A Wise Old Owl Sits In A Tree Saying "Who Covers Iowa?"
WHO? WHO!

Dr. H. B. Summers' tremendous 1939 Iowa Radio Audience Survey is all finished—and, among other interesting points, the results show such a landslide for WHO that we're almost too modest to mention them!

Seriously, we believe that no matter how much you've always preferred WHO, you'll still be amazed at the 1939 figures. In 80 of Iowa's 99 counties, WHO is "heard regularly" by 85% or more of the total daytime radio audience! Here's how it works out for the entire State (daytime):

80 counties report WHO "heard regularly" by
10 " " " " " " " " 85% to 100% of radio families
3 " " " " " " " 70% to 85%
2 " " " " " " 50% to 70%
4 " " " " " 25% to 50%
3 " " " " 18% to 25%

In 93% of Iowa's counties, WHO is "heard regularly" or "listened to most" by more than 50% of the total audience . . . And from a population standpoint, WHO's Iowa coverage is even more impressive, because our best counties are about the most populous counties in the State!

In other words, WHO gives you virtually ALL of Iowa, at one low cost. If you want really to cover Iowa, there's no other choice.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
KLZ packs the stands with
baseball fans in a town without a team!

* When it's baseball time in the Rockies 44% of the radio sets are tuned to KLZ.* In Kansas City, in St. Louis, in Detroit or in New York such a record would be scored as a three bagger. In Denver is it nothing less than a slam over the right field wall with three men on ahead.

For Denver has no team in organized baseball. It is the only city of its size in the country without one. It withdrew from the Western league in 1932 when fans failed to support the team with the necessary clicking of the turnstiles. So today the more-than-1000-miles-away Chicago Cubs are Denver's "home team."

General Mills sponsored the recreations of the Cub games over KLZ in 1938. They stepped up to the plate for another cut at the ball in 1939. Goodrich took note of the interest created in 1938 and entered the line-up this year.

The way in which the Denver area has taken to KLZ's baseball broadcasts is as amazing to Denver as are KLZ's dramatic presentations of them to a certain Mrs. Hall, 1217 Adams Street, Denver, who writes: "I still can't understand how you do it."

*From coincidental check among 2494 Colorado and Nebraska listeners.

Football on Deck

Baseball is at bat in the Rocky Mountain area. Football is on deck awaiting its turn at the plate. Again KLZ will carry the games of the University of Denver. Advertisers who are interested in tying up with a station that commands the attention of 44% of the sports fans during the summer are invited to investigate the opportunities available through the sponsorship of these football broadcasts this fall. Write for details at once.

KLZ Denver

CBS AFFILIATE—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

www.americanradiohistory.com
EIGHTEEN normal horses will always outpull a single horse, no matter how big.

It's the same way with the Colonial Network's 18 stations, located at strategic centers throughout New England. In addition to New England-wide coverage, these Colonial stations offer you an 18-fold selling power that consistently outperforms any single station, regardless of its size.

Cities and suburban areas, the large markets where volume sales are made, are reached directly by these Colonial Network stations. No other combination of stations that you can buy will take your message into a better sales territory at so low a cost, or give you more listeners in more separate trading areas.

EDWARD PETRY & CO., INC.
National Sales Representative

The COLONIAL NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Seven months’ report from St. Louis: 
KMOX — winner and still champion!

KMOX carried 52.8% more national spot business during the first seven months of 1939 than all the other St. Louis stations combined.

KMOX is St. Louis’ seven-year (as well as seven-month) champion. Since 1932 every radio study has ranked it first among listeners, first among dealers, first among advertisers (7 of the 10 biggest U.S. spot advertisers are part of the present seven-month record of KMOX). That’s real championship!

KMOX 50,000 WATTS • CBS • ST. LOUIS

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
THE irate lady above has been casually identified as Miss Enamel. Her argument has no bearing on the wars in Spain and in the East, but is the rather typical reaction of a WOR listener whose dealer failed to stock a product mentioned on WOR. Miss Enamel—as our artist so deftly puts it—has taken the matter to “the top.”

It has never ceased to be a matter of satisfactory wonder to us here at WOR how diligently a thousand Miss Enamels will pursue the quest once WOR has provoked the desire.

So if you have a Message to more than 4,250,000 radio-listening homes, including maybe 1,000,000 Miss Enamels, let WOR start the rush your way.

With this image in your mind, we suggest that if (1) you’re an advertiser or (2) an agent that you bring us diligently to task by demanding to see . . .

a. Our file of more than 60 success stories—the greatest collection of success stories ever gathered by one station. b. A check list of time now open and what that time has done for other people and how many listeners it has snared against some of the toughest competition on the air. c. The special studies we have prepared on WOR’s great market group and what this market group means to you.

If it convinces you, and you drop in on us with the right kind of show, we guarantee that your competitors will eye you with mixed stares of fury and awe, but you’ll make the nicest possible sales.
SOLD TO THE VICK CHEMICAL COMPANY!

"BEYOND REASONABLE DOUBT," STARRING
THE INIMITABLE NICK DAWSON, HAS BEEN BOUGHT FOR THE WEST
COAST BY THE VICK CHEMICAL COMPANY

FOR AIRING
3 TIMES PER WEEK IN 15
MINUTE PROGRAMS IN THE
MARKETS AND ON THE
STATIONS LISTED—

NICK DAWSON

POWERFUL • THRILLING • ROMANTIC

for Local Sponsorship on a
Syndicated Basis in all other markets.
Inquire by Phone, Wire, or Letter.

NOW AVAILABLE

AUDITION RECORD and BROCHURE UPON APPLICATION

ASSOCIATED
RECORDED PROGRAM
SERVICE

The Aristocrat of the Turntable
In May, the most prosperous food retailers and wholesalers in and near Los Angeles, discussed advertising in general with representatives of Crossley, Inc. And voted on the following two questions in particular.

A. "Which general advertising medium used by food manufacturers helps you the most?"
B. "What Los Angeles radio station should a food manufacturer use to move goods off your shelves?"

The answer—checked and rechecked—added up to this giddy score:

**RADIO "FIRST CHOICE"** of 72.7%

- 142% more grocers, and 178% more wholesalers voted for radio than for all other media combined.
- 300% more grocers, 167% more wholesalers for radio than for second ranking medium.

**KNX "FIRST CHOICE"**... not only of 41.2%... but 46% more grocers, and 180% more wholesalers for KNX than for Station B; 302% more grocers for KNX than for Station C.

And no wonder! Having the largest audience—as proved by every competent survey ever made—and the greatest volume of advertising—month after month, for the past two and a half years—the "Grocers' Choice" just had to be.

CBS STATION FOR SOUTHERN CALIFORNIA

KNX

Represented by RADIO SALES

COLUMBIA SQUARE, LOS ANGELES
And here are 15 Vital Spots you ought to know

**VITAL** because these 15 NBC Programmed stations will produce a demand for your merchandise.

**VITAL** because these stations will produce this demand in ten of the richest markets in America.

**VITAL** because these stations are programmed by NBC, assuring the finest in radio entertainment.

**VITAL** because these stations have established clear-cut local identity and well-deserved prestige.

Boston-Springfield
WBZ 50,000 watts—990 kc.
WBZA 1,000 watts—990 kc.
Chicago
WENR 50,000 watts—870 kc.
WMAQ 50,000 watts—670 kc.
Cleveland
WTAM 50,000 watts—1070 kc.
Denver
KOA 50,000 watts—830 kc.
New York
WEAF 50,000 watts—660 kc.
WJZ 50,000 watts—760 kc.

Philadelphia
KYW 10,000 watts—1020 kc.
Pittsburgh
KDKA 50,000 watts—980 kc.
San Francisco
KGO 7,500 watts—790 kc.
KPO 50,000 watts—680 kc.
Schenectady
WGY 50,000 watts—790 kc.
New York
WEAF 50,000 watts—660 kc.
WJZ 50,000 watts—760 kc.
Washington
WMAL 500-250 watts—630 kc.
WRC 5000-1000 watts—950 kc.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all 15 NBC Programmed Stations.
As many an agency and advertiser has discovered, it takes more than a studio and a transmitter to make a radio station that can sell goods. . . . The other requirements are almost too intangible to describe, but Free & Peters can tell you some of their results.

Hence, mark this up as another of our services that's available to any advertiser who wants it: Free & Peters can help you build a list of stations that will sell your goods—can help you to eliminate stations that haven't got what it takes—can do both jobs in advance, before you've paid your own good dollars to buy your own experience. . . .

As pioneer radio station representatives, Free & Peters have the knowledge and experience you want. As an organization that is working to build radio rather than to exploit it, we apply our experience in a way you'll like. How about giving us a ring?

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

Pioneer Radio Station Representatives

EXCLUSIVE REPRESENTATIVES:

WGR, WKBW Buffalo
WCKY Cincinnati
WOC Davenport
WHO Des Moines
WDAY Fargo
WOWO-WGL Ft. Wayne
KMBC Kansas City
WAYE Louisville
WTCN Minneapolis-St. Paul
WMIB Peoria
KSD St. Louis
WFIL Syracuse

SOUTHEAST
WOJC Charleston
WIS Columbia
WFPT Raleigh
WDJ Roanoke

SOUTHWEST
KGKO Ft. Worth-Dallas
KOMA Oklahoma City
KTLX Tulsa

PACIFIC COAST
KOIN-KALE Portland
KSFQ San Francisco
KVI Seattle-Tacoma
Copyright War On as NAB Retains Kaye

**Fund of 1 to 4 Million Dollars for Music Supply to Be Considered at Convention in Chicago on Sept. 15**

**BY SOL TAISHOFF**

TO BREAK the stranglehold of the American Society of Composers, Authors & Publishers on radio-performed music, stemming from its virtual monopoly of contemporary works, the broadcasting industry has launched the most ambitious project yet undertaken to build an independent source of music supply.

With Sydney M. Kaye, New York attorney and copyright expert, retained Aug. 9 as special counsel and coordinator, the NAB Copyright Committee, endowed with plenary powers by the association membership, plans to present to the special convention of the industry in Chicago Sept. 15 an all-inclusive plan of operations embracing possible acquisition of independent publishing houses, along with stepping up of production of non-ASCAP numbers in every phase of music activity.

**To Raise Fund**

Marking the industry's third attempt during the last decade to inject competition into the music field, the new movement is the result of the considered judgment of the majority of the industry which authorized NAB President Neville Miller to take the drastic step if he and his Copyright Committee regarded it necessary to avoid the contribution of a substantial Copyright Defense Fund, for which the Chicago convention has been called, ranging from $1,000,000 to $4,000,000.

With the retention of Mr. Kaye, whose abilities and dynamic personality are known to most broadcasters, the broad offensive was formally launched. Simultaneously, President Miller authorized Copyright committee members and NAB directors to sound out station sentiment regarding the size and scope of the copyright war-chest.

While it is too early to gauge the amount of money required for the multi-phased venture, it is expected a definite prospectus will be available when the special convention convenes Sept. 15. Mr. Kaye, by virtue of past representation of the NAB in copyright matters, as well as his retention by CBS on copyright and other radio questions, is thoroughly familiar both with the broadcasting and the music fields and will devote his full time to the new assignment.

At a meeting in New York Aug. 23 with the copyright committee, Mr. Kaye will report the results of his explorations of the publishing and music writing fields to show what is available and the approximate cost of such operations. The individual committee members and directors in turn will report on the results of their studies. A prospectus, setting forth the proposed modus operandi, will then be drafted and dispatched to the membership in advance of the convention.

The scale of fees will depend upon the Kaye report, considered together with the sounding of industry sentiment. The basis, it is expected, will be a percentage of present ASCAP fees. This would range from 25%, if $1,000,000 is agreed upon as the starting point, to a 100% assessment, if the fee of $4,000,000 paid into ASCAP coffers is regarded as necessary.

The major networks are definitely pledged to go along all the way on the same basis as independent stations. Through their responsible executives on the Copyright Negotiating Committee — Lenox R. Lohr, NBC president, and Edward Klauber, CBS executive vice president — the networks have indicated they will be among the first to contribute toward any feasible plan evolved.

** Left at the Altar **

The break in NAB-ASCAP negotiations came Aug. 3 when ASCAP again jilted the industry copyright committee despite a definite date to be named for the settlement of method of payment to supplant present contracts which expire Dec. 31, 1940. John C. Paine, ASCAP general manager, appeared alone and said ASCAP had no proposal to make. The special convention call ensued. Then, on Aug. 9, the full copyright committee met at the CBS board room to discuss immediate plans.

As his first official act Aug. 11, Mr. Kaye announced appointment of Stuart Sprague, New York attorney and NAB special counsel in recent phonograph record litigation, as his associate in the new work. Mr. Sprague formerly was a member of the NBC legal staff in New York, having left in 1936 to enter private practice. He represented independent stations in the musicians' negotiations in 1938, and participated in the old NAB Bureau of Copyrights.

With operations at high pitch, President Miller plans to spend considerable time in New York, headquartering at the Ritz Tower. He will be in constant touch with Mr. Kaye. A meeting of the NAB executive committee has been called in New York Aug. 22 to consider the copyright action as well as self-regulation code matters.

All of the acrimony of past ASCAP-radio clashes — plus — is seen in developments thus far. But the broadcasting industry, avowedly backed by a united front, networks included, is convinced it will not be maneuvered into an untenable position this time. It has been repeatedly emphasized, ASCAP observations notwithstanding, that the aim of the broadcasting industry is not to put ASCAP out of business nor to try to get along without ASCAP music, but to inject sufficient competition into the music field to force ASCAP to give radio users music on a "pay-as-you-use" basis, in lieu of the over-all 5% of gross assessment prevailing in most contracts in force since 1932. An end to discriminatory contracts, favoring one class of station against another, also is a prime objective.

It is possible an NAB copyright office will be established in New York, but probably completely divorced from regular NAB operations. Thought also will be given to setting up of a separate corporate entity, as was done with the ill-fated NAB Bureau of Copyrights of five years ago. Mr. Kaye will study this phase, along with the myriad other details.

**Supported by Disc Firms **

The major transcription firms, which will be banked upon heavily for tax-averse music, have unanimously advised NAB that they are solidly behind the movement. They stated they were prepared to produce the type of works the industry demands, and that if desired, they will divert their entire production to tax-free and public domain works.

While the Copyright Committee at its Aug. 9 session ratified the special convention call for Chicago Sept. 15, it left the door open for a possible postponement in the light of Mr. Kaye's retention. Should he find it necessary to seek a delay to complete the preliminary plan, it is presumed a postponement will be sanctioned — a move now thought unlikely. Moreover, there was the view that the convention should be held at a downtown hotel rather than at the suburban Edgewater Beach, since the plan was to complete the work in a single day.

The convention plan is to have a one-day, one-purpose convention, entirely restricted to copyright. However, the industry self-regulation committee of the NAB board will meet in advance of the Chicago investigation, is very much alive, and the machinery for code compliance, plus an effective date, must be developed. It is still hoped to avoid a second-day session, which would run through Saturday. Such matters as renewals of contracts with American Federation of Musicians, which likewise expire next year, plus current labor problems, also might be discussed at the convention.

Considerable attention centered (Continued on page 89)
Revised Rule For Program Log Foreseen in Fall
Second Plea by NAB Brings Promise of FCC Study

R E V I S I O N of rules requiring maintenance of detailed program logs, particularly with respect to listing of individual phonograph records performed, [see pages 24 and 25], will be considered by the FCC after it reconsiders for regularity the rule that requires broadcasting to report that its entire supply of some 1,500 copies has been exhausted. Further requests for the free copies, accordingly, cannot be filled. However, rather than reprint the rules alone, the FCC has published a new 72-page book containing not only (1) the Rules Governing Standard Broadcast Stations, but also (2) the Standards of Good Engineering Practice, with charts and graphs; (3) the General Rules and Regulations pertaining to all classes of service, and (4) the Rules of Practice and Procedure. This book has been carefully edited and revised to bring the separate FCC documents up-to-date as of Aug. 1, 1939. Copies of the book, titled Rules and Regulations and Standards Applicable to Standard Broadcast Stations, are now available at 60 cents each, postpaid, or 50 cents each in quantities of two or more.

Fly Confirmed as FCC Member; To Start as Chairman Sept. 1

CONFIRMED unanimously by the Senate Aug. 1, James L. Fly, chairman-designate of the FCC, plans actively to take over the reins of the regulatory body Sept. 1. Just before he departed from Washington Aug. 3 for Portland, Ore., where he will conclude his special assignment in connection with Bonneville Dam activities, Mr. Fly stated he proposed to assume his new post as soon as the resignation of Frank R. McNinch becomes effective a fortnight hence. He said he would finish his business on the Pacific Coast and then return to TVA headquarters at Knoxville, Tenn., to complete his duties as general counsel. If he has the time, he plans to take a few days' vacation prior to establishing himself permanently in Washington.

Just before leaving Washington, Mr. Fly, accompanied by J. McNinch, visited the White House for a 10-minute conversation with the President. While Mr. Fly made no comment, his FCC predecessor declared that unfinished problems before the FCC were outlined and reviewed, of which the chief one was the network-monopoly investigation. Whereas Mr. McNinch said it probably would be six months before the FCC Committee reported on his study, instructions had been issued the same day to the staff that it complete its work within two months. [See page 17.]

President Advises FCC

Simultaneously, it was learned that President Roosevelt on Aug. 3 sent to individual members of the FCC identical letters notifying them of his intention to name Mr. Fly chairman when he assumed office Sept. 1. The inference was drawn from this letter, written following the McNinch-Fly visit, that the President desired matters of public interest to be kept in abeyance until Mr. Fly's assumption of office.

Action by the Senate came a day after Mr. Fly had appeared before the Senate Interstate Commerce Committee in executive session. For almost an hour members of the Committee examined him in connection with his general views on radio and communications. Committee members expressed so impressed and that approval of the nomination was recommended to the Senate unanimously.

Mr. John Wheelie (D-Mont.), who talked with Mr. Fly several days before, supported him enthusiastically. Senator Chan Gurney (R-S.C.), former owner of WNAX, Yankton, and Senator Wallace White (R-Maine), co-author of a bill which both endorsed Mr. Fly closely, particularly in connection with his views on censorship. Government demands for the new program control. Senator Gurney moved for unanimous approval of his nomination, despite the fact he has been a stern critic of the Commission and of the New Deal.

Comes With "Open Mind"

Mr. Fly, it was reported following the session, said he had an open mind on most of the broadcasting regulatory problems and that he proposed to undertake a comprehensive study of the media of the law before arriving at conclusions. He asserted, however, that he was opposed to "Government coercion" insofar as placement of departmental and agency programs are concerned and that he believed there should be no penalty should stations refuse to broadcast such material. He expressed the view they should exercise the right of editorial selection of such material.

There was considerable questioning in connection with the international broadcast "censorship" rule by Senator Johnson (D-Col.). Mr. Fly asserted he was opposed to program censorship per se although he understood the FCC was authorized by law to take into account past general performance of stations in considering renewal applications.

Views on Regulation

In a frank discussion of Government regulation, Mr. Fly was reported to have advised the Committee that while he was not familiar with the broadcasting structure, it was his view that where monopolistic tendencies are involved, Government regulation becomes necessary. And beyond that, he said, when control reaches the point where the public interest was not protected, it might then become desirable for the Government to take over operation. This philosophy did not deal directly with an appraisal of the broadcasting senator, who after the hearing, and Mr. Fly was reported to have expressed the view that generally speaking, private competitive enterprise is desirable, particularly if the public interest is not involved.

Mr. Fly expects to take a house in Washington and make his permanent residence in the capital city. Mr. and Mrs. Fly have two children.
RCA And Decca Adopt Recording Fees

Rate of $100 to $300 a Month Planned

By BRUCE EROBERTSON

FIRST attempt of a manufacturer of phonograph records to issue licenses covering the use of these records on the air was made Aug. 11 by RCA Mfg. Co., maker of Victor and Bluebird records. RCA mailed to every broadcasting station in the United States a license form offering the broadcaster permission to broadcast the majority of the thousands of discs in the RCA catalog upon payment of a monthly fee, graduated from $100 to $300 according to the station's rates. Non-commercial stations will be charged $10 monthly to cover the cost of bookkeeping.

This move puts RCA into direct competition with the transcription library services, including the Thesaurus issued by NBC, a subsidiary company, in the business of supplying non-commercial entertainment material to stations, and it is believed that many stations in the low-powered, low-income group, individually dependent on records, will have to choose between accepting the RCA license and continuing their present contracts for transcription libraries.

Text of RCA-Station Record License Fee Contract...

IN CONSIDERATION of the making of the payments at the times and in the amounts set forth herein, the Licensor, RCA Mfg. Co., owner of copyright in phonograph records...,

...for the use of...recordings contained in its catalog...on any...time...is...fees...to...title...as...set...forth...in...Schedule...of...rates...in...Class...

Licensor reserves and warrants that its highest half-hour rate is $250...and that its lowest in Class...is...in...as...set...forth...in...the...Schedule...below...

The terms of this license are for one year from the date hereof but may be terminated...by...Licensor...at...any...time...upon...ten...days'...written...notice...sent...to...Licensor...at...its...broadcasting...studio...by...telegraph...or...by...certified...mail...and...in...event...of...non-payment...of...license...fees...the...license...shall...be...canceled...

The fee payable by...Licensor...shall...be...paid...to...Licensor...in...United...States...currency...shall...be...in...accordance...with...the...following...schedule...of...rates:

<table>
<thead>
<tr>
<th>Class</th>
<th>Monthly Fee</th>
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<tbody>
<tr>
<td>A</td>
<td>$250 and over</td>
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<td>I</td>
<td>$40 to $50</td>
</tr>
<tr>
<td>J</td>
<td>$30 to $40</td>
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</tbody>
</table>

By, 

Approved and agreed to: 

Licensor 

Station Call Letters 

*Radio Advertising Rates and Data, published by Standard Rate and Data Service.
THE LADIES HAVE IT and their programs today are an integral part of most broadcasting schedules, proving, as KYW's Betty Parker recounted so ably in the July 1 Broadcasting, that women have a definite place in radio advertising. Here are some of the prominent lady broadcasters (l to r): Miss Dorren Chapman, formerly with Iowa stations, who has just joined WDAY, Fargo, as home economist; Caroline Cabot of the Boston Cabots and WEEI, whose morning shopping service has many stores as participants and who has been broadcasting for 14 straight years; Eleanor Hanson, director of women's activities of WHK-WCLE, Cleveland, who handles 12 programs weekly and is in constant demand among women's clubs for talks on foods, fashions and feminine fads; Veronica Hughes, onetime Red Cross nurse, now director of women's activities of WCKY, Cincinnati, who handles its Homemaker program; Isabel Manning Hewson, Philadelphia socialite who started her Petticoat of the Air in that city in 1932 and who is now doing the Morning Market Basket feature on WEAF, New York, after network experience.

Status of Bills Affecting Radio Now Pending in Congress...

<table>
<thead>
<tr>
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<th>Author</th>
<th>Status</th>
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<tbody>
<tr>
<td>HR 5509:</td>
<td>Peterson (D-Fla.)</td>
<td>House Interstate &amp; Foreign Commerce Committee; awaiting report from FCC.</td>
</tr>
<tr>
<td>HR 3791:</td>
<td>Schulte (D-Ind.)</td>
<td>House Interstate &amp; Foreign Commerce Committee; awaiting report from FCC.</td>
</tr>
<tr>
<td>HR 94:</td>
<td>Maloney (D-La.)</td>
<td>House Interstate &amp; Foreign Commerce Committee; awaiting report from FCC.</td>
</tr>
<tr>
<td>HR 251:</td>
<td>Cullin (R-N.Y.)</td>
<td>House Interstate &amp; Foreign Commerce Committee; awaiting report from FCC.</td>
</tr>
<tr>
<td>HR 252:</td>
<td>Same</td>
<td>Same before the House Interstate &amp; Foreign Commerce Committee; FCC report non-committal. Pending before House Interstate Commerce Committee.</td>
</tr>
<tr>
<td>HR 6073:</td>
<td>Lan (D-Cal.)</td>
<td>Senate calendar.</td>
</tr>
<tr>
<td>S 515:</td>
<td>Johnson (D-Col.)</td>
<td>Prohibiting the use of radio by liquor advertisers.</td>
</tr>
<tr>
<td>S 575:</td>
<td>Copper (R-Kan.)</td>
<td>Prohibiting interstate transportation of alcoholic beverages by any medium.</td>
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<tr>
<td>S 1096:</td>
<td>Shepard (D-Tex.)</td>
<td>Pending Senate Interstate Commerce Committee.</td>
</tr>
<tr>
<td>S 2611:</td>
<td>Wheeler (D-Mont.)</td>
<td>Passed Senate; pending House Interstate Commerce Committee.</td>
</tr>
<tr>
<td>S 2400:</td>
<td>Shepard (D-Tex.)</td>
<td>On House calendar; rule granted for consideration.</td>
</tr>
<tr>
<td>HR 7335:</td>
<td>Harden (D-N.C.)</td>
<td>Pending Senate Interstate Commerce Committee.</td>
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<tr>
<td>S 2846:</td>
<td>Wheeler (D-Mont.)</td>
<td>Pending before Senate Patents Committee.</td>
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<tr>
<td>HR 7405:</td>
<td>Same as above.</td>
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<tr>
<td>SR 94:</td>
<td>Michael J. Kennedy (D-N.Y.)</td>
<td>Authorizing investigation of FCC.</td>
</tr>
<tr>
<td>HR 72:</td>
<td>Wigginsworth (R-Mass.)</td>
<td>Authorizing investigation of FCC.</td>
</tr>
<tr>
<td>HR 7322:</td>
<td>Same as above.</td>
<td>Same as above.</td>
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<td>S 1208:</td>
<td>Same as above.</td>
<td>Same as above.</td>
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<td>S 1520:</td>
<td>Same as above.</td>
<td>Same as above.</td>
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<tr>
<td>S 2251:</td>
<td>Chavez (D-N.M.)</td>
<td>Authorizing establishment of superpower Pan-American station under Government operation.</td>
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<td>HR 7212:</td>
<td>Same as above.</td>
<td>Same as above.</td>
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<td>HR 6243:</td>
<td>Same as above.</td>
<td>Same as above.</td>
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<td>S 2059:</td>
<td>Celler (D-N.Y.)</td>
<td>Relative to promotion contests carried on through facilities of interstate commerce.</td>
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<td>S 5152:</td>
<td>Same as above.</td>
<td>Same as above.</td>
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<tr>
<td>S 576:</td>
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<td>S 837:</td>
<td>Celler (D-N.Y.)</td>
<td>Pending House Interstate &amp; Foreign Commerce Committee.</td>
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BROADCASTING • Broadcast Advertising
Flock of Radio Bills Ignored As Congress Adjourns Aug. 5

FCC Reorganization, Investigation Measures, Pan-American Station Among Those Slighted

By WALTER BROWN

WHEN the first session of the 76th Congress began last January, it had all the earmarks of becoming the most active in several years so far as radio was concerned, but when it ended Aug. 5 no bill of major importance to the broadcasting industry had been enacted.

Over two dozen important legislative measures in which broadcasting had an interest were proposed, including the Wheeler-McNinch FCC reorganization bill; Senate and House resolutions for investigations of the FCC and radio; bills calling for establishment of a superpower Pan-American radio station to be operated by the Government; measures to restrict the use of the radio for advertising alcoholic beverages, and amendments to the copyright laws.

One by one, the bills were laid aside, and, except for the Johnson Bill (S-517), no hearings were held on any of them. So indifferent was the Senate and House to the shortcomings of the new Congress that FCC legislation that only in the closing days of the 1939 fiscal year was the new 1940 appropriation for the Commission. For the first time in history.

Equality With Press

Recognition of radio on a parity with the press as a news gathering medium for the first time was recognized by Congress during the session. Enabling resolutions were passed by both the Senate and the House under which gallery facilities were provided for members of the press, and rules were made for superintendents in charge. Fulton Lewis Jr., MBS counselor, was appointed by the movement for radio recognition, and Senator Barbour (R. N. J.) and Rep. Dempsey (D-N. M.) sponsored legislation in their respective bodies.

The next regular session of the 76th Congress will pick up where the first session left off. There are no indications that all pending bills will retain their present status.

The session ended with Congress refusing to grant the request of the FCC for a deficiency appropriation of $210,000 to set up a new unit to carry out the regulatory recommendations of the investigation of the telephone industry. FCC Acting Chairman Paul A. Walker and Acting Secretary John H. Reynolds called a 20-minute plea to the Senate committee handling the deficiency bill, pointing out that if the additional funds were not granted, the expense of the new telephone unit would have to come out of appropriations needed for other FCC divisions.

While refusing the $210,000 request, the Senate included for the State Department a $16,000 item in the deficiency bill to cover expenses of the delegation to attend the Second Inter-American Radio Conference, Santiago, Chile, in 1940.

Action on the proposed international copyright treaty was abandoned when the Senate, in a record of 82-1, indicated that it would consider a bill next session along with legislation revising domestic copyright laws. Taking the floor Aug. 1, Senator Thomas (D-Utah) explained the status of copyright legislation as follows:

"The first item on the Executive Calendar is a copyright convention, which has been there since April 4. It is understood, however, the first time the Foreign Relations Committee has reported the convention for favorable action. It has been on the calendar during every session. In the meantime those who have been opposed to ratification of this treaty have talked the stand that there should be domestic legislation reported and ready at the time the treaty is considered."

"I deem it advisable for us to allow the committee which has been working so long and so consistently in attempting to bring a domestic law which will meet the requirements and be so flexible to serve the various interested groups, that I think it would be unwise to consider the treaty at this time. Therefore, I am going to suggest, with the cooperation of the majority leader and the minority leader, that I am permitted to make the announcement that the convention will not be called up until March of next year."

Gas Cooperatives

ASSOCIATION of Gas Appliance & Equipment Mfrs., New York, and the American Gas Assn., on Oct. 2 will distribute a campaign of 30 to 60 spot announcements to local gas dealers for a cooperative local and national drive based on the theme "Save While You Cook" to promote Certified Performance gas ranges.

Part Interest in KCMO

Acquired by Publisher; Jack Stewart Manager

COINCIDENT with the reported acquisition of a new general manager in KCMO, Kansas City, by Orville S. McPherson, president and publisher of the Kansas City Journal, came the announcement of Jack Stewart, veteran broadcaster, as general manager of the station. The announcement was made Aug. 8 by Tom L. Evans, president of the station and co-owner of the Crown Drug Co. of Kansas City.

Because control was not involved in the sale of stock to the publisher, it was not necessary to procure FCC approval of the transaction. Equal lots of 200 shares each, in Kansas City, Mo., was sold to Messrs. Evans and McPherson, Lester E. Cox, broadcaster and businessman of Springfield, Mo., and C. C. Payne, partner of Mr. Evans in Crown Drug.

Mr. Stewart succeeds Larry Sherwood as manager, with the latter remaining on the staff. Mr. Station, 89.7, on which the staff changes would be made other than promotion of Clarence Breazeal to business manager, was formerly WFIL, Philadelphia, as national sales manager, and has managed stations as WOR, New York; and WJZ, Baltimore, and WCAE, Pittsburgh.

KCMO has been collaborating with the Journal for the last several months. With Mr. McPherson's interest in the station, it is expected this affiliation will become closer.

WFLA Purchased By Tampa Tribune

Tison Retains Interest and Continues as Manager

CONTROLLING interest in WFLA has been purchased by the Tampa Tribune in a deal consummated in early August which will not affect the status of an FCC application for WFLA approval to be filed shortly. Walter Tison, WFLA manager, will remain in his 44-year-old station as vice-president of the Tampa Tribune Broadcasting Co., licensee, and as manager.

Under the deal the Tampa Tribune, of which Mr. Tison is publisher, acquires the 45% stock interest of H. H. Baskin, Clearwater attorney and former mayor, and options the 10% interest of Fred J. Lee, also of Clearwater. The Tison-Baskin-Lee group purchased WFLA in June, 1936, from the City of Clearwater, for a price of about $250,000. Mr. Tison is the 78-year-old publisher of the Chicago Times.

Purchase price of the Baskin-Lee interests was not disclosed. Mr. Tison announced, however, that as soon as the transfer is granted it will be with full time. WFLA, which now shares time on 620 kc, with WSUN, of St. Petersburg, the former operating Wednesdays and Fridays fulltime, the latter the other three days and the two dividing their Sunday schedules.

