KLZ turns a SPELLING BEE
into a Selling BEE!

THREE B's, a Sunday afternoon KLZ-originated, audience participation program has proved itself a honey of a program for listeners . . . has kept business buzzing for its sponsor for the past 104 weeks.

And because "Every Monday, in fact every day of the week, a number of listeners walk into our store and tell us about the entertainment and educational value of the THREE B's" and "Their appreciation is directly reflected in substantial purchases" Denver's Kortz Jewelry Company has renewed this program over KLZ for another 52 weeks.

Kortz's experience with the THREE B's simply reflects KLZ's everyday ability to produce the sort of entertainment the Rocky Mountain area devours . . . to assure the after-effect that makes renewal of sponsorship desirable and profitable, year after year.
When 2,438 listeners write a manufacturer to tell him his product, advertised on WLS, is not carried by their dealers—it must be evident that WLS creates a demand for WLS advertised goods.

That's exactly what happened to a flour manufacturer—from ten quarter-hour morning programs on WLS. It's happened before—to many others, and—if you'll pardon our boasting—it can happen to a lot more.

All you need to do is use WLS to sell your merchandise to Chicago and the great Mid-West market. After all, in advertising and selling, nothing takes the place of results. WLS gets them.
SMOOTH THE ROAD TO New England SALES

THE Colonial Network, with its wide coverage, has the power to smooth the road to sales in the 18 important trading areas that make up the New England market—the market in which per capita retail sales are $333, or 5% more than the national per capita.

You need all of these market sectors in order to do a thorough selling job, because each one is a vital part of an expansive circle that includes the centers where population and retail sales are largest.

Use The Colonial Network to sell New England economically.

The Colonial Network
21 BROOKLINE AVENUE - BOSTON - MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative

706,619 men, women, and children jammed through the turnstiles to set a new attendance record at the 1939 Minnesota State Fair. And for these folks — representatives of the big 8th Retail Market — KSTP was Exhibit “A.” They witnessed special programs produced on the Fair Grounds... heard and saw radio by visiting their favorite station. Throughout the year, their favorite station visits them. And this year, for the first time at any state fair, KSTP brought them actual television demonstrations of races, 4-H displays, grandstand spectacles, live stock exhibits, personalities. Fall, winter, spring or summer — the Northwest turns first to KSTP—for news, for entertainment, for information about your product. Reach this great market through its favorite medium... KSTP, key station of the Minnesota Radio Network.

KSTP 50,000 Watts

Edward Petry & Company · National Representatives
NO BOX TOPS! NO LABELS! NO FACSIMILES!

All we want is a “monicker”

For our PRIMARY AREA

THIS CONTEST FOR ADVERTISING MEN ONLY

$500.00 CASH

For the Best Name for the Territory Covered by the Primary Area of WMT, KRNT, KSO and WNAX.

We could ask you to tear off the top of your radio. We could ask you to send us your back copies of “The Rover Boys at Saskatchewan.” We could ask you to eat Crunchies three times a day. But, by golly, we won't! No, sir, all we want you to do is to take a load off our minds.

Frankly, we've beat our brains against the wall, attended every seance in town—and still can't think of a suitable name for the primary area covered by The Cowles Stations.

So, if you're an advertising man or woman, get busy, cook us up a punchy monicker like “America's Bread Basket,” or... aw, heck, you name it! Incidentally, we're paying $500.00 for the best name.

HERE ARE THE RULES
1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, The Cowles Stations, Register and Tribune Building, Des Moines, Iowa. Entries must be postmarked not later than midnight, December 31, 1939.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market for the primary area of stations WMT, KRNT, KSO and WNAX. Entries will be judged for originality, accuracy of description, and appropriateness for use in advertising. Do not send elaborate entries. In cases of ties, duplicate prizes will be awarded.
5. Decision of the judges will be final, and all entries become property of The Cowles Stations for advertising or for any purpose they choose.

FACTS ON THIS RICH MARKET TO HELP YOU WIN

Situated in a rich farming district, the area served by The Cowles Stations contains more than 1,500,000 families who spend more than $1,500,000,000 annually with retailers in this territory.

The farms located in this area represent 10.7 per cent of the nation's total, yet have an actual value of nearly 7 billion dollars, 20.5 per cent of the nation's total farm value, with a proportionately high income. One-third of the nation's hogs are raised in this area... and 17.6% of the chickens.

There are more than 1,364,000 radio families in the 385 primary counties that can be reached on the low combination rate. The Cowles Stations, Des Moines, will gladly send you any further information you desire.

Contest Closes Dec. 31, 1939

... Mail Entry Now!
St. Louis Grocers are pro-KMOX

NEIGHBORHOOD DEALER
“Food products advertised over KMOX are always preferred by my customers.”
Fred Schnuur, 1332 Natural Bridge

MIDTOWN GROCER
“KMOX radio advertising develops customer selection of name brands.”
John F. Weber, Jr., 4200 Olive St.

DOWNTOWN DEALER
“I have found that food products advertised over KMOX have been overwhelmingly preferred by my patrons.”
Nathan L. Horowitz, 11th St. at Chestnut

Here is a “dream” market in which dealers give their active support to insure the success of your campaigns. Here is a great metropolitan buying-center where the one radio station preferred by most listeners and advertisers is equally dominant in dealer influence.

In these voluntary expressions of grocers’ opinion is the answer to why KMOX has carried 44% of all local and national spot advertising placed on the three St. Louis network stations during the past ten months.*

Years of intensive activity in the St. Louis food field by KMOX staff men (and such women as Jane Porter, our Food Counselor) are responsible for the unusual enthusiasm for the station repeatedly demonstrated by grocers throughout the KMOX service area. You can be sure of this added “lift” for your campaign (be it groceries, girders, or gardenias) only on KMOX. Any office of Radio Sales will gladly proffer full details.

KMOX 50,000 WATTS • CBS • ST. LOUIS

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis Charlotte, North Carolina • Los Angeles • San Francisco

www.americanradiohistory.com
Moods and Melody with Phil Stewart

Tell the ladies the things they love to hear, in the way they love to hear them—and you'll soon win your way to their hearts...(sh-h-h) and pocketbooks! In Moods and Melody, Phil Stewart—for many years announcer for that sensational sales builder, The Lady Esther Serenade—proves again he has a way with women. They love the rich, romantic tales he tells, the fascinating poetry—set against a background of warm instrumental music. And to add thrill to thrill, popular young Clark Ross sings lilting love lyrics. Yes, Moods and Melody creates an eager feminine following—which Phil Stewart can translate into equally eager buying.

"Glowing" commercials cash in on this show's romantic appeal—especially if Phil Stewart weaves your sales messages right into the program...An ideal show for sampling or premium offers of products bought by women.

The Dixieland All Star Minstrels

"Sambo—how's the 'es' way to sell merchandise?"
"Mr. Interlocutor—that's the mos' easy question yo' ever axed me! RADIO—fust. And second—all of us Dixieland All Star Minstrels!"

This streamlined minstrel show, playing to a live audience, is packed with fun, laughter, music, varieties, songs, and sure-fire gags that are as good today as they ever were! With writer-producer Tiny Stowe as Mr. Interlocutor; and Jack Karkwood, noted vaudeville comic, and Bob Lloyd, the West Coast's favorite blackface, as end men: this show packs the kind of wallop that leads to bigger sales.

100% attention when Mr. Interlocutor and end-men ad lib commercials...Old-time programs and admission tickets stimulate dealer and consumer activity at point of sale...Pictures of cast for proof of purchase.

Tom Breneman's Spelling Bee-Liner

From C-A-T to C-A-T-E-G-O-R-Y-E-M-A-T-I-C, genial Tom Breneman emcees this good, old-fashioned "spell em down" spelling bee. There's a modern "trick quiz" for the studio audience. A word-list contest for the listeners. And a good time for all! The audience is on its toes from start to finish—alert to your commercials—responsive to your sales suggestions. For example; two sustaining broadcasts, 11,229 soap and 6,4894 age tops (237 brands) were received in the test announcements. On the air for only 7, as a cume show, The Spelling Bee-Liner is ready to feature customers bee-line to your product as...

Commercials incorporated as part of studio audience quiz, with small cash prizes for best quiz answers...Weekly listener prizes for best word lists, accompanied by proof of purchase...Tickets distribution at point of sale.

Costs are surprisingly low! A word from you will bring details at once—while these shows are still available.

Columbia Pacific Network

Palace Hotel, San Francisco...Columbia Square, Los Angeles...Represented by Radio Sales: New York - Chicago - Detroit - Charlotte, North Carolina - Los Angeles - San Francisco
NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

WELCOME, PRINCE ALBERT

Millions of loyal listeners and many new friends are now hearing a part of WSM's Grand Ole' Opry over 24 Southern NBC Stations. This program, a half-hour show, is sponsored by the R. J. Reynolds Tobacco Company, makers of Prince Albert, "The National Joy Smoke."
In choosing their talent, Prince Albert first determined America's program preference. Research disclosed that despite the mechanized sophistication of today America still has a heart of homespun.
WSM's staff of 250 diversified artists are capable of putting on any type program for any product or any audience. But talent is only one consideration. 50,000 Clear Channel Watts plus alert merchandising methods are two other factors that make WSM's shows a success...a success determined only by a very definite sales increase. May we show you facts and figures that will sell your product?

