it was, of course, impossible to deal with specific facts for specific cities. This, of course, was done in the complete analyses, and the breakdown deals with every fact discovered . . . whether WLW was the first station or not. In short, nothing was held back. If you have not received one of the complete Analyses it may be secured by writing to WLW or Transamerican, or if you prefer, original records may be examined at Ross Federal Research Corporation and the Alberta Burke Research Company.

We have not attempted at any time to answer in our copy any of the criticisms of our survey which competing stations have made in their advertisements . . . they have a perfect right, as we have a perfect right . . . to state the facts concerning what they have to sell. We realize, however, that because of the tremendous dominance of WLW over such a widespread area, as supported by the recent survey, we must of course, expect a certain amount of criticism from some of our collective competition.

REWARD!

We will gladly pay $25.00 for the best letter in either 100 words or 1000 words to anyone who can explain to us the sense of the advertisement of KGIR, Butte, Montana, on page 6 of the June 15th issue of Broadcasting Magazine.

As far as we know we have never offered really strong competition to KGIR in Butte nor, as KGIR’s management has done, have we found it necessary to throw in additional stations free in order to sell our own. Won’t someone help us understand this thing . . .
The RCA 1-E transmitter is designed for stations operating with licensed powers of 1,000 watts, 500 watts, 500/1,000 watts or 250/1,000 watts. Employing the very latest type high efficiency tubes and featuring straightforward circuits, it is the most efficient 1,000 watt transmitter developed to date. It offers the simplest and most nearly foolproof tuning and operating procedure. Uses high level modulation.

The 1-E has many special features—features you will find only in this de luxe equipment. Some of these include a total of 26 meters for the facilitation of tuning and operation, an auto-transformer for compensating line voltage fluctuations, a variable output coupling system for the maintenance of power output at specified value, a dummy antenna for testing operations. The 1-E has an exceptionally complete control system—providing protection not only for personnel and equipment, but also facilitating automatic or manual starting, instantaneous power change-over, etc. This outstanding new transmitter has many other features, too—is equipment you will recognize as definitely superior.

**SPECIFICATIONS**
- Rated operating power—1,000 watts
- Radio frequency range—550-1,600 kcs.
- Radio frequency stability—±10 cycles
- Modulation capability—100%
- Audio frequency response (±1.5 db.) 30-10,000 cycles
- Audio distortion (50 to 7,500 cycles) 3% RMS. max.
- Background noise and hum level—minus 60 db.
- Power supply—230 volts, 50/60 cycles, single phase
- Power consumption (nomodulation) 4.8 kw.
- Dimensions (over all) 76-1/4 inches by 25-1/4 inches by 84-1/8 inches
- Weight (approx.) 3,000 lbs.