In the new corporate setup, Mr. Tison will be president; Mr. Tison, vice-president; Mr. Griffin, executive vice-president; Joseph S. Mims, general manager of the newspaper, treasurer; Mr. Green, advertising manager; Mr. Baskin, advertising manager of the newspaper, secretary.

Two other regional station, WDAE, is owned by the publishers of the Tampa Times. The Tampa Tribune last year was an underwriter of the FCC for a new 1,000-watt station.

Plan for Pro Football

General Mills Completes

KNOX REEVES, advertising agent for charge of sports broadcasts of General Mills, Minneapolis, as well as handling some of the mill- ing company’s other advertising, has completed arrangements with stations for the play-by-play broadcasts of the games of the National Professional Football League for this fall. Announcement that General Mills would sponsor for the first time the complete league schedule of Sunday contests, with the sole exception of the games of the Green Bay Packers, which will be sponsored this year as in the years previous by Wm. A. Anderson Oil Co. on WEPA, in Milwaukee, was made last spring.

In the East, games in New York will be broadcast by WOR, Newark; Brooklyn games by WHN, New York; Pittsburgh by KDKA, Philadelphia by WCAU; Washington by WOL, with WMDF, Fred- erick, also carrying the Washing- ton schedule. The Midwest sched- ule will be broadcast by WJR, Detroit, and WGR, Cleveland, with WGN, Chicago, covering the Chicago games in co- operation.

Bond Stores on 27

BOND Stores, New York (men’s clothes), will start an extensive fall campaign of quarter-hour news and musical clock on WBZ, featuring the following stations: WAPI WEEI WGN WTAM WJW KMBC WABC WGBH WBWB WBNJ WTMJ KGKO WAVE WCAE WEA WFKL WFLW WJW CBS KBW WHB WDAE WOKE WBNJ WHB KHJ and KFC.

Efforts will be continued in the fall advertising to the Nation’s new- st, New York agency in charge.

Emerson Renewed, Expands

EMERSON RADIO & Phonograph Co., New York, sponsor of Elliott B. Flower’s weekly quarter- hour news commentary program on the Texas State Network and since 3 p.m. local station time in New York, Washington and Boston, has renewed its contract for three more years with the respective stations.

At the same time the network will be expanded to coast-to-coast propor- tions, with outlets now in 30 cities throughout the country, Program, titled America Looks Ahead, currently adver- tises Emerson portable radios. Agency is Grady & Wagner, New York.
Canadians Call Protest Meeting

AN EMERGENCY meeting of Canadian broadcasting stations has been called for the Mount Royal Hotel, Montreal, Aug. 17 to discuss the resignation of Canadian Broadcasting Corporation’s subsidiary network policy and the proposed CBC charges to 10 percent commission on such network programs. The Canadian Association of Broadcasters has summoned all member stations east of Fort William, Ont., to the meeting, which will also be attended by a committee from the western stations which held its annual convention Aug. 3 at Vancouver. Lorne Olson, CFCA, Calgary, president of the Western Canadian Association of Broadcasters; Charles Campbell, CJRC, Winnipeg, and Harold Carson, CFAC, Calgary, will represent the western stations.

Canadian broadcasters are not in favor of the CBC subsidiary network ruling which makes it mandatory for stations to go into the CBC for all network arrangements. The broadcasters are especially upset in areas where the federal decision would have required them to go into the CBC network, but where they have license to be carried without the charge. The CAB and the CBC have been started on this phase of the regulations, but are evidently not yet successful. A similar meeting between the CAB and the CBC is expected before the emergency meeting in Montreal, at which no CBC executives are expected.

C & S Disc Tests

STANDARD BRANDS, New York, on Sept. 11 will start testing a three-disc show in several markets for Chase & Sanborn coffee, also promoted by Edgar Bergen and Charlie McCarthy. A disc between each of the programs will be sold. Negotiations between CAB and CBC have been started on this phase of the regulations, but are evidently not yet successful. A similar meeting between the CAB and the CBC is expected before the emergency meeting in Montreal, at which no CBC executives are expected.

Swift to Use 12

SWIFT & CO., Chicago (Allsweet, reneine), will use 12 Swift & Co., Chicago, handles the account.

A PLEASANT surprise greeted the students attending the New York 1 broadcast of Information Please, sponsored by Lay's Potato Chips, Aug. 11. The program was heard by 70,000 listeners, the largest audience so far in the series.

The Alku-Seltzer National Barn Dance program, heard on NBC's Blue Network, Aug. 18, is originated from a 66-station NBC network and will be carried in all 66 stations in the United States by the NBC Network, Aug. 19, and from the Indiana State Fair, Sept. 2.

JESSICA DRAGONEIT, veteran aromatics announcer, has been signed to a 6-year NBC Artists Service contract and will be featured in a late Wolgum, sica program on NBC-Blue, Aug. 17, at 7 p.m. (EST).

AFRA Convention

WITH problems of union jurisdiction occupying main attention, the annual convention of the American Federation of Radio Artists will be held Aug. 24-27, at the Shamrock Hotel, Chicago. The agenda includes discussion of IATSE’s effort to fortify the theatre; resolution involving more complete merger of AAAA member unions; authorization of the plan to coordinate administration of relief to unemployed members of each AAAA branch into one staff, and usual routine such as election of officers.

Federal Ad Bill

AUTHORIZATION for an appropriation of $96,000,000, to provide $2,000,000 for each of the States to be spent in community advertising and export advertising as a means of revitalizing trade and commerce, is contained in bill (HR 7505) introduced in the House of Representatives by Rep. Rogers (D.) of Texas, with the approval of Commerce and the absence from Washington of key officials of the State Department, it was learned Aug. 11.

The Mexican proposal, under which the United States would be permitted to continue operation, perhaps indefinitely, had reached the approval of the FCC, conditionally [Broadcasting, Aug. 11] and its views had been received by the State Department. The outlook was for acceptance of the compromise agreement by the United States, Canada and Cuba, in the hope of effectuating the agreement by Feb. 1.

UNCLE SAM SEES

Bright Television Future and Plans NBC Progress

FIRST Government department to make official use of television will be the Department of the Interior, which on Sep. 29 will present over NBC’s W2XBS in New York a special produced two-reel motion picture. Titled the Annual Report of the Department of the Interior, the feature will be based on a one-hour simulcast program broadcast last January over MBS. Secretary Ickes, preceding the television presentation, will comment on "the offer of a bright television future by a department of the Government. "This great new medium", he will add, "is the newest challenge to the ability of man to make wise and proper use of the magic of science. Let us hope that television may encourage a new and better national understanding."

Western Canada Group Considers Public Domain

A GREATER use of public domain music by Canadian stations, and a discussion of the new regulations concerning political broadcasts and subsidiary networks announced recently by the Canadian Broadcasting Corp. [Broadcasting, July 15], were the main topics discussed at the convention of the Western Canadian Broadcasters in Vancouver, Aug. 3-4.

The convention was attended by 23 broadcasters representing the local station from Winnipeg west to Vancouver. Gordon Love, CPCN, Calgary, was chosen as chairman for the convention. Several broadcasters were given first-hand information on the new CBC policies by Horace Slovin, CBC station relations chief, and the new policies were discussed in detail, with the broadcasters making a number of suggestions. The new regulations met with the approval of most of the broadcasters. Representatives of the advertising companies from the West Coast and Canadian station representatives first heard announcements of the convention. Harry Sedgekwick, CFRB, Toronto, president of the Canadian Broadcasting Association, attended as a representative of the National organization.

UP Shifts, Add Stations

F. A. McCABE, business representative for United Press in Atlanta, has been appointed UP’s New York representative, and will be stationed in that office in the same capacity. He is succeeded in Atlanta by C. D. O’Hern, and a larger, formerly UP business representative in El Paso. Recent subscribers to the New York Times in WBNC, New Britain, Conn.; WELI, New London; WBQI, Bridgeport; WOFF, Emporia, Kans.; WIFC, Freeport, Ill.; WBNB, New Bedford, Mass.; WFRE, KYSM, Mankato, Minn.; WSKB, McComb, Miss.; WSNJ, Bridgeton, N. J.; WBNR, El Paso, Tex.; WOLS, Florence, S. C.; KTSA, San Antonio; KRDV, Westlake, Tex.; KPDA, El Reno, Tex.; KFYO, Lubbock, Tex., have been added to the UP's service.
FCC Organizes Special Staff To Rush Monopoly Report

Funkhouser and Associates Instructed to Devote Full Time to Report; Oct. 1 Set as Deadline

FIXING Oct. 1 as the deadline, the FCC has ordered a newly-created special staff to proceed at full speed on its network-monopoly report covering a nine-month inquiry which ended last May.

Acting Chairman Paul A. Walker of the Network-Monopoly Committee, who called it a "day-to-day" job and informed various department heads and ordered a prompt follow-through. Officials and staff members of each of the FCC departments—engineering and accounting—were instructed to devote full time to the task, and complete it for the Committee's consideration within two months. The staff members will coordinate their activity through S. King Funkhouser, special counsel for the investigation.

Establishing headquarters in the Star Building, across the street from the FCC headquarters in the National Press Building, the special staff has started work. Andrew R. Ding, assistant chief engineer for broadcasting, has detailed several members of his staff to the task. Mr. Funkhouser is being assisted principally by Rosel Hyde, senior attorney for William J. Norfleet, chief accountant, who has designated DeQuincy V. Sutton, head accountant, to head the staff handling economic and statistical phases of the report.

At White House

The surge of activity ordered by Commissioner Walker conflicted with an observation also made on Aug. 3 by Frank R. McNinch, who retires Sept. 1 as FCC chairman, as he left the White House, accompanied by Chairman-designate James L. Fly in a 10-minute visit with the President, Mr. McNinch said that the results of the FCC monopoly study probably would not be ready for about six months. He said that he and his successor discussed with the President the "unfinished problems" before the FCC, of which the chief one was the network investigation.

It was intimated that the instructions for a fast follow-through on the investigation came from high administration quarters, and did not originate with the FCC, or with Network Committee members. Other members of the Committee, aside from Chairman McNinch, who does not plan to return to the FCC prior to his retirement Sept. 1, and Mr. Walker, are Commissioners Brown & Key, the latter sitting only during the last few days of the six-month proceedings.

The report will be based on a 20,000-word, wide from some 700 separate exhibits, amassed over a period from November to May. While it is logical that the report will be comprehensive, it nevertheless is felt that in order to expedite action, unnecessary detail will be avoided. To expedite the rapid motion of Mutual, through its counsel, Louis G. Caldwell, providing that the FCC issue what would be tantamount to a temporary injunction to prevent renewals or extensions of existing major network affiliations after the end of 1940, was disposed of by the FCC at its final regular meeting July 27. It simply concluded it was unnecessary to act on the motion, later supplemented by pleadings designed to show that NBC and CBS were "freezing" affiliations of major networks.

A similar position previously was taken by the Committee.

Report to Committee

The specially constituted investigation staff will submit its proposed report to the Network-Monopoly Committee upon its completion. The Committee then will refer the report to the full commission. Whether oral arguments, under FCC procedure, will be in order, prior to the final action of the commission, remains to be determined.

It is freely predicted the Committee will be disposed to treat fully the phases of network operation, particularly in connection with network "optioned time" arrangements with affiliates, and the so-called "exclusive" clauses, which bind affiliates of major networks in such fashion as to prevent them from making contractual agreements with other networks.

Whether networks, per se, are not subject to FCC direct regulation as licensees, a possible and not unlikely recommendation be one advocating a change in the statute to license and regulate networks much in the same fashion as private carriers. If this is the final analysis, it is anticipated that there will evolve from the report a series of specific recommendations to Congress on the subject of governing broadcasting, as well as proposed new rules and regulations which can be promulgated under the existing law.

AT & T Cuts in Private Line Services To Effect Savings for Broadcasters

REVISING $51,000 AT&T tariffs covering private line services which will result in savings to users of approximately $1,060,000 a year, the AT&T has filed with the FCC. The changes, several of which affect the reporting of long distance charges, become effective Sept. 16.

While a change in the tariff covers the same revenues to the commission to eliminate turning point distances, except for the Long Island Sound turning point. Other reductions deal with Morse service, telegraphy, telephone service, and press and Govt. relations in the private line classes. H. H. Carter, AT&T general commercial manager, emphasized that the changes would not only cause the elimination of charge for services which are now made on an interexchange basis, but that the change would be made on a "properly subsidized charge basis, which would make the service more "economical for users. The changes would be made to users of the various services.

In effect the changes would be made to users of the various services.

To Avoid Annoyance

The changes, in the main, are intended to eliminate some tariffs on private line channels which have resulted in difficulties of administration and have proven to be a source of annoyance to our customers. In addition reductions in the charge for telegraphy machines are being made.

"Among the more important administrative difficulties being eliminated are: (1) the placing of the mileage rates for Morse and full period telephone private line services on an airplane rate basis, as at present, a railroad mileage basis, and the elimination of the so-called "mule" between two cities, (2) the establishment of comparable mileage rates for similar types of private line telegraph channels for corresponding periods of use. There are relatively minor adjustments included in the above filings, all tending to simplify and improve the rate structure."

Mr. Carter said a recent review of all customers' bills affected by the changes indicate that 97% will receive an annual saving in total charges, and some 14 customers, constituting the remaining 3%, will receive average annual saving of $61,000. In the case of these increases are less than $10 per month, he explained. The elimination of the "established charges" is associated with the largest increases. He said the company did not anticipate serious objection from customers affected by the increases.

Permanent Setup Sought for IRNA

Independents to Talk Over Plans at Chicago Meeting

PROPOSAL to establish Independent Radio Network Affiliates as a permanent organization, separately financed but remaining under the aegis of NAB, will be considered at a special convention called in Chicago six days prior to the major annual convention, it was announced at the special copyright convention of NAB.

Called by Samuel R. Rosenbaum, IRNA chairman, the convention will be asked to consider proposed bylaws under which the group would be established to carry on specifically prescribed functions. Advisability of retaining a paid executive and staff in New York also will be advanced. Assessment of dues designed to yield upwards of $50,000 annually from affiliates has been discussed and probably will be projected to the membership.

To Pay Own Way

Because the basic problems of affiliates' relations with networks, it was concluded that IRNA expenses should not be paid by NAB, as in the past, since networks themselves are important contributing members to the major radio group. If the permanent organization is decided upon, it is presumed NAB will be reimbursed for past IRNA expenses.

The IRNA convention tentatively has been set for the Edgewater Beach Hotel in Chicago, with the NAB convention in Atlantic City last October. If the proposed bylaws were drafted in basic form, they would be referred by Chairman Rosenbaum, Robert A. Kennedy, WCHS, Charleston, W. Va., a committee member, for polishing prior to circularization among the network representatives. The committee members present include John Shepard 3d, Yankee Network; Paul W. Morency, WTG-Hartford; Arthur B. Church, KMBC, Kansas City; Walter J. Damn, WMJ, Milwaukee; H. F. Carpenter, WHK-WCLE, Cleveland.

The reorganization plan provides for selection of a new slate of officers and board of directors for IRNA. Mr. Rosenbaum was elected by the Atlantic City meeting to serve until the reorganization.

The Shadow Returns

DE LAWARE, Lackawanna & Western Co., New York, will return The Shadow to 15 MBS stations on Sept. 24 for another season, broadcast Sundays from 5:30 to 6:30, with Jack Clark as radio actor, will again portray the title role, originally played by Orson Welles. After leaving New York, handles the account.
Sales Successes of Chain Drug Stores

New York Units in the Black Since Liggett Adopted Radio

By WALTER J. NEFF

President, Neff-Rogow Inc., Advertising, New York

Mr. Neff

Liggett Drug Co. operates 135 stores in the New York metropolitan area. It was necessary to discover the program and the station which would most effectively reach a listener while he shopped in each one of the areas in which every Liggett store was located. Hence we combined an intensive study of available programs in each store in every local station audience data, to find the right vehicle for Liggett.

We Use “Almanac”

It didn’t take long to discover that Liggett’s Morning Almanac was the program for which we were looking. Detailed audience studies made in New York during 1937 and 1938, showed a steady advance in listeners for this show, which was on WABC for 45 minutes six days a week. Our assumption in this case, of course, was that this advance would continue when Cook was pushing Liggett’s products. In other words, we were climbing on a bandwagon which had not yet gained full speed. Subsequent surveys have revealed the accelerator is still in pace.

We felt the genius informality of Cook and his variety entertainment steeped in the informal, which is representative of Liggett’s store managers and employees, would not only please the audience we wanted to reach, but create a large share of good will toward both the program and Liggett’s. Here again our belief has been confirmed.

Therefore we found ourselves pleased with the WABC audience, and pleased with the show which reached this audience. Accordingly Mr. Cook and his “family” began advertising Liggett Drug Stores, from 7:30-7:45 Monday, Wednesdays and Fridays. That began on Jan. 16, and he’s been selling them ever since. Under our present contract, Mr. Cook will be selling Liggett’s through Jan. 12, 1940.

How We Use the “Almanac”

Liggett has operated stores in the Metropolitan New York area for 28 years. During this period the firm has used the usual retail advertising media: Newspapers, door-to-door circulars, point-of-sale displays. Since Liggett sells an almost infinite number of items in its stores, the problem of adapting them to radio advertising presents considerable difficulty.

We felt it would be much easier to advertise the entire list. We had to devise a formula which would get results in the few precious minutes of daytime advertising copy on our program.

Then we hit on a scheme which was to prove extremely successful. We decided the advertising should stress three appeals: Institutional, personal, and special.

Here’s how we did it. First, in the introduction, the soundness and service of Liggett’s throughout the nation was emphasized. Shifting from this, we featured a store manager and his soda clerk, in this fashion: “This store is managed by Arthur A. Caddigan, a registered pharmacist and a 22-year Liggett man. Arthur used to be a top base second baseman at college and he says he’ll make a home run every time with the most difficult prescription you can send his way.”

Then we continue: “That good looking chap who has charge of the phonograph is James J. Varnes . . . who also loves baseball . . . but can play the drum to beat the band!”

Thus we gave our listeners an institutional and a personal appeal on our program. This was followed by the “special”! “Why not have a ham for our popular fudge pudding . . . cream sundae . . . with whipped cream . . . which is being featured at Liggett’s today . . . as dessert?”

With this form of advertising we could not only move a particular “special”, but tempt the audience to try what came before it; in this case, a full-course lunch.

Results Obtained

Both in general and in particular the results of the Phil Cook program on WABC have been remarkably successful. In the first place, since the program went on the air less than seven months ago, every Liggett store in the metropolitan area, has become firmly established in the black! And this record was achieved in spite of very poor spring weather which hampered the sale of fountain items, which mean substantial profits to Liggett.

Second, the reaction to the “specials” which were mentioned on the program (just once, remember) was overwhelming. On the first broadcast, the radio special was chicken chow mein, and four times the normal amount was sold at the Liggett soda fountains that day! Since that time, radio specials draw anywhere between three to ten times the normal amount, which leaves no doubt as to the pulling power of Phil Cook and his show. Liggett fountain clerks have many times reported new customers, who say Cook was the fellow that drew them there.

All this showed that Cook’s personal remarks about Liggett stores and their employees bring results with the audience, who go around to their neighborhood Liggett store, not only to get acquainted but often to check up and see if what Cook said about the man was right. Why, after all, the store manager becomes a neighborhood celebrity!

A final important advantage which we have derived from this program lies in its power to draw the stores, ostensibly to buy the radio special, but usually ready to purchase more. For example, if the listener is persuaded to visit a shoe store, he can only buy shoes. But because of the vast quantity of products which Liggett’s handles, once the listener has heeded Mr. Cook’s advice, and dropped in for a hot fudge sundae, he is available for sales in many other departments. And so a whole new line of customers have been born; drawn to Liggett’s by Phil Cook and a fountain special advertised on his Almanac, and kept there by the quality and superiority of the company and its stores.

Peoples Stores Go to the People

Clerk and Customer Main Actors in Store Drama

By A. L. MERRILL

Radio Advertising Manager, Peoples Drug Stores Inc.
Washington, D. C.

THE finest of all Peoples Drug Stores, on the corner of 11th and G Streets, Northwest, in the heart of the Capitol City’s shopping district, enjoys the distinction of housing the only broadcasting studio in America which has for its location the Grill Room of a drug store.

This studio, called Station PDS, though smaller in size than the average, is patterned after the usual studios to be found in broadcasting stations throughout the country. Its outside design is somewhat modernistic in appearance. Inside, it might be compared to one room, its mechanical equipment, to the living room in a modern home.

Equipped with an elaborate public-address system, Station PDS is operated by a capable announcer from 11 a.m. until 7 p.m. every weekday. The best of the radio programs, especially those sponsored by drug store products, are taken off the air and amplified by this system. In addition, loud speakers located in two downtown Peoples Drug Stores.

Special Programs

Besides the regular offerings from Station PDS, special programs have been occasionally arranged for customers who would both enjoy the store and the Radio Grill. At one time, a Hammond electric organ was installed in the Grill and regular concerts were given. On another occasion a seven-piece, all-girl band, entertained. Still another attraction was the Swing Porter, a colored entertainer who sang and played the piano remarkably well.

While the various features thus far mentioned have been heard only in the store, “Station PDS” has also been the scene for many stunt or special broadcasts heard over

(Continued on page 58)

SNAPSHOTS like this are widely distributed by Peoples Drug Stores, to promote the Station PDS Presents program on WMAL, “Washington, announced by Lee Everett (above).
Between 60,000 and 65,000 persons jammed Forest Park at Noblesville, Indiana, according to State Police estimates, for WLS' all-state Indiana family picnic on Sunday, July 30. The picnic was promoted by WLS. Why did they come? They wanted to see and hear Dr. John Holland, Henry Burr and the dozen stars of the WLS National Barn Dance who staged a free show.

Such listener loyalty and interest is the reason WLS gets results for advertisers.

WLS
Burrage D. Butler, President
Glenn Snyder, Manager

Represented by JOHN BLAIR & CO.
New York, Chicago, Detroit, Los Angeles, San Francisco
Networks Continue Increase in Billings
As July Figures Record Jump of 10.7% 

SWINGING into the second half of 1939 with undiminished vigor, the national networks together reported gross billings of $5,812,091 for the month of July, an increase of 29.4% over the $4,943,175 billed for the same month last year. For each network the week was the best July so far. Cumulative billings for these coast-to-coast networks for the year to date total $40,986,296, a figure 10.7% above that of the total for the first seven months of 1939, when the total was $34,441,383.

Biggest increase in comparison with the same month a year ago was made by CBS, which showed a gain of nearly 27% this July, while its July 1938 figure was $12,591,912 for the same period. It should be explained, however, that July 1938 was the lowest month for CBS in the two-year period of 1937-38, so that the contrast with this July is unusually great. For the year to date, CBS cumulative billings up to July 19, reached $304,926, showing a 13.7% increase over the billings of $10,519,912 for the same period last year.

Mutual, which in July showed an increase over the same month of the previous year, had a gain of 29.6%, only slightly higher for July than for June, which was the best month of seven months of 1939. Comparative billings for this year total $1,840,818, beating by 21.9% the $1,509,287 posted in June billings for the same period of 1938.

NRC, with a gain of 11% for the month, has a 7.9% gain in the seven-month period. 1939 billings so far total $25,882,492, as compared with $23,582,892 for the same period of last year. Broken down into the two NRC networks, July billings were $2,601,696 for the Red network and $651,850 for the Blue. For the year to date Red billings total $19,853,843; Blue billings total $6,046,649.

Gross Monthly Time Sales

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<th>Network</th>
<th>1938</th>
<th>1939</th>
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<tr>
<td>CBS</td>
<td>$404,926</td>
<td>$304,926</td>
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<tr>
<td>Mutual</td>
<td>$1,840,818</td>
<td>$1,840,818</td>
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<tr>
<td>NRC</td>
<td>$1,509,287</td>
<td>$1,740,935</td>
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HALF-YEAR PROFIT OF CBS INCREASES

CBS earned a net profit of $2,771,891 for the first six months of 1939, according to a consolidated income statement issued by the network Aug. 2, following a board of directors meeting at which a cash dividend of 45 cents was declared for each outstanding share of Class A and Class B stock of $2.50 par value. Dividend is payable Sept. 8 to stockholders of record on Aug. 15.

Profit for the six months period equaled $1.82 per share of stock, 25.7% above the $1.41 per share earned for the half year of 1938. Gross income for the first 26 weeks of this year was $33,340,645, or 7.5% above the total of $30,921,056 for the like period of 1938. Full statement follows:

<table>
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<tr>
<th>Period</th>
<th>Income</th>
<th>Deduct:</th>
<th>Profit</th>
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<tbody>
<tr>
<td>CBS</td>
<td>$33,340,645</td>
<td>$4,556,219</td>
<td>$28,784,426</td>
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</tbody>
</table>

Sunkist on 31

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), a heavy user of radio time, through Lord & Thomas, that city, on Oct. 30 starts for 52 weeks, a thrice-weekly quarter-hour on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. (EST). Type of program and talent to be utilized has not been revealed. The series will be produced under direction of James Fonda. This will be the first time in several years the sponsor has utilized network time, and represents an important departure on the part of a West Coast advertiser. Transcribed shows and announcements have been used by the exchange for recent years by the Exchange for its various products.
A Full-Time Network

Current figures show Michigan Radio Network operating a weekly total of 119 hours—27 1/2 hours sponsored and 81 1/2 sustaining.

From early morning until midnight, Key Station WXYZ supplies its seven affiliates with a steady flow of modern entertainment.

Part of this entertainment comes direct from NBC Blue. But such features as news, Lone Ranger, Green Hornet, the Tiger ball game and many others originate in key station studios.

Here, Mr. Time Buyer is a real network—six years in full time operation, using only Class A lines—reversible, too—and with the only actual primary coverage of Michigan's eight population centers.

Let us plan with you for best results over Michigan Radio Network. Write!

KING-TRENDLE
BROADCASTING CORPORATION
DETROIT

Michigan Radio Network

Broadcasting • Broadcast Advertising
August 15, 1939 • Page 21
FCC Authorizes Fulltime Regional
In Akron on 1530
Locals for Sault Ste. Marie
And Yuma Also Are Granted

THE FIRST new fulltime regional station
authorized in the last 13 months was
granted Summit Radio Corp., Akron, O., in a de-
cision of the FCC Aug. 5 in which it reconsidered
a denial of last May 11 and issued a construction
permit to operate on 1530 kc., effective Aug. 15. On
the same day the Commission authorized new local
stations in Yuma, Ariz., and Ste. Marie, Mich., and issued
proposed findings approving a new station in Akron.

Although the Commission thus far this year has authorized a
total of 37 new stations, and issued proposed
findings approving about a half-dozen more
which must be finally acted upon later, all have been local
low power stations with the exception of an occasional
day-time regional grant.

The new last fulltime regional to be granted
was on July 1, 1938, when the FCC authorized KWFT,
White River, Ind., to operate on 1000 kc.
and was to begin operating last month with 250
watts night and 1 kw. day on 620 kc.

The new station in Akron will be headed by
S. R. Arkins, local attorney and electrical
apparatus shop owner, who will be presi-
dent of the KUMX, and local owner of
dozen of 250 authorized shares of
stock. His wife will be secretary,
while his 50 shares of stockholders are
L. G. Mendelson, of Cleveland, sister of
Mrs. Arkins, 50 shares; Hazel Henry, wife
of a local judge, 64 shares; David
Yimman, Cleveland, 66 shares; Don-
ald Gottwald, Akron attorney, 5 shares.

New Yuma Station

The new station in Yuma was
granted without hearing to Yuma Broadcasting
Corporation, which will be
authorized to use 100 watts night and 250
day on 1210 kc. Stockholders are K.
K. Heyt, president of KUMA, and local
reason, 45%; John H. Huber, local
journalist, 15%; R. N. Campbell, at-
torney, vice-president and trea-
surer, 25%; D. Morgan, Campbell, attorney, secretary, 15%.

The Yuma grant was made de-
spite the fact that a hearing has been
scheduled for Sept. 25 on the appli-
cation of E. B. Sturdivant,
manager of KVOA, and local,
seeking the present facilities of
KUMA, which was ordered
to for-
closure in early July because of
misstatements to the Com-
mission relative to ownership.
KUMA at present is operat-
ing on a temporary license pending
hearing.

Soo, Mich. and Ashland, Wis.

The Sault Ste. Marie grant was
authorized in the same order.lil, and
250 day on 1200 kc. Officers
and stockholders are Vernon W.
Arkins, local insurance agent, presi-
dent, 65%; and O. Overhol, wholesale
baker, 2%.

The proposed findings approving a
new station in Ashland, Wis., which is the equivalent of a grant

Three Greenvilles

LUCKY is the town named Green-
vilie, because two of its
owners have got CP's in recent weeks for new
local stations, namely, the North Okmulgee and
in Mississippi Greenvilles. There
is already a station in Green-
vilie, S. Carolina, to be
waited local in Greenville, Tex.,
however, last year lost its li-

cence.

Call Letters Assigned

Call letters have been assigned by the FCC to some of the 11
new stations authorized for construction
July 12-15 [Broadcasting, July 16]
and were authorized July 26-27 [Broadcasting, Aug. 1]. Among
the former group calls have been assigned as follow:

WSPB, St. Petersburg, Fla.; WMGA,
Moultrie, Ga.; WESX, Salem,
Mass.; KHAS, Hastings, Neb.;
WPIG, Sunneter, N. C.; KVJC,
Vic., at the request of WJMC,
Tex. In the latter group the calls thus
authorized are KFWC,
Hot Springs, Ark.; WJFF,
Herrin, Ill.; WJMD, Milledge-
ville, Ky.; WJMT, Cookeville, Tenn. Call letters of
the new station at Panama City, Fla.,
authorized June 27, will be WRSR.

Food Firm Holds Time

WHEN Standard Brands Inc., New
York, and Rudy Vallee dissolve
their 10-year relationship, follow-
their sept. 28 broadcast, the firm
will retain the Thursday night
NBS-Red network time, substitut-
ing a new Hollywood original
show for Royal Gelatin and Fleisch-
man's Yeast, with J. Walter
Thompson Co. producing. New pro-
gram will continue to be heard
Thursday, 7-8 p.m. (EST).

13 Stations Get 250 w. Night Power;
WXYZ and WTAG Granted 5kw. Day

THIRTEEN local stations were
authorized Aug. 8 by the FCC to
increase their night power from
100 to 250 watts in the first
grants under new FCC rules and regula-
tions, which became effective Aug.
1. The horizontal increases are for
the forerunners of many others con-
templated, upon proper applica-
tion, for local stations as well as for
regional stations in the near future.

The FCC authorized WXYZ, De-
troit, and WTAG, Worcester, to
increase their day power from
1,000 to 5,000 watts. No action was
undertaken on pending applications from
regional stations to increase night
powers to 5,000 watts under the
new rules. It is expected such
grants will be held in abeyance un-
til the next FCC meeting, not yet
scheduled, or possibly until the full
FCC reconvenes on Sept. 5.

WXYZ, key station of the Michi-
gan Network, and an NBC Blue
outlet, was authorized to move its
transmitter locally, install new
equipment and a vertical radiator
and increase its power to the day
regional maximum on 1240 kc.
WTAG, NBC-Red and Yankee out-
let, received a similar authoriza-
tion except that it will not rele-
ate its transmitter. It operates on
580 kc.

unless objections are raised, au-
thorizes construction by WJMS Inc.
of a fulltime 1000 w. on 810 kc.
WJMS Inc. is also the licensee of
WJMS, Ironwood, Mich., which
is controlled by William L. John-
son, chief engineer and upper
peninsula manager for the Michi-
gan Liquor Control Commiss-
ion, and Mrs. E. Hook, owner of
WJMS. A member of its board and
stockholder also is Frank E.
Hook, Congressman from the 12th
Michigan district.

WPEN Transfer
Approved by FCC

Sale of KHIBG, Okmulgee, and
WSAV, Savannah, Granteed

THREE transfers of ownership of
broadcasting stations were autho-
rized by the FCC Aug. 8, permit-
ing new owners to take over WPFN,
Philadelphia; KUBG, Okmulgee,
Okmulgee, and WSAV, Savannah, Ga.
WPEN was transferred from the estate of the late John Truscon,
owner of WEXR, New York, to Arde Bulova, New York
watch manufacturer and broadcast station owner, who
purchased WOV, New York, for $81,000, giving him
full ownership. WPEN operates fulltime with 1,000 watts on 920 kc.