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WSM
NASHVILLE, TENNESSEE

www.americanradiohistory.com
IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

Now!

50,000 WATT

COVERAGE FOR THE SHREVEPORT MARKET

and more people live within 150 miles of Shreveport
Than In The Entire State Of Louisiana

Unsurpassed by any in the United States in power, KWKH is on the air every day from 6 a.m. to 12 midnight reaching more people within 150 miles of Shreveport than there are in the entire state of Louisiana. Serving North Louisiana, East Texas and South Arkansas, Shreveport offers unexcelled sales opportunities for KWKH radio advertisers who demand results. Now is the time for you to cash in on the powerful medium of advertising offered by KWKH in this rich, able-to-buy market.

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co.

Shreveport Louisiana

IN THE CENTER OF THE WORLD'S GREATEST OIL AND GAS AREA

www.americanradiohistory.com
Again We Say—

1st in Food
in St. Louis

Last May St. Louis KWK advertised its leadership in the St. Louis food field. At that time our baseball broadcasts were sponsored by food advertisers which of course exerted a seasonal influence.

Now, with baseball off the air, we wish to repeat ourselves: KWK carries* as much local and national spot food advertising as the two other St. Louis network stations combined. More exactly, KWK carries 50.6% in this classification, KMOX 28.2%, KSD 21.2%.

The facts underlying this leadership are important. Get them from the Paul H. Raymer Company.

* A typical week in November (Soap quarter hours excluded).

ST. LOUIS

KWK

Thomas Patrick, Incorporated
HOTEL CHASE

Representative
PAUL H. RAYMER COMPANY
New York - Chicago - San Francisco

ST. LOUIS
The Ancient Greek hears Users speak... and this is what they say:

"ORTHACOUSTIC
is the truest recorded sound we've ever heard!"

A demonstration will quickly convince you that Orthacoustic is the truest recorded sound you've ever heard! That's why so many users of transcriptions are adopting these sensational new recordings that reproduce true sound!

Transcribed programs that sound like Live Studio Broadcasts! Now you can have them—with the revolutionary new RCA-NBC Orthacoustic Transcriptions.

The result of an utterly new and different system of recording and reproduction, developed by RCA and NBC engineers, these Orthacoustic Transcriptions make programs live—literally! They reproduce every sound with unmatched fidelity. Voices sound eager, inspired, alive! Music is heard in all its brilliant color. In short, Orthacoustic Transcriptions provide the truest recorded sound you've ever heard!

Let us demonstrate the superiority of Orthacoustic Transcriptions by direct comparison with the ordinary kind. You will notice that over-resonance, ear-ting, needle-hiss, "wows" and "muffles"—all are gone. These new transcriptions reproduce only the true sound that has been recorded!

Get in touch with us today! It will be your first move toward transcribed programs with a Live Talent touch!

RCA-NBC Orthacoustic Transcriptions give you these advantages:
1. New High Fidelity Reproduction Quality.
2. Elimination of distortion.
3. Elimination of needle scratch and background noise.
4. Entirely natural reproduction of speech.
5. Greater tone fidelity in reproduction of music.

There's nothing Greek about these raves Orthacoustic is getting from enthusiastic users!

- "as good as local studio pickup"
- "complete absence of surface noise"
- "clarity exceptionally good"
- "a distinct improvement in quality"
- "an advancement in transcription recording"
- "another major improvement in NBC THESAURUS library service"
- "improved quality with less surface noise"
- "ORTHACOUSTIC records greatly increase the quality, brilliance and naturalness of tone"
- "considerable improvement in quality—lifelike tone"
- "results have been excellent and come up to all expectations"
- "absolutely no distortion"
- "considerably above anything we have ever heard before"

ELECTRICAL TRANSCRIPTION SERVICE • NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

The New RCA NBC
ORTHACOUSTIC TRANSCRIPTIONS
—the truest recorded sound you've ever heard!
Think it over for about ten consecutive seconds, and you'll agree that "it's the management that makes the radio station". **Management** determines every station's personality and character—therefore its popularity and integrity—therefore its audience and productiveness. Hence **management** is often an even more important consideration than **facilities**.

This is one of the big reasons why Free & Peters' customers in the advertising world have been more than ordinarily successful in radio. Years ago, we determined that our "list" would contain only well-managed stations. We do not claim to represent every well-managed station in America. But we do know that every station we represent is extraordinarily well-managed.

And the result is a growing recognition among agencies and advertisers that it pays to talk with F & P.

---

**"Management makes the difference!"**

EXCLUSIVE REPRESENTATIVES:

<table>
<thead>
<tr>
<th>Region</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTHEAST</td>
<td>WGR, WKBW, BUFFALO</td>
</tr>
<tr>
<td></td>
<td>WCKY, CINCINNATI</td>
</tr>
<tr>
<td></td>
<td>WOC, Davenport</td>
</tr>
<tr>
<td></td>
<td>WHO, DES MOINES</td>
</tr>
<tr>
<td></td>
<td>WDAY, FARGO</td>
</tr>
<tr>
<td></td>
<td>WWB, WBL, FT. WAYNE</td>
</tr>
<tr>
<td></td>
<td>KPBC, KANSAS CITY</td>
</tr>
<tr>
<td>WAVE</td>
<td>WAVE, LOUISVILLE</td>
</tr>
<tr>
<td>WTON</td>
<td>WTON, MINNEAPOLIS-ST. PAUL</td>
</tr>
<tr>
<td>WMRD</td>
<td>WMRD, PEORIA</td>
</tr>
<tr>
<td>KSD</td>
<td>KSD, ST. LOUIS</td>
</tr>
<tr>
<td>WFBV</td>
<td>WFBV, SYRACUSE</td>
</tr>
<tr>
<td>SOUTHWEST</td>
<td>WESC, CHARLESTON</td>
</tr>
<tr>
<td></td>
<td>WIB, COLUMBIA</td>
</tr>
<tr>
<td></td>
<td>WPTF, RALEIGH</td>
</tr>
<tr>
<td></td>
<td>WOR, BOSTON</td>
</tr>
<tr>
<td></td>
<td>KXL, TULSA</td>
</tr>
<tr>
<td>PACIFIC COAST</td>
<td>KGKO, FT. WORTH-DALLAS</td>
</tr>
<tr>
<td></td>
<td>KOB, OMAHA</td>
</tr>
<tr>
<td></td>
<td>KUL, OKLAHOMA CITY</td>
</tr>
<tr>
<td></td>
<td>KXUL, TULSA</td>
</tr>
<tr>
<td></td>
<td>KECA, LOS ANGELES</td>
</tr>
<tr>
<td></td>
<td>KSW, KSW, PORTLAND</td>
</tr>
<tr>
<td></td>
<td>KSF, KSF, SAN FRANCISCO</td>
</tr>
<tr>
<td></td>
<td>KXI, SEATTLE-TACOMA</td>
</tr>
</tbody>
</table>

**FREE & PETERS, INC.**

(and FREE, JOHNS & FIELD, INC.)

**Pioneer Radio Station Representatives**

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICAGO</td>
<td>180 N. Michigan Ave.</td>
</tr>
<tr>
<td></td>
<td>247 Park Ave.</td>
</tr>
<tr>
<td></td>
<td>1-8833</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>247 Park Ave.</td>
</tr>
<tr>
<td></td>
<td>Plaza 1-8833</td>
</tr>
<tr>
<td>DETROIT</td>
<td>247 Park Ave.</td>
</tr>
<tr>
<td></td>
<td>111 Sutter St.</td>
</tr>
<tr>
<td></td>
<td>2-8444</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>One Eleven Sutter St. 4333</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>650 S. Grand Ave.</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>617 Walton Bldg.</td>
</tr>
<tr>
<td></td>
<td>1678 Jackson St.</td>
</tr>
</tbody>
</table>
Networks Endorse Clearance at Source

By SOL TAISHOFF

Miller Plans Nationwide Trip to Raise Music Capital; ASCAP Attempts to Split Industry Are Charged

ARMED with commitments from NBC and CBS giving them direct approval to copyright clearance at the source when an economically and legally feasible method can be devised, NAB President Miller early next month will start a whirlwind trip around the country to raise the $1,500,000 fund to establish for the industry its own supply of music.

Disclosure of the network commitment, viewed as a basic consideration if the anti-ASCAP movement is to succeed, came with the filing of the Broadcast Music Inc. registration statement at the Securities & Exchange Commission on Nov. 3.