Okmulgee Transfer

KHIBG has been acquired by new
owners who, it is understood, have
purchased the station for $100 per
share. The FCC application for the
transfer was made late in July [Broadcasting, Aug. 16], and an
initial daytime station on 1210 kc.
was granted without hearing.
The new owners are: Paschal Buford,
station manager and wife of the
manager, 41 shares; Sam W.
Ross, vice-president and secretary,
Premier Oil Co. and bank director,
25 shares; Mrs. S. F. Ross, 16
shares; Paschal Buford, 10 shares.

New KDRO at Sedalia

AUTHORIZED for construction last
April, the new KDR0, Sedalia,
Co., 100 watts night and 250 day on
1500 kc., will begin operation early
September, according to Robert A.
Drohlich, who will manage the
station and who is co-
owner with his brother, Albert S.
Drohlich. The latter will be
in charge of sales promotion, and a
member of the station's board of
including C. Laverne Omer,
former with WREN, Lawrence,
Ka., chief engineer, and Randall Jessen,
former manager of KWOC, Poplar
Bluff, Mo., program director, and
Sam Booth, formerly with WJEJ,
Tulsa, as program and promotion
manager. RCA equipment is being in-
stalled throughout with a 164-foot
Truscon vertical radiator.

B. EARLY WILLSON, part owner
of KABC, San Antonio, in
partnership with Earl Callum, Dallas
consulting engineer, and T. W.
McAuliffe, has applied for the FCC
for a new local
station in Dallas to operate on 1570 kc.
BOB WILLS AND HIS TEXAS PLAYBOYS
Brunswick and Vocalion Records. Five years with KVOO, 6 half hours weekly for Playboy Flour.

RAY WHITLEY AND COMPANY
RKO Pictures, World Broadcasting System, Decca Records and American Record Corporation. 8 years with Madison Square Garden Rodeo. KVOO Saddle Mountain Roundup.

HERALD GOODMAN—
TENNESSEE VALLEY BOYS
RCA-Victor and Bluebird Records; Brunswick and Vocalion Records; Gennett Laboratories; N. Y. Recording Laboratory. NBC, CBS, WSM Grand Ole Opry and KVOO Saddle Mountain Roundup.

ROWDY WRIGHT AND HIS JOLLY COWBOYS
American Record Corporation. NBC, CBS, Don Lee Network and KVOO Saddle Mountain Roundup.

These headliners, regular KVOO talent, are in demand with recording companies and folks who have bought approximately 250,000 of their records!

They are surrounded by other KVOO artists who are making records in popularity on Oklahoma's most powerful station!

KVOO offers outstanding local talent plus the choice of both Red and Blue NBC Network programs. This explains the tremendous popularity of Oklahoma's most powerful station. KVOO blankets a 75-mile radius around Tulsa which contains 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's greatest market with KVOO!

Unlimited Time
25,000 WATTS BOTH NBC NETWORKS
EDWARD PETRY AND COMPANY
National Representatives
**How Stations Will Have to Devise Program Logs to**

The sample log depicted here-with, the first two columns only identify the program. This is to be answered by supplying the name used in the announcement, such as "Jell-O Hour—Jack Benny", "Sun Dial—Jack Adams"; or "Sports Review"—(name of commentator). In this same column, the title of every record or transcription performed must be shown. This need not give the actual title. It will be sufficient to list the manufacturer's catalog number, or the station's library number, or any notation that will enable the station at a later date to furnish the designation of the recording.

**Infinite Detail Required**

The second column yields the source of production (such as CBS, NBC, MBS, regional network, or local or remote studio). The time of beginning each broadcast period is to be noted, according to A.M. or P.M. designation. In case of records or announcements, the beginning time of the broadcast will be construed as the time of starting the record or of making the announcement.

Called for next is the total time in the program taken from networks, shown in hours and minutes; the total of all other time to be shown in the "local" column. Simultaneously, the total of each of these items goes into the "commercial" or "sustaining" columns. The next adjacent columns will show the methods of rendition. These will denote the number of minutes for each bracket, such as live talent, records, transcriptions and announcements, regardless of whether they are local or from a

**WBAX REVERSION ORDERED BY FCC**

A third revocation order, issued pursuant to the recently established FCC policy of taking direct action in extreme cases, was announced Aug. 5 by the FCC in citing WBAX, Wilkes-Barre, Pa., to show cause why its license should not be revoked because of "circumstances in re management and control of station". Notice was served on John H. Stenger, Jr., licensee, and is understood to grow out of a lease arrangement under which Glenn D. Gillett, Washington consulting engineer, seeks to clear up his financial interest in the station.

In another action Aug. 5 the FCC announced it had dismissed the application of Mr. Stenger, and of the assignee, Stenger Broadcasting Corp., for transfer of the license because the application does not meet the requirements of the rule of the Commission "in that it is not executed by both the assignor and the assignee." The assignor refuses to sign said application, the FCC stated.

A show cause revocation order was issued earlier this year against KUMA, Yuma, Ariz., and has been set for hearing Sept. 25 in Yuma before Commissioner Norman S. Case. Last month the FCC issued a similar order in the case of WLTW, Brooklyn, cited because of alleged failure to heed instructions relating to equipment essential to avoid interference with Coast Guard radio operations.

**TELEVISION demonstrations by RCA are to be a feature of the Canadian National Exposition in Toronto, Aug. 25 to Sept. 9.**

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<td>4th</td>
<td>(5)</td>
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**WHAT NEW LOG RULE MEANS**

Confusion among stations as to how they can comply with the requirements of the FCC which became effective Aug. 1, governing maintenance of program logs, may be relieved to some extent by the guide shown above. Though there has been a storm of protest from stations because of the infinite detail required, the rule nevertheless is now effective, and until there is some official modification, stations must be in a position to show the data required by the rule.

The rule (§80), under paragraph 6 (a), specifies that an entry shall be made briefly describing each program broadcast, such as "music", "drama", "speech", etc., together with the name or title thereof, and the sponsor's name, with the time of beginning and ending. It also requires that, if a mechanical record is used, the entry shall show the exact nature thereof such as "record", "transcription" etc., together with the name or title of each, and the time it is announced as a mechanical record.

The form shown herewith is suggested only as a guide, which will supply the information now required by the Commission. Though it is not an official document, it nevertheless follows the views of that agency. Any variation of it, supplying equivalent data, is as acceptable, will serve the FCC's purpose.

The FCC has not published or authorized a standard form of log, concluding that stations should be left to their own devices to supply the data. While Broadcasting feels the log requirements are unreasonable because of the hardship imposed on all stations, principally smaller stations which may find it necessary to add personnel for the purpose, it publishes this sample in the hope that it may help stations in drawing a log to meet the requirements. It procured the advice of the FCC in connection with the log requirements.

In addition to the announcement requirements under 80.8 (a) (2), which is the principal rule, that required under paragraph 1 (a) specifies an entry of the time each station identification announcement (call letters and location) is made. Provision is made in the log, shown herewith, for this notation, through the use of an appropriate code which will denote the exact expression used.

**Sponsor Identification**

The program log, under paragraph 9 (a), requires: "An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor". This has caused consternation because of the effect it may have on participating programs, spot and station-break announcements. The question of possible new styling of such announce-ments, wherein the actual name of the sponsor will be used has arisen in the past [Broadcasting, June 1] but there has been no actual test of the requirement.
network. On this basis, a quarterly local commercial and a quarterly network sustaining, if both are live talent, will go in the personal rendition column.

No fear need be felt that these notations will become confused, because the form provides that when an amount of time is shown as either network or local, the same amount of time is shown as commercial or sustaining, and a like amount is shown as either live talent or mechanical, all on the same line.

It is suggested that announcements (except station break commercials) be measured as they were in the FCC’s last questionnaire, where they were timed at 100 words per minute, unless the station itself has a different rating. Station-break commercials are counted numerically only, and not measured for elapsed time. The final column calls for the name of the principal commodity or service identified in the commercial credit.

For summarization, when the broadcast day is completed and the log closed, each of the various columns would have to be justified and analyzed for the total time for each classification.

**Prof. Quiz Shifted**

CBS will shift Professor Quiz on Aug. 18 from the Saturday night spot it has occupied for several years to the 7:30-8 p.m. period on Fridays. Move is to accustom the program’s audience to the Friday evening position while it is broadcast on a sustaining basis, so there will be an established Friday audience when Procter & Gamble takes over the program Sept. 8 for Driven and Teel.

**Broadcasters Confer With FCC in Effort To Clear Up Log Analysis Requirements**

CLEARING UP of confusion growing out of requirements for maintenance of complete operating logs by stations under the new FCC rules and regulations, which became effective Aug. 1, is the objective of current discussions between broadcasters and the FCC.

An informal conference dealing with the proposed FCC program survey, following generally the pattern of studies undertaken during the last two years, was held in Washington Aug. 2. Discussion of the log requirements, particularly in connection with the listing of phonograph recording titles and details, soon reopened the whole log maintenance problem. Because of the interrelation of the matters, there also came into the conversation the requirement under Section 317 of the Communications Act making mandatory specific announcement of sponsorship of all commercials, including spot announcements and participating programs [BROADCASTING, June 1].

The informal discussion was participated in by William J. Norfleet, FCC chief accountant, DeQuincy V. Sutton, FCC accountant, and Frank M. Utter, research and statistical expert in Mr. Norfleet’s department. Participating in behalf of the industry were Walter J. Damm, managing director of WTMJ, Milwaukee; Edwin M. Spence, NAB secretary-treasurer; Dr. Frank M. Stanton, CBS research head, and Hugh Beville, NBC chief statistician.

Because of differences of opinion over the scope of the proposed program questionnaire, which would cover a typical week of 1939, it was concluded that there should be further discussions within a fortnight. Meanwhile, Mr. Damm volunteered to make a complete “minute-by-minute” analysis for a day of WTMJ programs to ascertain how well this detailed data can be supplied.

The FCC also will undertake additional study of the matter prior to the next informal discussion.

The week selected for the program survey will fall before the end of the year. Stations will be given advance notice, it is presumed. The detailed log entries required under the new rules would make possible the type of survey the FCC has in mind, it was said.

**What Commission Seeks**

While no formal view was expressed by FCC officials, it became apparent that beginning in 1940 the Commission will seek to have the program surveys cover one week of each quarter of the year. In that fashion, it would be enabled to appraise the seasonal peaks and valleys in station-network program operations. The program logs would make this possible, it is held.

The financial questionnaire covering 1939 also is in the process of final preparation. The newest draft probably will be submitted shortly to the NAB Accounting Committee for discussion, in line with the stated FCC effort of causing least

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**FCC Modifies Routine Commission Procedure TO FORESTALL repetitions of actions by individual commission- ers involving basic policy matters such as grants of full time under the guise of temporary authorizations, the FCC has ordered modification of its procedure governing routine functions of individual commissioners.**

The first of a series of contemplated steps designed gradually to transfer routine work from commissioners to the staff, was the adoption July 31 of administrative order “No. 2” governing such procedure. Considerable additional routine was assigned to the Secretary in lieu of individual commissioners. Most significant, however, was amendment of Paragraph 4, dealing with specific functions of individual commissioners on routine matters. A clause was inserted in this paragraph specifying that applications for special temporary authorization be handled in a manner “not inconsistent with the established policy of the Commission.”

In one instance—granting of full time to WDGY, Minneapolis—first authorized by Commissioner George H. Payne—it was alleged that the action was inconsistent with Commission policy, particularly in the light of the Havana Agreement. The station is regularly authorized for daytime operation and was given a temporary full time grant—possible hardship in connection with its questionnaire studies. The industry survey on employment, third of the units which make up the annual FCC studies, has not caused any serious controversy.
AP News Reports

Sponsored on Six
Newspaper Stations Acquire
Service for Local Clients

SIX RADIO stations owned by newspapers are now broadcasting Associated Press news under sponsorship in line with the order of the AP executive committee of last May 26 [BROADCASTING, June 1], lifting the ban on the use of AP news over sponsoring radio stations, authorizing members' newspapers to use the news either in commercial or public service broadcasts.

After holding out against the broadcasting of its news commercially for making a profit, while other newspapers continued to do so, the AP board last spring set up regulations whereby an additional assessment of 5% of a member newspaper's basic assessment is charged if AP news is used on sustaining periods, and a 25% increase is levied for sponsored periods.

If the news is broadcast without sponsorship (the networks now use AP news as sustaining features) that news must be "sponsored programs," the regulations state, "shall be broadcast by the member in the name of his newspaper and shall not be identified therewith."

A survey by Broadcasting disclosed that the newspapers and their stations now carrying sponsored AP news are the St. Louis Post-Dispatch (KSD); Houston Post (KPRC); St. Louis City Journal (KSCJ); Owensboro (Ky.) Messenger & Evening Times (WOMI); Nashville (Tenn.) Tennessean (OKLA. News & Star) (KGFF); St. Cloud (Minn.) Times-Journal (KFAM).

KPRC reports using AP news commercially six times weekly in two separate periods—5:30-6:45 p.m. and 9:15-10:30 p.m. The first period is sponsored by the local West End Lumber Co., and the second by the Galveston Brewery (Southern Select Beer).

KSCJ reports International Harvester Co., as the sponsor of five 15-minute AP news periods weekly.

WOMI uses six-five-minute and one 15-minute AP news daily except Saturday, on which day it is sponsored by Sears-Roebuck, Firestone Service Station and Malone's Hardware Store. WAMI states that it uses AP credit on sustaining newscasts, along with the names of the local station and local newspapers, which omits the name of AP, one commercial is permitted before, one during, and one after the news. The newscast is broadcast on Sundays and early mornings, with the split periods on July 1, carrying four 15-minute periods daily except Sundays. This period is sponsored daily by Shaw's Market, the Hardware Store, the others being carried sustaining but available for sale. It will shortly add two more quarter-hourly newscasts and five all-hourly newscasts, with separate sports and market news periods.

No information was available as to the sponsorship of AP news on KFAM.

BROADCASTING • Broadcast Advertising

ONE OF FOUR GET NEWS BY AIR

Fortune Survey Shows Relative Reliance of Public on Printed and Broadcast News

ALTHOUGH news transmission is "admittedly a byproduct" for radio, newsmen's position relies most heavily on radio as a news source, according to an AP survey of public opinion, the Press and the People—A Survey, describing a study of the position of newspapers and radio in other news and editorial media.

A survey of principal news sources indicated that the newspaper of their news from newspapers and 25.4% from radio, while the remainder rely on magazines, "gabby neighbors" and other sources. Broken down by economic groups, the survey showed that of the prosperous population, 70.7% relied on newspapers, and 17.8% on radio; of the upper middle class, 70.0% newspapers, and 21.1% radio; while middle class, 63.6% newspapers and 26.8% radio; poor, 58.1% newspapers and 31.5% radio, and negro, 51.6% newspapers and 28.3% radio.

"Radio's inroad deepens from top to bottom of the economic groups, while newspapers gained only slightly," commented Fortune, "taking in nearly twice as many of the poor as the prosperous population, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and student rely on radio even more than do the poor. In the Southwest the gabbey neighbor is more than three times as potent a news source as in the country as a whole. In the Northeast, seat of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group."

For reliability of news reports, the Fortune survey indicated that in case of conflicting versions of the same story from different sources 29.7% would most likely believe a radio press bulletin, 17.6% a radio commentator, 13% a newspaper column, and 12.6% an "I hear a report, 12.4% a newspaper editorial, 11.1% a newspaper news item, 3.4% a radio commentator, and 3.2% answered "don't know" or "don't know what to do."

Questioned on the relative freedom from prejudice, 17.1% negligible, 42.2% moderate, 22.7% would "feel fairly sure" there is prejudice, and 13.6% answered "don't know" or "don't know what to do."

"Questioned on the relative freedom from prejudice, 17.1% negligible, 42.2% moderate, 22.7% would "feel fairly sure" there is prejudice, and 13.6% answered "don't know" or "don't know what to do."

Buying Detroit Local

A CONTRACT for the sale of controlling interest in WMBC, Detroit local on 1420 kc., has been agreed upon between E. J. Hunt and John Lord Booth, son of the late president of the Booth Newspapers of Michigan, whereby Mr. Hunt will sell his 63% interest in the station to Mr. Booth for a reported price of $1,000,000. WMBC is the station that the company's radio had taken advertising away from newspapers, it has actually brought advertising to them.

Buying KTUC, Tucson

A NEW CORPORATION, known as Tuscon Broadcasting Co., Inc., would acquire KTUC, Tucson (formerly KGAR), for $20,000 under a proposed transfer of ownership application filed with the FCC Aug. 4. The new company's officers and stockholders are Bob Roush, Tucson, president, 39 1/2% stockholder; John Merino, Safford, Ariz., treasurer; and KGLU, Col., community, vice-president and treasurer, 39 1/2%; Carlton W. Montgomery, Phoenix, Ariz., part owner of KSUN of Kingman, 10%; Louis Lang, Safford theatre man, who also is interested in KGLU, 10%; and the local newspaper community, the chief stockholders, both of Phoenix, are the chief stockholders, KVAO, Tucson, a regional station, last January was transferred with FCC approval for a purchase price of $40,000 to KTAR Broadcasting Co., operating KTAR, Phoenix.

Takes Over WIBC

WITH the recently authorized purchase of WIBC, Indianapolis, by H. G. Wall, Detroit attorney and counsel for George B. Storer, Detroit industrialist and chief owner of WSPD, Toledo; WWVA, Wheeling, and other stations [BROADCASTING, July 15], Mr. Wall has been elected president of the Indiana Broadcasting Corp., replacing Glenn A. McClure, who resigned as president and his wife purchased the station for a personal investment. Other officials named at a stockholders' meeting Aug. 1, are H. McClure, general manager of the station, named vice-president; Margaret Bell, treasurer; Dr. H. Geiger, secretary and assistant treasurer. Mr. McLaughlin reported the station's personnel will remain the same.
The Wrightville Clarion” is a sure-fire comic strip—up to now a participating program with a loyal following developed during five years of continuous performances.

Recently we decided to look into its popularity—and you could have knocked us over with a feather when we got the answer! One-minute announcements on four consecutive broadcasts offered simply a photograph of the “Clarion” cast. Delighted “subscribers” snapped back 5,416 requests—proving that the “Clarion” is even more popular than we thought—and a smart buy for some single sponsor who wants a ready-paved path into the homes of WTIC’s big and friendly audience.
"Mr. Jones of NBC to see Mr. Wilmott, with 3,500,000 more radio families!"

46,000 people from every state... Kansas bankers, Texas cowboys, Maine fishermen, California miners, Florida waitresses and Utah schoolteachers... including many in areas never before covered by any network survey... were asked "what stations do you listen to regularly; which do you listen to most?" The number one revelation: nearly 3,500,000 more radio families listen regularly at night to NBC Red than to any other network... and that means more millions of additional buyers!
regularly to the Red

...18% greater audience than any other network!

That’s only one of the startling new facts that radio’s most penetrating circulation research reveals about America’s Number One Network!

You’ll pardon us for saying that the pulling power of the NBC Red Network is no secret... certainly it isn’t to the 79 national advertisers who spent over $31,000,000 on it last year... more than was spent in any other single advertising medium in the world!

Nor is it a secret that a majority of the leading programs—day and night—are on the RED, and that this has been true every year since network broadcasting began.

BUT—the real facts about how and why networks differ so importantly in circulation—and sales—have been a secret to many advertisers.

Now, for the first time in radio history, a probing, penetrating research study tells the complete story of station and network listening habits.

For the first time, research goes not only into those cities where the leading networks have stations... but also thoroughly explores the rural and urban areas where the heretofore unsurveyed “OTHER HALF” of the radio audience lives... 14,000,000 radio families who listen, and buy!

Many new and important radio listening facts are revealed... but this one stands out—

In the evening hours 22,000,000 families listen regularly to the NBC Red Network... over 18% more than to any other network!

You’ll agree this is a sizeable circulation “bonus” in any advertising man’s language. It’s the net result—the “pay-off” if you like—of the Red Network’s superior physical coverage and its program leadership. No other single advertising medium has ever approached this day-in and day-out circulation—no wonder the NBC Red Network is the Number One Medium!

From whatever angle you care to analyze it, you’ll find the NBC Red is your first choice... the network most people listen to most.

NBC Red NETWORK
The network most people listen to most
NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE
Brown Disclaims Charges That FCC Censors Programs

Judicial Power Exercised in Individual Cases, He Says

OUTLINING the definite prohibitions against any type of censorship contained in basic radio regulatory acts and reviewing cases in which the question of censorship has been alleged, FCC Commissioner Thad H. Broxon noted that at no time during his 10-year service with the Federal Radio and the Federal Communications Commission has he refused to make the slightest attempt made to exercise any degree of censorship” as he addressed Aug. 4 the closing session of the Conference on the Use of Radio for the Public Welfare at the Harvard Faculty Club in Cambridge, Mass.

In his discussion of “The Regulation of Broadcasting in the Public Interest,” Commissioner Brown tracts the development of regulation of communications facilities through Federal legislation and then quoted from judicial opinions as to the nature of individual instances where the FRC or FCC, acting under the “public service” clause, had been alleged to have exercised censorship or curred free speech.

“It is a little understood, but nonetheless interesting, fact that neither the FRC nor the FCC have ever exercised their legislative power outlining program service and standards for the operation of radio broadcasting,” he commented, adding that “both commissions have exercised their judicial power in individual cases with reference to programs which already have been broadcast.”

The Public Interest

“The Commission is charged with being indefinite and vague with regard to those standards which constitute sufficient grounds for a finding that a station is not serving public interests and conforming to necessity,” he continued, “It is not always possible to be definite and specific.”

“However, the Commission has been more definite with regard to what it considers to be in the public interest.”

While the public interest, convenience or necessity” test contained in the FCC Act “provides ample authority for examination of broadcast programs, the Commission in passing upon license applications,” Mr. Brown observed, both the 1932 and 1934 acts contain definite prohibitions against censorship. Quoting Judge Cooley in supporting the law’s compliance with the First Amendment, Commissioner Brown declared:

“The constitutional liberty of speech and of the press, as we understand it, is not the freedom to utter and publish whatever the citizen may please, and to be protected against any responsibility for what is published. The publications, from their blasphemy, obscenity, or scandalous character, (Continued on page 47)

Minit Rub Spots
BRISTOL-MYERS Co., New York, has begun a spot campaign for Minit Rub, using four quarter-hour news programs three times a week on WOR WGN WGST KMOX and WOR KYW. The 10-minute KFRC news programs are weekly on WWJ, and 100-word announcements six times weekly on WOR, WNBC WCKY WGAR WFAA KLZ KLZ MCMB KSTP WKY KOIL WJAS WPRO KGW KOMO WJSW. Placed locally through Young & Rubicam, New York.

Metropolitan Renewes

FOLLOWING the recent court decision establishing FCC as a policyholder for an injunction restraining Metropolitan Life Insurance Co., New York, from its radio advertising [BROADCASTING, Aug. 1], the company has renewed its sponsorship of Edwin C. Hill’s talk five times weekly on WNEW and WHN, New York, and also on a Mutual hookup of several eastern stations, for another 12-week Agency is Young & Rubicam, New York.

HAPPY occasion for Don E. Gilman (left), NBC western division vice-president, Hollywood, and Harlan Holloway, general manager of KFI-KECA, Los Angeles, was the latter station’s switch to a new frequency, 780 kc, on Aug. 1. KECA is the NBC-Blue station in Los Angeles, and the network carried a five-minute spot, honoring the occasion. Move of KECA from 1430 to 780 kc. climax ed, said, a Presidential statement by Earl C. Anthony, Inc. owners and operators of KFI-KECA, assured ownership of all properties KEHE, formerly operated by Hearst Radio Inc. in Los Angeles.

Blind Procedure in Program Complaints Apparently Being Revived by the FCC

REVIVAL of the old program complaint procedure of the FCC, as interpreted by the FCC Law Department that station must submit transcripts of “continuities” of “programs.”

Long attacked as a back-door censorship effort, this type of interfering with the exercise of the FCC’s power in the name of the public interest in broadcasting has been sent to the FCC in recent cases.

An inquiry at the FCC Aug. 10 yielded the information that, while the new complaints had not been divulged to the stations, it proposed to supply this information upon request from the FCC Law Department that the practice would be continued.

In the new flurry of “investigation” letters, it is understood that the procedure is not without doubt, the form of the complaint is regarded as in conflict with the announced new procedure [BROADCASTING, March 1].

International Stations Given New Call Letters

NOW operating under regular rather than experimental licenses, all international shortwave broad- casting stations will hereafter be permitted to use four-letter calls in conformity with the new rules covering this class of station, promulgated May 23 by the FCC. Most of the new call letters have already been issued, though NBC and CBS have yet to be assigned the new call letters are:

WCHI, Chicago Federation of Labor, Chi.
(WCBS, instead of WCAXA)

WLW, Crosby Corp., Mason, O. (instead of WXAI)

WGSX, General Electric Co., Schenectady (instead of WAXD)

WGB, General Electric Co., San Francisco (instead of WXAF)

WJZ, Western Electric Co., New York (instead of WXBE)

WJB, World Wide Broadcasting Co., Miami (instead of WXAV)

WACX, KRC, Communications Newt., Newton, Pa. (instead of WJAX)

WBOB, Westinghouse E. & M. Corporation, Millis, Mass. (instead of WXK)

WPBR, Western Electric Co., Cakanburg, Pa. (instead of WQKA)

WABW, World Wide Broadcasting Corp., Boston (instead of WXAL)

WBLR, World Wide Broadcasting Corp., Boston (instead of WXAR)

Air Full of Programs With Armstrong System Foreseen Within a Year

THE Armstrong system of “fre- quency modulated” radio broadcasting is making the air in major markets in this country within the next year, predicts Dr. W. R. G. Baker, head of Genera Electrical’s radio and television division. Dr. Baker declared that frequency modulation [BROADCASTING, Feb. 1, 1939]” makes possible for the first time practically static-free reception with a radio receiver that has been unattainable with the presently used “amplitude modulated” radio.

“Two frequency modulated transmitters are already operating,” Dr. Baker said. “One is in Boston [Yankee Network] and another is in New York City [Armstrong]. A third will be placed in operation in Schenectady early this fall,” he added, referring to the GE station now under construction. GE has already demonstrated the line of receiving sets for this system.

“Present receivers will not be able to pick up frequency modulated broadcasts, and it will not be possible to change them so they can,” he added. “The public need not fear that present day radios will be obsolete immediately, however. Armstrong modulated programs will continue to be broadcast for some time to come,” he explained.

“While the present generation of signals will be sold to the public at the outset as another band on a new receiver which will pick up both type broad- casts.”

Dr. Baker stated that frequency modulated transmitters could be set up almost immediately for one-fourth the cost of the usual station, and that with the possibility of overcrowding the air, these new stations can be installed.

TRAVELERS GIVEN CP ON NEW BAND

ANOTHER Armstrong frequency modulation station will be in service in New England, with the authorization by the FCC Aug. 8 of a construction permit for Travelers Broadcasting Service Corp., Hartford, operator of WTIC. The corporation, owned by Hartford, has added its second frequency modulation station, a CP having previously been issued to Dr. Franklin M. Dowdwell, owner of WORC, who already has his station in operation.

The Travelers grants authorize a 1,000-watt station to operate on 4230 kc. Still pending FCC action are similar applications by the operating stations, WTMJ, Milwaukee, and WTAG, Worcester [BROADCASTING, Aug. 1].

Wurlitzer Placing

RUDOLPH WURLITZER MFG. Co., N. Tonawanda, N. Y. (musical instruments), in late September will start running 28-second minute programs on WABC and WWJ [BROADCASTING, Aug. 1], as well as six half-hour afternoon programs, plus five continuous six-minute programs on WNBC and WJZ, Cleveland, Ohio; five weekly five-minute spots on WMAQ, Chicago; five seven-minute spots on WOR, New York City; five weekly five-minute spots on WMCA, New York City; five weekly five-minute spots on WQAM, Miami; five weekly five-minute spots on WCCO, St. Paul, Minn. Stations are being set in Cleveland, Rochester, N. Y., Buf- falo and Columbus. Schimmer & Scott, Chicago, is agency.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
PLUS COVERAGE FOR THE SHREVEPORT MARKET

One of the greatest opportunities ever offered radio advertisers. Daytime coverage of between two and a half and three million people within 150 mile radius of our new transmitter. A much greater night-time coverage.

Space reservations are now being made. Wide awake progressive advertisers will want to take advantage of the great sales possibilities available in this rich, able-to-buy, receptive market.

A SHREVEPORT TIMES STATION

KWKH
Represented by THE BRANHAM CO.
Shreveport Louisiana

COMING SOON
approximately Oct. 1st.

center
of
WORLD'S GREATEST
OIL AND GAS
AREA

50,000 WATTS

Broadcast Advertising
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Paul Revere could have stayed in bed

*Radio could have reached “every Middlesex village and farm” before the famous silversmith got started*

had radio broadcasting been available in 1775, Paul Revere could have spread the alarm in a split second, and been spared his all-night ride. As we look back, it is difficult to realize how the patriots of the Revolution were able to carry their task to successful completion in the face of the time required to exchange communications among the thirteen colonies. What an amazing difference radio makes in life today!

Today, matters of importance, whether to nations or to individuals, are flashed around the world instantly. RCA Communications provides communication to and from 43 countries and among leading cities of the United States. Radiomarine, another member of the RCA family, furnishes numerous radio devices to guard lives and property at sea, and provides instant communication between ships and shore.

RCA services and RCA equipment put radio at the service of the world in many other ways. Broadcast programs provide an unceasing flow of entertainment, offer information, news and enlightenment to millions. Airplanes fly more safely, are guided more surely to their destinations, by radio. Radio plays a vital role in the plans of the Army and Navy for national defense.

RCA activities are portrayed in RCA exhibits at the New York World’s Fair and the San Francisco Exposition. You are cordially invited to visit these exhibits.

RADIO CORPORATION
Radio City
From its inception, RCA has held that research is the sine qua non of advances in radio. RCA Laboratories therefore are constantly at work on the development of new ideas and new applications of known principles. The work is costly. Much of it appears to have no immediate value, or to offer little if any hope for a return on the investment. RCA continues the work, however, and will continue to do so because it believes that radio, vast as are its accomplishments, has only scratched the surface of its ultimate possibilities. To the maximum development of those possibilities RCA is definitely dedicated.

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

OF AMERICA
New York
Arbitration Urged For Chicago Code

AFRA and Broadcast-Agency Groups Still Far Apart

ARBITRATION of the American Federation of Radio Artists for local broadcasts in Chicago was being sought, but an arbitration board had not been named. All efforts of AFRA to get the arbitration board were in vain, and the Chicago broadcast-agency committee refused to hold a meeting.

The committee met Aug. 2 with officials of AFRA's Chicago chapter and Mrs. Emily Holt, AFRA executive secretary, and her assistant, George Heller. At this meeting the promulgated code was analyzed and the broadcast-agency committee offered its objections. Following the meeting Mrs. Holt and Mr. Heller returned to New York.

Further Concessions

On Aug. 4 Mrs. Holt phoned Sid Stroot, manager of NBC in Chicago and chairman of the broadcast-agency committee, telling him that AFRA and the broadcasters were too far apart in their demands and concessions, and that arbitration would be the only answer to the problem. Mr. Stroot, it is understood, offered further concessions and suggested that negotiations continue so a satisfactory result might be worked out.

Two basic provisions of the code as understood by the broadcasters today are lock. AFRA insisted that the contract should expire Feb. 12, 1941 at the time the AFRA-network code expires. The Chicago broadcast-agency committee wanted the contract expire Feb. 12, 1941, but lowered the time limit to three. The second point of difference was the time for announcements on local commercial shows. In its last code, AFRA dropped the announcements for 100-word spot announcements and fell them up to 15-minute shows, but retained fees for 15-minute, half-hour and hour programs. The broadcast-agency committee could agree on neither of these differences.

Morrill Placements

JOHN F. MORRELL & Co., Ot- tumwa, la. (Red Heart Dogfood and Eel Hut Ham), on Sept. 4 for 52 cut ham starts five weekly quarter-hours on KNX, Los Angeles, feat- uring Charles W. Hamm, daily five-minute series on WBZ, New York; and WNBC, Boston; 12 spot announcements weekly on WBEN, Buffalo. The Martha O'Driscoll series, by Mr. Hamm, has been renewed for the product. For Red Heart dogfood, the series will run daily on Monday through Friday and Thursday nights on WCCO, Minneapolis; daily one-minute announcements on WHAM, Rochester, and WAA, Dallas; package of transactions announced on WCCO for the 11 Kansas City. The Doggy Dan series on WMAQ, Chicago, has been renewed for the product, according to Mr. Morrell, chairman of the board of directors of Henri, Hurst & McDonald, Chicago agency handling the account.

WNEW and AFRA Sign Announcer - Talent Pact

A contract covering announcers, actors and singers employed at WNEW, New York, on both sustaining and commercial programs has been signed by Bernice Judis, station manager, and George Helle, assistant executive secretary of AFRA. Under the terms of the contract, WINS having signed up more than a year ago. Negotiations are in progress at WMCA and WBM.

Sustaining contract for staff artists went into effect at WNEW Aug. 1, with the commercial pro- visions becoming effective Sept. 1. Neither station nor union officials would divulge the terms of the con- tract, except to state that they were satisfactory to both sides and that a cordial relationship between station and union had been maintained throughout the negotiations. Contract for one year, is reported to be for $50 per week, with provisions for time and a half pay for overtime, sick leave, annual leave, and features of union contracts. Minimum scale for staff announcers is said to be $80 per week, with extra compensation for commercials.

B & W Grid Plans

BROWN & WILLIAMSON To- bacco Co., Louisville, on July 30 audited a new CBS Hollywood audience participation network show, recorded at CBS Hollywood studios and sent to Louisville for sponsor consideration. If accepted the weekly program will originate from Hollywood during early fall for either Pacific Coast or national release. Half-hour audition program, built around football, featured Richard Arlen, film actor; Braven Dyer, Los Angeles sports writer and commentator, and Wilbur Hurl's orchestra, with Francis Griffin, Jack Stall, and Howard Jones, USC football coach, as guest artists. Audition program was produced by Wayne Griffin, director of Jack Smalley, Hollywood manager of Barton, Barton, Durstine & Osborn.

NETWORK UPHELD IN TALENT FEES

RIGHT of a network to collect commissions from artists booked through its talent bureau for employment at the minimum commercial scale on sponsored programs not produced by the network has been upheld by the American Arbitration Assn. Claim was raised by the American Federation of Radio Artists, on the grounds that the clause in the commercial code of fair practice reading "minimum fees shall be net to performer and no deductions whatever may be made therefrom" outlawed such commissions.

NBC's defense was that while it takes no commissions from talent, its artists keep books on sustaining programs or on package shows produced by the network and sold for sponsorship as a complete unit, it is entitled to a commission wherever it acts as agent for the artist in securing him employment on a commercial program produced by any outside producer, regardless of whether the rate of payment is the minimum, the maximum, or the cost of control of actors under direction of Actors Assn. Question was tried out in a three-man tribunal of the AAAA, to whom the case was submitted under the terms of the code, with "there is nothing in the code which firmly arrogates the right of NBC to charge commissions for the services which it renders performers in the operation of its employment agency in connection with programs not pro- duced by it. We feel that more ex- plicit language than we can find in these documents is necessary to prohibit the charging of a fee for a service which is actually rendered to performers voluntarily seeking it."

As the code specifically states that the AAAA decision of any dispute "shall be binding upon both parties", AFRA cannot appeal the ruling. However, Mr. Robert H. Griffin, executive secretary of the actors' union, told Broadcasting that the decision will be used by AFRA as a basis for future actions in which it will work to the union's advantage. What these actions will be, she refused to divulge.

Serious Effects on Radio Not Foreseen in Battle Among Actors' Groups

STRIKING for control of actors between two AFL unions, the Associated Actors & Artists of Amer- ica, parent organization of Actors Equity, and the American Federation of Radio Artists, Screen Actors Guild and other talent groups, and the Stage Estate Employees, Theatrical Stage Employes, may darken every theatre on Broadway, and all the show business offices and studios in Hollywood, may result in the withdrawal of the AAAA from the AFL, but the chances are the dispute will not be so seriously affected, for there are no stagehands and hence no IATSE in broadcasting. The question when the Amer- ican Federation of Actors, union of vaudevillians, night club and variety performers, refused to stand trial before the AAAA on charges of misuse of funds, particularly against Ralph Whitehead, AFL executive secretary. This refusal led the AAAA to revoke the AFA chapter.
AN ANNOUNCEMENT
OF
CHANGE IN OWNERSHIP

THE Federal Communications Commission has approved the sale of radio station KEHE to Earle C. Anthony, Inc., owners and operators of KFI (NBC Red Network Affiliate) and KECA (NBC Blue Network Affiliate).

Earle C. Anthony, Inc., is now operating KECA on the wave length heretofore occupied by KEHE (780 K. C.), one of the strongest commercial spots on the dial in Southern California.

The new wave length will combine for advertisers the splendid following already built by KECA and KEHE as individual stations, plus vigorous new program features, both local and NBC Blue Network.

Present KECA rates as listed on RATE CARD No. 14 will remain in effect until further notice.

Earle C. Anthony, Inc.
LOS ANGELES, CALIFORNIA
Owners and Operators

KFI
NBC Red Network
640 k. c.
50,000 watts
Clear channel

KECA
NBC Blue Network
now 780 k. c.
5000 watts daytime
1000 watts night
Operated full time

EDWARD PETRY & CO., NATIONAL SALES REPRESENTATIVE
Competitive Economic Issues Are Given Court Recognition

Infers That FCC Must Consider Market Problems; Intervenor Assessed Costs; FCC Appeals

IN WHAT may prove to be a monumental action, Appeals for the District of Columbia Aug. 2 threw out the clear indication that it would not uphold the Commission's position that there are unlimited competition among stations through licensing of new outlets without regard to the location of the stations in the same communities.

In abruptly denying the petition of the FCC for a rehearing without a written opinion of the so-called Dubuque case, involving the fundamental competitive question, the court simultaneously stayed the effect of its order for 30 days to allow the Government to appeal the case to the U. S. Supreme Court. Because of the fundamental importance of an order to a number of other pending cases, the FCC already has served notice that it will seek review by the nation's highest tribunal.

The court set another precedent in its action in the Dubuque case. For the first time in a radio appeal, it assessed a portion of the costs of the litigation against the intervenor—the Telegraph-Herald of Davenport, Iowa—which had been successful in its application for a new local station and which the court subsequently reversed. WKBK, which lost its appeal, was asked to bear a fair share of the court to assess the costs amounting to $1200 equally as between itself and the Telegraph-Herald. The court awarded the court's fees, about $800, against WKBK, and the remaining one-third against the Telegraph-Herald.

It is logically assumed that the court will follow a similar policy in future appeals.

No Written Findings

The question of the court's jurisdiction to entertain appeals involving the economic and competitive issues was raised by William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, in pleadings involving not only the WKBK case but in several other pending appeals. To take into account the economic factors, Mr. Dempsey had argued before the court, would mean the development of a "protected monopoly" in the broadcasting field, since unrestricted competition would be prevented.

Because the court issued no written findings in the WKBK case, the view that it will reject the Commission's denial of the petition and treat what speculative, but since the case turned on the contention of WKBK that the FCC had made no finding of competition, the court could not determine what would affect the service of the existing station, it was logically assumed that the court would have taken this fundamental factor into account. It was regarded as an indication of the way in which the court would go in such cases as those involving WMBX, Boston.

CHAWIN' FAT during a meeting recently held at Columbia Square studios in Hollywood for 1,000 employees and distributors of the Border Co. are Robert Mills, McCann-Erickson account executive, San Francisco; Edwin Buckalew, sales promotion manager of KNX, Hollywood; and Walter Schep, vice-president of Borden Dairy Delivery Co. in Southern California. The Ralph L. Borden representatives with the extensive radio campaign the dairy company launched July 24 on KNX for its fresh and evaporated milk. The company is using two five-minute news broadcasts daily, five days a week, and daily participation in the combined Sunrise Salute and Housewives Protective League programs on KNX on a 23-week contract — Borden's first use of Southern California radio in about five years.

TRADE BARRIERS Brought Into Public View On New WHO Series—

TO MAKE the public conscious of the various trade barriers created by certain States against one another, WHO, Des Moines, is carrying a series of special reports and interviews aimed at broadening the listening audience and ranging from different speakers, WHO public relations director.

The program was designed to exchange experiences of States on legislative progress toward eliminating trade barriers, such as Iowa's five-cent-per-gallon tax on gasoline, which uses cottonseed oil from the South; Alabama's reciprocal restrictions on certain Iowa products, and Kansas' laws governing "ports of entry," which make it difficult for Iowa dairy products to enter. Seven States are participating in the series.

FCC Files Appeal In Supreme Court

Review of Pottsville Ruling By Appellate Court

THE FIRST of a series of efforts to have the U. S. Supreme Court reverse its previous decision that the critical role of local is not to be determined by the FCC is being attempted in the Pottsville case.

The FCC, in a decision in the Pottsville case, rejected the petition of the FCC in 1934 to reconsider its denial of the application of Pottsville Broadcasting Co., for a new station in Pottsville, Pa., on the original record and with a new hearing.

The FCC had denied the original application for the new local on the ground that there was no reasonably reliable and secondarily because the chief stockholder was not a local resident. Power of the Court

The question, according to the FCC, was whether the lower tribunals had properly assessed the mandamus to compel the Commission to reconsider the Pottsville application in the original record and without regard to the subsequent applications. The Pottsville case involved the denial of a 260 watt daytime broadcast. Schuykill Broadcasting Co. subsequently filed for the same facilities in Pottsville, as did the Pottsville Radio Corp., with the examiner approving a grant to Schuykill.

The court ruled that the petition "exceeds the statutory powers of the court below, that it is an unauthorized invasion of the administrative field, and that it overrides the basic purpose of the licensing system under the Communications Act of 1934."

The petition brought out that the lower court's action in granting Schuykill's petition was influenced by the belief that Pottsville was "first in the field", and therefore could withhold only on the ground that it overrules the basic purpose of the licensing system under the Communications Act of 1934."

ASCAP Case Deferred

AT THE request of County Attorney Edward T. Dussault, hearing on the plea for a permanent injunction against ASCAP, restraining it from doing business in Montana until it has complied with the state anti-monopoly laws, was continued until Oct. 2. The case is before Judge Schufeldt of the Montana State Court at Missoula, from Aug. 2 to Oct. 18.

The court, after passing judgment over all the defendants named in a criminal action including the major ASCAP works which was directly associated with the injunction proceeding had not been obtained by the state, because such an injunction would be in the prosecution desired the continuance until full jurisdiction could be obtained [Broadcasting, July 1].

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Choose Your Market with Fulton Lewis Jr.

Radio's No.1 Commentator on National Affairs*

In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis Jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.

FULTON LEWIS jr.
President
Radio Correspondents Association
is available for
Local Sponsorship in Individual Markets
ON ALL MUTUAL NETWORK STATIONS

Fulton Lewis' simple, clear interpretations of the news, pleasingly told in the language of everyman, has won him a larger network than any other daily commentator. Capitalize on the heightening interest in national affairs... build your audience with this natural... the 1940 elections are just ahead. Write or wire William B. Dolph, Station WOL, Washington, D.C.
DESTINED TO BE THE WORLD’S GREATEST CINEMA IN THE GREAT CINEMA
The First Station
Cincinnati Market...
CBS October First
Wrong Emphasis

Radio has embarked upon the most important economic battle of its harried history. It isn’t because a few dollars, more or less, in ASCAP’s jeans mean life or death to the broadcasting industry, or because the NAB’s nerves are jangled over ASCAP’s cute little game of hide and seek—a game which it now has overplayed.

The real issue is the salvation of the industry itself against petition seekers of every ilk. ASCAP was the first to discover radio as an easy mark, when it got its 1932 contract based on a percentage-of-gross station receipts. It worked the same deal in 1935, and wants to do it again. Then along came the rest of the hungry horde, prepared to pick the business clean, because ASCAP proved it a sucker.

The deal the industry makes with ASCAP—or without it, if reasonably, again to be the bellwether for other groups which feel they have something to sell radio. The industry cannot afford another gross percentage contract for ASCAP’s music any more than it can afford to pay a fixed portion of its income percentage wise for the right to use recordings, transmitters, microphones, electric light bulbs or pencils—just as essential in the maintenance of station operations.

In the amusement press and in deftly phrased ASCAP releases, there has been much din and clatter about radio seeking the products of the brains of composers gratis. The emphasis has been misplaced. Radio is seeking only the right to pay for what it uses—to pay royalties, whatever the amount, on programs using ASCAP’s music. Since ASCAP refuses to deal, the NAB was left no alternative but to take the course it has taken.

Pan Alley will ridicule (as it has already) the plan for building an industry music supply. That will require money, resourceful planning and stout resistance to be accomplished by Dec. 31, 1940, when present contracts expire. But radio is an amazing industry, with a righteous cause, notwithstanding ASCAP’s wailings about the downtrodden composer and the poverty-stricken publisher, both of whom keep physically fit by incessantly hounding stations to perform their numbers and thereby increase their royalties.

Neville Miller’s plan of action, and his call for a special convention in Chicago, is far from being an impulsive gesture. The industry hasn’t lost its head. It knows where it is going. All branches have decreed in favor of a “pay-as-you-use” basis.

The Copyright Committee was fortunate in procuring Sydney M. Kaye, able New York attorney and copyright expert, to direct the development of the industry plan. Thoroughly acquainted with the music field, he is an ideal selection for that all-important assignment.

At the Chicago special convention, stations will be called upon to pledge financial support to the new venture to develop new and independent sources of music. The pool may require contributions of something more than $1,000,000, possibly several times that. Because the stakes transcend the ASCAP issue alone, (what with the musicians, recording manufacturers, performing artists, and union groups on the sidelines) broadcasters must be prepared to follow through. Otherwise a new plague of percentages will follow.

Log-Jam

Perhaps without realizing it, the FCC has placed a staggering if not an unreasonable burden upon broadcast stations in the new rule [3.50 (a) (2)] requiring maintenance of detailed program logs, which became effective Aug. 1.

We do not question the Commission’s motive, in its desire to require all on station operation, in asking for what amounts to a minute-by-minute breakdown of daily operations. But while the larger stations can comply with the requirements, because they can gear their operations to the increased burden, smaller units are experiencing difficulty. The yardstick should be what the regulations do to “Uncle Ezra’s five-watters”, as a minimum standard. It is safe to say that the majority of the stations, in order to comply with the letter of the rule, will have to hire additional help, which many can ill afford.

The most burdensome of the log requirements deals with the listing in full detail of each phonograph record performed. While a code number can be used, under an FCC interpretation produced through an inquiry by the NAB, the task nevertheless is a prodigious one. A listing would be required each three minutes (the average length of a record) together with time, sponsor, title and time of mechanical recording announcement.

In this issue we publish a sort of composite log which would yield the information sought under the FCC rule. In so doing, we do not wish to be understood as endorsing the FCC’s log requirements. It is done in an effort to be helpful—possibly to be a part of the official regulations. But it is significant that anywhere from 5 to 25 such large log sheets, depending upon the magnitude of the station’s schedule, might have to be filled out each day. The burden unquestionably would be onerous on stations broadcasting “shady” records that might be regarded as obscene. Moreover, the FCC wants to check on stations broadcasting “too many” records, when they have promised at hearings or have stated in their license renewals that diversified service would be or is being rendered.

The record listing requirement, we learn, grows out of the receipt of complaints that some stations have been broadcasting “shady” records that might be regarded as obscene. Moreover, the FCC wants to check on stations broadcasting “too many” records, when they have promised at hearings or have stated in their license renewals that diversified service would be or is being rendered.

Instances of obscene record broadcasts are rare. They are more likely to occur in ad lib “live” broadcasts, and even then are rarities. Why should the FCC require stations to supply this type of data when it professes it has no program censorship designs?

We feel confident the FCC does not want to be unreasonable in its program log demands. Stepping lightly are being deemed to bring to light inequities of the requirements to its attention. An informal conference, or a formal hearing, if necessary, should be sought promptly to ameliorate the situation and relieve the hardship upon stations that can least afford it.

Goose Eggs

No runs, no hits, no errors, out of a flock of times at bat rather aptly describes the performance of the late lamented session of Congress, insofar as the broadcasting industry is concerned.

Yet there were several pinches in which real danger might have been done but for the awareness of the industry, and the follow-through of enlightened members of both House and Senate who would not be stumped. Until practically the eleventh hour there was danger of ratification of the International Copyright Treaty, which would have imperiled all American radio. It had been on the verge of going through without accompanying legislation to protect them. That was the serious threat.

But there were other legislative moves hitting at the broadcaster’s pocketbook which likewise were effectively blocked. These included the bill of Senator Johnson, of Colorado, to ban the advertising of beer, wines and liquor over the air, while permitting such accounts to continue their unrestricted use of white space. This bill constituted rank discrimination against radio. It was pigeonholed.

All of the bills and resolutions introduced during the session—exemplified by resolutions to investigate the industry and the FCC, to put the Government in the broadcasting business by authorizing a shortwave international broadcasting station and to ban particular commodities from the air—do not die. They remain for consideration of the next Congress, which is the second session of the 76th. That the bill that originated first base on anti-radio legislation at the session just ended, despite the rabble-rousing efforts of anti-radio groups, is significant. It proves that the thinking members of Congress who have no axes to grind are acquainted with radio’s status as a business and a profession, and that they have at last come to realize radio should not be subjected to the political haggling and hounding which has been its lot in the past.
THAYER RIDGWAY, formerly general sales manager of Don Lee Broadcast Stations, Los Angeles, has been named general manager of Pacific Broadcasting Co., Tacoma. He also will run the West Coast operation as Carl Green, former vice-president, is now president. His post is newly created.

EARL H. GANNONS, general manager of WOCO, Minneapolis, has been named chairman of the entertainment committee of the Minneapolis Civic Council and will narrate the Northwest Fall Festival, to be held in October.

CLARENCE G. COSBY, who joined KXOK, St. Louis, last March after serving with KWAR in that city for eight years as general manager, has been promoted from national sales manager to general sales manager of KXOK, succeeding Walter E. Weller, resigned.

T. E. SHEA has been elected a director of Electrical Research Products Inc., effective Aug. 15, succeeding H. G. Knox, who has resigned because of ill health. Mr. Shea, formerly with Bell Laboratories, becomes director of engineering in charge of all technical activities in New York and Hollywood.

ARNOLD F. SCHOEN, publicity director of WSYR, Syracuse, has been named head of the station’s newly created service department. He will supervise the announcing duties and devote full time to promotion, advertising, publicity and merchandising.

GUY LADOCUEUR, sales manager of WCOU, Lewiston, Me., has been promoted manager. Bernard R. Howe, resigned. Ellen O’Brien, Jr., leaves, and an announcement has been named production manager, replacing Roger Levenson, resigned. Mr. Libby has been added to the announcing staff.

JOHN F. MERRIFIELD, farm editor of WLW, Cincinnati, recently was named secretary, and Powell Crosley, Jr., president of the Crosley Corp., has been named to the newly formed Ohio Chemurgy Commission.

marginal in common, are the closest of friends and share like enthusi- asms which have their chief out- lets in radio. They are partners in the ownership of the WLBF in Grand Island, Neb., which they recently moved from Clay Center, Neb., and together they also own the weekly City Center Sun (for sale).

He was married in 1924 to Eliz- abeth I. Atteberry, of Kansas City, and they have one child, Hor- bert, 11 years old. His hobbies, aside from his work, are his candid camera and sports, particularly hockey. He is the most pro- ficient among the growing army of camera fans in radio. His enthusi- asm for hockey has been expressed in recent years in his capacity as a member of the American Hockey As- sociation. He swims well and was on the Kansas City Athletic Club’s team for several years. He still takes the mike to announce sports events over KANS. He has served for several years on the NAB board of directors. It was felicitated last winter he was the popu- lar choice for director from his district. He also is one of the “local” members of the NAB’s executive committee.

Ralph L. POWER, American repre- sentative for the Associated Press, New York, leaves Los Angeles Aug. 16 aboard the liner Mariposa, on a four-month business trip to Australia and New Zealand. He was honored guest at a farewell dinner given by the Radio Breakfast Club in Hollywood on Aug. 14, attended by more than 75 southern California broadcasters, radio executives and trans- mission executives.


Art CROGAN,etime commercial manager of WOCO, Minneapolis, now with WTOP, Toledo, has returned to his desk following a seven-week trip through the West which took him to Grand Canyon, Yosemite and the San Francisco Exposition.

Art L I N I C K, vice-president of WJJD, Chicago, has returned to his desk following a long illness.

W. W. (Bill) BERRMAN, manager of WHOW, Terre Haute, Ind., is re- covering from an appendectomy per- formed almost immediately after a return from a cruise in Lake Ontario.

Richard A. RUPPERT, who sev- eral months ago became production manager of WSAU, Cincinnati, on Aug. 8 passed the Ohio state bar ex- amination and has been appointed law at the Cincinnati YMCA Night Law School dur- ing the last four years and was gradu- ated with highest honors.

Carl Whiteman, vice-president of General Foods Corp., and of its subsidiary, General Foods Sales Corp., will resign Oct. 1 to head his own organization specialising in the merchan- diseing and marketing of grocery products.

Leonard Lewis, vice-president of South Fleming Co., New York City, in charge of radio and television, has re- signed. He has announced no future plans.

G. Dare FLECK, traffic manager of KDKA, Pittsburgh, recently was named engineer and director of the station by Manager Sherman Grosse. Routine traffic details will be handled by Mr. Flock’s assistant, Betty Fidor, although he will continue as traffic manager.

Darrow Howard, business manager of WVRW, Richmond, Va., is the father of a girl born recently.

walter BEADDEL, of the sales department of WOIO, Pontiac, Mich., is the father of a boy born recently.

ken MEKKER, former CBS page boy, has been made a regular member of the network’s announcing staff.

Marion Dixon, of the sales staff of KGO, Minnesota, Mont., on July 27 married Violet Long.

ED KEMBLE, in charge of the CHJ. Tom Rolling service, is the father of a girl born July 25.

Burridge D. BUTLER, owner of WLS, Chicago, and KOT, Phoenix, is on extended vacation in the wilds of northern Arizona, in company with George Cook, business manager of WLS.

John Hogg, new to radio, has joined KOY, Phoenix, as account executive.

William Kostka, manager of NBC’s press division, is the father of a son, his second, born Aug. 4.

Complete testimony of David Sar- noff, RCA president and NBC board chairman, before the House Commis- sion Nov. 14, 1938, and May 17, 1939, has been published in a 110-page book just released by RCA Institute, Technical Press. It is titled Principles & Practices of Network Radio Broad- casting.
YOUTHFUL announcer of British Columbia's KECA Radio, Vancouver, is the Empire Service, Henry F. Strakey had an interesting day when he did a regular announcer's turn on WJSY, Washington, Aug. 2. Strakey read commercial, did a station breaks and time signals, and even read a Wheatie commercial during the ball game. He achieved a lifelong ambition in staging a quarter-hour swing program in the American manner.

CLIFFORD SHAW, staff pianist of WAVE, Louisville, has written a new song, "Moon," based on the poem of the same title published recently by G. Schirmer Inc., New York, and sung during a Louisville recital a few weeks ago by Roland Hayes, well-known negro tenor. Schirmer's also have accepted another Shaw composition, a piano number, "Vienna Fragment!"

ROBERT FERRIS, formerly of KFPT, Spokane, recently joined the news and special events department of KOMO-KEJ, Seattle.

LAVINIA S. SCHWARTZ, educational director of WBBM, Chicago, attended the Progressive Education Workshop held recently at Sara Lawrence College, New York.

ARTHUR RADKEY, of the educational department of the Cleveland Public Schools, has been appointed instructor in music at Western Reserve University, the Evening College of the University of Cincinnati, Director V. H. Druffer announced recently.

WALTER WINDSOR Jr., former newspaper of WOOD-WASH, Grand Rapids, has joined KFDA, Amarillo, Tex., as announcer on sports and news programs. He was previously with J. Walter Thompson, Hollywood, where he wrote for the Chase and Sanborn House of America, KDKA, KDKA, KTLA, and Station 94, Long Beach, and WTL, Toledo.

KENNETH LUDLAM, announcer of WVO-WVB, New York, on Aug. 6 advertised Julio Ochoa, muscular director of the stations, to regain the golf championship of WVO-WVB, New York, on Aug. 6. He has joined WIP, Philadelphia, as vacation relief announcer.

CHARLES VANDA, CBS western program director, outlined to a Ft. Smith, Ark., hospital with influenza, directed the network broadcast of Our Leading Citizens at Van Buren, Ark., on Aug. 8 from his bed. Premiere of the "CBS Special," sponsored by the Coca-Cola pictures and produced by Bob Housey of that company's radio department.

ARThUR FELDMAN of NBC news and special events department is recovering in Medical Arts Hospital, New York, after a throat operation.

FLORENCE WALLACE

EVER SINCE May, 1926, Florence Wallace, manager of KXA, Seattle, has been in radio and she claims the distinction of being Seattle's pioneer woman radio executive. She started at KJIN as a secretary shortly after graduating from the University of Washington. In 1927 she went with the old KFCB where she did programs of course until 1931. That year KXA engaged her to write continuities. In a reorganization in 1933 she became office manager. Three years later she was appointed station manager, the only woman on a staff of 11.

RUSH HUGHES, Hollywood commentator on the five-weekly quarter-hour Langendorf Pictorial, sponsored by the Flaid Bakers Inc. on NBC-Pacific Red, has completed a commercial short film. "The General" goes to Town, a short as well as commentator in the two-reeler.

DOUGLAS EVANS, KFJ-KECA, Baltimore, has been assigned by Columbia Pictures Inc., to portray the role of Francis Scott Key, the composer of the Star-Spangled Banner, in a film to be released shortly. Another NBC film has engaged Bill Myers as the voice of General Henry VIII, the Black Prince.

NAOMI F. REYNOLDS, KNX, Holmdel, New Jersey, has been appointed national radio chairman of the National Federation of Music Clubs.

HOWARD SMILEY recently was named publicity director of KROY, Sacramento, Calif.

JIM O'NEIL, former newspaperman of New York, Chicago and eastern cities and more recently of the KXA, San Francisco news staff, has joined KJBS, San Francisco, as news editor and newscaster.

WILLIAM TALLET, announcer of WIP, Stockton, has been engaged to become publicity director of the Roanoke club, which is currently running in San Francisco.

DAVID BRADLEY, formerly a member of the production staff of KGY, San Francisco, has resigned.

FLORENCE BALLOU, formerly assistant in the program department of KABC, Hollywood, has been named program director of the station, succeeding Eugene Hays who recently assigned WICC supervisor in New Haven.

JIMMY VANDIVER, KFJ-KECA, Los Angeles, has been named production director, is the father of a 7-pound girl born July 26.

RICHARD WESTBROOK, head of Allied Representation Co., Chicago, is the son of a former producing director.

PEGGY KNOCHE, secretary of Wythe Walker & Co., Chicago, was married recently to Edward M. Dreyfus.

Meet the Ladies

PHIL BOWMAN, producer of WBNR Radio, Chicago, is spending the summer in Brazil, watching the first of the History of the Making in appreciation of his work on the CBS series, which starts this fall.

JIM DRUMMOND recently joined KOMA, Oklahoma City, as news editor.

ROY COLLINS, WOR page boy and gab songster, has handed up more numbers accepted for publication. "That Lucky Day" and "I Can't trees My Blues from My Soul."
In one volume... for the first time

Rules & Regulations and Standards
Applicable to Standard Broadcast Stations

In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

Price per Copy, 60c * 2 or more copies, 50¢ each ** 72 pages

www.americanradiohistory.com
Six labor leaders and six captains of industry will give their views on national problems of economic and industrial importance in a new series on NBC, America Unlimited, broadcast in cooperation with the U.S. Department of Labor. The series, on NBC-Red each Friday from 10:30 to 10:45 p.m., began Aug. 4 with a program, presented by President of AFL, as the first speaker, followed each week by alternating representatives of labor and industry. The industrial leaders, who will speak on the six concluding programs, have not been announced.

Mayor and Citizens K O Y, Phoenix, has introduced a novel public service program for the summer months. It is entitled The Phoenix Forum, and each week Mayor Walter J. Thalheimer of that city plays host to a studio audience of prominent citizens who informally discuss civic matters with him. A different city department head is special guest during the broadcast, and a half-hour program is built around that particular division of the city government. Jack Copeland, KOY's news editor, supervises the program.

For Drivers' Beefs TRAFFIC violators who feel that their fines are unjustified have an opportunity to air their "beefs" during weekly half-hour Traffic Tribunal on KECA, Los Angeles. Program is presented under auspices of the Los Angeles Police Department Accident Prevention Bureau. Traffic violators are invited to "file their beefs," and a special officer of that bureau each week explains justification of the fine.

TROUBLED KIDDIES Provide Material for a New Don Lee Program—IT MIGHT be called a tear jerker by the sophisticates, but there is nothing maudlin in the social service aspect of Nobody's Children, a program which started July 2 on KEA, Los Angeles. Each week, in being piped each Sunday, 1:10 p.m., to the Don Lee and MBS networks. Originated and conducted by Walter White Jr., former Broadway actor, the program is based on case histories of children whom circumstances have placed in orphanages or institutions.

The program is a sustainer and is presented as an educational feature. It does not seek homes for the children, but rather presents their problems, especially in relation to the adoption laws of the various States. The idea is that listeners will take their own steps in helping young children by writing themselves in children's homes.

The Los Angeles Children's Home Society is the originating point of each program. Don Lee, who are brought before the microphone, their cases are not discussed in their presence.

The whole atmosphere is one of sympathy and understanding, with Georgia Fifefield playing the role of a social worker and Hal Crane voicing the sentiments of the public. An favorable reaction from social welfare agencies has been reported.
CBS, Reynolds, Cantor and Gordon Defendants
In Pacific Coast Action

CBS, R. J. Reynolds Tobacco Co. and Eddie Cantor, who was sponsored by the latter concern on the network, were named-complainants in a $751,000 damage suit filed in Los Angeles Superior Court in late July by Charles Gollob and his wife Elsie, as aftermath of an alteration March 27, following the comedian's broadcast. Bert Gordon, the "Mad Russian" of Cantor's program, was named as a fourth defendant in the suit.

The couple ask $500,000 general damages, $250,000 punitive damages and $100,000 court costs and medical expenses. Complaint charges that Gordon and other persons attacked the couple outside the CBS Hollywood studios, inflicting cuts and bruises on Gollob and facial and possible internal injuries to his wife. The Gollobs declared the attack was unprovoked. According to the complaint, the Gollobs attended the broadcast, followed all instructions to appear, and were leaving the studio after the program when accosted by Gordon and his "bodyguard".

As they left, Gollob, according to his complaint, stated he was not interested in the political program that followed Cantor's broadcast. The alleged attack by Gordon followed. Gollob declared he and his wife left the program because they objected to Cantor's jokes about Adolf Hitler and other dictators.

Conn Sues Benny

HARRY W. CONN, Hollywood gag-writer, has filed a $45,000 breach of contract suit in Los Angeles Superior Court against Jack Benny, radio and film comedian. Conn contends he entered into a contract with Benny to write the comedian's gags for 39 weeks. Conn asserts he was guaranteed $5,000 a week, during which time he was to have received 4% of Benny's salary while the comedian was under contract to the Columbia Broadcasting System.

TALKING IT OVER with a local chinchilla keeper holding $1,600 worth of chinchillas in his palm, who has charge of $35,000 worth of the little creatures, is Howard Chamberlain (right) of KLZ, Denver, during one of a weekly series of interviews originating in various rural business centers around Denver. On another assignment Interviewer Chamberlain picked up a splash-by-splash interview, recorded by the KLZ-mobile unit, with some real mountain trout during a visit to a Colorado fish hatchery.

PRISONERS RIOT
As WREN's Miscreant Mouse Gets the Hot Seat

WHEN a curious mouse wandered into a maze of tubes and wires in the transmitter of WREN, Lawrence, Kan., during the recent broadcast of the Conn-Bettina fight, he not only short-circuited the high-voltage terminal board of the exciter, electrocuted himself, and forced the station off the air, but also started a near-riot among inmates of the Kansas State Penitentiary in Lansing, about 40 miles away.

Inmates were listening to the broadcast from their cells over the prison's public address radio, which was tuned to WREN. When the solvent brought on the abrupt shutdown, the prisoners became angry, thinking guards had turned off the radio in the middle of the fight. Their shoutings and confusion was quieted only when the mouse had been removed and the broadcast resumed.