Appended to the lengthy registration statement was the declaration that the two networks asserted their approval of the clearance principle "when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment. * * * The clearance commitment, demanded by network affiliates, at times threatened seriously to disturb the Broadcast Music project.

Precedent Smashed

After repeated conferences preparatory to filing of the registration statement, NBC President Lenox R. Lahr and CBS Executive Vice-President Edward Klaubler agreed to the carefully phrased statement, which was appended to the registration certificate, as required by law before a stock issue can be floated. With that precedent-shattering expression, industry leaders voiced optimism over the Broadcast Music project and felt that pledges made by stations toward the $1,500,000 project would be forthcoming at the district meetings already tentatively scheduled.

Because no solicitations can be made pending completion of SEC scrutiny, expected about Nov. 28, no district meetings have been scheduled prior to that date. Under present plans Mr. Miller, accompanied by members of his executive staff, expects to leave Washington about Dec. 4 to address district meetings west of the Alleghenies and east of the Rockies, returning to Washington about Dec. 13 to remain until after the Christmas holidays. Meetings in New York, Boston and Philadelphia also have been tentatively scheduled but probably will not be attended by President Miller himself. (See itinerary on next page.)

After the Christmas holidays, Mr. Miller contemplates leaving Jan. 2 on the second lap of his nationwide swing, covering the Southern districts, Texas and the Pacific Coast, winding up the campaign tour about mid-January. The Broadcast Music board, headed by President Miller, has set Feb. 1 as the deadline on the fund solicitation, based roughly on contributions by stations of 50% of their payments to ASCAP in 1937, which includes both stock purchases and contracts covering performing rights for the projected Broadcast Music repertoire. If the pledges are not forthcoming, the plan contemplates return of the money advanced.

The major network commitments on clearance at the source, it was believed, would tend to stifle internal bickering on the Broadcast Music project. It is viewed as driving the final wedge in the industry's "united front" on the performing rights situation.

Calls for United Front

Meanwhile, steps to avert purported ASCAP approaches to certain affiliates "to separate branches of the industry" were taken by Independent Radio Network Affiliates and promptly refuted by ASCAP. In a bulletin to the IRNA membership, Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of the executive committee, told the IRNA Executive Committee that he had not received ASCAP's attempts to separate the several branches of the industry.

ASCAP Denial

The IRNA statement brought a vigorous denial from ASCAP that it had advanced any offers of terms for any group of broadcasters. E. C. Mills, chairman of ASCAP's Ad
dministration Committee, told Broadcasting Nov. 9 that ASCAP had not been informed of what charges, if any, should be made in its present contracts with stations.

"We have a committee studying the question," he said, "not a negotiating committee but one appointed to investigate the effects of the present contract and to report its
findings to the Society, recommending a formula on which to proceed. Until that committee makes its report, and until that report has been approved, no one—no officer of ASCAP—has any authority to talk terms with broadcasters.

Admitting that many broadcasters have come to ASCAP to discuss the situation and that conversations had been held, Mr. Mills said that the present contract has more than a year to run and that at this time he did not know whether ASCAP would elect to deal with NAB or would make its contracts with broadcasters individually. He reiterated that ASCAP had made no proposals to anyone and denounced as "absolutely untrue" the statement in the IRNA letter.

The registration statement for Broadcast Music Inc. filed with SEC, follows closely the plan as outlined at the Sept. 15 special convention of the NAB by Sydney M. Kaye, NAB copyright counsel [BROADCASTING Sept. 15-Nov. 1]. It is specified that each broadcaster for its performing right license with Broadcast Music shall pay a sum equal to 40% of the total paid ASCAP during 1937. The figure of 60% of the ASCAP 1937 payments is prescribed when a processor purchases each owner of a station of stock, the total purchase price of which, at $5 a share, will most nearly equal 25% of the maximum amount payable by the subscriber to Broadcast Music under the performing rights license agreement.

While the personnel of Broadcast Music under the statement is limited to members of the NAB Copyright Commission—Mr. W. M. Copeland as president, and E. E. Revercomb, NAB auditor, as secretary and treasurer, provision is made for designations of paid personnel, including an executive vice-president. The term of the Broadcast Music license to stations would begin not later than March 1, 1940. It is specified that payments made by stations to Broadcast Music will be on the understanding that in the event Broadcast Music shall not on or before Feb. 1, 1940, have received sufficient stock subscriptions and license agreements to term, the effective operation of the corporation, the funds paid in will be returned.

Miller's Itinerary

FOLLOWING is the tentative lineup of NAB district meetings to be handled by NAB President Neville Miller to solicit pledges for the $1,500,000 Broadcast Music Inc. project, 2, in New York, Nov. 28; District 7, Cincinnati, Dec. 5; District 1, Boston, Dec. 9; District 5, South Bend, Dec. 6; District 9, Chicago, Dec. 7; District 10, Omaha, Dec. 14; Denver, Dec. 9; District 12, Wichita, Dec. 11; District 11, Minneapolis, Dec. 13; District 4, and Dec. 18. Mr. Miller will attend all the New York and Boston meetings. For West and Southern district meetings have not been scheduled definitively before Christmas, with Mr. Miller returning to Washington about mid-January.

"We Take You Now Direct to the Front Line, Where Mr. Ollie Will Describe the Actual Fighting!"

**Court Sustains FCC Position In Ruinous Competition Claim**

Existing Stations Must Show More Than The Mere Loss of Revenue; WLAC Interference Ruling

AN IMPORTANT victory was won by the FCC Nov. 13 in the U. S. Court of Appeals for the District of Columbia, which sustained in principle the economic philosophy of FCC counsel that licensing of new station facilities in a given area does not in itself constitute an appealable interest in the part of existing stations which would suffer increased competition.

In elucidating its former view on the competitive theory, the court held in the appeal of KTSN, El Paso, Tex., from the decision granting Dorrance D. Roderick a new local station in that city, that there must be actual destructive and ruinous competition alleged before it will entertain an appeal. Mere loss of revenue through licencing of new facilities, the court held, does not constitute sufficient appealable grounds.

**Effect of Ruling**

In another decision, equally important, the court dismissed the appeal of WLAC, Nashville, from the FCC grant of a high power regional assignment to WMEX, Boston. It had previously dismissed appeals of Yankee Network and WCOP, Boston, from this grant, raising the economic competitive issue, while WLAC’s was premised primarily on interference and technical grounds. In this case, the court said that objectionable electrical interference may be considered on the same basis as economic interest as appealable grounds and that in each instance if the FCC finds substantial evidence to support its position, then appeals cannot be entertained.

As applied to the stations involved, the two opinions mean that the way now is cleared for construction of the new stations, unless attempts are made for Supreme Court reviews. WMEX, now operating as a local on 1500 kc., is authorized to shift to 1470 kc. with 5000 watts. The Roderick station was given a grant on the 1500 kc. channel with 100 watts full-time. Mr. Roderick is publisher of the El Paso Times and also acts as a Scripps-Howard executive in the Southwest.

The dismissals were regarded as outstanding victories for the FCC’s Law Department, headed by William J. Dempsey, general counsel, and William C. Koplovitz, assistant general counsel, both of whom have argued strenuously the competitive theory. While the court did not go all the way with their contention, having several times before repudiated their contentions that competition, even if ruinous, did not constitute an appealable basis, it Nevertheless did hold in the KTSN case that an effective showing must be made of destructive competition. It was the court’s first direct statement of this nature, though in previously deciding the Yankee Network appeal in the WMEX case, it had severely criticized the Commission contention on limitless competition.

The nature of the court’s opinion is such that if the FCC determines in a given case that the new competition simply would have the effect of reducing the earnings of existing stations, that would not be sufficient basis upon which the Commission may act. Thus, it was felt in legal circles that the FCC is armed with tremendous new powers and that, in effect, it can control the issues under which stations may attempt to appeal, in normal cases. In the KTSN case, in which the court previously had reversed the FCC’s grant to Mr. Roderick, Chief Justice D. Lawrence Groner said that the issue on the new appeal was whether the competition expected to result from the granting of the new station will be destructive and ruinous as urged by the appellants.

It was pointed out the owner of an existing station may contend in any case that a new station may reduce his income. The court requires more to justify the Commission refusing to grant the new license. A mere showing that the income of the existing station may be reduced if another station enters its field is not sufficient. The appellant recognizes that such cannot be a sufficient criterion of economic injury herein, as it charges that the competition complained of will be destructive and ruinous. The character of competition may affect the public interest, convenience and necessity, which is the statutory criterion under which the Commission must act.

**Weight of Evidence**

Citing that in the present case the Commission made its basic finding that the expected competition would not immediately or ultimately result in such a reduction in the income of KTSN as to require deterioration of its service, the court said this finding has the support of substantial evidence and must be sustained.