KFH Appeals Decision
Moving KFBI to Wichita

AN APPEAL from the decision of the FCC granting KFBI, Abilene, Kan., authority to move to Wichita, was filed with the U. S. Court of Appeals for the District of Columbia Aug. 1 by KFH, Wichita. Through counsel John M. Littlepage and William A. Porter, KFH held there was no need for the proposed service in Wichita and that the advent of KFBI would result in curtailment of revenue and impairment of its service. KFBI operates on 1050 kc. with 5,000 watts, limited time.

In addition to specifications of alleged error in the Commission's decision, KFH contended that Lester E. Cox, midwestern broadcaster who at the hearing testified he would acquire one-third of the station stock, since had canceled this contract, changing the facts. Moreover, it held that since the hearing, KRJD, Dallas, on the adjacent 1040 kc. channel had increased its power from 10,000 to 50,000 watts.

KSD has a greater day-time coverage area than any other St. Louis broadcasting station.

"ABOVE" AVERAGE BUSINESS CONDITIONS
Spread in The Billionairea—KSD Territory

MARCH 1st - JULY 1st

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FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
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BROADCASTING • Broadcast Advertising  August 15, 1939 • Page 45
S. I. Posner Joins Segal Law Office
Economist and Labor Expert to Handle Administrative Practice

STANLEY I. POSNER, Government economist and labor expert, on Aug. 1 joined the law firm of Paul M. Segal, enterprising attorney, where he will specialize in administrative practice before Government departments and agencies. Mr. Posner, a member of the bar, during the war was radio consultant to the War Labor Board and directed an analysis of labor union agreements for the U. S. Department of Labor. His association with the former Radio Commission counsel marks an innovation in radio practice, and was occasioned largely by the growing importance of labor and other contractual problems involving broadcast stations and various union organizations.

During the last three years Mr. Posner has been connected in several capacities with the Labor Department. In 1938, he was the Department's referee under the Bacon-Davis Act, and conducted public hearings to determine prevailing wage rates for Federal construction in New England. He was the NRA in various economic and research capacities from 1933 through 1936, having been Chief economist and chief of the coordinating branch of its Compliance Division. He also served with the NRA successively as senior statistician, economic advisor to the President's Reemployment Policy Board, and special assistant to Leon Henderson, now a member of the Securities & Exchange Commission.

A graduate of Amherst College, Mr. Posner was awarded tuition scholarships for the entire four years. He graduated magna cum laude and is a Phi Beta Kappa. Receiving his M.A. degree from the University of Chicago in 1929, he took graduate work in economics and statistics. He was associated with Brooking Institution, Washington, D.C., as a Fellow, 1932-33, having been awarded a fellowship to continue research in money and banking.

Mr. Posner was graduated from Harvard Law School with a Bachelor of Laws degree in 1933 magna cum laude student. He studied administrative law under Felix Frankfurter, now Justice of the Supreme Court, Associate Justice, and also specialized in labor law, Government regulation of business in taxation and corporation finance.

Seeck Brockton, Mass., Outlet
A NEW 500-watt daytime station on 1160 kc, in Brockton, Mass., is sought in an application filed by Charles Weems, Aug. 4 by Old Colony Broadcasting Co., President of the company is Rudolph Wyner, president of the WOR-Maran ABS, and President of the Boston Symphony Orchestra under the direction of the noted conductor, Arturo Toscanini. Vice-president and treasurer is C. A. Lorewell, of Sharon, Mass., now employed by the WOR-Maran ABS, and holds 33 1/3% of the stock in the new corporation.

Jack Gross is Selected
KFWB Sales Manager
JACK O. GROTT, nationally known in radio and advertising, and for 14 years manager of the now non-existent KEHE, Los Angeles, has been appointed general sales manager of KFWB, Hollywood, owned and operated by Warner Bros.

Announcement of the appointment was made by Harry Mainil, general manager of the station, on Aug. 15. Before taking over his new duties on Aug. 20, Mr. Gross will vacation with his family, visiting eastern radio centers. It is expected that Chet Mittenfeld, present sales manager of KFWB, will remain with the station in an official capacity.

Mr. Gross has been in radio more than 16 years as announcer, producer, sales executive and general manager. For a time he was superintendent of the Southwest Broadcasting System and left that organization in 1932 to join KFWB, Shreveport, La. When that firm acquired KWHK he was named sales manager of both stations, remaining four years. He then joined Hearst Radio as general manager of KEHE, remaining until the latter station's frequency and facilities were acquired by Earl C. Anthony Inc., on Aug. 1 [BROADCASTING, Aug. 1] to replace those of KECA as the NBC-Blue network outlet in Los Angeles.

FCC Officials Go West
SEVERAL officials of the FCC, including Commissioner Paul A. Walker, General Counsel William J. Dempsey, and Chief Accountant William J. Neafly, will attend the annual convention of the National Association of Railway and Utilities Commissioners held in Seattle Aug. 22-24. There was the possibility that James L. Fly, incoming Chairman, also will attend the sessions. In Portland in connection with Bonnevile Dam business, Mr. Fly indicated he might attend the sessions.

STRINGER PICKED FOR NAB CAMPAIGN
APPOINTMENT of Arthur Stringer, Chicago newspaperman, has been announced by NAB as public relations coordinator for the NAB campaign, which will carry on the work launched earlier this year in conjunction with the Radio Manufacturers Assn., designed to sell radio itself and featured by Open House Week last Spring.

Mr. Stringer for many years was identified with public relations work in Chicago, notably in the set manufacturing field. In 1937 he joined WLU-WSC as director of sales promotion, but left soon after William S. Hedges resigned as vice-president to return to NBC. He is best known for the handling of publicity and advertising for the radio manufacturing industry in New York and Chicago and is thoroughly familiar with the wholesale and retail receiver field.

BOB EDGE, CBS 59th and game commentator, has published a new 62-page booklet titled "1,001 Places to Fish and Covering the best fishing spots in the country and Canada. He has just returned from western Nova Scotia, where he caught a 570 lb. tuna, and he will be in charge of the International Tuna Tournament there Sept. 6-9.

Neilsen Changes Posts
VICTOR F. NEILSEN, for many years manager of the Chicago branch of the American Radio History, has resigned to become general manager of the Richard-Neilsen stations in St. Paul, Minn. CJC, Winnipeg, and CJRM, Regina, along with shortwave stations WGO and CJRX, Winnipeg. It is understood that Harry McLaughlin, general manager of these stations, has resigned.

Black Starts Service
IVAN Black, writer, reporter and publicist, recently in charge of publicity for the Federal Theatre Radio Division, has opened his own radio public relations office at 1697, Broadway, New York, shortly after Labor Day. Black served simultaneously in charge of the radio department at the Writers' Guild of America, where he appears as a writer, producer, and performer. He is heard on the "Booth's Widow's" in New York (BROADCASTING, June 15), first time radio has ever been officially recognized as a first rank artistic medium by the writers.

WLW Appoints Biggar Acting Program Director
APPOINTMENT of George C. Biggar, WLW rural program supervisor, as acting program director to replace Owen Vinson, resigned, has been announced by James D. Shriver, president of Crosley Corp. in charge of broadcasting. Simultaneously Mr. Shriver named Harold C. Biggar, WLW producer, as production manager.

Mr. Vinson, who came to WLW in 1937 as manager, has been program director of WLW for more than a year. He leaves the station with his wife, Pauline Hopkins, to produce her serial shows in New York. Miss Hopkins is the author of Midstream, heard over the WLW network from Chicago, and wrote the Mad Hatterfields, for two years heard over WLW and for a year fed to Mutual.

Mr. Biggar joined WLW late in 1938 as director of its rural program and is considered a very efficient and popular manager of WLW, Chicago.

E. Gardner Prime Leaves

NBC for Own Practice
RESIGNATION of E. Gardner Prime, vice-president of the NBC New York legal staff, effective Sept. 1, to open a law practice in New York, has been announced by Mr. Prime, who is a member of the firm of Prime, Hay, Cohen, & Wein in New York, to become affiliated with the firm of WLS, Chicago.
FCC Is Requested To Stop Coughlin

Birkhead Asks Silence Order; WCNW Claims Air 'Jammed'

FATHER Charles E. Coughlin, whose aggressive radio tactics have placed him in the forefront of controversial broadcasters, was the subject of two appeals recently addressed to the FCC.

One, urging that the radio priest be barred from the air because of his "inflammatory" and insulting broadcast of July 30, was sent by L. M. Birkhead, national director of the Friendly Order of Democratic Union.

The other, asking that the FCC investigate and stop the "jamming" of broadcast replies to Father Coughlin's broadcasts, was filed by WCNW, Brooklyn, charging interference with its weekly Answering Father Coughlin program, broadcast under the auspices of the American League for Peace and Democracy.

Termed Inflammatory

In his telegram to the FCC, Mr. Birkhead quoted the radio priest as having told his critics, "If you will not listen to reason, we will fight you in Franco's way if necessary. You will say this is inflammatory. It is inflammatory." Continuing that "the whole temper of Father Coughlin's speech was in a similar vein of provocation," Mr. Birkhead asked the FCC to "prevent Father Coughlin from the continued use of the wavelength or his dangerously un-American purposes."

WCNW's complaint is that for several weeks listeners to its Saturday evening Answering Father Coughlin series have reported that the replies to the priest's remarks have been blotted out by a series of dots and dashes emanating from an unknown source. At first, the station said, it paid little attention, thinking the interference due to natural causes, but when it persisted week after week, and when listeners said the quotations of the priest's remarks came through clearly, with only the replies blotting out, the station decided to appeal to the FCC for relief.

At the headquarters of the American League for Peace and Democracy it was learned that the Answering Father Coughlin series scripts are being sent to branches of the organization throughout the country for use locally. Program was started Aug. 6 on WCKY, Cincinnati, and will be broadcast in Milwaukee this fall, it was said. Organization also currently sponsors a weekly Voices of Peace on WEVD, New York, and also has regular programs in Boston, Detroit, and New Orleans and is frequently on the air in other cities throughout the country. Some of these programs are paid for by the local chapters of the League; others are carried by the stations as sustaining features.

Disclaims Censorship

(Continued from page 20)

may be a public offense, or as by their falsehood and malice they may injuriously affect the standing, reputation or pecuniary interests of individuals."

"In my estimation there need be no inevitable conflict between the censorship provision of the law and the Commission's established policy of interpreting public interest, convenience, and necessity broadly enough to include consideration of program service," he continued. "Unless Commission regulation goes beyond mere supervision of technical operations, there can be no effective regulation in the public interest.

Broadcasters' Plaits

"Broadcasting stations and their managers sometimes state, when they do not want to take a certain program, that it is barred by the FCC, when, as a matter of fact, they merely want an excuse for not using that particular material. The Commission has issued no instructions or regulations and can not and does not require stations to accept any and all programs offered to them. Under the Act, broadcast stations are not deemed to be common carriers. Inasmuch as stations have the responsibility for selecting the program material to be used, they are within their rights in refusing programs if they choose, but they are not justified in asserting that the rejection is based upon any direction of the Commission."

"In the national and international broadcast fields, it is clear that the Commission has not and can not exercise any censorship," he concluded. "The voice that speaks in America must be the voice of free men and not the voice of despots. The Commission and the broadcaster serve public interest when they cooperate to maintain our free institutions and to develop radio as an instrument of real public service. The Constitution guarantees to all of us the right of freedom of speech and Congress, in enacting the Communications Act of 1934, provided specifically that there should be no censorship in broadcasting. It is the solemn duty of the Commission to safeguard that sacred right."

Second Papal Honor

ONLY radio program to receive a papal blessing, which was given last December by Pope Pius XI, the Ave Maria Hour has been likewise honored by the new pope, Pius XII, who presented his benediction to the program in the form of a scroll which he gave to a group of pilgrims from St. Christopher's Inn, Franciscan monastery at Graymoor, N. Y., sponsor of the weekly broadcast. Program, produced by Donald Peterson under the direction of Father Patrick, director of the monastery and refuge for homeless men, originates at WMCA, New York, for a live broadcast on Sunday afternoons on Intercity and Yankee networks, and is repeated by transcriptions on other stations throughout the country.

Something Doing!

- New silver price stimulates Utah mining activity—puts more men to work in mines, mills and smelters—boosts payrolls!
- Huge aqueduct project, 35 miles from Salt Lake City gets under way. More jobs—more payrolls!

In other words, business is looking up in the Salt Lake market... and people more than ever are looking to KDYL for entertainment and information with the spice of showmanship.

Showmanship, the key to KDYL's popularity, unlocks the door to many an extra sale for KDYL advertisers.
Iowa Network
Miller Cereal Mills, Omaha, 26 sa, thru Detroit & Chicago (KIRT, WMJ, WNAK).


Miles Laboratories, Elkhart, Ind. (Vicodin, 52 weeks, thru 9 weeks).


Potter Drug & Chemical Corp., New York (Citric acid), renewal sa series, thru Atherton & Currier, N. Y.

Mail Pouch Tobacco Co., Wheeling (chewing tobacco), renewal sa series, thru direct.


RCA Mfg. Co., Camden, weekly sa direct.

Charles E. Hires Co., Philadelphia (beverage) renewal daily 1 sa, thru O’Neil, Sheldon & Canzoneri, N. Y.

WOR, Newark
Maltex Cereals Co., Burlington, N. J. (Maltex), weekly 5 sa, thru Samuel C. Croot Co., N. Y.

Manufacturers Trust Co., New York (bank), weekly sa, thru McElrath & Erickson, N. Y.

Quaker Oats Co., Chicago (cereal), weekly 6 sa, thru Benton & Bowles, Chicago.


Westerra Newspapers, Minneapolis (min.) 4 weeks, thru McElrath & Erickson, N. Y.

KOMA, Oklahoma City
Groove Laboratories, St. Louis (proprietary), 104 sa, thru Stack-Goble Adv. Agency, N. Y.


Lea & Perrins, New York (meat sauce), 52 sa, thru Schlemmer & Scott, Chicago.

Vick Chemical Co., Greensboro, N. C. (Vaporub), 390 sa, thru Morse International, N. Y.

WHKC, Columbus, O.
Si-Nose Laboratories, Chicago (sinus treatment), 3 sa daily, thru Gale & Fleisch, Chicago.

Healthbids Inc., Jersey City (Sera- tan), 5 sa weekly, thru Austin & Son, N. Y.

Vick Chemical Co., Greensboro, N. C. (Vaporub), 2 sa daily, thru Morse International, N. Y.

I use these to follow our sales curve since we bought WRC in Washington.
Purina Mills Expands Checkerboard Time Discs

PURINA MILLS, St. Louis, division of Ralston-Purina Co., livestock and poultry feeds, on Sept. 4 starts Checkerboard Time, three-weekly 15-minute transcription series, for 39 weeks on WBEZ-WBZA, WGY-KDKA-ROA, KBOB-FOX WHAM WSB KARK WFAA-WBAP KPRC KTSA KWTJ WLS WHO WBT EGGF WSM WLBZ WIBW WOWO WHO WFBM WBNS WADC WDAF. The disc series and commercial copy are furnished dealers by the firm and they will buy time on approximately 40 additional stations this fall, according to L. A. Wherry, of the promotion department of Ralston-Purina in charge of radio for the feed division. Cut by the World Broadcasting System, Checkerboard Time is a musical variety show featuring Hugh Aspinwall as m.c., with Chick Martin, the Cackle Sisters and Shirley Sadler, as soloists. It is produced by Robert Wamboldt.

The same basic show has been used for the last four years, according to Mr. Wherry. Titled Sing Neighbor, Sing!, the show was started in 1935 and changed to Checkerboard Time in 1937. The program is on the air about nine months of the year, a kind of advertising “back log” for the firm, Mr. Wherry said. Designed in the main to sell poultry feed, the show also uses considerable institutional copy. Its effectiveness was tested last season when a single offer of a poem made on 16 stations brought more than 50,000 requests. Gardner Adv. Co., St. Louis, handles the account.

Woodman Variety Show

WOODMAN ACCIDENT Co., Lincoln, Neb. (insurance), on Sept. 4 starts a six-weekly quarter-hour live series on WHD, Des Moines. Following the test the series will be expanded on a national basis, according to Ed Fellers, of Presba, Fellers & Presba, Chicago agency handling the account. The variety show on WHO features Bob Blaylock as m.c. A series of five-minute transcriptions have been recorded for the firm by RCA, Chicago, and these will be sponsored by local insurance agents all over the country, according to Mr. Fellers.

U. S. Fuel Starts

UNITED STATES FUEL Co., major producer in the Utah coal fields, will inaugurate its seasonal sponsorship of news Sept. 1 on KSL, Salt Lake City. Placed through Gilham Adv. Agency, the contract calls for a strip of six quarter-hour newscasts programs at 5:45 p.m., duplicating the September-October contract of last year. The fuel company, in addition to merchandising its product directly, also salutes various dealers throughout the Intermountain area.

Quaker Oats Plans

QUAKER OATS Co., Chicago (poultry feeds), on Sept. 23 starts The Max on the Farm on WOR, Newark, Saturdays, 12-12:30 p.m. Conducted by Joe Eier, the series combined interviews with poultry raisers and transcribed music. It is understood that the firm will use a national spot list this fall. Benton & Bowles, Chicago, is agency.

"WE WANT A SPONSOR"

WFBR, in BALTIMORE, has 5 top-notch local shows ripe for sponsorship:

1. RAYMOND TOMPKINS ... NATIONALLY-KNOWN COMMENTATOR Raymond Tompkins is particularly popular in Maryland because of his background of Baltimore newspaper work. His treatment of the news is interesting, impartial and penetrating. Available for 15 minute programs, three times weekly. Price: Time charge plus $100 weekly (net).

2. STUDIO PARTY ... CONDUCTED BY MARTHA ROSS TEMPLE Held in WFBR’s Big Studio with audience capacity of 250. Miss Temple conducts a perfect “women’s program” based on beauty—food—and family. The program is enlivened by George Van Dorn’s NBC orchestra, guest soloists and visiting celebrities. Half-hour—daytime. Talent cost: $50 weekly.

3. PROGRAM “X” A new audience-participation program that has not yet been named. Held in WFBR’s Big Studio with audience of 250. Famous scene from history or literature is dramatized; listeners selected from audience have to guess “Who—Where and—When?” Cash prize for right answer; if wrong answer is given, cash carries over to next question, building up “jackpot” and interest. Live talent dramatization, with George Van Dorn’s 14 piece NBC orchestra. Half hour show for nighttime or Sunday afternoon. Talent cost $130. Prize cost $30.

4. YOUTH AND THE WORLD Through cooperation of the Baltimore YMCA, a membership of 1500 boys is available for a nucleus of a show dedicated to and produced by YOUTH! Brent Gints, master of ceremonies with Joseph Imbrogoli’s NBC orchestra puts on a fast and furious half-hour show. Production and talent cost: $100 per broadcast.

5. FU MANCHU A hair-raising thriller of the air! That famous character of Sax Rohmer’s stories, the insidious Doctor FU MANCHU, comes to the airways in 39 thrilling 15 minute episodes. A ready-made audience of Fu Manchu fans is anxious to tune in! 15 minutes—3 times weekly. Transcriptions: $35 per program.
KOIL IS NOW THE BASIC COLUMBIA OUTLET IN OMAHA!

Radio Advertisers

BARKER Bros., Los Angeles (home furnishings), a frequent user of radio time, through Marion Kyle Adv. Agency, that city, on Aug. 14 started a 12-week quarter-hour program, Backwoods for Living, on KSL, Salt Lake City. Contract is for 12 weeks. Series originates from the Home Advisory Bureau of Barker Bros., and features Edgar Harron, WJZIP consulting director in charge, as commentator. A different department head is to be interviewed on each broadcast. Roderick May of KXX production staff, is writer-producer and announcer.

JOHN BROWN, U., Solana Springs, Ark., and its associated educational institutions, the John Brown Military Academy, San Diego, Cal., and John Brown School for Girls, Glendale, Calif., are jointly sponsoring a daily 15-minute educational talk on KFON, Los Angeles. Contract is for 12 weeks. Series originates from the Educational Department, KFON, Hollywood. L. A. Sheldon, Adv. Los Angeles, has the account.

ROMA WINE Co., New York, extensive use of radio on the West Coast, on Sept. 1 will start a series schedule on WHN, New York, using quarter-hour 14 news programs twice daily seven times a week and 20 one-minute participating announcements five times a week. Account was placed direct.

D. A. FOLGER & Co., Kansas City (coffee) has made several changes in the list of stations carrying July 4 activities. A four-week quarter-hour serial on WBS transcriptions. On July 21, WRG, Memphis, was added; on Aug. 15, KARK, Little Rock, was dropped, and on Aug. 14, the Tulsa outlet was shifted from KXL to KFYO. Account is handled by Lord & Thomas, New York.

NATIONAL RODEO Ass'n, Hollywood, sponsor of rodeos and outdoor circuses, on July 1 started a radio campaign over 15 Northern California stations. Some $40,000 was spent for radio during the campaign, which concluded Aug. 6, on behalf of an outdoor rodeo held in San Francisco Aug. 6. Two-week announcements, live broadcast announcements, and field participation programs were used, with the schedule varying from 2 to 16 a day. Stations were KSRO, KRE, KLK, KROW, KLS, KFO, KPO, KOA, KJBS, KFYO. Account was placed through Allied Adv. Agency, San Francisco.

ICE CREAM PRODUCTS Co., Chicago (Frisco ice cream mix), has started a daily minute campaign over 10 Los Angeles stations through Nov. 4, on behalf of WMAQ, WWBMM, and WGN, Chicago. BBDO, Chicago, handles the account.

MILLER PACKING Co., Oakland, Cal., (Flat Hats) has put into effect a series of five-minute participations on the Best Buy program on KFRC, San Francisco, to promote its new type frankfurter. Account placed through Long Adv. Service, San Francisco.

DR. PHILLIPS Grapefruit Juice Co., Orlando, Fla. (grapefruit juice), has recently started a radio campaign in Northern California, purchasing time on participating programs on KFRC, KRON, Sacramento, and KPO, San Francisco. Five-minute spots are used on Katherine Kitchen on KFRC and five to six spots weekly are used on the Gladys Bristow home economics program on KPO. Account was placed through Long Adv. Service, San Francisco.

OLD HOMESTEAD BREAD Co., Denver, is now sponsoring the MBS broadcast of The Lone Ranger on KFEL, Denver, three evenings weekly.

BEAMING FACES dominated the scene when WJBD, Tuscaloosa, Ala., recently saluted with a special program the occupancy of new quarters by The Dixie Coaches, transportation firm operating out of the city. Busy at the mike at left is Leslie Davis, WJBD manager, while J. R. Reynolds (right), commercial manager, quickly slips the congratulatory grip on Laddie Hamilton, president of The Dixie Coaches.

TIP TOP TAILORS Ltd., Toronto, on Sept. 1 starts an eight-week campaign of three weekly dramatized spot announcements on more than 20 stations in Canada. The same sponsor used spot announcements on stations in Washington, Philadelphia and Atlanta to announce the opening of stores in those cities in mid-August. McConnell Eastman Co. & Co., Toronto, handles the account.

MODERN PACKING Co., New York, on Aug. 1 started a series of quarter-hour musical programs six times a week on WBAL, New York, and WPEN, Philadelphia, on behalf of Balbo Oil. Talent includes Ralph Peters, Yolanda Davis and orchestra. Commercial Radio Service, New York, handles the account.

CAROLENE PRODUCTS Co., Littlefield, II. (MERLON milk compound), has started daily five-minute participations on KNOX, St. Louis, and KARL, Los Angeles, daily five-minute commercials on WCIU, Chicago. McManus, Chicago, handles the account.

INTERNATIONAL SHOE Co., St. Louis (Formal shoes), on Aug. 21 starts a six-weekly 10-minute program on WGN, Chicago, featuring Myrna Derrington in talks on charm and personality. Henry, Hurst & McDonald, Chicago, handles the account.


MARATHON OIL Co., Fort Worth, KFRC, KFBO, Fort Worth, will start the new transcribed Marathon March of Melody quartet-heads on KGKO, Fort Worth, as a 13-time contract. Agency is Byer & Bowman Adv. Agency, Columbus, Ohio.

J. B. WILLIAMS Co., Glenshaw, Pa., is participating in the Breakfast Symphony on WQXR, New York, and is also using two evening announcements daily on that station, to advertise Aqua Velva, after-shaving lotion. Account starting will be used. J. Walter Thompson Co., New York, is the agency.

KIP Corp., Los Angeles (sandwiches), thru Philip J. Menay Co., that city, is using daily minute transcribed announcements on KTLK, Western KFIO, KSN, and KXLA, Los Angeles (sandwiches). KLUT KRAM KIKN KRIK KIYI KFOX—in a summer campaign. Announcements were cut by Radio Recorders Inc., Hollywood.

WEINSTEIN Department Stores, San Francisco, Calif., has contracted for a series of 150-word spot announcements each Thursday on four San Francisco stations KPO, KSFQ, KHST, KHST. Account was placed through Long Adv. Service, San Francisco.
CHICAGO NATIONAL LEAGUE has started a quarter-hour Monday evening series on WBBM and WMAQ, Chicago, titled Baseball Score, featuring the Chicago White Sox and the New York Yankees. The series is to produce the audition of a significant player for the team. The audition will take place at 11:30 a.m. on WBBM, Monday, and on WMAQ, Tuesday.

BRISTOL-DELBASSEY, New York (Sal Hepatica), has announced that the series will be held on both days, starting at 11:30 a.m. on WBBM and at 12:00 noon on WMAQ. The series will continue on a daily basis.

FLAMINGO SALES Corp., Los Angeles, a well-known Los Angeles agency, has announced the audition of a significant player for the series. The audition will take place on Tuesday, August 15, at 11:30 a.m. on WBBM and at 12:00 noon on WMAQ.

Rough Rider Mfg. Co. (stove polish), recently renewed for 26 weeks its Friday program, O, Teacher, 6:30-6 p.m. (KFW, San Diego, CA), by Emil Briscocher & Staff, San Francisco.

DODGE DEALERS OF Chicagoland, Chicago, has started a 35-minute Sunday noon show, Summer Berthoud, on WBBM, that features Herbert Douthod, concert pianist. Placed direct.

Oil Firm Eyes Opera
UNION OIL Co., Los Angeles, on Aug. 16 auditions a new half-hour program series featuring opera in the modern manner. The series will have Mario Chamlee, tenor, playing Don Jose in Carmen. Olive Pontil, of the San Francisco Opera, is to portray Carmen and James Newell, network singer, the Toreador character. Thomas Peluso has the orchestra. Condensation will be auditioned at CBS Hollywood studios. If approved by the oil company, the series will be full release on a West Coast network as yet determined. Jon Stott has written the script, which bears on dramatic reading than singing lines, with exception of arias. Carl Stanton of the Lord & Thomas Hollywood radio department is to produce the audition program.

Hotpoint Dealer Discs
EDISON ELECTRIC Co., Chicago, (Hotpoint heating appliances), has cut a series of minute spot announcements for sponsorship by local power and light dealers. World Broadcasting System, Chicago, cut the transcriptions. The discs will be placed direct.

Gulf Signs Conde
JOHN CONTE, Hollywood announcer-entertainer, has been signed for the CBS Screen Guild Theater, which resumes Sept. 24 under sponsorship of Gulf Oil Corp. He will do dialog on the show as well as handle commercials. Conte has also been re-signed to announce the CBS Big Town series which returns to that network in July. He is represented by the agency in Chicago.

New Program Designed For Sale of Insurance
PRODUCTION of a program, Stitches in Time, designed to promote the sale of life and casualty insurance through stock companies, starts soon with establishment of Briggs Hoffman Features. Pierce Bldg., St. Louis, headed by Briggs A. Hoffman, St. Louis insurance executive and vice-president of the Texas State Network. Based on dramatic episodes from actual experiences in the records of stock insurance concerns, Stitches in Time will be the development of a type of program already tested for 19 weeks under the title Capitans in Peril, over a St. Louis station under the sponsorship of the Insurance Board of St. Louis. Kelly, Stahman & Zahrnt, St. Louis agency, will prepare the script, direct production and place time for the program, which will consist of 30-minute transcribed episodes to be broadcast once each week on a minimum schedule of thirteen weeks per station. Pressings of the first two programs will soon be ready for auditioning.

DEALER'S CHOICE
PERHAPS no retailer in Rochester knows the Rochester market better than Saul Hershberg, the alert and progressive head of Hershberg's, Rochester's largest jewelry store.

It is significant, therefore, that the meteoric growth of Hershberg's has been backgrounded by an advertising appropriation, the backbone of which is radio.

And it is significant that for the past 10 years Hershberg's has used WHEC continuously and exclusively.

Rochester merchants know the Rochester area listening preferences first hand;—back their opinions of WHEC with hard dollars!

Mr. Hershberg comes to the WHEC studios to himself strike the 30,000th WHEC-Hershberg time signal.

Representatives:
PAUL H. RAYMER CO.
New York Chicago Detroit San Francisco

BROADCASTING • Broadcast Advertising
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JOHN R. LATHAM, who on May 12 resigned as president of the American Oigar & Cigarette Co., New York, makers of Pall Mall cigarettes, will join Kenyon & Eckhardt, New York, on Sept. 1 in an advertising capacity. Mr. Latham was previously director of spot radio for Young & Rubicam, New York.

SAMUEL C. FULLER, formerly of H. W. Kastor & Sons Adv. Agency, Chicago, on Aug. 7 joined the production staff of Young & Rubicam in New York. Mr. Fuller, who started in radio in 1931 as a pianist at KDIA, Pittsburgh, where he also announced and handled newscasts, joined WLW, Cincinnati, as a producer in 1937 and early this year joined the Kastor agency, whose programs he had handled at WLW.

MARLO L. BLOOM, formerly on the sales staff of WABC, New York, has been appointed radio director of Blaine-Thompson Co., New York, a post formerly occupied by Duke Rohrbaugh, who resigned last spring to organize a statistical service, National Radio Records. The agency handles advertising chiefly in the theatrical and concert field.

LOUIS N. BROCKWAY has been elected a vice-president of Young & Rubicam, New York, and beginning Aug. 15 will have charge of the General Foods account handled by the agency, according to an announcement by Raymond Rubicam, chairman of the board. He succeeds Clarence E. Edtler, who resigned to become a vice-president of General Foods Sales Corp.

LEWIS (Pat) PATTENSON, formerly news editor of KEHE, Los Angeles, has joined the Hollywood staff of Benton & Bowles as Pacific Coast television director, a post formerly held by Burus Lee, recently assigned to the agency’s New York office.

JOHN LOVETON, producer at Russell & Ryan, Hollywood, recently became the father of a baby boy.


S. H. BARNETT, Hollywood writer on the J. Walter Thompson Co. staff, recently became agency director of the China沪 Radio Theatre, under producer- ship of Cecil B. DeMille, when the show’s regular program resumed Sept. 1. Mr. Barnett was writer on the show and successor of Frank Woodruff, who had recently been appointed to become an RKO picture director. Harry Kerr, who formerly handled the radio of City in Hollywood and New York, takes over Barnett’s former writing assignment, collaborat- ing with George Chadwick.

TOM BRENNEMAN, radio director of Long Adv. Service, San Francisco, on Aug. 1 started announcing the radio broadcasts sponsored by Gallenkamp Stores on KSFO. He also has taken charge of KSFO’s Treasure Island Reporter, which originates at the San Francisco Exposition.

ROBERT B. YOUNG, of the Robert B. Young Adv. Agency, San Francisco, recently announced the formation of the Comedy School of Advertising, San Francisco. The faculty will be composed of 20 experienced advertising men and women, and an advisory board of course is to be presented in 20 ear- ning sessions.

CRAIG DAVIDSON, recently with Jnan Handy Pictures and formerly with General Foods Corp., has joined Compton Adv. Co., New York, as an a- gent.

ROCKWOOD N. BULLARD has severed his connection with Chas. A. Mason Adv. Agency, Detroit, and opened his own office under the name of Bullard Agency, 220 Quay St., Port Huron, Mich. The new agency handles the accounts of E. E. Muller & Co. (coffee, cereals) and Heinrich Franch Co. (cheesecakes), for whom radio schedules are being arranged for fall, and Chamberlain Bean Co. of Port Huron.

ROBERT F. (Bob) McKee has been appointed radio director and account executive of Curtis Public of Los Angeles. He was formerly account executive of Morgan & Davis Adv. Co., that city.

FRANKLIN ADVERTISING Serv- ice, formerly at 204 Boylston St., Boston, has moved to new quarters at 120 Newbury St.

BAKER, Cameron, Sohy & Penfield Fc., Hartford, Conn., is the new name of the former Frederick E. Baker agency, and the new firm has moved to 30 Allyn St., Hartford.

ANDRE LUOTTO, president of Com- mercial Radio Service, New York agency, has turned some writing in. In collaboration with Aldredo Antonini, conductor of the La Rosa Orchestra which the agency has just placed on MBS for La Rosa macaroni, Luotto has written the "Temptation Tongue".

JOHN E. MCWILLIN, radio director of Compton Adv. Co., New York, is to re- turn to his desk Aug. 21 from a European vacation.

SAM DOBBUS, head of J. Walter Thompson Co., cc, and author of the book, "Radio in Australia," in Los Angeles Aug. 7 and after three days on the West Coast proceeded to New York for conferences with agency executives in that city. He returns to his home office in late September.

FRANK RUBICAM, president of Young & Rubicam, Hollywood, will marry Mary Schipp, radio actress, by solemn ceremony for 35 years of marriage to take over direction of the CBS Kate Smith program which starts Oct. 6, under General Foods sponsorship.

When you buy WHK or WCLE, you know you’re not going to be shilted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

WHK & WCLE
THE UNITED BROADCASTING COMPANY
Also Operating WGC-Columbus, Ohio

Radio Station Representative

EDMUND B. (Tiny) RUUFFNER, for two years Ruthrauff & Ryan vice-president in charge of Hollywood radio operations, has resigned. His future plans have not been announced. William E. Betts continues as Hollywood office manager. William Robinson, formerly with CBS, has been engaged as director of the Big Town series, which will continue to originate from Hollywood.

JAMES R. McCARTHY, former newspaper and screen writer and author, has joined the New York staff of N. W. Ayer & Son, which recently has taken additional space in the RCA Bldg., where it moved several weeks ago.

MARION KYLE ADV. Agency has been formed at 650 S. Grand Ave., Los Angeles, by Marion Kyle, formerly with Lord & Thomas, Hollywood, and NBC-San Francisco account executive.

Buchanan & Co. Names Runyon Coast Director

JACK W. RUNYON has been appointed West Coast radio director of Buchanan & Co., with headquarters at 608 Hollywood Blvd., Hollywood, where the agency is establishing its radio department.

Appointment was announced by Fred M. Jordan, Los Angeles vice-president in charge of Buchanan & Co. West Coast offices.

Mr. Runyon recently resigned as co-manager of Lord & Thomas Hollywood radio department, and had been associated with that agency for 13 years. During that time he had produced more than 1,500 programs. He was the first radio producer to use many of today's big names, including Bing Crosby, Walter Winchell, Louella Parsons and Ted Fio Rito. Radio top-notchers who have been under Runyon's direction in recent years include Amos & Andy, Lun & Abner, Phil Baker, Bob Hope, Conrad Nagel and Gertrude Neissn. Runyon’s first assignment will be to collaborate with Ed Gardner in producing the CBS Texaco Star Theatre which resumes Sept. 13 under continued sponsorship of Texas Co. Gardner was recently announced as producer of that program, succeeding Bill Baker, who resigned when the series was discontinued for the summer.

Ellis Agency Shifts

SHERMAN K. ELLIS & Co., Chicago agency, announces that Opie Kniffm, former time buyer of the agency, has been named an account executive on Falstaff Brewing Co. account. John L. Snodgrass, former outdoor buyer for the agency, has been named time buyer and Mr. Heinrich, with the advertising department of Armour & Co. during the last 14 years, has been named an account executive of the agency. Mr. Heinrich has been advertising manager of Armour & Co. for the last four years. The account to be handled by him has not been announced.

WWNC
ASHVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

ADVERTISERS Big Opportunity!

Asheville and Western Carolina—
the Quality Market of the Southeast—
its recent seasons of doubled population . . . and doubled b u s i n e s s. Sell over WWNC—the area's ONLY radio station.
Headley-Reed Co.

Starts Operating

Firm Succeeds Radio Branch
Of the Kelly-Smith Co.

FORMATION of a new station representative company, the Headley-Reed Co., was announced in New York Aug. 15 as a successor to the radio division of Kelly-Smith Co., newspaper representative firm, which has been represented by Mr. Frank W. Miller, president of Kelly-Smith. Mover is credited on this thought that more efficient service to both newspapers and stations will result from divorcing the two types of representation. The new company is taking separate offices in New York, Chicago, Detroit and Atlanta.

President of the company is Frank Headley, a three years' director of Kelly-Smith radio activities. In addition to maintaining a general supervision over all activities of Headley-Reed, Mr. Headley will be in direct charge of the New York office. Room 1701, Graybar Bldg. Dwight S. Reed, formerly radio manager for Kelly-Smith in Chicago, has been appointed first vice-president of Headley-Reed, in charge of the Chicago office, at 180 N. Michigan Ave. Robert R. Rains, second vice-president in charge of the Detroit office, in the New Center Bldg., was formerly Detroit radio manager for Kelly-Smith. Personnel of the Atlanta office, in the Glenn Bldg., has not been selected.

15 Stations on List

Mr. Headley, who organized the Kelly-Smith radio division three years ago, received his law degree from Creighton U., Omaha, in 1930, and after a term of sales promotion work for the Standard Oil Co. of Nebraska, had his own practice in Omaha. He later served as a special agent for the FBI in Washington, New York and Chicago, leaving this post to join Kelly-Smith Co.

Headley-Reed Co. starts its career as representative of KFEQ, St. Joseph, Mo.; WICK, Rockford, Ill.; WSGN, Birmingham; WJW, Akron; WSFA, Montgomery, Ala.; WPTA, White Plains, N. Y.; WNBC, New Britain, Conn.; WCO, Boston; WEJ, New Haven; WIX, North Haven, WSPA, Spartansburg, S. C.; KRIC, Beaumont, Tex.; WJSJ, Winston-Salem, N. C.; WFMJ, Youngstown; WABQ, Atlantic City (under construction), and the Alabama Network, regional group of five Alabama stations.

Australian Yearbook

AUSTRALIA’s counterpart to the Broadcasting Yearbook, published by the trade journal of the commercial broadcasting industry of that country, and has been made available to subscribers. The book lists all stations, agencies, national advertisers etc., together with personnel and other salient data.

WYTHER WALKER & Co., national representative firm, announces the exclusive representation of CBS N.A.S., Fall River, Mass.; WLAB, Lawrence, Mass.; KGO, San Francisco, Cal.; WJZ, Philadelphia, Pa.; WJZ, Cincinnati, Ohio; WSB, Detroit. The firm also represents WHB, Kansas City; KOAM, Pittsburg, Kan.; WJBS, St. Louis, and WTAD, Quincy, Ill.

GORDON OWEN, for several years a radio account executive in San Francisco, has been appointed manager of the San Francisco office of Walter H. Hinkle Co., station representatives. He succeeds Don C. Robbins, now commercial manager of the new KFDA, Amarillo, Tex.

WILLIAM COOK, formerly of WHBL, Sheboygan, Wis., and Charles Coffin, new to radio, have joined the Chicago staff of Transameri- can Broadcast & Television Corp.

REITER-SPADEA Co., station representatives, has opened a New York office at 666 Fifth Ave. Joseph Spade is in charge.

YOUNG & RUBICAM

CHANGES ON COAST

REALIGNMENT of Young & Rubicam’s Hollywood radio production department has been effected, setting personnel for the fall season. Several transfers and promotions are involved.

Joe Hii, recently continues as West Coast manager. Jack Van Nostrand, who last season handled production of the NBC Fred Allen series, returns to Hollywood as radio production supervisor. Carroll O’Malley, long associated with NBC, is now in charge of the ‘NBC Radio Variety Show’ when sponsored by General Foods Corp. (Grase Nutts), has been made assistant to both Stauffer and Van Nostrand.

Glenn Hall Taylor again takes over production of the CBS Silver Theatre when it resumes Oct. 8 under International Silver Co. sponsorship. Murray Bolen will produce the ABC Jack Benny program when it resumes in fall for General Foods Corp. He is also agency producer of the new program sponsored by American Cigarettes & Cigar Co.

Juno Hill, recently transferred from New York to the West Coast, will produce the CBS Silver Theatre when it resumes Oct. 8 under Gulf Oil Corp. sponsorship. He replaces Adrian Samush, now in New York as assistant radio supervisor. Austin Peterson, writer-producer, will be Hill’s assistant.

Harry Ackerman who worked on last season’s Silver Theatre Guild show, returns to New York as agency producer of the CBS Kate Smith series, when it resumes Oct. 6 under General Foods Corp. William Stauffer again takes over production of the CBS Loan & Agency series when it returns Aug. 28, for General Foods Corp. DeVeere Zimmerman continues to handle production of the five-weekly-quarter-hour Shopping Guide, sponsored by Cluett, Peabody & Co. (Sanforized) and KNOX. Eastman and Jones and Tom Wright continue as West Coast publicity representa- tives.

Under the new setup, Tom Lewis, recently elevated to program director and manager of radio, will divide his time between New York and Hollywood, as will Therese Lewis, who has been elevated to a new post as story editor.
SPONSORS FOR ‘FU’
Radio Attractions Announces
New Local Tieups

RADIO ATTRACTIONS, New York, has announced July as a record business month for its first release, The Shadow of Fu Manchu, with 18 additional stations bringing the list now carrying the program to 78. Sponsors include: Fred Tregaskes & Co., regional distributor United States Tires, on KTKA, Phoenix, and KYOA, Tucson; Walter Salisbury, Ford distributor in Williamsport, Pa., on WHA; WSR, South Haven, Mich.; WSAI, Salisbury, Md.; Seven-Up Bottling Co., on KTOK, Oklahoma City; Bon Air生病, on WAZL, Hazelton, Pa.; Eno Co., on KJH, Los Angeles. New stations carrying the program and unaffiliated are WKBQ, Youngstown; KWK, St. Louis; WHBC, Canton; WIBX, Utica; KFOP, Lincoln; WHR, Clewiston; WGA & Lancaster; W K B O, Harrisburg; WEST, Easton; WORK, York, and WDE, Wilmingtom.

Second release on the company’s schedule for 1939-40 is The Adventures of Pinocchio, a series of 39 quarter-hour episodes produced and directed by Edward Soman. A special trade showing will be held in the Rainbow Room of Radio City, New York, Sept. 6. The program will be formally released Sept. 15. To be released shown as a unit of a 105 quarter-hour series is Lady of Millions, starring May Robson and produced by Frank W. Purkett, while other programs are being arranged by Herbert R. Brown Ltd., producer of Radio Attractions, who is touring the country and will arrive in California late in August.

L. A. Open Forum

RADIO was “given the works” at the Los Angeles Advertising Club meeting Aug. 15, which inaugurated a series of summer open forum discussions. The session was labeled the “battle of the bulbs.” The discussion covered every phase of the selling, production and use of radio in advertising. Representatives of producers and technicians, selected because of their experience in radio, batted the brunt of the battle when they took their places behind the battery of microphones to answer questions hurled at them by those attending. Meeting was entirely unrehearsed and uncensored.

Frank Chase to Manage Radio Production Firm

FRANK CHASE, formerly head of NBC’s transcription department and recently in his own program production firm, has been appointed manager of Curtis Brown Ltd. of Chicago. Alan C. Collins, Inc., new company, will represent writers in radio and television formats, as well as handle radio rights to past or future written material and will also enter the program production field, according to the announcement made by Mr. Collins, manager of the New York office of Curtis Brown Ltd., international firm of authors’ representatives. Stock in the new company is owned entirely by Mr. Brown and Mr. Collins. The two companies will share offices at 347 Madison Ave., New York. Telephone: Murray Hill 6-81.

Mr. Chase entered radio in 1930 when he joined NBC as a writer, producer, and program builder. In 1934 he was placed in charge of the newly formed transcription department, where he planned and launched the Thesaurus, transcription library service. After a year’s work and a half he returned to start his own production building service, under the name Chase & Ludrum. In both capacities he has handled the brunt of work for a large part of the leading national advertisers. Mr. Chase is vice-president of the new firm, other officers being Mr. Collins, president and treasurer; Mr. Brown, secretary, and Nellie Sukerman, assistant secretary.

Joe Palooka on Discs

RADÒ-VERSION of Ham Fischer’s popular comic strip, Joe Palooka, is being recorded by WBS, New York, as a five-time-weekly quarter-hour series which will be released for national sponsorship this fall by Joe Palooka Inc., new company formed by Mr. Fischer and John McKay, formerly of WWJ, Detroit, author and producer of the radio series.

Plough Tests

PLOUGH Inc., Memphis, Tenn. (St. Joseph’s aspirin, Mexican heat powders), will soon start a test campaign of one-minute transcribed announcements on a Memphis station and three stations in Texas. The d iets were cut by the World Broadcasting System, Chicago. Lake-Spiro-Cohn, Memphis is agency.

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83.4%* Of Milwaukee Listeners Tune Regularly to Their Only Community Station WEMP That Is Why WEMP Gets Amazing Results

* National Advertising Marketing Survey

MERTENS & PRICE, Los Angeles, reported that its transcribed twice-weekly program, Electric Utility and Appliance Show, Leisure House, to Missouri State & Light Publicity Co., for quarter-hour sponsorship on WJDX, Jacksonville, Fla.; WTVK, Vicksburg, Miss.; WBBR, St. Louis; WAXI, New Orleans. Series is also being sponsored by Southwestern Public Utility Co., on KKS, Kalamazoo, Tex.; United Utilities Co., Beaumont, Tex., on KAM; (Cal.) El Paso Gas & Electric Co. on KGS; El Paso (Tex.) Electric Co., on KCOJ.

TRANSMERICAN Radio & Television Co. of New York, has acquired the radio rights to the number of original scripts from the Playwrights’ Co., New York stage group, whose contributors are upward of 100 well-known Playwrights, to be called the Mississippi crop, this harvest that.' The Homestead, Chicago. No WEMP.

THIRIETH annual meeting of the American Advertising Willons be held at the Homestead, Hot Springs, Ark., Saturday, Sept. 25. The meeting will be emphasized by the presence of Miss Mary Cotton, advertising manager of National Carbon Co., chairman of the program committee.

PRISCILLA BLACKETT, daughter of Hill Blackett, of Blackett-Sample-Blackett Ltd., London, and of the late Ada Cotton, of Blackett Ltd., will be married in New York Oct. 14 at a tea given by her parents at their Winnetka home. She is a sophomore at Wellesley.

TRANSCRIPTIONS

ENJOY THE MISSISSIPPI HARVESTS

Mississippi crop predictions indicate another bumper production year—a harvest that will equal or surpass the bumper crops of 1938 when total farm income of this state totaled $219,076,000. Federal statistics show farm income in Mississippi $3,000,000 greater during the first half of this year than for the same period last year. Cash in on Mississippi’s cash crops. Realize on the added buying power of harvest incomes. Use WJDX—Mississippi’s dominant radio station.

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BROADCASTING • Broadcast Advertising
CBS Programs in 1939 Show Marked Expansion

For News and Culture

PROGRAMS devoted to international and foreign affairs to and education received the most attention on CBS the first six months of 1939 than during the first half of 1938, the network reports. In the field of adult education, such new series as The Student Takes the Mike, Words Without Music, Americans All—Immigrants All and What Price America? boosted the time consumption during the half-year from 88 1/2 hours in 1938 to 103 this year.

Time allotted to international affairs rose from 36 hours in 1938 to 94 1/2 hours in 1939, or 52 1/2 hours in 1939, with the Czech and Memel crises, the death of Pope Pius XI and the election of his successor, the foreign national's salute to the New York World's Fair, and the Canadian tour of the British King and Queen contributing to the increase.

American broadcasts in connection with the death of Pope Pius XI and the coronation of Pius XII helped swell the number of religious broadcasts originating in this country from 127 hours in 1938, taking 61 1/2 hours, to 230, taking 81 1/2 hours. Agricultural broadcasts jumped from 18 1/2 hours in 1938 to 56 hours, or 9 1/2 hours in 1939, with the crop report on WLS, Chicago.

First six months of 1939 saw a total of 320 programs of serious music, consuming 206 hours; 38 hours devoted to sports; 193 children's programs totaling 72 1/2 hours; 34 programs devoted to civic welfare, lasting 12 hours, and 22 programs, using 5 1/2 hours, in connection with labor.

New Studios for WLS
To Be Ready by Oct. 1

WLS, Chicago, is remodeling its studios at a cost of $250,000 to be completed by Oct. 1, according to Glenn Snyder, WLS manager. RCA-equipped, the new studios will be acoustically treated by Johnse-Manville and the new air-conditioning units are being installed by Kroshol Air Conditioning Co., Chicago. “Less than a year ago,” Mr. Snyder said, “we put our new quarter-million-dollar transmitter into operation. Now we are remodeling and reequipping our studios with the most modern facilities available.” Plans include a fourth floor over a part of the present three-story Prairie Farmer Bldg. to house the music library, rehearsal rooms, musicians’ lounge and a recreation room. The control rooms will be changed and all new control equipment and wiring installed. A new studio will be provided, the others remodeled. Each studio will have a separate control room and the new studio, “D”, to be WLS’ second largest, will measure 23x36 feet. A master control console is also being installed under the supervision of Chief Engineer Thomas L. Rowe. The new fourth floor will contain four soundproofed rehearsal rooms.

CHICAGO RADIO COUNCIL has started construction of a new $2,500 studio to be opened Sept. 15. The new studio will be RCA equipped, according to Harold Kent, director of CRC, with Souudex acoustical treatment. Primarily a speakers’ studio of the round table discussion variety, it is located in the Builders Bldg., adjacent to the offices of the Board of Education. Direct wires will connect CRC studios with WHD, WGN, WHIT and WLS. Last fall the only direct wire ran to WJJD.

SO SUCCESSFUL was the first book by J. E. Crowe, “Words Without Music,” from the script of a sustaining educational feature by that title aired daily on WGN, that a second series is being issued this fall. The booklet is being prepared by Helen Hardin, conductor of the morning series on better speech, and supervised by Myrtle Stahl, WGN educational director.

MOODY BIBLE INSTITUTE, Chicago, operator of WMBI, has announced a course of study in radio broadcasting beginning with the September term. More than 100 students have signed up for the course, according to Wendell P. Loveless, director of radio at WMBI. Commercial programming techniques will be studied in the course as well as educational and religious programs, according to Mr. Loveless.

BECAUSE of the numerous objections from stations in the Midwest to the Western version received by CBS when the network announced that the World Series of the Air programs would be changed from the regular afternoon spot to 12:15 to 3:15 p.m. (EST), the network has scheduled a live rebroadcast of the programs for the other three time zones from 3:30 to 4 p.m. (New York time). Rebroadcast answers the complaint of stations and schools in sections other than the East for a broadcast of the program during school sessions.

WIND, Gary, Ind., has started a Tuesday evening series titled The Living Arts, without prejudice to the University Broadcasting Council, Chicago. Dr. John A. Wilson, director of Chicago U.’s Oriental Institute, will be narrator of the dramatizations of ancient middle ages retold in the light of present day experiences.

RADIO DIVISION of the Indiana State Teachers College, Terre Haute, has published a 6-page illustrated folder, directed primarily toward new listeners to the College's educational Chicago, that is mailed to WISW, Illini-quiet, and describing the scope of the school’s radio activities.

ONE of the youngest labs with a commercial program is Richard Cuniff, 15-year-old son of Ed Cuniff, manager of WHBL, Sheboygan, Wis. Dick is featured as a choir boy in a quarter-hour Sunday noon 52-week series sponsored by the local Ramm Funeral Home. Pictures like this were offered one Sunday, and 500 listeners wrote in.

Lasky Suggests Doctors
Approve Health Series

SANCTION by the medical fraternity of health educational projects was urged by Philip G. Lasky, general manager of KFRO, San Francisco, at a recent meeting of the western branch of the American Public Health Assn. in Oakland, Cal. He attended the meeting as a representative of the Northern California Broadcasters Assn. in his capacity as secretary.

Speaking on “Attitudes and Policies of Radio Stations in regard to Public Health”, Mr. Lasky outlined a long-range program under which public health groups could carry on their public acceptance work. He pointed out that broadcasters are anxious to cooperate with legitimate educational projects, but frown on organizations seeking free radio time for promotion of publicity campaigns for special interests masquerading under the guise of “educational programs.” Calling attention to the new CBS sustaining program, The Human Adventure, Mr. Lasky cited this series as a model for health organization. The program, he believed, could be adapted to many educational objectives, but pointed out that broadcasters are apprehensive lest it be taken over by unscrupulous organizations.

YANKO NETWORK and Socony-Vacuum Oil Co. shared a 3-seat sweep on July 28 when at 7:45 p.m., the oil company's regular news program on WJZ, the first broadcast by Don Enderle. Roy Scourt who had been lost in the Maine woods, Arrangements were made by a special Yankee reporter who flew to Bangor immediately upon the report that the boy had been found; a special wire was run from WJZ, Bangor, to a bedside in Eastern Maine General Hospital, and the program, including brief statement by Dr. T. B. Day of the hospital, the broadcasts originate from Maine Aire and Rio De Janeiro.

MBS and NBC will air the College All-Star football game Aug 20 from Soldier Field, Chicago. Bob Elston, sportscaster of WGN, will handle the show for MBS, while Bill Stern, NBC sportscaster, and Frank Frissell of NBC-Chicago, will air the game on NBC.

ALL-AMERICAN Soap Box Derby, annual juvenile speed classic, was gird Aug 15 on NBC-Buffalo from Grand Island, N.Y. Ted Wilson, announcer of NBC-Chicago, and Guy Wallace, of WHEC, Cleveland, will air the game on NBC.

WLO, Janesville, Wisc, on Aug. 1 observed its 10th anniversary with a special all-day anniversary schedule of programs climaxing by a big birthday party on the transmitter lawn.

SHOWER of hankies and socks, along with an umbrellaful of confetti, greeted Fred Shawn, assistant manager of WRC-WMAL, Washington, as he walked into a bridal gown shower given by the folks in the office recently. Here he received a boutonniere from his fiancée, Audrey Seiber, former mistress of ceremonies at Washington's Earle Theatre. The couple were married Aug. 5.

ENTIRE 3000 KGO staff in San Francisco, including artists, announcers, and office employees, were on holiday schedule Aug 10 when the recently formed NBC Athletic Association held its first outing at the Berkeley Country Club, near San Mateo on the San Francisco peninsula. At a recent organization meeting at MENDO Suire, NBC agricultural director on the West Coast, was elected president: Anita Bolton, secretary, and Bob Bishop, treasurer. A clubroom equipped with billiard and ping-pong tables and other facilities for exercise and relaxation, has been contributed to the NBC Association by a San Francisco restaurant.

WLU, Lawrence, Mass, recently conducted a two-week program publicity campaign in the city, its listeners loudly expressing 10 three-day New York's World Fair expense trips for the best responses to the question: "What WLU program do you like best and why?"

THE LARGEST visible audience at a broadcast in Western Canada presumably attended the first open air aural-film contest sponsored by CBC, Winnipeg. With an estimated 15,000 jammed into the Natural Bowl around the bandstand on the shores of Lake Wascana, these open air broadcasts are to be continued during the remainder of the summer.

FOLLOWING the announcement that the NBC Board of Directors had decided to give special emphasis to the promotional programs of NBC-Chicago and NBC- Chicago a special program which featured Gerald Ryan, chief statistician of the National League, was conducted. The census preview included interviews with citizens of Chicago and Marshall County, conducted among the people at the polling places. The radio question included in the 1940 census will be, "Do you household have a radio?"

NBC has transferred KDWM, Beaumont, Tex., which was formerly available with the Red or Blue Southwestern Groups, to the Blue Southwestern Group. For more effective Aug 1, but advertisers using the station as part of the Red Southwestern network may continue to do so until Aug 1, 1940, and after that on a 30-day renewal basis. New schedules ordering KDWM as part of the Red Group are subject to availability and a 30-day renewal basis for a Blue advertiser. New Special discounts will apply if station is booked with Blue Southwestern.

CUC now requires all advertisers ordering the Maritime region to include CBC, St. John's, and all advertisers ordering the Prairie region to include CHX, Watrous, Sask. NBC has also informed that the Pacific stations of CBC can be sold to NBC advertisers only if they use both WJAS, Fargo, and KFYR, Bismarck.

WBLC, Muncie, Ind., for the second consecutive week from its studio located on the midway of the Delaware County fair during the week of Aug 1. A number of remote from various places in the fairgrounds were also broadcast on the station.

NEW studios and offices on the ninth floor of the Crysler Hotel, to cost $125,000, to be constructed by WIRE, Indianapolis, according to an announcement by Eugene C. Pulliam, president. The projected layout includes four studios, control room, executive offices and quarters for the business, program, accounting and news departments. In addition to a large conference room, the transmitter mounting on the roof will serve to house all present modernization plans for the hotel.

ANNOUNCING the completion of the 3000 WCBt, Johnstown, Tenn, transmitter, the Jackson Sun owners of the station, recently published a 76-page regular schedule of the transmitter building, built on modernistic lines with extensive use of glass, includes operator's residence.


WHEN World's light plane ex- travaganza record was set Aug 2 by the Moody brothers flying a SPVing field Ill. WLS, Chicago, and WCRS, Springfield, were on hand for a special evening program of significance. WLS, with a wire from Springfield to Chicago and carried a half-hour evening program which was taped for the plane to WOKS, then to WLS, Before a crowd of 20,000 persons at the Springfield airport, WCRS announcer Harry Bradford described the setting of the event. At WLS, Don Staley carried on a two-way conversation with the Moody brothers and counted out the seconds as the plane approached the world's record. Ray Kelly, research engineer of Hinsdale's Chicago, explained the technical features of the flight for WLS listeners. WCRS also carried the half-hour program.

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ANDRE KARUCH, CBS announcer, won the coveted title of CBS male announcer in the annual tournament held recently at Westwood Hall Country Club, Tarrytown, New York, with a low net score of 38 for 18 holes. Other winners included H. Esten Sturman, CBS promotion department; Robert J. Kurland of the sales Promotion department; Frank Kurlub, secretary to CBS president William B. Paley; W. J. Rendall, boss of CBS news, and Bill Funk, who won the consolation prize.

WHEN WCTR, Cedar Rapids, Iowa, wins the CBS Cup on May 1, 1940 (Broadcasting, May 27), it will be a record breaking event for the station, and its base network rate will be $25 per evening hour, according to an announcement by CBS.

WLW, Cincinnati, is sponsoring a "call-in" contest for Ohio and Kentucky farmers this year, offering a large cup and $500 in cash as a prize in each state. Prizes for the contest, which closed in Ohio Aug. 21 and in Kentucky Sept. 24, range from $100 to $300 at both states' fairs by the respective governors.

KHKO, Houston, has established its own photographs department known in the Houston Chronicle Bldg., where an elaborate dark room and development plant has been built under direction of King H. Robinson, who will head the new department.

GIFTS from firms and employees are trickling to the Greater Chicago area to aid health and welfare agencies, reported by its president as the result of a campaign to raise money for the cause. The deadline of the drive is the end of July, included $5,000 from WMCA; $100 from WVII and $40 from WQXR.

WEAR, Chicago, NBC-owned Blue-ribbon outlet, has announced a new rate card.

The Chicago Tribune, in its Sunday edition, announced that advertisers are running three-minute periods. The time period has extended by seven hours a week. Reductions in frequency rates amount to as much as 40% off the old card.

WBAI, Fort Worth, on Aug. 2 carried a special 45-minute broadcast, created from the chartered plane carrying Jesse L. Lasky, Anita Louise, Wally Brower and Edmond Lowe to Fort Worth to attend the Gateway to Hollywood contest there. The WBAI announcer, WBAI's first, and Engineers R. C. Stinson and J. M. Maerchen accompanied the movie-star party on the flight, handling interviews and a skit while in flight.

KVOO, Colorado Springs, recently handled more than 30 remote special events features during a single week, including pickups from the Trans-Mississippi 6-To-Turn Tournament at Redwood; six returns of Harry Oswein and the Royal Hawaiians, including three CBS originals, the new show of Dusty Roose and his orchestra; three from Redwood News date party and the new show of the Utahs. And from Pennsylvania, the championship golf championship

WXWW, New York, is pressing gold trophies to the most popular player on both the Jewelry City and New York teams of the International League. Popularity standings to be determined from a radio balloting by listeners, Earl Hanhar, WXWW's sports director, will start the poll with an announcement of the official dates the contest, calling his regular baseball broadcasts from Aug. 15 through the remainder of the season.

WHEN stars of the WLS National Barn Dance staged their big free show at the all-India picnic grounds on the WLS, Chicago, in Forest Park, Northside, on Sunday, July 30, more than 75,000 people watched the fantastic display. The Prairie Ramblers, assigned the closing spot of the stage show, delivered a great applause that the program ran an extra 45 minutes.

Produced by Ingol

LEE CHELSLEY, news editor of KWW, St. Louis, recently decided to visit for a few days with Bert Inag, KWW assistant production chief, at an early resort and phone to Ingol to meet his train. As the streamlined stopped, Chelesy stepped off right through the arms of the town sheriff and a mob of deputies. Nonplussed, he couldn't figure out the sheriff's declaration: "I've orders to hold you for the St. Louis police." Meanwhile, the band kicked for the resort, where they found Ingol and other guests giving Chelesy the ha-ha "the sheriff" turned out to be the resort owner, and the whole affair was planned and produced by Production Man Ingol.

Amateur Hour Popularity

PROOF that the amateur hour is still a popular type of entertainment is given by results of a survey of the department reports, "Amateur Hour," which has just completed its 11th three-month period on NBC. Under sponsorship of the Chrysler Corp. During this period of time there were reported by all 300 available residence telephone lines, a new high for the program, which averaged 15 calls per 100 phones the first year on CBS and 43.5 calls the second year. And, amplifies the program, the new mark was set despite the fact that during this quarter the program moved out of the New York World's Fair, without voting facilities, and several cities on the West Coast who the program is heard at 5 p.m.

Who's Afraid of the Big Bad Wolf?

A lot of folks like to accept the "Big Bad Wolf" theory that radio listeners do not respond in the summer time. We know differently at WWVA. Our July 1939 listener mail showed an increase of 14% over May 1939, and the amazing showing over July 1938 of—

133% Increase

But some might say—"You can't eat fan mail!"

No, by gosh, but fan mail indicates listeners, and listeners are interested and BUY. Don't pass up WWVA's loyal listeners in your fall radio schedule.

Maps and Money

Get your map. Turn to Winston-Salem, North Carolina, where is the heart of the tobacco market. Note the active industries. WAIR offers you a higher listenership plus a live audience in active towns within its coverage.

WAR

Winston-Salem, North Carolina
National Representatives
Sears & Avery

COLUMBUS STATION AT SIXTEEN-SIXTY
WEST VA.
5,000 WATTS AT WHEELING, W.Va.
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www.americanradiohistory.com
People’s Stores
(Continued from page 18)

the air; in addition to those programs sponsored by the Peoples Drug Stores.
The most important of these were coast-to-coast network hook-ups featuring Singing Sam—the Barbados Man, The Voice of Experience—sponsored at that time by Zeno and Musterole, and the original Professor Quiz, four half-hour programs heard immediately as a.m. each, and now, over WJSY, of the Senator’s Away radio program, announced by Arch McDonald. And during the period these games were on the air, Peoples also offered a year-round daily sports review, featuring a “Hot Stove League,” which was joined by a large percentage of Washington baseball fans.

The company’s next radio venture was The Peoples Drug Stores’ News Review, with Robert Horton, then a Scripps-Howard feature writer, who gave a fifteen-minute, daily summary of the most important local and national news which was of particular interest to folks who work for the Government in Washington.

People’s current offering, Station PDS Presents—an hour of music and guest talent—has been on the air for nearly two years now, over WMAL.

Broadcast between 7:30 and 8:30 a.m. each weekday, this show incorporates recordings and all the regular features of the usual morning program. But besides these, it also presents local talent. Auditions are held weekly, and six local artists or acts are scheduled to appear, for two musical numbers each, on each day of the next week’s show. Each artist or act taking part is given a brand new $5 bill for participation. The program has started several local artists on the road to fame.