"We therefore hold that the granting of this license will not be unfair for the "unfair, destructive and ruinous competition" upon which appellant relies to bring it within the limits of Section 301 of the Communications Act of 1934, supra, and having failed to show that it is so aggrieved or adversely affected by the order of the Commission, it becomes our duty to dismiss the appeal," the court stated.

In taking up the KTSN contention that it had not been afforded proper opportunity to present its argument, the court said it was "very clear" that no error had occurred in this respect.

**Interference Appeals**

In the appeal of J. T. Ward, owner of WLAC, to the court, an opinion written by Associate Justice Justin Miller, pointed out that WLAC had claimed that objectionable interference would be caused to WLAC.

"The considerations upon which we hold, in the Yankee Network case, to economic interests may be sufficient to bring a station license holder within the terms of Section 402 (b) (2) as an applicant are equally applicable in the case of objectionable interference," the court said.

The question then arises whether the Commission’s findings and determination concerning the question of electrical interference finds substantial economic support in the record. In the opinion of the court they do, and consequently the assigned reason for appeal is not made by the record.

"This language caused some doubt in the minds of practitioners. It appeared the court had accepted the word "objectable" as synonymous with "ruinous" whereas it (Continued on page 77)
**Transcontinental Prepares for Jan. 1 Debut**

**Stations Offered 30% of Their Card Rate**

The PHENOMENAL rise of Elliott Roosevelt in national broadcasting continues, even as State Network in the event it became aligned with the new venture, it was said. It was expressed that Texas has an exclusive contract affiliation with MBS.

Details as to the financial backing of Transcontinental were lacking. It was learned, however, that a number of important figures in the media industry have been consulted about a possible acquisition of stock. Mr. Roosevelt himself denied any major ownership interest. It was announced that in addition to Messrs. Adams and Porter, include Lester C. Cox, publisher of KWTB-KGBX, Springfield, and part owner of ABC, and K. T. Evans, part owner of KXOK, St. Louis, and KFRU, Columbus, Mo., vice-president; Robert M. Thompson, manager of WJAS and KQV, Pittsburgh, secretary, and H. J. Brennen, president and principal owner of WJAS and KQV, treasurer.

Financial Support

In addition to Messrs. John Roberts, brother of Elsey Roberts, publisher of the St. Louis Post-Dispatch, and part owner of KXOK, St. Louis, and KFRU, Columbus, Mo., vice-president; Robert M. Thompson, manager of WJAS and KQV, Pittsburgh, secretary, and H. J. Brennen, president and principal owner of WJAS and KQV, treasurer.

**NIAA Study Reveals Industrial Firms Make Little Use of Broadcast Medium**

Of each advertising dollar being spent in 1939 in the industrial field, only 0.1% is being spent for radio advertising. This was the conclusion of a recent report of the National Industrial Advertising Assn. The report was compiled from 416 questionnaires returned from an initial mailing to 4,474 industrial companies. Of the 416 firms reporting, 15 indicated their use of radio advertising and specified that an average of 2.35% of their budgets was being spent on radio advertising.

One company with a sales volume of between $200,000 and $500,000 annually saw a clause in a contract that no advertising would be used which exceeds 2.4% for radio advertising.

In the major equipment or heavy industrial field no company reported a 2.35% expenditure for radio advertising, but the 1939 breakdown indicates that 10 firms with sales volume over $500,000 spent an average of 1% of their advertising appropriations this year for radio advertising.

In the building equipment field during 1938, one firm with a sales volume between two and five million reported a radio expenditure of 1.5%, while in 1939 no accessory equipment firms which answered the questionnaire are using radio advertising.

**Forming New Network**

Mr. Adams and Mr. Roosevelt stock in the venture. "Neither I nor any connected with the St. Louis Times or KXOK owns or has any contract to purchase stock in the Transcontinental Network," Mr. Roberts stated.

"I have no connection with it directly or indirectly," he added, explaining he had not discussed the project with anyone connected with radio advertising which of course merely "reflects a burning desire on my part to stick closely to my own business which I know a little about and stay completely out of anyone else's business which necessarily I know nothing about."

**Code Attitude**

Widespread current reports that the network was operating on an anti-NAB Code basis, by accepting commercials far outside the limits imposed by the code as well as between controversial speakers, were disclaimed by Transcontinental officials. Nevertheless this report was prevalent, particularly in commercial circles. It was pointed out that B-S-H commercials on the major networks have been restricted considerably by virtue of network agreements with certain types of products and lengthy commercials. That agency's largest billings are for daytime spots on behalf of household accounts.

While confirmation was lacking, it was reported that WMCA and KDKA became the key of the network, with WIND, Gary, Ind., as the Mid-West (Chicago) key. Cooperation from the farthest outlying Pacific Coast stations, with efforts made to acquire the California Broadcasting System, operated by a group of large New York operators, as the nucleus of the West Coast setup. Said to be definitely aligned, in addition to Mr. Roosevelt's Texas Network of 23 stations, are KXOK, St. Louis; WJAS, Pittsburgh; KCNO, Kansas City; WIL, St. Louis; WJRE, Detroit; KFOR, Lincoln, Neb.

President Adams announced the network would make its formal debut on Jan. 1 with the broadcast of the Cotton Bowl football game as the highlight of the day's opening schedule. He predicted the new network would include by that time about 110 outlets, chiefly low-powered stations, which will offer advertising of a type never before heard on the "red tape bugaboos" of NBC and CBS.

With the network to assume all line charges and commitments, Transcontinental is not asking stations to donate any time without payment. He said, as BROADCASTING went to press, that stations which have already committed themselves but did not indicate the number of actually signed contracts. He declined to deny any outlets.

**Sold as a Unit**

Because TBS will be for sale only as a whole, with advertisers required to buy all affiliates, Mr. Adams said the network will be free from multiple ownership and its obligations will be primarily to stations and advertisers, and not to other networks. It will not be broken down into separate supplementary groups, he asserted.

Asked whether the network would operate outside the regulations of NAB and whether it would be necessary for affiliates to drop their NAB memberships, Mr. Adams said this was not the case at all. "TBS contracts," he declared, "carry a specific provision giving each affiliate the right to reject any program it does not consider to be in the public interest." TBS will not, however, follow some of the "ab- surd restrictions" placed on clients by other networks. He said, adding he does not believe that advertising of laxatives, for example, is more objectionable than that of cigarettes.

Mr. Adams stated that some 35 hours of business, totaling approximately $4,250,000 had already been signed by TBS, including 20 hours for Sterling Drug and American Home Products placed by B-S-H. In this connection, it was learned that the agency's difficulties with NBC over placement of transmitted network shows halted its efforts for supplementary coverage.

(Continued on page 76)

BROADCASTING • Broadcast Advertising

November 15, 1939 • Page 15

www.americanradiohistory.com
First 5 kw. Night Regional Grants Approved by FCC

KMP, KIRO, Get Fulltime; Way Clear for Increases

KMPC, Beverly Hills, Cal., and KIRO, Seattle, Nov. 14 were authorized by the FCC to operate fulltime on 710 kc. with regional power. The FCC at the same time granted their requests for 5,000-watt increases to 10,000 kw. at night on 1450 kc. regional channel night power increases to 5,000 watts, marking the end of the four-year phasing operation; with this the FCC has removed or will soon remove the other three regional grants.

There are pending WOR, Indianapolis, and WIRE, Portland, Ore., grants of 5,000 and 5,000 kw. respectively. The KMPC, KDMK, and KLOG, Ogden, Utah, stations have also been granted 5,000 kw. fulltime.

Others May Follow Soon

Some 50 applications of regional stations for increases in night power to 6,000 watts, pursuant to the new allocation rules, 1,000 watts under special authorization on 710 kc. with 1,000 watts unlimited time. This special 31,250-kw. increase has been granted.

The KMPC and WOB, Newark, is the dominant station on 710 kc. using 50,000 kw.

Five Get 250 Watts

Five more stations were authorized by the FCC at its regular meeting Nov. 14, to increase their night powers to 250 watts in accordance with recently adopted rules permitting stations to go to 250-fulltime operation. They are KARM, Fresno, Cal.; KVS, Bellingham, Wash.; K V R S, Rock Hill, S.C.; KMPC, San Antonio, Tex.; KHAS, Hastings, Neb., the latter a construction permit.

For earlier 250-watt grants, see story on page 24.

Stations' Education Board

Though there are pending WOR, Indianapolis, and WIRE, Portland, Ore., grants of 5,000 and 5,000 kw. respectively. The KMPC, KDMK, and KLOG, Ogden, Utah, stations have also been granted 5,000 kw. fulltime.

Studying ASCAP Suit

ASSIGNMENT of Ernest Myers, special assistant, to the Attorney General, to study of the government's anti-trust suit against ASCAP, pending in the Federal District Court in New York for the past four years, was announced Nov. 15 at the Department of Justice.

The suit was brought by Richard Edgerly and other songwriters from Robert M. Cooper, who last month joined the FCC as a special assistant. Though no final determination had been reached by the Department in connection with the suit, Myers' appointment is under the aegis of the ASCAP monopoly investigation, pending the outcome of the preliminary study.