Through a promotional tie-in, pictures of these “guest artists” are featured, along with a short autobiography, in a Washington paper the day of their appearance on the show.

Promotional Ventures
Every Friday morning, 15 minutes of the Peoples hour is filled by the choir from some local church, offering selections of sacred music. From time to time, school glee clubs, and other units, are also given time.

One of the best of the various stunts used to promote the program, works as follows:

Each day the names and addresses of four lucky people are selected from the local directory. The announcer states, at intervals, that if the chosen four are listening in and will call the local Melvern Dairy between 8:80 and 9:30 on the day their name is mentioned, a free gallon of Melvern Ice Cream will be delivered to their home. Needless to say, this plan has well proved its worth as an audience builder.

Station PDS Presents is announced by Southern-voiced Lee Everett, known as “Old Son Himself”, and is always opened and closed with the theme song, “Here Comes the Sun.”

“Station PDS” has helped to make one of America’s largest drug stores also one of the country’s most famous.

In Other Markets
Using radio in other cities where a concentration of stores is sufficient to warrant the expense, the Peoples Drug Stores also sponsor programs in Norfolk and Richmond, Va. Both are of the musical calendar and variety type, and both are billed under the name of PSDS Presents—Peoples’ stores in Virginia being called the Peoples Service Drug Stores.

The Norfolk program, broadcast over WTAU from 7 to 8 every weekday morning, has been on the air for the last five years. A contract for its sixth year of existence was recently signed.

In Richmond, PSDS Presents went over the air-waves for the first-time, under a yearly contract basis, on July 11, 1938, using the facilities of WRTD. Broadcast between 10 and 11 every morning but...
Sunday, the feature is announced by the local favorite, Gil Newsom, known as "The Peoples Service Man".

As in Norfolk, the Richmond program features a wide variety of good recordings, time signals, weather forecasts and barometer readings (for fishermen). Both programs utilize an idea called the "Civic Calendar" which offers local organizations free publicity for their various civic and religious endeavors. On both shows, the store management and personnel are brought in and their special sales and services are occasionally "aired".

The ice cream give-away plan, mentioned above, is being used on WRDT, and it is planned to later include local talent and church groups. To publicize the new Richmond venture, telegraphed reports of Richmond's out-of-town baseball games were broadcast direct from the mezzanine of Peoples' largest Richmond store.

While the Peoples Drug Stores feel that the program type of radio is best suited to selling merchandise and services, and building customer good-will, they also believe that well-placed spot announcements are qualified to meet a particular need. Specifically, spot announcements are occasionally used to good advantage in the advertising of important sales-events and certain seasonal items, such as denatured alcohol, to keep automobile radiators from freezing when the season's first real cold spell breaks. Spot announcements only recently proved their worth to the Peoples' chain in the City of Richmond. A new super-drug store there, having the largest mezzanine and largest downstairs bay-type soda fountain in the Peoples' organization, turned to radio as a means of attracting customers. Spots, both 50 and 100 words, were given at intervals from 8 a.m. until eight p.m., over WMBG, and an immediate and constantly growing increase was noticed in the food business done by the store.

These announcements, especially designed to develop soda fountain trade, gave "Today's Menu at Peoples", and stressed the fact that the mezzanine was the place to gather after the show. The result was more than justified the expenditure.

As a result of their past experiences, Peoples believe that radio capably fills a very definite need in the field of chain drug store merchandising.

Kayak Kapers
FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., couldn't even take a vacation without going out after some business. He established a sales record of one kind or another the last month when he sailed a 14-foot canvas kayak 15 miles out into Flathead Lake to Wild Horse Island—where he sold two spot announcements to a resort!

The Other Fellow's VIEWPOINT
Panama City Growing
EDITOR, BROADCASTING: I wish to invite your attention to an article appearing on Page 51 of the July 17 Broadcasting, which made reference to allocation of a new broadcasting station in Panama City, Fla. I regret that Panama City received this type of publicity, and it is my opinion that careful consideration was not given to the present existing population. Obviously, someone possibly took or made a cursory examination and found the 1930 census which indicated the population of approximately 5,000 people.

For your information...today we have in excess of 14,000, in other words, nearly a 300% increase. Eighty-two and two-tenths (82.2%) of this population is white. The basis of these figures is predicted upon a canvas recently completed by the local newspaper. PHILIP ARTHUR ROLL Counselor at Law Panama City, Fla.
July 22, 1939

Flex-O-Glass Plans
FLEX-O-GLASS MFG. Co., Chicago, on Oct. 1 will start a varying schedule of five and 15-minute local talent shows on approximately 25 stations, according to Ed A. Fellers, of Presba, Fellers & Presba, Chicago agency.

WFAA-WBAP in Deal
A NEW deal, whereby the Fort Worth Star-Telegram interests become equal partners with the Dallas News interests in the ownership of the WFAA-WBAP transmitter plant at Grapevine, Tex., has been consummated. Sharing time on the 800 kc. channel, the two newspapers identify their 50,000-watt stations separately, though using the same transmitter. Until the new deal was made, WFAA was owner of the transmitter plant with WBAP operating under a time-lease arrangement.

Contact Starts Series
AERONAUTICAL PUBLISHING Co., Bendix, N. J., has started a weekly quarter-hour program, Avi- nation Careers, on WMCA, New York, to advertise the magazine Contact. With a name Taylor, noted aviator, as m.c., program features interviews with personalities of the aviation world, who discuss the various careers to be had in this field. O. S. Mosier, vice-president of American Air Lines, was guest on the first broadcast on Aug. 1. Series placed direct, and broadcast Tuesday evenings, 10:45 to 11, has been expanded to a 3-station hookup of the InterCity System, with WOL, Washington, added Aug. 6, and WIP, Philadelphia, Aug. 13.

WORS-ALbany, was authorized by the PTC Aug. 8 to erect a facsimile broadcast station to operate with 300 watts on 2900 kc., and was granted special experimental authority to transmit facsimile on its regular 1490 kc. channel until next Nov. 1.

A Bumper Crop...

The entire area served by KFYR is harvesting the finest crop in years.

Let KFYR sell your story to the best buyers in the world—The farmers of the Great Northwest.

THEY ARE WAITING TO HEAR FROM YOU THRU

KFYR The Regional Station with the Clear Channel Coverage

550 Kc. NBC Affiliate Bismarck · N. Dakota 5000 W. Day 1000 W. Night

National Representatives · GENE FURGASON and COMPANY

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Copyright War On, NAB Retains Kaye

(Continued from page 11)

upon the battle of press releases between ASCAP and the NAB. NAB proposes to offset every bombarding emanating from the ASCAP camp, sensing that the combine will employ its tactics of the past in pleading the cause of its mythical "downtrodden" composer. Every NAB station will be sent a listing of the facts of the copyright fight so that local cuttings of propaganda can be countered. The magnitude of the publicity campaign, it is apparent, will depend upon ASCAP's offensive efforts.

Mr. Kaye, a native New Yorker of 39, got his schooling in theatrical law and in Tin Pan Alley methods as a member of the legal staff of the Shubert Theatre Corp., which he left in 1932 to join the law firm of Rosenberg, Goldmark & Collin, CBS counsel. He is a graduate of Columbia University, and served in the legal representation in the law offices of Arthur Garfield Hayes. In 1933 he appeared before the House Patent Committee as NAB special counsel, in connection with then pending copyright legislation.

While reaction to the Kaye appointment has largely been favorable, discordant notes were heard from some industry quarters, because of his association with CBS as counsel. Ed Crane, KGR, solicitor, head of the anti-ASCAP drive among independents, was represented as being out of sympathy with the appointment.

At the epoch-making session of the copyright committee Aug. 9, all members were present save Walter J. Damm, WTMJ, Milwaukee, and Edwin W. Craig, WSM, Nashville, who, however, were consulted by ASCAP. Members present were President Miller and Messrs. Klauber and Lohn; John Elmer, WCBM, Baltimore; and Samuel R. Rosenbaum, WPIE, Philadelphia, who constitute the negotiating committee; John Shepard 3d, Yankee Network; I. R. Lounsbury, WGR-WKBW, Buffalo; T. C. Streibert, WOR-MBS; Harold Wheelahan, WSMB; New Orleans; Clair McCollough, WDEL, Wilmington; Georgey Gooding, KROC, Rochester, Minn.; Edwin M. Spence, NAB secretary-treasurer, and Ed Kirby, NAB publicity relations director. Others present at the session included Mark Woods, NBC vice-president, Bob Myers, NBC attorney, and Joseph Ream, CBS general counsel.

Present at the meeting on Aug. 10 at which Mr. Kaye was retained were present Messrs. Miller, Elmer, Klauber, Shepard and Woods. Mr. Kaye met with the committee for two hours, during which he gave his and the committee's instructions on procedure.

Immediate repercussions to the declaration of war announcement, it was learned, included solicitations from a number of important publishers and writers, who expressed extreme interest in the campaign and willingness to cooperate. Because ASCAP has suffered from internal strife for several years, principally due to differences between publishers and writers, it is not unlikely there will be defections from its ranks.

Such groups are the motion picture exhibitors and the American Hotel Assn., long the butt of ASCAP arbitrary methods in much the same fashion as radio, also are seen as strong allies in the drive toward competitive music.

ASCAP Anticipated Break

That ASCAP anticipated a rupture in its broadcast negotiations, was indicated by the fact that a majority of the music publishing houses, and most of the writers, already have signed ASCAP contracts for 10 years from Dec. 31, 1940—the date on which present broadcast performing rights contracts expire. Warner Bros., which several years ago broke away from ASCAP with its five important publishing houses and attempted to go it alone, has signed until 1950.

So far as could be learned, the only top-rate publishing houses that have not signed the new 10-year ASCAP extensions are Bobb...
Anticipating the needs of the BROADCASTING INDUSTRY as the result of the anti-ASCAP decision, NAB-LANG-WORTH announces an immediate increase in production of non-ASCAP recordings.

Basic library of 2000 selections (immediate delivery). Monthly releases 100 selections.

All music certified by MPPA and insured by Lloyds as tax-free in the U. S. A.

227 U. S. stations are now using NAB-LANG-WORTH non-ASCAP music with profit.

NAB-LANG-WORTH has cleared and ready for recording 6000 separate selections representing every branch of music important to radio broadcasting.

Write today for the new NAB-LANG-WORTH purchase plan.
new tax-free selections, and says that by December, 1940, it will have more than 150 to choose from, the selection of all types. Davis & Schweger is offering 64 new tunes per month in its transcription service.

The NAB Copyright Committee is not laboring under the misapprehension that its task is an easy one. It has the benefit of the experience not only of the NAB's own ill-starred venture into the publishing field, which ended up with only 10 hours of recorded music after three years, but also the experience of SNO's first foray into music publishing. E. Claude Mills, now ASCAP administrative committee chairman, has been serving as president of NBC's Radio Music Co., which spent $800,000 in purchasing several publishing companies but in 1938 gave up the ghost. Mr. Mills left NBC and returned to ASCAP as its general manager. Shortly afterward ASCAP announced its first “percentage deal” which resulted in the industry suffering a boost of some 300% in its royalty payments to ASCAP.

The industry does not have the notion that radio can make any tune popular simply by performing it. For its plan is to seek arrangements with recognized writers where possible, as well as to establish some use of tax-free or radio-owned tunes, while enshrining ASCAP numbers (if that becomes necessary), the goal of purchasing music in a free, open and competitive market can be achieved.

The break in the negotiations with ASCAP came Aug. 3 when only ASCAP's general manager, John G. Paine, appeared for the NAB committee at the Ritz Tower. Despite protestations from ASCAP, the NAB committee viewed this as the last straw, particularly since it was under the impression that ASCAP had been stalling since last March, President Buck was in San Francisco, on Aug. 4, Mr. Buck erupted with a typical blast saying that broadcasters wanted to drive writers of any royalty revenue, and Mr. Miller countered with a statement before the NAB which indicated immediate plans which will be formulated meantime and that which are expected to create an adequate supply of music from independent sources.

The chief objectives of the broadcasters, Mr. Miller stated, are:
1. To defend themselves against the Society's requirements that they pay a royalty prescribed in the present industry-wide contract, on all programs regardless of whether or not they use any ASCAP music or indeed any music at all.
2. To reduce the broadcasters' annual toll to the Society which is now $4,000,000 and $4,500,000 a year and is rapidly mounting.
3. To bring about a more equitable relation of the royalties paid to ASCAP and the broadcasters themselves.
4. To foster, encourage and promote the writing of new music and new lyrics by giving opportunity to authors who have not been heard to new composers and authors.
5. To arm themselves with such supply of, or means to, music as will enable them to conduct future negotiations with the Society on terms of some equality.

Cooperative Plan

The present report, Mr. Miller said, will be to engage composers and authors with a view to building a reservoir of new and improved arrangements and popularizing on the air the music now in the public domain which is not controlled "by the copyright pool." Efforts, added, will be made to enter into working arrangements with such publishers, composers and authors as have not yet renewed their contracts with ASCAP, and "very probably there would be a cooperative effort towards entering the music publishing field on a non-profit basis."

Broadcasters, Mr. Miller's statement continued, "desire to give opportunity to new and established composers and any writers who feel that the Society has limited their opportunity to be heard." He said he anticipated no difficulty in obtaining ample funds for the campaign, pointing out that broadcasters have paid ASCAP approximately $200,000,000 for the right to use its music during the last six years alone. While ASCAP expects to continue to pay very substantial sums for the use of music, he believed that as ASCAP's biggest contributors there can no longer remain so greatly dependent upon a single source of music.

In proclaiming that ASCAP is ready for the fight, Mr. Buck from San Francisco, said that five years ago, when the NAB signed an agreement with ASCAP, it did not wait for the broadcast to drift, but before it started a campaign to control or break up ASCAP.

Mr. Buck made reference to the "monopoly" allegedly instituted by NAB in fostering State anti-ASCAP legislation, declaring that the NAB was put in the position of Washington, Montana and Florida. Now, he added, they were going to attempt something to deprive the authors and composers of the nation of their rights for the benefit of the creations of their brains. Since the advent of broadcasting, he charged, broadcasters have indulged in fantastic ideas that the men and women who create the music of the nation and the world to-day "will put in the possession of their brains to this vast and powerful industry gratis.

It is a sad state of affairs when these gentlemen, who sell commercial time to the amount of $6,000,000 annually and will pay as much as $15,000 for a single performance, cry and whimpel because they wish to pay the composers and authors of the music about $5,000,000 a year, which makes their entire operation possible.

Setting a Price

This brought a prompt and a forceful rejoinder from Mr. Miller which he expressed as a p r e s s release and asked that ASCAP "stick to the facts." Pointing out that ASCAP's total annual revenue is approximately $6,000,000, of which $4,000,000 is derived from radio, Mr. Miller declared that the industry in the last six years has paid the Society more than $20,000,000.

Asserting that NAB has informed ASCAP it is willing to pay when ASCAP music is used but that it is not willing to continue to pay any sums which do not use ASCAP music, he said that radio, as its largest customer, set the price which it has refused to do. "This is the heart of the present problem."

The industry does not propose to "let matters drift on until Dec. 31, 1940, and then, at the eleventh hour, propose an unfair and inequitable contract." How can it meet any terms which ASCAP's present management control may dictate, he asked ASCAP to stick to the facts. Pointing out that ASCAP's total annual revenue is approximately $6,000,000, of which $4,000,000 is derived from radio, Mr. Miller declared that the industry in the last six years has paid the Society more than $20,000,000.

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The industry does not propose to "let matters drift on until Dec. 31, 1940, and then, at the eleventh hour, propose an unfair and inequitable contract," Mr. Miller retorted. The radio industry can no longer have its economic stability threatened by dependence upon one source of music, especially when that source is copyright protected monopoly. We propose to develop other sources of music, to encourage new composers and authors who find their creative genius stifled by the ASCAP monopoly; who are unable to earn a livelihood by a music published profitably, and we also find it economically impossible to have it performed through these means, we hope to build up an impressive reservoir of fresh new music, to make face-to-face negotiations with authors, composers and publishers which will enable us to carry on in front without being unable to meet the unknown demandsASCAP may make."

WMCA, New York, will be the only New York station to broadcast the Davis Cup tennis eliminations on Aug. 10 and Aug. 19, programs to be fed through CBS, which holds the broadcast rights to the matches. Ted Husing will assist, "Jimmy" Hahn.
3-Year Licenses Urged by Ewing

ADVOCATING the statutory three-year license period for broadcasting stations as “insurance” for investment of radio capital, John Ewing, publisher of the Shreveport Times, Chairman of the Southern Newspaper Publishers Assn., and owner of KWKH and KTBS, Shreveport, paid tribute to the important part played by radio in Transatlantic flying, and declared British and French officials freely admit American supremacy in commercial radio and aviation. He spoke during a special NBC Red broadcast recently upon his return from a flight to Europe on the Yankee Clipper.

Describing details of the Transatlantic flight and visits with foreign officials in London and Paris, climaxed by a visit and tea at the Parliament Building in London, Mr. Ewing commented on the impressive achievement of the privately-operated American communications and transportation industries. Transoceanic aviation would be impossible “without aviation’s good friend and ally, radio,” he said, adding, “All this trip I wondered if the average American citizen realizes the remarkable achievements of commercial aviation and radio in America.”

“Radio—whether holders of broadcasting licenses are individuals, networks or newspapers—is certainly being harassed with changing personnel of Commissions, rules and regulations,” he declared. He expressed the opinion that “the Government could well lend a greater helping hand” in securing a reasonable financial return to those investing their capital in broadcasting and aviation.

“No station owner has ever received the three-year permit that the Act, never amended, called for years ago, even after their six-month probationary period,” he said.

“If the average American radio listener was compelled day in and day out to listen to foreign programs, the manufacture of radio sets in America would not be the great enterprise and manufacturing industry it is today,” he concluded. “Therefore, why not put the three-year effect now—immediately—as an insurance to invested radio capital that a new day and deal has arrived, so that confidence they will make even greater expenditures and effort to increase their services to our great American public.”

Radio Bills in Congress
(Continued from page 15)

Patents Committee, has promised to give domestic copyright legislation preferred status and early in the next session will have his committee consider a new all-inclusive bill amending the copyright law.

Just after Sen. Thomas had announced there would be no action on the copyright bill until next session, Majority Leader Ab- ben Barkley secured unanimous consent for reconsideration of the vote by which the Senate passed the Logan bill (S-916) providing an administrative court for the more expeditious settlement of disputes with the Federal Government. This returned the measure to the Senate calendar but with the definite understanding that it be taken up early in the next session. The FCC is one of the quasi-official commissions covered by the Logan bill.

Beer Bill Sidetracked

Senator Johnson (D-Col.) was unable to secure Senate consideration of his bill relating to beer advertising on the radio but he made a lengthy speech Aug. 3 espousing its purpose and served notice he would demand passage next session. In his speech, Sen. Johnson discussed in detail the power of radio and said when it carried messages advertising alcoholic beverages into the homes of the nation it became a “shameless intruder.” He compared his measure to the acts of Congress prohibiting use of profanity or other objectionable language over the air and also the promotion of lotteries or gambling by means of broadcasting.

Also pending are bills to bar liquor and beer advertising from both radio and newspapers. It is contended that if such advertisements were prohibited over the air they should not be permitted in newspapers and magazines.

During the closing days of the session a drive was launched in the House for amendments to the fair labor standards acts, including white collar workers. A rule was granted by the House Rules Committee for consideration and hour amendments but they were never called up. The rule is pending and should give wage and hour amendments preferred status at the next session.

FCC Reorganization

Action at the next session on the various legislative proposals dealing with broadcasting will to a large extent depend on the recommendations of the new FCC Chairman, James L. Fly. Especially will this be true regarding legislation providing for reorganization of the FCC and possible new definition of policy by Congress regarding such questions as superpower, newspaper ownership and network broadcasting.

There has been a growing feeling on Capitol Hill that Congress should make a broad study of radio with the view of revising the present statute in the light of new developments in the field of broadcasting. The chief concern of the lawmakers who take an interest in radio does not lie so much in the personnel of the FCC but the policy which Congress should lay down to govern the Commission. Whether there will be a renewed demand for legislation which would “liquidate” the present FCC membership, as recommended by President Roosevelt and former Chairman McNinch, it is expected, will depend on the record the Commission makes between now and the next session.

A NEW local station on 1210 kc. in Fort Myers, Fla., is sought in an application filed with the FCC by W. E. Benns Jr., of Montgomery, Ala., and T. Julian Skinner Jr., of Bessemer, Ala.

SOME-THING'S ROTTEN IN DENMARK (Ky.)!

Of course it’s not the town’s fault—but business isn’t so hot in Denmark (Kentucky) simply because there’s very little business there—for you or anyone else . . . Denmark is typical of hundreds of small Kentucky towns not covered by WAVE—towns that you’d be wise to skip . . . For more business, at a minimum cost, concentrate on the Louisville Trading Area . . . the area that buys more than twice as much as all the rest of Kentucky combined! You can cover this rich market with WAVE alone—at a cost that will surprise you. May we tell you ALL?
INVITATION TO LISTEN—and BUY
Pleases The Dealers, Promotes Sales and Boosts—WLW’s Dollar Business to Record High

DESPITE the fact that its base rate was reduced 10% to its present $1,000,000 for the first time in its history for the 1939-1940 season.

Much of the success of the station in maintaining its volume is attributed to the efforts of James D. Shouse, Crosley vice-president in charge of broadcasting, of OWL promotion away from routine channels and emphasizing direct merchandising. Instead of tieups with street car and bus cards, movie trailers and the like, WLW is concentrating on dealer contacts and dealer displays.

In its lobby is a built-in display, featuring products of one of its clients, which could not help but be seen by the 80,000 people who visited the WLW studios from mid-March to May. Each advertiser is given the display for two weeks and can arrange it as he pleases. In addition, WLW is contracting dealers through its new house organ, The WLW Buy-Way, a six-page tabloid. Talent also is being sent on the road for local appearances.

In addition to these efforts, Mr. Shouse reports, WLW promotion department sent out dealer letters, advising of programs and urging cooperation, and what we call Jumbo cards, carrying pictures of the talent along with a personal message. We also distribute window cards with a number of programs, we make courtesy announcements before a new show starts, calling attention to the time and date.

“The most effective program promotion WLW does is by way of a regularly scheduled 15-minute broadcast twice each week, which we call Invitation to Listen. On these broadcasts, to which we devote as much time and effort as we do a commercial series, we feature not only music and announcements of programs heard on the station, but dramatic summaries of those programs, designed to stimulate listeners. It is our thought in presenting these programs that our sponsors are thus having their shows announced to the same potential audience that later will hear the commercial offering, and not simply to those who tune in for the music. In doing this we hope to reach the same group of radio listeners.”

Reconsidering Log Rule
(Continued from page 12)
pointed out, falls the greatest burden of keeping the voluminous logs. He inquired whether it would be necessary to identify in the log the particular musical composition performed by a recording while the identification is unnecessary when the same number is performed by live talent.

Additional Duties

Pointing out that at many stations the announcer performs turntables, locates musical compositions in the library, announces and makes suitable notations on the log, while at others, the control operator performs these duties, he said the increased burden “may result in less efficient control.” The average record runs only slightly over 2½ minutes, he explained, and the announcer or operator has little, if any, available time for additional duties.

Citing specific examples of the additional work entailed, Mr. Benner said the FCC’s initial interpretation of the rule will require some 12 to 15 separate log notations for each 15-minute program, depending on the number of commercial announcements, and more than half of these are necessitated by the requirement that each record be identified and the time of broadcast noted. In the case of a small station in the East operated 12 hours during one day, 7 hours and 20 minutes were devoted to recorded music, both transmissions and record. Some 300 log entries are necessary for these programs, exclusive of commercial and announcement entries, and about 270 of them are caused by the rule requirement.

In the case of a midwestern station, also picked at random, he said he found 12½ hours, with 11 hours and 45 minutes devoted to transcription and record music from its library. In this instance some 500 log entries are necessary, exclusive of commercial announcements, which includes approximately 300 entries caused by the rule.

WBIL, Syracuse, N. Y., or Free & Peters, Inc.

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V. LA ROSA & Sons, Brooklyn, who last year used a half-hour weekly program of Italian operatic music on WOR, Newark, to advertise their macaroni products, will return to the air Oct. 31 with a similar series, which this year will be broadcast on an MBS network including WOR, WAAB, Boston; WTIT, Hartford, and, if time can be cleared, WEAN, Providence, and WICC, Bridgeport. Series is placed through Commercial Radio Service, New York.

WIOD, Miami, claims a beat over all other South Florida news agencies in breaking the news of the conclusion of the search for two abducted high school girls. John Bolton and Frances Ruth Dunn, and the arrest of their reported abductor, Tom Ashwell, alias Charlie Jefferson. The station covered the story from Miami and by remote broadcast from Bonn Raton where the body of Miss Dunn was found after Miss Bolton had escaped and the abductor taken into custody. WIOD also claims a first in broadcasting the actual sworn testimony presented during the coroner’s inquest following the discovery of the murdered girl’s body.

What Station—
is the predominant station in a city whose population has increased 10.6% in only three years from 153,709 to 174,133...and is still growing.

Why It’s 1010 WNOX—
CBS 4000 W Day 1000 W Night.
KNOXVILLE, TENN. Scripps-Howard Radio, Inc. Representative THE BRANHAM CO.

LINE-UP

OXYDOL
OLD GOLD
IVORY SOAP
CAMAY
LA ROSA
BROSCHI
MEDAGLIA D’ORO
METROPOLITAN LIFE
SACHS QUALITY

In Baseball, you refer to this line-up as “murderers row.” All produce Sales otherwise they wouldn’t be in the line-up year after year! So if you, too, want to “play ball” before approximately 2,000,000 daily you’ll join this line-up and bat “The Italio-American Way.”

WBV
THE INTERNATIONAL BROADCASTING CORP.
NEW YORK 1000 WATTS

WBIL
NEW YORK 5000 WATTS

T FC, Charleston, S. C., claims a scoop in flashing news of the strike of 300 stevedores who left a banana boat lying in a local dock recently. Newspapers and other stations in the vicinity first learned of the strike from WFC, which picked up the story and broad- cast a flash immediately when W. W. Foster, UP man attached to the ship, was slipped off the line by a woman. The strike was resolved, according to WSCB, when the woman was ordered to leave the dock while at work.

WCMX, Ashland, Ky., recently acquired by Gillmore and Lindsey Nunn, has been added to the Southeastern group joining MBS Sept. 24. The other stations linking with the network the same day are WBNX, Nash- ville: WLAP, Lexington, Ky.: WGRG, New Albany, Ind.
FEE FOR RECORDS

DISCUSSION BY NAB

LICENSING of stations for use of phonograph records, in the light of the RCA - Whitman - WNEW court decision, was discussed by a special committee representing the industry in New York Aug. 10 with representatives of RCA-Victor. NAB President Neville Miller has appointed a new committee to confer with other manufacturers on the question.

Mr. Miller, John Elmer, WCBS, Baltimore, and Clair McCullough, Mason-Dixon Network, discussed the licensing plan in a meeting page 131 with RCA officials after which it was announced further conversations would be held Aug. 22. They also conferred with officials of Decca Record Co. and Columbia Recording Co., regarding their plans for licensing stations, and made arrangements for further conferences.

The committee named by Mr. Miller to carry on negotiations with record manufacturers includes himself as chairman, Messrs. Elmer and McCullough, John Shepard 3d, Yankee Network, and Alexander Dannenbaum, Jr., WDAS, Philadelphia.

Artists Service Upheld

VERDICT upholding an NBC Artists Service contract and awarding its claim of $1,710 for commissions was rendered Aug. 7 in Los Angeles Superior Court, in a suit against Willis Cooper, Hollywood writer. At the same time the court set aside a counter suit filed by Cooper asking $10,000 on charges of misrepresentation. Decision is expected to have precedent bearing in Hollywood on numerous contracts entered into by artists and network agencies outside of California by establishing legal aspects of such pacts.

FOR SERVICES to labor, two Washington unions recently presented a joint petition to Judge D. Willard Jr., general manager of WJJP, CBS Washington outlet, and Albert N. Dennis, commentator. The citations praised the weekly WJJP feature, Labor News Review, conducted by Dennis for more than six consecutive years, and thanked Manager Willard for "courtesy and consideration" shown labor by WJJP. The petition were presented by representatives of the Brewery & Yeast Workers Local No. 45 and the Beer & Soda Water Drivers Local No. 67.

Poor Moore

WHEN Carl Moore of WEEI, Boston, was summonted to court to answer a traffic violation charge recently, the judge asked if he was the fellow heard on the radio the morning. Guilty, your honor," answered Moore, adding whimsically, "But I didn't know anyone listened so early." Well, said the judge, "when I've cured of insomnia, I'm going to send you up for life. Case dismissed!"

License Fee Plans

(Continued from page 18)

the fee to the copyright proprietor of the musical selection, have not been fully worked out, according to Mr. Mackay, but will probably be completed within the next few weeks, and certainly before the licenses become effective on Oct. 1, he stated.

Mr. Early also wrote on that date to all RCA recording artists, notifying them of the proposed plan "to pay a portion of the net resulting fees . . . to the artists whose performances are recorded on our records used by radio stations." Letter suggests to these artists that while the plan is being worked out "it will be in their own best interests to await our further announcement . . . and that in the meantime they do nothing which might prejudice them from dealing directly with us."

Following RCA's lead, Decca Records has also notified stations of its intention of licensing them to broadcast its records, and artists that these fees from stations will be split with them. In a letter to all broadcasters, sent Aug. 10, Jack Kapp, president of Decca, says, "We are formulating a plan which will make the bulk of our catalogue of Decca records available to radio broadcasters, subject to certain reasonable restrictions and upon payment of a fee. Details of the plan will be available and will be sent to you in the near future." Letter adds that the license will apply also to Champion records and to Decca (English), Gloria, Odeon and Parlaphone records, for which Decca is sole States distributor. Decca has previously prohibited the broadcasting of its records.

In his letter to artists, also dated Aug. 10, Mr. Kapp states that Decca hopes to put its plan of licensing broadcasters into effect by Sept. 1 and that "in accordance with the terms of your contract with us you will be entitled to a percentage of these fees in addition to the compensation which you have already received or are now receiving from us."

Possibility that the American Federation of Musicians will want its members to share in the fees collected for the broadcasting of phonograph records, against which they have long and bitterly protested, is foreseen by broadcasters who predict this question will form an important part of the negotiations for renewal of the contracts between stations and the

AFM which expire in January, 1940, for network affiliates and in September, for nonnetwork stations. No statement was forthcoming from AFM headquarters, however, as AFM President Joseph N. Weber is at home ill.

Posibility of an appeal by WNEW and/or NAB was still being considered, but no decision had been reached as Broadcasting went to press. Station, which discontinued use of RCA records following the court decision, resumed broadcasting them July 31, when RCA notified WNEW that it would not serve the injunctions authorized by the court until it had prepared a license, which would first be submitted to WNEW and that the injunctions would be served only if the station rejected the license.

JUNE, 1939—THE NATIONAL ADV.

AGENCY NETWORK AWARDED

THE RADIO TELEPHONE GAME

TOP HONORS for the local radio show having the finest production and merchandising features.

LOOK AT THESE SUCCESS STORIES

LISTEN EVERYBODY LISTENS BECAUSE THIS

RADIO PROGRAM IS SENSATIONAL

It's an air version of the most popular game that ever swept the country

LISTENERS PLAY RIGHT IN THEIR OWN HOMES

DOES NOT VIOLATE LOCAL, STATE OR NATIONAL LAWS.

READ WHAT THESE SPONSORS SAY

Sidney Garfinkel Advertising Agency, San Francisco, California—"We feel you are interested in knowing the program is doing a very good job in Steckton. Our clients reported that they have received more good out of this show than anything he has done before." (This sponsor has been on the air for six months and just renewed for the same period.)

Mack Baking Company, Bangor, Maine, after four months of broadcasting—"Our bread sales have increased 87%".