Advertising

Club of New York, on Nov. 9 announced the following officers were elected by the 1939-1940 Advertising Club of New York: Walter T. Baker, Jr., Westinghouse Co.; President; J. P. Smith, General Electric Co.; Vice President; Jorie Wooster, John Blair & Co.; Secretary; Walter F. McClure, R. E. Davis Sales Co., Treasurer.

AFM Disc Fee Cut

A REVISED scale for musicians' payments to organizations for library services, reducing by one-third the cost of musicians on off-hour programs, was adopted by the executive board of the American Federation of Musicians at their monthly meeting in New York. In addition to the scale of $18 per man for a 15-minute dance with two cuts of recording and live orchestral recording not to exceed one hour, the new scale provides a half-hour rate of $24 per man, with recording and re-ording limited to two hours. Two-quarter-hour programs cannot be lumped together.

Ray-Lite to Expand

RAY-LITE Co., Milwaukee (Christie, radio station WTMJ), has purchased the last one-minute spots on WMCA, New York, and WCAU, Philadelphia, and will use them to extend service to other stations later. Cramer Kasselt Co., Milwaukee, handles the account.

NBC, MBS Use Few European Pickups; CBS Continues Twice-Daily Programs

AS EUROPE'S battles came game into the last half of its third month, consulting without a major engagement along the Western Front, a division of off-scale and off-the-press.ASCII has come to an end.

However, coverage has arisen between A. A. Schechter, director of news and public affairs for NBC, and Paul White, who occupies the same position with CBS.

Aside from an occasional special program from abroad, the news has turned to an almost "back to normal" schedule, limiting its regular pickups from Europe Hn 9 w. a. program on weekdays and commentaries from London, Paris and Berlin on Sundays, CBS, on the other hand, takes its listeners to Europe twice daily, 8:45 and 6:45 a.m. and 6:45 and 8:45 p.m., and to use a different kind of war," says White, "but it's still a war and as such is worth covering."

When no hot news is brewing, White sends his European representatives out among the people to find out how they are reacting to the war, and when reports come in, he will be different.

One evening the round-up brought reports on the latest stage of the war in London, Paris and Berlin.

Another broadcast described the life in London as told to the years by the three warring nations and others have explored various other points of interest. More than one American listener has seen this picture of European life today.

CBS also has its front-line correspondents—William Henry with the British forces, and Thomas Grandin, regularly stationed in London, and Harry Fox, the Sutton report on the Maginot Line. Both return to Paris from time to time to broad- cast. In the meantime, NBC's report from the front. NBC has sent no one to the front as yet.

MBS, lining up with NBC, has reduced its European schedule to a Friday evening ten-minute spot, with John Steele speaking from London. CBS, on the other hand, takes its listeners to Europe twice daily, 8:45 and 6:45 a.m. and 6:45 and 8:45 p.m.

Mutual, however, agrees with CBS on keeping men at the front and has Arthur Mann with the British and Victor Lusinchi with the French troops. Mann and Lusinchi have been unable to make it to the front from Paris the past, plus a ten-minute broadcast by Sigrid Schultz from Berlin, every other show.

KDKA October Gross

Best Month in 19 Years

ALL-TIME record for gross billings in a single month since the station was opened 19 years ago was registered in October by KDKA, Pittsburgh, according to S. D. Garver, general manager.

During the month billings were 10% above October 1938. New business booked during the October in KDKA was 63% above the same month last year.

For the first 10 days of the month, bookers had to carry their duties on an expanded licensing of broadcasters to use its records on the air [BROADCASTING, Oct. 15].

KDKA October Gross

Best Month in 19 Years

ALL-TIME record for gross billings in a single month since the station was opened 19 years ago was registered in October by KDKA, Pittsburgh, according to S. D. Garver, general manager.

During the month billings were 10% above October 1938. New business booked during the October in KDKA was 63% above the same month last year.

For the first 10 days of the month, bookers had to carry their duties on an expanded licensing of broadcasters to use its records on the air [BROADCASTING, Oct. 15].
Relax Video Rules, FCC Group Urges

Sees Crucial Stage Now; Divides Channels by Population

CONCLUDING that television as a service to the public has reached "a crucial stage," the FCC Television Committee Nov. 15 recommended to the full Commission a relaxation of regulations governing the visual art, under which experimental stations would be permitted to operate on a limited commercial basis with program facilities or funds contributed by advertiser sponsors to be used for experimental program development rather than for profit.

Following the expected course the committee, in its second report on television since its formation early this year, recommended a definite allocation policy under which two classes of stations would be established, along with other safeguards under which it felt might make for evolutionary development of television.

Power Limitation

"Because of the status of the art, the committee recommended that only the seven lower frequency channels of the 19 available for television have been developed to the point of readiness for technical service. It recommended allocation of three channels to metropolitan districts in excess of 1,000,000, eight channels to areas of between 500,000 and 1,000,000 population, and one channel to metropolitan districts of less than 500,000 population. Powers of stations so assigned would not be in excess of that necessary to provide adequate service. However, in an allocative table accompanying the report in which a tentative assignment of frequencies to metropolitan areas was outlined, the maximum allotted power was 10,000 watts.

"The committee was not particularly optimistic about television outlook, pointing out that less than 1,000 receivers had been sold since last May, when NBC began regular scheduled broadcasts in New York. The keynote of its voluminous report was extreme caution lestLicensed in the United States. Granted a mandate of seven years, it proposed a schedule that would have seven channels below 108,000 kc.

"The committee continued: "In submitting its report, the committee brought out that it was releasing for publication only Part I of a long-range study. The portion released deals only with recommended policies and changes in regulations, it pointed out. Part II, dealing with matters concerning present licensees, and Part III, dealing with recommendations concerning new stations now pending, were submitted to the FCC confidentially."

The committee said it would welcome comments from interested parties. If within a reasonable time there is proper request for a public hearing on its report, it is expected to make the recommended changes in existing television rules, it urged that the Commission consider scheduling such a public hearing. The committee prefaced its recommendations with the observation that the response of the public, as reflected by the purchase of receivers, has been too strong for the many in the industry. Pointing out that less than a thousand receivers have been so acquired in nearly all in New York City, the committee said it was unable to gauge accurately the most important of the many factors for this lack of interest on the part of the public. In general, it ascribed this condition to lack of facilities on the nationwide scale, lack of program service both in quality and quantity in any community; hesitation to purchase costly receivers at this early stage, and lack of sufficient information on which to base a logical licensing policy.

"Despite these discouraging factors, the committee said it was of the firm conviction that while the public has been too eager to purchase receivers at this time, it does not desire to be deprived of the opportunity to "enjoy the benefits of television when it is ready for public service.""

"Another important element was described as the cost of producing programs. It is true, the committee continued, that television when it becomes a real service to the public, the licensees must be adequately financed and be assured adequate revenue from the service rendered," the report pointed out. "The average cost of the average motion picture is approximately $300,000 and the approximate cost of rendering television programs in New York for one week on a 12-hour per week basis is $15,000, it recited.

"Thus, if television is to become a real service to the public, the licensees must be adequately financed and be assured adequate revenue from the service rendered," the committee pointed out. "Not only must this huge cost be shared by over-licenses, but many stations interconnected in a program distribution system appear at this time to be necessary before adequate program service to the public is possible."

To date, the committee pointed out, no connecting links have been constructed because there are not enough stations to justify construction of the chain facilities, applications for other than television technical research stations (Class I) having come from only seven communities in the nation.

The committee said it felt that wholesale demand of receivers now is unsound because it may retard rather than accelerate the ultimate development of television. Public concern over inventors in advance of proper television transmission would naturally create a demand for experimental stations. At the present stage of development good programs cannot be furnished, it said, and the more logical procedure that would consider program service so attractive that the public will purchase sets.

Without naming the RCA by name, the committee said that one company, which had pioneered extensively in television development and whose advance in television development, had recommended relaxing of the restrictions on commercial sponsorship. This company said that removal of the restriction would stimulate development of television without in any way interfering with program service.

The committee said it had given careful and sympathetic consideration to this proposal but was of the opinion that the claims of the advantages of removing the restrictions against commercialism do not outweigh the dangers. It pointed out that there is no circulation to attract any sponsor to television as a logical medium today and it could not be demonstrated before commercialism can become feasible, the service should be ready to sell on some reasonable basis of circulation to the sponsor.

On the other hand, it stated there is grave possibility that premature commercialization could retard logical development.

Warns of Dangers

There is particular danger, the committee continued, "that advertising rather than entertainment or education would become a paramount factor in programs. In addition, premature commercialization may easily lead to a scramble for favoritism by underwriters who have no real public service concept. It may precipitate many stations in local markets to forsake any source of good programs is available. Consequently, it is certain that public reaction to television sets would be adverse." Beyond that the committee said that immediate commercialization threatens to open a flood door wide to "financial exploitation of the public without any sound basis therefor."

Moreover, it said premature commercialization might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stability in this phase of the service which is so essential to employer and employment.

Apropos commercialization, the committee continued: "It may be that the time is fast approaching when inventors may receive a return not only on their huge investment but also must secure remuneration for operating expenses. Fortunately, the committee feels that program sponsors (Continued on Page 81)
Dominion Issues Wartime Rulings

Stations Post Regulations in Prominent Studio Location

Story of the day: the bi-lingual notice, printed in English and French on a 12x18 inch card and posted in every radio station, calling attention to the existing state of war in the country and listing censorship regulations now in force. The notice has been distributed to all Canadian stations by Canadian Broadcasting Corp. for the Dominion Government.

Wartime Regulations

Bearing the official Canadian crest, with parallel English and French text, the notice quotes sections of the Defence of Canada Regulations applicable to radio stations, the notice concludes.

Public Order: 39. No person shall by word of mouth: (a) Spread reports or make statements, false or otherwise, intended or likely to cause disaffection to His Majesty, or to induce, or attempt to induce, any accessories of His Majesty’s forces or of the forces of any allied or associated powers or of the forces of the Dominions of His Majesty to take up arms against each other, or to prejudice the authority or efficiency of any of His Majesty’s forces.

Penalties: 63. (1) Every person who contravenes or fails to comply with any of these Regulations, or any order, rule, by-law, direction, notice or given under any of these Regulations, shall be guilty of an offence against this Regulation.

NOTICES: 53. (1) Any person by whom an order is made in pursuance of these Regulations or a person acting on behalf of such a person shall give public notice of the order in a manner as he may consider best adapted to bring the same to the notice of the person affected by the order. (2) Any constable or any member of His Majesty’s navy, military or air force may make a personal entry or act on behalf of the person issuing any such notice, or cause it to be displayed on any premises, vehicle or weapon, and, when the order affects the entry of any premises, vehicle or weapon, and when the order is to enter any premises at any reasonable time during the day or during the night, except under lawful authority shall remain after, defeat or obstruct any notice posted in pursuance to the provisions of this Regulation.

CBS, MBS and NBC carried the special hour program Nov. 11 launching the annual J. P. Morgan card. A speech by President Franklin D. Roosevelt, introduced by Norman H. Davis, chairman of the program, was followed by appearances by stars of radio, stage and screen.

10,000th Program

LEN SALVO, organist of WSPD, will conduct the 10,000th program on Nov. 11, just 8½ years after joining WSPD. A former Iverson, he now being produced by Paramount, Series will continue to be heard Tuesday, Thursday, and Saturday by ALR Family

GENERAL FOODS Corp., New York (EJ-o pudding), on Nov. 14 switched The Arlrich Family on NBC from New York to Hollywood, while Earn Stone, star of the series, works the studio. At Old Siwash, now being produced by Paramount, Series will continue to be heard Tuesday, Thursday, and Saturday by The Arlrich Family

This trophy, held by Jane Arend, of the artists bureau of WSPD, Toledo, will be given to the Toledo Football school winning the local football championship. Three wins gives permanent possession.

Kennedy Acquires Interest in WSAZ

The 48% interest in WSAZ, Hunt-owned by W. D. McKellar, manager, was purchased in early November by John A. Kennedy of the West Virginia Network and chief owner of its three stations—WCHS, Charleston; WBK, Wheeling, and WPTB, Parkersburg. The remaining 52% continues in the hands of WSAZ Inc., controlled by the publishers of the Charleston Daily Advertiser. John A. Kennedy publishes the Charleston Exponent.

The 300-watt station outlet on 1190 kc. will be added to the West Virginia Network, according to Mr. Kennedy. New manager and commercial will be appointed. Mr. McKellar, onetime sole owner of WSAZ, will retire from radio.

Plans for New KYUM

RCA equipment and a 175-foot vertical radiator have been ordered for the new KYUM, Yuma, Ariz., for construction as a local on 1210 kc. Approval of a site is awaited, after which construction will be completed within 30 days. Station will be controlled by local interests, with WCO, Tucson, as owner. E. B. Norfleet, president of WCO licensee corporation, Paul A. Hayer, general manager and chief accountant, will continue in his position. Personnel has not yet been chosen.

Yuma Hearing Dec. 1

HEARINON competitive applications involving KUMA, Yuma, Ariz., cited for revocation of its license, again has been postponed by the FCC, with the new date set Dec. 1 in Phoenix. Commissioner Paul A. Walker will preside in lieu of Commissioner Norman S. Case. KUMA had been cited for revocation on Dec. 15, 1938. The rehearing is primary ground that the station’s license had been transferred without appropriate amendments. E. B. Norfleet, former executive of the station and now an applicant for its license, last month appealed from the FCC decision authorizing a new local station in Yuma.

Kennedy Acquires Interest in WSAZ

The 48% interest in WSAZ, Hunt-owned by W. D. McKellar, manager, was purchased in early November by John A. Kennedy of the West Virginia Network and chief owner of its three stations—WCHS, Charleston; WBK, Wheeling, and WPTB, Parkersburg. The remaining 52% continues in the hands of WSAZ Inc., controlled by the publishers of the Charleston Daily Advertiser. John A. Kennedy publishes the Charleston Exponent.

The 300-watt station outlet on 1190 kc. will be added to the West Virginia Network, according to Mr. Kennedy. New manager and commercial will be appointed. Mr. McKellar, onetime sole owner of WSAZ, will retire from radio.

Plans for New KYUM

RCA equipment and a 175-foot vertical radiator have been ordered for the new KYUM, Yuma, Ariz., for construction as a local on 1210 kc. Approval of a site is awaited, after which construction will be completed within 30 days. Station will be controlled by local interests, with WCO, Tucson, as owner. E. B. Norfleet, president of WCO licensee corporation, Paul A. Hayer, general manager and chief accountant, will continue in his position. Personnel has not yet been chosen.

Yuma Hearing Dec. 1

HEARING on competitive applications involving KUMA, Yuma, Ariz., cited for revocation of its license, again has been postponed by the FCC, with the new date set Dec. 1 in Phoenix. Commissioner Paul A. Walker will preside in lieu of Commissioner Norman S. Case. KUMA had been cited for revocation on Dec. 15, 1938. The rehearing is primary ground that the station’s license had been transferred without appropriate amendments. E. B. Norfleet, former executive of the station and now an applicant for its license, last month appealed from the FCC decision authorizing a new local station in Yuma.
Shepard Accepts Edict On Coughlin; Eight Stations Resign

WITOUT THE necessity of invoking summary action against a single station, the broadcasting industry has succeeded in negotiating its first self-regulatory code by getting all recalcitrant elements in agreement on the payment or sale of time for the discussion of controversial issues.

Behind the strongest barrage of public sentiment, pro and con, that has yet accumulated in the industry issue, the NAB board of directors, at its meeting in Chicago Nov. 2-3 gave its Code Committee a vote of confidence on the position it has taken in connection with the banning of such speakers as Coughlin and Townsend on paid station time. The only station causing yet evident growing out of the code controversy were the resignations of four stations in the Texas State Network, headed by J. Roosevelt, who announced his intention of resigning from the NAB more than a fortnight ago.

There have been several other resignations, but whether these resulted from the controversial code provision or for other reasons is not ascertainable. The Texas stations which pulled out of the NAB as KPJZ, WTJW, Worth; KBBC, Abilene; KNW, Waco. In addition, WJJD, Chicago, operated by Ralph L. Atlass, also resigned, as did WRAS, Chicago, operated by Gene Dyer, who has resigned as NAB director because of ill health.

Shepard's Agreement

The way was cleared for amicable settlement of the Coughlin controversy when Robert Shepard 3d, president of Yankee and Colonial Networks, who previously had taken a determined stand against the resignation of the Coughlin broadcasts under literal interpretation of the code by the Code Compliance Committee, announced upon the resignation of WJJD, Chicago, Nov. 3 his intention not to accept the broadcasts on an out-and-out commercial basis. He announced he would accept sufficient revenue to defray actual line and overhead costs and, if Fr. Coughlin refused to accept free time, he would turn over to charity the difference between the payments to stations owned by his organization and the expenses.

Back ing the Code Compliance Committee ruling, the board at the same time held the contracts for the sale of time for discussions of controversial issues expired prior to Oct. 1, 1939, although in temporary conflict with the code, may be continued to expiration. However, it was made clear that, at the discretion of the station manager, such contracts might be continued to an earlier date in conformity with cancellation clauses contained in the contracts.

Public debate over the code provisions continued, with nationwide networks allotting generous time for discussion of all angles. With several noted speakers already booked in advance, it appeared likely that the forum discussions would continue for some time.