A LIVE RADIO SHOW FOR LIVE SPONSORS

For Exclusive Rights—Wire or Write

THE JOURNAL OF THE

SIOUX CITY IOWA

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
**Television News Notes**

**Don Lee Transmitter**

WITH THE FCC assigning new frequencies to W6XAO and granting Don Lee Broadcasting System permission to move its television transmitter from downtown Los Angeles to a new 28-acre site overlooking Hollywood, construction of the new unit-type building to house equipment and studios was expedited and under way by Nov. 1. It will be a reinforced Class A structure and move to involve an expenditure of nearly $1,000,000 before work is completed early next year, according to Thomas S. Lee, president. The new telecasting site is on Hollywoodland and will be known as Mount Lee, in memory of the late Don Lee, founder of the network. Los Angeles City Planning Commission recently approved a petition to move the station to the new site. The new frequency band assigned is 44-50 mc. in lieu of the former assignments on 42-56 and 60-66 mc. W6XAO, started in 1931, is the only television station in the 11 western states and services about 650 sets in the southern California area, on a daily schedule.

**TV Writers Guild**

has arranged for a meeting of its members on Sept. 7 in New York, at which time the new constitution recently adopted by the west coast section of the organization will be approved by the Author's League Council will be brought up for approval.

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**Midwest Video Exhibits**

WLS, Chicago, is conducting a television demonstration at the seven-day state fairs of Illinois and Indiana: Springfield, Ill., Aug. 12-19, and at Indianapolis, Sept. 2-9. RCA iconoscope cameras, transmitters and receivers will be used in the daily exhibitions from 10 a.m. to 10 p.m. Special studios have been constructed in the Arts buildings and transmissions are piped to seven RCA television receivers in adjacent rooms. In addition to WLS special artistic renditions from the audience will be televised and each will receive a WLS certificate indicating that he participated in the first State Fair experimental television. WLS has carried on an extensive promotional program in connection with the demonstrations. More than 1,500 editors of Illinois and Indiana newspapers have been invited to the television show. Banners and posters will be widely used in the fairgrounds. Demonstrations and expenses are shared by WLS and The Prairie Farmer.

**Tennis Telecasts**

FIRST AMERICAN telecasts of tournament tennis were put on by the Western Grass Court Championships, at the Rochester Country Club, Rye, N. Y., the afternoons of Aug. 9 to 12. Portions of the matches were telecast on the first three days and the complete finals on Sunday, with Jack Fraker as commentator. These tennis visual transmissions were the first public demonstration of two telecasting systems of an important event, the addition of the second camera to the network's mobile unit allowing the field crew to focus cameras on the complex court and to use the other for close-ups of contestants.

**New NBC Video Schedule**

WHEN NBC's television station in New York, WXXBS, resumes its regular schedule on Aug. 28, a weekly telecast of a full-length feature film will be added to the previous schedule. The new weekly program list will include four evening programs, live talent studio presentations on Tuesday, Thursday and Friday, and the movie on Wednesday; four nonthreat variety shows of live and film entertainment, and three afternoon programs of outdoor events televised by the mobile unit. Total of about 12 to 15 hours a week is indicative of the rapid growth of television since May 1, when NBC began regular program service with a schedule of two hours weekly.

**Video Technicians**

MOVEMENT has been launched in Hollywood by George H. Seward, president of the Hollywood Television Society, to form a radio- and television edition of the Television Engineers' Institute of America. Local chapters will operate in localities where there is interest in television and allied sciences. Executive offices are to be established in New York and Washington, D. C., as well as Hollywood. At the present time 14 cities, more than half on the West Coast, are served by the television broadcast, according to Seward. Hollywood Television Society was formed in 1932 to disseminate free television information to those interested. Although local in its operation, the Society has received national recognition as being the only one of its kind.

**Music Merchants See Video**

TELEVISION was demonstrated by RCA to the 4,000 members of the National Assn. of Music Merchants attending their annual convention, at Hotel New Yorker, New York, Aug. 1-3. A "jeep" demonstration unit with several receivers set up in the hotel. RCA dedicated its Magic Key program July 31 to the NAMM, and stated that week telecasts a musical program produced by the Storytone, new electronic instrument, consisting of the music of a piano, radio and phonograph, developed by RCA in cooperation with Story & Clark Piano Co.

**20th-Fox Bans Video**

TELEVISION has been added to sound broadcasting as outlaw territory for actors under contract to 20th-Century-Fox Film Corp., according to Herman Wurber, general sales manager of the film company. Speaking at a convention of exhibitors at Gloversville, N. Y., Aug. 2, the major's stated his company "will do everything possible to keep stars that belong to films and that are covered by moving pictures from appearing on radio and television programs."

**Television in Colors**

FIRST demonstration of television in natural colors was held Aug. 2 at Baird Television Corp. laboratories at Sydenham, England, for representatives of the daily and technical press, according to word received by L. C. Javal, company's commercial director, who is head-quartered at 1600 Broadway, New York. Cable stated that a color photograph of King George was received on a large screen with "full color and perfect definition."

**Television Handbook**

NEW television handbook, "Look and Listen," covering the development, construction and operation of contemporary television apparatus, written by M. B. Sleeper, has been published by W. H. Henley Publishing Co., New York [$1 spiral-bound paper, $1.50 cloth]. Fully illustrated, the volume also includes instructions, charts and diagrams for students, experimenters, set builders and servicemen.

**SWITZERLAND's recently completed television station, which was testing for 25 kw. opera- tion for North and South America, and African and Asiatic reception and which was to have been inaugurated Aug. 1, was destroyed by fire recently.**

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**Radio-wise men and organizations take a look at the prosperous Oregon Market. They take another look at listener preference surveys... They take a third look at sales records made by the Oregonian's radio stations KGVO and KX... Then they do as the George B. Wallace Company did when they faced the job of introducing the new Studenbaker Champion in Portland, in Oregon and Southern Washington.**

**Mr. Wallace, Studenbaker distributor, tells the story of what happened. 'We elected to use KGVO as a major factor in announcing the new car. We expected to make many sales in this market and our expectations have been handsomely realized. I also wish to express our appreciation of your very excellent service and help in making our campaign the success it is.'**

---

**A Champion sells champions**

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**KGVO**

5000 w. Day
1600 w. Night
Missoula
Montana
**CBS Affiliate**

Covering that territory between Butte and Spokane

---

**KFRU**

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU

Covers the Heart of Missouri

---

Page 66 • August 15, 1939
**Big Stores Unite In Video Company**

**Bloomdale and Abraham & Straus Look to Future**

FORSPEAKING television as "a dramatic new supplement to our present media of advertising and publicity," two New York department stores, Abraham & Straus and Bloomdale Bros., have formed a subsidiary company, Metropolitan Television, for the specific purpose of transmitting television programs and have in its name applied to the FCC for a construction permit to erect a television station in New York. Site of the new station, if the license is granted, will be an uptown hotel, probably the Pierre.

President of the new company is Walter Rothschild, president of A & S. Vice-presidents are Harry A. Harry and I. A. Hirschman, of Bloomdale's and Robert E. Blum, of A & S; secretary is David M. Freudenthal, Bloomdale's, and treasurer is Kenneth C. Richmond, A & S. Allen B. DuMont Laboratories are listed as consulting engineers and will supervise construction of the transmitter.

Studies English Methods

Mr. Hirschmann, who sailed on the *Ile de France* Aug. 8 for an English vacation, will devote much of his time in London to studying the television practices of the BBC and will also consult with Mr. W. S. Selfridge Jr., of Selfridge's Department Store. Bloomdale's has already pioneered in department store television merchandising in this country, staging a millinery fashion show on April 26 in cooperation with American Television Corp., which installed in the store a central studio connected by aires to receivers located throughout the store, enabling shoppers in a number of different sections to see the merchandise being televised.

Stating that television will not replace but will go "hand in hand with newspaper and radio merchandising" and that it offers "a fresh new field for the sale of goods and ideas," Mr. Hirschmann said that "it is our intention to study and formulate techniques for the sale of goods, particularly stores. We are experimenting at present with movie shorts which will be the phonograph records of television for repetitive use and economical programming. Motion picture companies and newspapers will welcome television rather than oppose it, for here is a major field for exploitation in their respective fields."

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**Plow Pushers**

**FIRST** inter-state plowing contest in the United States is scheduled for Sept. 23 at Mitchellville, Iowa, under auspices of WHO, Des Moines, according to Herb Plambeck, WHO farm news editor and director of the contest. Known as the Corn Belt Plowing Match, the affair is planned as an annual event by WHO, which offers $500 in prize money. Cooperating with WHO in conducting the contest are principally farm organizations in Iowa.

**TELEVISION PERMIT IS SOUGHT BY WOR**

FIFTH application for a television station in the New York area has been filed by Bamberger Broadcasting Service, operator of WOR, Newark. If the license is granted, the television transmitter will be located in the upper stories of 1450 Broadway, New York, while WOR's facsimile and high frequency transmitters are already situated and adjusting the building containing the studios of WOR. While not as high as the Empire State Tower in which NBC's television transmitter is located, nor the Chrysler Tower in which CBS is now installing its television equipment, the quarters at 1450 Broadway are 511 feet above sea level, high enough to serve the entire metropolitan area, WOR believes. Application, filed Aug. 3, calls for a 100-000-watt transmitter to operate in the 84-to-90-megacycle band, for experimentation in both engineering and program techniques. Present plans call for the use of RCA equipment.

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**Light Control Balcony**

A LIGHT control balcony is being erected in Studio 3-H, NBC's chief television studio in Radio City, New York, which is also being equipped with many more of the Eddy lighting units during its August overhaul. A new device will enable the operator to cut off half of the lights on each unit during rehearsals, lessening the light and heat without disturbing the relative light distribution on the set.

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**A Flavor of Modern Life**

As one peruses the telephone book of Bloomdale Bros., one is usually struck by the variety of names. From those of famous people to those of everyday people, it's a veritable Who's Who of America.

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**FINCH FACSIMILE—A NEW MILEPOST IN BROADCASTING**

**The use of Finch Facsimile** by fifteen nationally-known broadcasting stations signals a new era in radio. It points the way to a new source of revenue that can be capitalized by all stations, regardless of size or location.

With Finch Facsimile you can reproduce a full-size tabloid newspaper right in your listeners' house. Anything that can be printed, photographed, drawn or written can be transmitted and received by Finch Facsimile equipment. News bulletins, pictures and advertisements are handled with equal ease and facility at the amazing speed of eight full pages per hour!

Finch Facsimile can be added to your station equipment at surprisingly low cost. Write for Bulletin "F" which shows how you can bring this outstanding new radio development to your service area.

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**Broadcasting** • Broadcast Advertising

August 15, 1939 • Page 67

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**KSTP**

Northwest Leading Radio Station

50,000 Watts Soon

Best network service in Twin Cities Area

---

www.americanradiohistory.com
PRESENTING a certificate, which made the Mrs. Tucker's Smile program a charter member of the WFAA 1,000 Broadcasts Club, to Arthur Hopkins, president of Interstate Cotton Oil Refining Co., Sherman, Texas, sponsor of the program, Martin B. Campbell (left) general manager of WFAA, Dallas, helped celebrate its 1,000th consecutive studio broadcast over WFAA on July 26. Looking on contentedly are Wilson Crook (third from left), president of Crook Adv. Agency, Dallas, and Alex Keese (right), regional sales manager of WFAA. The presentation was made at a luncheon given by the WFAA management immediately after the 1,000th broadcast, which made it the first continuous studio commercial in Western Southwestern radio, according to WFAA.

Better Disc Productions Sought for Australians

IF HOLLYWOOD transcription producers plan to continue their output of transcribed shows for the Australian market, they must improve quality to meet the increase in live production now under way in that country, according to S. Benjamin Dobbs, managing director of J. Walter Thompson Co., Sydney, Australia, who arrived in Hollywood Aug. 8, en route to New York for conferences with agency executives.

In a conference with Daniel Danker, the agency's Hollywood vice-president in charge of radio, he discussed possibilities of increased live talent shows in Australia, and also cited statistics concerning productions now on schedule.

"Although 90% of the programs at the present time are transcribed, through a close-knit working arrangement with our New York and Hollywood offices, we have been able to produce live programs in Australia that have awakened advertisers to the efficacy of local production," Dobbs said. "Of the transcribed programs, a greater portion of them are dramatic, and 75% of these have been produced in Hollywood. We are gradually cutting down this figure, replacing them with live talent production. Our greatest lack at this time is production ability!"

Wheatena's Serial

WHEATENA Co., Rahway, N. J., will start a dramatic serial on NBC-Red this fall as a half-hour Saturday morning program for Wheatena cereal. Program, Hilo Hope, M.D., is aimed at the large morning audience which on Saturday has no serial shows to follow, most of these programs being broadcast on a Monday through Friday schedule using news broadcasts on WOR, Newark, in October, starting on a two-weekly basis. 3:30 to 4:15 p.m., and switching to three times a week, from 8 to 8:15 a.m., on Oct. 16, Agency is Comptip Adv., New York.

Late Personal Notes

ROY E. BLOSSOM, since manager of WFM-Salt Lake City, leaves the broadcasting business to return to the electric utility business. On Aug. 1 WFM, took over the station from the Indianapolis Power & Light Company, and it is now under the active management of Jesse L. Kuffman. Mr. Blossom has been made secretary and treasurer of the Indiana Electric Association, composed of all the electric utilities in the state.

JOHN F. TUCKER, for the last six years sales manager of KFWB, will head a newly created department under Jack Gross, new sales manager (page 46). He will be in charge of his own sales and production unit, handling independent programs for the station, from sales and merchandising through arranging broadcast agreements.

HABEN DANIHEL, manager of KGW, Portland, Oregon, has been selected for the position of chairman of the newly created National Broadcasters Association. He is a member of the Broadcasters Association of Portland.

JOHN JAMES will head a newly created sales department at WTMJ, Milwaukee, under the general supervision of WTMJ President, Paul B. Shipley.

LAWRENCE E. DOUGLAS, formerly director of station operations at WOR, New York, has been named executive vice-president of the National Association of Broadcasters, succeeding John F. Tucker, who is now the general manager of KFWB, Los Angeles.

LEW LONDON, announcer of WNEW, Los Angeles, is to marry Edith Cordy, professional model Sept. 10.

LARRY HARDING of the CBS production department underwent a tonsillectomy Aug. 9 at St. Luke's Hospital, New York.

DR. VLADIMIR ZWORYKIN of RCA, on Aug. 10 landed in Naples, Italy, to attack on a research vacation.

LINCOLN SIMonds, of the Texas State Network sales department, on Aug. 9, after undergoing an operation for glaucoma of the right eye, is confined to the hospital.

HARRIETT M. ADAMS, formerly chief clerk of the NBC stations relations department, on Aug. 14 joined Me-Cann-Ericsson, New York, as a public relations officer.

TOM CAMPBELL, formerly receptionist in station relations.
Army's Biggest Maneuvers in History
Given Intensive Broadcast Coverage

RADIO is getting its first chance to demonstrate its wartime value in keeping the public abreast of major military events as newspapers and individual stations throughout the Eastern United States cooperate with military officials in covering the Army maneuvers now under way at Plattsburg, N. Y., and Massasas, Va.

To assist radio in giving complete and immediate coverage, a special department has been established on the subject of "Relay 12." The program, under the direction of Capt. Harry M. V. Holman, QRS, general manager of WZB-WBZA, Boston, will assist Capt. Glavin.

The regular news bulletins, especially condensed and prepared for broadcasting, will be sent by air

Air Mail
and by the radio press service to more than 400 stations in the Northeast. Television coverage of the maneuvers has also been arranged through the Army's sound motion picture cameras at strategic points. The films will be flown to New York Army air plans for telecasting within a few hours of the events photographed.

Largest Maneuvers

Announcements of the maneuvers are included in the NAB Bulletins for Aug. 24 and 31 requesting member stations to cooperate by broadcasting the news bulletins and special local programs in cooperation with veterans' organizations and other patriotic groups.

While details may be kept secret by Army officials, it is understood that military radio will be given full use, each unit being equipped with pack transmitters-receivers for communication between lines and field headquarters. Motorcycle runners will similarly make use of two-way radio. Each will carry a full load of radio in laying down a barrage of propaganda into enemy territory and each will also attempt to blot out any counter propaganda leaking into its own country.

Largest peacetime maneuvers ever held in the United States, these war games, from Aug. 13 to 27, will enlist some 20,000 officers and men of the Regular Army, National Guard, and Organized Reserve. Troops will be gathered at Plattsburg, Mass., and Massasas, headquarters for the soldiers from Pennsylvania, Virginia, Maryland and West Virginia.

Broadcast coverage of the maneuvers begins Aug. 4 when WOL, Washington, and WBAL, Baltimore, will broadcast a description of the maneuvers. On Aug. 8 the Inter-City network broadcast a program outlining the objectives of the maneuvers. On Aug. 13 NBC and CBS will address by LIEUT. GEN. HUGH A. DRUM in command of the First Army, and Maj. GEN. J. K. Parsons, head of the Third Corps. Aug. 14 CBS broadcast a description of the Massasas "front".

NBC on Aug. 19 will present a typical wartime program of army camp entertainment furnished by the officers and men in camp at Plattsburg. On Aug. 20 CBS will broadcast a military church service, including a Catholic and a Protestant and a Jewish chaplain on the subject of "Religion in Conflict." On Aug. 22 CBS will broadcast a program of informal interviews by Bob Trout with the Plattsburg troops. Descriptions of the maneuvers in working out the tactical problem presented to the troops will be broadcast by both CBS and NBC on Aug. 24 and 25. Daily programs during the complete period will be broadcast by WMFF, Plattsburg.

Recordings to Be Made

WMCA, New York, has arranged to have a mobile recording unit with the troops on Aug. 22-24, the records to be flown to New York each day and combined into a half-hour documentary program to be broadcast that evening. H. J. Janis, will direct the field recordings, accompanied by Frank Marx, engineer, and Leon H. Vers, newsman, engineer, and station, who will give the commentaries.

NBC staff covering the maneuvers will be headed by J. Harrison Hartley of the network's special events division, and will include George Hicks, Gene Hamilton, George Putnam, announcers; Max Jacobson, Don Whitemore, John Warm, John F. Kramer, and George Putnam, engineers; Edwin Curtin, William Miller and Robert Fraser of the press department, and Howard L. Nussbaum, producer.

Charles A. Wall, assistant to the treasurer of NBC, is assistant Chief of Staff of the First Division in charge of plans and operations. CBS staff covering the war games is headed by Bill Dunn in charge of production and Bob Trout as chief announcer. Other announcers are John Reed King and George Putnam. Bob Thompson heads the engineer group, which includes Robert Anderson, Sidney Beyers, William Busch, Alfred Siegert, Frank Nosee, the CBS contingent also includes John Charles Daly of WJWV, Washington.

WJSV, Washington, recently let building contracts totaling $87,257 for construction on its new 50,000 watt transmitter to be located at Wheaton, Md. The George Martin Construction Co., Washington, was awarded the building construction contract, amounting to $58,000, while another contract for three 340-foot towers, aggregating $35,001, went to Blau-Knox, according to A. D. Willard, Jr., general manager of the CBS Washington outlet. The new transmitter plant, to cost about $275,000, is to be Western Electric equipped throughout, the construction contract amounting to more than $125,000. Building construction is expected to be finished within 90 days, and 50,000 watt opera-

Relay Power Change

AMENDMENT of its rule governing relay broadcast stations assigned to two categories of frequencies, whereby the relay power on one of its channels was entirely eliminated, was announced Aug. 2 by the FCC. Section 41.157(c) was revised so that relay stations assigned to frequencies in group H, covering amplitude modulation and group I, covering frequency modulation, will be limited to use of output power "not in excess of that necessary to transmit the program." The rule in its original form limited power to 50 watts peak with a 200,000 watt carrier, where interference might be caused. It is expected under the revised rule that power as high as 100 watts will be authorized. The frequencies involved range from 132-

Doctor's Service Denied

HOLDING that the applicant "completes a service to a portion of a special class and is unaccompanied by any developed plan inuring equality of opportunity for its use by any other classes," the FCC has denied an application of Sherman C. Arenson, doing business as the Doctor's Tele-

Piping Service, New York City, for an emergency radio station to operate with 500 watts on 13,750 kc. The program was to have been a "piping service" for subscribing doctors, but the Commission stated that no frequencies could be assigned for the purpose.

1. S. BUREAU of Standards has published the annual report of its radio section in mimeograph form, which is available on request from Washington headquarters. It details the Bureau's work on frequency standards and its special class and special service, its transmitting station WWV, Beltsville, Md.

PLOP!

Yes—PLOP your campaign all over Montana by using—

KGRK BUTE, MONT.

You get III, Helena, as a bonus station whether "spot" or NBC.

August 15, 1939 • Page 69
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.
Lent Is Given Promotion
In NBC Stations Branch

WORTHINGTON C. LENT, NBC allocations engineer attached to its Washington division, on Aug. 1 was named assistant director of development and research in the stations department. He will function under C. W. Horn, assistant vice-president and director of development and research, who in turn reports to William S. Hedgees, stations vice-president.

Mr. Lent joined NBC in 1933, leaving his own business as head of the General Communications Laboratories in Richfield, N. J. He was NBC’s chief technical witness during the so-called network-monopoly inquiry before the FCC which began last November. Philip I. Merryman, NBC engineer, recently was named an assistant director of development and research.

NBC Technical Group

NEW YORK STATE Assn. of Technical Employees of NBC Inc., is now the correct title of the New York chapter of the union of operating engineers employed by the network, following the receipt of its corporation charter from New York State. G. E. Stewart is chairman and C. E. Clayton secretary. The national organization, which includes chapters at Schenectady, Washington, Cleveland, Chicago, St. Louis, Denver, Los Angeles and San Francisco, as well as New York, and another New York chapter whose members are engaged in development and research, is not itself a corporation. Purpose of the incorporation, which is as a non-profit organization, is to perpetuate the organization regardless of changes in personnel.

Operators’ Records

TO CLEAR up misinterpretations of its revised rules governing endorsement of service records of commercial radio operators, the FCC Aug. 9 dispatched to all stations a detailed explanation of the requirements of the regulation (Sec. 164.08) which became effective July 1. The manner in which the station licensee or his agent shall certify the service records of operators, in order to enable them to qualify for renewal of their certificates, is clearly set forth. Chief engineers of stations who do not actually qualify by virtue of practical transmitter operation, under the rules, will not be accorded operator’s licenses under the rules. The text of the statement may be procured from the FCC.

From “blood-and-thunder” drama to a lilting tune—the needs of modern radio networks are many and varied. They present tough problems to the sound engineer.

Within the Bell Telephone System, special circuits have been developed to link the nation’s radio stations. The most modern equipment and trained supervisors stand guard over sound throughout network transmission.

And the work goes on. The Bell Telephone Laboratories are constantly striving to improve the facilities and service the telephone industry offers to the radio industry.
buyers in larger numbers are coming to the Kalamazoo Livestock Sales Co. auctions than they are broadcasting on WKZO under sponsorship of Charles Knappen Milling Co.

By John W. O'Harrow

WKZO, Kalamazoo, Mich.

officials of the Kalamazoo, Michigan, Livestock Sales Co. have discovered that radio can do the job of selling cattle, sheep, swine and horses.

Though there are seats for 400 at the livestock amphitheatre in Paddler Miller road, just southeast of the Kalamazoo Livestock Sales Co. auction sale held each Thursday afternoon have put the farmers in the auction instead.

Under E. G. Read as manager, the Kalamazoo Livestock Sales Co. serves stock breeders and buyers, taking its commission on the sales. The office is open Monday, Tuesday, Wednesday, Thursday and Friday from 8 a.m. to 5 p.m. The July 1, 1939 edition of the Kalamazoo Gazette.

1. That livestock can be sold by radio broadcasts.

2. That such a broadcast provides a guaranteed circulation, making the program effective for its sponsor.

3. That a valuable service can be rendered to a specific group of listeners by a radio station.

Prices Are Up

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Network Accounts

All Time EST unless otherwise indicated.

New Business

WHEATEN Co., Rahway, N. J. (teletype), on Oct. 3 starts named musical series on 13 NBC stations, Tues., Thurs., Sun. 8:30 p.m. m. Agency: Commercial Radio Service, N. Y.


"AMERICAN FRUIT Growers Exchange. Los Angeles (Smirnoff products), on Oct. 3 starts a weekly 15-minute broadcast in "Early Morning News" on 10 Don Lee network stations: KNX (L.A.), KBK (San Diego), KFWB (Hollywood), KCLO (San Francisco), KFRC (San Francisco), KGO (San Francisco), KYW (Philadelphia), WINS (N.Y.) WNYC, N.Y., Sun. 7:45 a.m. m. Agency: Richard F. Connor Adv., Manhattan, N. Y.

JILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 25 starts "Pep-Stream" on 65 NBC-Red stations. Mon., 9:30-10:00 p.m. m. Agency: Wade Adv., Chicago.

"ROOSTER & GAMBLE Co., Cincinnati (Drum), on Sept. 12 resumed "Rooster's Sports Review," Fri., 7:30-8:00 p.m. on 53 NBC stations. It is understood that "Kiddie Pumper" has rescheduled its time slot for the air, Aug. 9 after running on 59 NBC stations may return in the fall on CBS. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

"ROOSTER & GAMBLE Co., Cincinnati (Drum), on Sept. 12 started "Rooster's Week-end Review," 7:30-8:00 p.m. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

BELGIAN, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), on Sept. 12 announce "Sugar Fields" on 60 CBS stations, Tues., Thurs., 7:15-7:30 p.m. m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Postum), on Aug. 28 resumed "Luna" on 55 CBS stations. Mon., Wed., Fri., 7:30-7:30 p.m. m. Agency: Young & Rubicam, N. Y.

"The Crystal Specialists Since 1928"

SCIENTIFIC

LOW TEMPERATURE COEFFICIENT/ ELENTS

Approved by FCC

Two for $75.00 each

Supplied in Individually Air-Gapped Holders in the 500-1000 kc band. Frequency Drift guaranteed to be less than three cycles per million cycles per degree change in temperature. Accuracy better than .01%. Order direct from:

Scientific Radio Service

125 Jackson Avenue

HYATTSVILLE, MARYLAND

"N. Y. Net Rate Card

RATE CARD No. 1 has been issued by the New York Broadcasting System, new regional network which will begin operations Sept. 1. [Broadcasting, Aug. 1.] Card lists nine stations, with an evening hour rate of $1,313.75 for the complete network and a daytime hour rate of $712.50. Card shows discounts of 2½% for 13 to 25 times; 5% for 26 to 51 times and 7½% for 52 times or more. Transcriptions of five minutes or more will be accepted without extra charge. Carl Caplan, general manager of WINS, New York, key station of the group, is vice-president and general manager of the network, and Ed lemon, sales manager of WINS, will have the same position with the regional group. Card states that although the territory in which the stations are located contains "but 16% of the land area of the State, it includes 24% of the State's population."

MBS Co-ops Return

COOPERATIVELY sponsored by local advertisers, the Shore of the Week will return to MBS stations, Sept. 25 in the same Sunday spot as last year, 3:00-7:00 p.m. Norman Livingstone and C. J. Thornquist of Redfield-Johnstone, New York, agency in charge of the program, are now on tour lining up sponsors, many of which participated last year. Number of stations and names of sponsors are not yet available. Ernest Chappell will m.c. the program. The "Band of the Week," and "Song of the Week" will be featured. The agency is also arranging the cooperative program, "Let's Go Home," a musical variety show, to start Sept. 29 on MBS, Fridays, 10:10-10:30 p.m. Sponsors and stations have not been released.

WBLK, WGV Join NBC

WBLK, Clarksburg, W. Va., and WGV, Charleston, W. Va., will join NBC on Sept. 24, bringing the total of NBC affiliates to 174. Stations, optional Red or Blue, are offered together a network rate of $14 per evening hour. WBLK operates full time with 250 watts on 1570 kc. WGV, now under construction, will operate full time with 100 watts on 1500 kc.

Radio "Clipping Bureau"

EXPANSION of its clipping bureau operations to include news broadcasts and features was announced Aug. 14 by Buret's Press Clipping Bureau Inc., of New York. Through correspondents, the service will include cov- erage and finance, politics, local, regional, national and foreign directives and special recordings. John J. Parkinson, former business manager of Transradio Press, will head the new service.

- more than 300 broadcasting stations employ C. R. E. I. m.

The marked success of CRI has been indicated by the fact that every branch of radio is indicative of the type of men and type of training we are proud to offer to this progressive industry. Anyone who will carry on "tomorrow" must be equipped with the ability to "know how and why." Our record to date, we believe, is in step with this aim. Our new booklet, just off the press, explains in detail.

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-8 3224-16th St, N.W., Wash., D.C.

BROADCASTING • Broadcast Advertising

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Merchandising & Promotion

**Longest Wire—Rider—Lights of Neon—Smoker's Gadget—Frisco Lingo—Rangerettes**

Des Moines’ Pride

LARGEST telegram ever sent from Des Moines went to Bob Fel- ler during the recent All-Star Game in New York after Gene Shumate, sports commentator of KBO-KJXT, Des Moines, gathered the names of 18,000 listener-fans who wired their congratulations and best wishes to Feller, whose home is in Des Moines, Ia., in a small town near Des Moines. For three days Shumate asked listeners to send their names on postcards as a publicity stunt for the promotion of the Wheat-

**Store Promotion**

USING this quarter-hour a week on WPTF, Raleigh, N.C., the local Charles Stores Co. is promoting its new network store, Charles Street, featuring recordings, time signals and special b a r g a i n s tagged “Today’s Radio Specials”. Tyger, a clerk at the store, but storepoints out the specials on the shelves and tables with arrows each night in over 60 stores. All-Star promotes the show with window cards inviting customers and pass-

**Benny the Baker**

DRESSED in a regulation Col-

**Etiquette**

INSTRUCTIONS in the proper technique of eating Wheaties and balancing a spoon of minute porridge in the hand, drawn with beans, are sponsored by WNOX, Nashville, Tennessee, under the bookstore, are offered listeners by WNOX, Knoxville, to promote the Wheaties network. The broadcast casts six on KOMO at 6:30 a.m. each day. The broadcast is sponsored by WNOX, Nashville, Tennessee, under the stewardship of Fred Blanchard, a former broadcast announcer.

**Picture Jacket**

OFFSET PRINTED pictorial cov-

**AMERICAN BEVERAGE CORP.,**

Brooklyn, is making New York's largest audience the center of two radio programs, Benefit Venues on the radio. Brooklyn, Monday evenings, and Nemo and the WZJ, Friday afternoons. First program, a musical show, is broadcast from the stage of the Para-

**Food From Grocers**

**Members** of the cast of House-

****

**Zingo Prizes**

7-UP BOTTLING Co., San Fran-

**FREE Blads**

J. B. WILLIAMS Co., Glaston-

**KIRO Display Ads**

KIRO, Seattle, has contracted with the Daily Star, Seattle newspaper for 406 inches of display space to promote its programs, personali-

**BROADCASTING • Broadcast Advertising**

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IF EACH AND EVERY FAMILY IN ROCHESTER, NEW YORK —

all 328,132* of them—not only listened to your program, but, as a result of seven quarter-hour announcements, went out and paid 19¢ for your product, sent in a label together with 10¢ in cash, we think most advertisers would feel that an exceptional job of selling had been done. Yet, during the recent week, that is exactly what happened to an advertiser of WLW.

On this particular program, 75,757 letters were received addressed to WLW. Each reply contained actual proof of purchase and 10¢ in cash.

These replies were directed to WLW, yet the program was broadcast on a coast-to-coast NBC network, including fourteen 50,000 watt stations. The listening audience was simply asked to send their replies to the station to which they were listening.

If you’d like to see an actual breakdown of the facts and figures on this specific offer, together with a map based on the statistical data, please

WRITE OR CALL
TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION

or

The Nation's Station

*Population figure from the last census of the United States, 1930.

See the Crosley Building at the New York World's Fair

Selection of Rochester in the above comparison is done purely on a basis of its population identity, and no reflection is intended on the service rendered by Rochester Radio Stations.
You’ll like the Efficient Versatility of this RCA CONTROL DESK!

THE new 80-A RCA Control Desk offers broadcasting stations a complete factory wired and tested assembly of speech input equipment for the efficient operation of 1, 2 or 3 studios. The desk is a combination of the equipment usually mounted in a rack and its associated operators’ console. Full-sized components, separate standard amplifiers and double jack strips give this desk the same advantages of flexible speech input systems usually associated with rack type installations. With the 80-A desk you’ll attain a maximum of flexibility and fidelity at a minimum of expense.

Note the many splendid features of this desk. If you wish further details write to the address below. No obligation, of course.

Use RCA Tubes in your station for quiet, reliable performance.

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America


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