How much Fr. Coughlin's 44 network stations have dwindled since the bulk of the contracts expired Oct. 29, could not be ascertained. Word had come that NAB that three stations—WTMJ, Milwaukee; WGBI, Scranton, and WIBC, Indianapolis—had decided to drop the Fr. Coughlin series. WIBC had agreed to pick up the series after WIRE, Indianapolis, had cancelled, but the station owner, advised NAB that two weeks' notice had been given on cancellation.

Rally Called

Climaxing the strong support for the code, notably in connection with children's programs, emanating from women's organizations, will be a luncheon rally at the Willard Hotel, Washington, Nov. 29. Invitations have been extended to the board of directors of Women's Clubs and Mrs. Ruth Hailer Ottaway, president of the National Council of Women.

Coincident with this meeting, the Code Compliance Committee has been called by its chairman, Edgar L. Bill, WMGB, Peoria, to meet in Washington Nov. 28-29. The committee will take up unfinished business and devise means for more effective handling of commercial aspects of the code. The suggestion has been advanced that a "continuity acceptance advisory service" be established within the NAB to guide stations on commercial program acceptance.

Compliance machinery as such for the code was not established by the NAB board of directors. It was concluded that the primary job at this time is that of self-education. The board believed the proposal sponsored by the Code Committee, after it has had an opportunity to test the code in actual practice, to draft whatever compliance machinery is deemed necessary at some future date.

The board, in giving its unsolicited support to the Code Committee interpretations, adopted a resolution which in the first reading its "gratitude and its full approval" of the committee's findings. To clarify the situation precipitated by the Coughlin and other controversy, the board then put in writing its view that contracts executed prior to Oct. 1 even though in temporary conflict with the controversial issue provision, "may be continued until the expiration date, or, at the discretion of the station manager, may be terminated at an earlier date in conformity with the terms of said contracts."

Praised by Miller

NAB President Neville Miller pointed out that Mr. Shepard, in agreeing to comply with the code, had "given a Considerable financial sacrifice." He expressed his appreciation to Mr. Shepard "for the splendid way in which you cooperated with us in straightening out what I believe was a very serious problem in connection with the code."

He said the board admired his action and "owe you a real debt of gratitude."

The association, Mr. Miller added, always appreciative of the financial sacrifices made by other (Continued on page 78)

Industry Accord Solves Code Crisis

News in Theatres

TO SIX local theatres at 9 each evening WOCO, Cincinnati, sends news bulletins which are read over the theatre's public address system. The bulletin sheet, based on the WOCO price of which is approximately $40,000 while KGA was sold for about $25,000.

Since the option has been leased since 1933 to the present operators, FCC approval of the transactions was mandatory. Local agreement for the stations have been held by the new owners, who have operated them under leasesholds of $1 per year.

NBC acquired the stations, along with KJR, Seattle, and KYA, San Francisco, in 1932, after the Northwest Broadcasting System, headed by Adolph Linden, had collapsed. The stations were purchased from banks holding Northwest securities. KYA was sold in 1934 to Frank R. de Blasi, and KJR was leased to Fishers' Blend Stations Inc., which also operates stations in the arrangement. The option for sale of KJR have been consummated.

Cover Equipment Value

The value of the equipment, it is reported, is designed to cover value of equipment rather than going consideration. Even though the FCC approval is not viewed as mandatory under the law, it is expected the application will be modified to the transactions by the licensees. KEX, which has been operated by 20th Century-Fox in conjunction with KGW, is assigned to 1190 kc. with 5,000 watts, operating on full power authorization. KGA is assigned to 1470 kc. with 5,000 watts. Both are NBC Pacific Blue stations.

With the disposition of the two stations, the number of NBC-owned outlets is reduced to eight. These are WEAF and WJZ, New York; WMAQ and WENR, Chicago; WRC, Washington; WTAM, Cleveland; KQO, San Francisco; and KJR. In addition, NBC leases and operates KOA, Denver, and KGK, San Francisco, from General Electric, and WMAL, Washington, from the Washington Star. It program-manages house outright the stations WBEZ-WBZB, Boston-Springfield, KYW, Philadelphia, and KDKA, Pittsburgh, as well as GE's WGY, Schenectady.

H. V. Fears Code

APPROHENSION that the NAB Code may be so interpreted as to work a hardship on radio by setting up a process of censorship, was expressed by H. V. Kaltenborn, CBS news analyst, during a discussion of censorship at the Overseas Press Club luncheon at the Gladsome Hotel, New York, on Nov. 8. "The letter of the law may be all right," he said, "but the application may be all wrong." Quoting the code's phrase about keeping analysis and evaluation of the harmful effects of one news "free from bias," he praised its intent but added that "no human being, no one who disagrees with him," stating that things that need regulating are just right. Speaking for himself, he said soon enough, he warned against restringing the young art of radio too much, for "it's the truth that makes us free."
IRNA Seeks Revenue Figures For Contract Fight With AFM

Musicians Ask Greatly Increased Key Payments; Present Schedule Source of IRNA Complaints

CONFRONTED with demands that network affiliate expenditures for union musicians be increased by $1,500,000 annually or up to 30% when current contracts expire in January, Independent Radio Network Affiliates Inc. on Nov. 2 requested all network outlets for data with which to meet the proposals of American Federation of Musicians.

The AFM demands aroused deep resentment in industry circles. With existing contracts expiring Jan. 17, it was thought that a stalemate might occur and threats of two years ago for a nationwide strike might again develop.

During the last two years broadcasters generally have disputed the economic theory upon which the AFM contract was conceived — to relieve the burdensome payment in musicians' ranks. Many stations have found no need whatsoever to have been successful in selling staff orchestras to advertisers. Moreover, except in the major markets, the quality of staff musicians has been inferior. In industry circles, the payments have been regarded as a forced assessment of tribute or a "subsidy" which legitimately cannot be justified.

Network Boost Demanded

AFM, in its meeting with industry representatives Nov. 2 had asked that network stations in New York, Chicago, and Los Angeles increase their expenditures for staff musicians from $80,000 a year to $120,000 annually above expenditures prior to 1938. Refusing to deal through IRNA for independent network stations, AFM did not make known its demands from this group but indicated that the National Independent Broadcasters separately would prepare for the inevitable siege of collective bargaining with AFM, the IRNA Executive Committee, headed by its chairman, Samuel R. Rosenbaum, of WFIL, Philadelphia, dispatched Nov. 6 to all affiliates a letter requesting basic information to be utilized in buttulking the industry's position. Pointing out that the Executive Board of AFM had requested an announcement by Nov. 15, the IRNA committee asked that a statement of net revenue of each station for the 12-month period, Nov. 1, 1938 to Oct. 31, 1939 be submitted to Ernst & Ernst, New York accountants. Whether the Nov. 20 deadline can be met is questionable and it is considered likely that a postponement will be sought.

The IRNA committee, flanked by representatives of large networks, Harold A. Lafount, of New York, as president of NIB, and Joseph L. Miller, NAB director of labor relations and a member of the AFM executive board in New York following preliminary deliberations of the two groups. Joseph N. Weber, president of AFM and chairman of its executive board, promptly notified the broadcasters of the increased demands. Representing the broadcasters were Walter J. Damm, WTMJ, John Shepard 3d, Yankee Network, and Mr. Rosenbaum, IRNA. Mrs. Hazel Wood, NBC vice-president and treasurer, and Lawrence W. Lowman, CBS vice-president in charge of news and publicity. Mr. Rosenbaum, in reference to the letter from Mr. Lafount, said that the station must be paid, if any, to make known its intentions.

That Schedule A has not worked out to the satisfaction of broadcasters has been evident during the last two years. In many areas, notably the South and the West, competent musicians are not available, but under the contract stations are forced to retain staff musicians commensurate with their classifications. In no few instances the musicians stand by idly and are not permitted to perform. Moreover for music is that in many areas the AFM contract does nothing toward alleviating alleged unemployment since the available musicians have been gainfully employed and simply perform as a side-line or a hobby.

Growth of Industry

AFM based its demands for the $1,500,000 increase from network affiliate expenditures for union musicians as the reported increase of revenue for the industry, concessions made by the industry to other organized labor groups during the last two years and insistence upon increased employment for musicians because AFM holds that the growth of radio is primarily due to the services of musicians.

In addressing all affiliates, the IRNA Executive Committee indicated that affiliates must decide immediately whether they favor cooperative action or whether they desire to negotiate with IRNA to work out deals with their own locals rather than with AFM itself. If the latter course is decided upon by individual stations, the notice said, the station must be prepared to "take the risk of being deprived of network service, or being responsible for an interruption or termination of network service and a possible national strike." Cooperative action or the taking of these risks, it was pointed out, "but of course no one can give you any assurances concerning the success of the cooperative effort".

Without commenting on the justification of the AFM demands, Mr. Rosenbaum said the important thing is to determine how to enable IRNA to go back to the Federation and present reasons why the demands are "reasonable, revised or rejected". He recalled that in 1937 Ernst & Ernst acted as impartial and confidential accountants in determining the allocation of expenditure as based upon the reported income of each station. This report showed that affiliates had been expanding, prior to settlement, a gross of $1,673,063 for staff musicians. The required additional expenditure of $1,500,000 under the settlement worked out to an average of $12,500 a year per station, a decrease effect of raising the annual expenditure for staff musicians to $3,175,063 and the sum was produced by applying a factor to the average as reported in 1937 for the year 1938, as above.$3,000 was subtracted.

Stayed on Air

LIGHTNING struck the telephone cable near the transmitter of WGN, Chicago, the other afternoon, but General Manager H. Itasca, III, while men searched for the exact fault of the failure, began the telephone service failed completely an hour later, the WGN showman, put on a great variety show in the studio programs off the wire and transmitted them to the WGN transmitter in four Chicago Tower. The studio unit stood by until station sign-off and the linenmen made the repairs.

Newspaper Gets Control of WFLA

With the acquisition of another 10% interest in WFLA, Tampa, by the Tampa Tribune, approved by the FCC Nov. 7, that station is now 55% owned by the newspaper, with the remaining 45% being held by Walter Tison, manager. The Commission directed the newspaper to purchase the 10% stock held by Fred J. Lee for $6,800. Last August the Tribune acquired the 45% interest in WFLA, H. B. Bakken, former mayor of Clearwater. S. E. Thorn- ason, publisher of the Tribune and also of Chicago Times, is president of the new corporate setup, with Mr. Tison as vice-president. The newspaper declared the same day, the FCC authorized Leo M. Kennett and Roy E. Blossom to acquire three shareholdings — WHBU, Anderson, Ind., as partners. Mr. Kennett manages the station. Mr. Blossom, former manager of WFIM, Indianapolis, is now executive secretary of the Indiana Electric Assn.

Milk-O-Mag Test

LAMBERT PHARMACAL Co., St. Louis, on Oct. 23 started a test campaign for Milk-O-Mag tablets in St. Louis, the evening stations of WLS, Chicago, and WBBM announcing five times weekly on WMWD, Peoria, Ill. If the test is successful, boards stations will be added, according to the agency, Lambert & Feasley, New York.

Unique Thanksgiving

CBS has arranged a special Thanksgiving program for Nov. 23 with its network stations in London, Paris and Berlin giving descriptions of the quaint Christmas customs of the war-torn nations. Wives of Edward R. Morrow in London, Eric Sevardal in Paris and Gertrude Bristol in Berlin will plan a typical American Thanksgiving menu and will invite an Englishman, a Frenchman, and a German to be their guests at dinner.

the that a meeting of the IRNA board of 15 broadcasters has tentatively been called for Nov. 17 in New York to discuss the situation and determine if it is necessary to call a convention of IRNA. Without figures before it, he said, the IRNA conference will be powerless to do anything else but to discuss the subject intelligently and there will be no alternative but a national convention with its attendant expense.

Because of the position taken by AFM regarding independent stations, it is expected that a course similar to that followed two years ago will be pursued. At that time, AFM would not deal with network affiliates and the major networks.

Meanwhile, the networks themselves, through their representatives, are pursuing their own negotiations with AFM and propose to combat vigorously the request for doubled assessments against their key stations. The networks, under the 1937 agreement, were required to make an annual expenditure of $50,000 for staff musicians in exchange for three coverages and the right of each of their key stations in New York, Chicago and Los Angeles. It now requests that each of the key stations pay the equivalent of $120,000 per year in excess of the amount that was being spent prior to 1938.
Kroger Discovers Hearts Are Trumps

"Comes a nightmare, You can always stay awake,
Comes depression, You may get another break.
Comes love, nothing can be done!"

S O GOES the currently popular song. But "comes love" in radio advertising, and the tune changes—for things start to happen.

Since the Kroger Company aired its first daytime serial, Linda's First Love has steadily helped to sell Kroger's Hot-Dated Coffee whilst Linda has had to heartbreak after another. The plot has led us to the conclusion hearts are trumps when it is a game of man and maid; if you play on the heartstrings of the housewife, you loosen her purse strings.

For years Kroger had flirted with the idea of using radio in a big way, but it remained for Bert Johnston in 1935, then newly-appointed advertising director, to make this major step. The company's successful use of this comparatively new selling arm of advertising has been due to his effort to measure to his keen, alert guidance and foresight.

Kroger Dates

Kroger's maiden venture into broadcast advertising dates back to the early summer of '36, which indicates we were no Christopher Columbus in this field. Then dated coffee had just started to jar public's atoll. One of the first to date coffee, launched its unique system of dating at the roasters with Hot Dates in History (over ten stations in the Middle West), a bi-weekly quarter-hour night show—a program of tensely dramatic pulse pounding action; an unusual dramatization of red letter dates that emblazon history's calendar. It proved a natural for selling coffee. Where all spectacular history making pages of the calendar had been torn off, this series was followed with a big tieup by Hot Dates in Music, with equal success and continued until February 1937. Then it was that Linda's First Love took over the selling job for Hot-Dated Coffee over 20 stations.

In the fall of 1936 we upped radio schedules by adding a half-hour evening show once a week over 12 stations. The Kroger Food Foundation formed the basis for House of a Thousand Eyes. The formula consisted of an international name orchestra, noted soprano, male quartet, and was the first to feature guest artists, among them Rudy Vallee, Lanny Ross, Walter O'Keefe, James Melton, Singing Lady and others.

House of a Thousand Eyes symbolized the Kroger organization. Audiences who followed this show, featuring "O" men in the kitchen, scientists and home economists, "saw with their ears" the startling, vivid picture of the rigid scientific tests necessary and said: for millions of Kroger families. This continued for a year and was discontinued in favor of a huge level of this income group could be determined by what they read; the common denominator of program preference was Adult Serial Drama.

Armed with these facts we developed Linda's First Love, next Mary Foster, the Editor's Daughter, went to the breeding for talent, announcers, authors and composers—New York—where with the aid of our agency, Ralph H. Jones Company, and World Broadcasting System we hatched out our two transmitted shows.

At the Summit

Today both programs are ranked with top flight shows. Each drama is a part of the story of a young girl's life with heart thumps and domestic infelicities. The world's best coffee maker, the housewife, listens to it because it is exactly what she wants to hear; contains the same emotional appeal so successfully used by publications "selling sin, suffering and redemption"—publications which capitalize woman's insatiable craving for romance.

Kroger's farflung operations in the Middle West necessitated the most powerful network of stations, necessitated, too, flexibility. Spot radio answered our needs, enabled us to have not one network, but a custom built web, including NBC, CBS, and Mutual affiliated stations. From a small beginning of 10 programs, we now have 48 a day, Monday through Friday. Included in this lineup are newscaster programs selling Tenderay Beef, which are a recent addition.

Radio advertising without merchandising tie-up is like trying to make a kettle boil with a match. You can't get consumers steamed up about the product you're advertising unless you somehow snare their attention, intrigue their interest to the point they'll gravitate to their radios and tune in your program.

To turn potential audiences into listening audiences, we use every sound merchandising device possible, including contests, one of which was the best letter on "Why I like Kroger's Hot-Dated Coffee", the prize for which was free food for a family of four for ten years along with thousands of other cash prizes. These served, too, as promotional fodder to the consumer as well as to our 23,000 personnel.

Another way we have of reaching people is taking advantage of the merchandising service that radio stations offer us. WLM, Cincinnati, for instance, periodically provides us with an excellent show case, in the waiting room of their studios, that is on parade before a considerable volume of traffic.

And Then Comes Love

A believe-it-or-not example of the extent to which our programs are known. A lady listener felt the urge to express herself to Mary Foster. Addressed her letter simply to Mary Foster at the fictitious radio town of Valley Springs. The letter arrived at our office! Some postman knew his serial drama.

Scores of baby girls born during the past two-and-a-half years and named after Linda attest the interest of the mothers in Linda's First Love. Linda played fairy Godmother to early arrivals, bought the wee tots beautiful coats, caps, toiletries until the stork came too often.

Kroger's advertising and merchandising effort is closely knit to net all possible attention and sales. Merchandising our radio programs is a constant affair with us, for Boy Meets Girl every day—and then "comes love" and things start to happen all over again.

HELEN KENNEDY

Assistant in Charge of Radio
To A. E. Johnston, Advertising Director
Kroger Grocery & Baking Co.

BROADCASTING • Broadcast Advertising November 15, 1939 Page 21

www.americanradiohistory.com
Radio’s Largest Survey of Listeners

Federal-Sponsored Data Shows Potency of Air Advertising

THE Hoosier Radio Workshop of Indiana University this month released a preliminary report on its State-wide survey which, when completed, will cover more than 100,000 cases, by far the largest radio listeners survey ever conducted.

Covered in the preliminary report are 62,676 cases taken from 15 counties selected as representative for sampling purposes, including representative areas of the large urban centers of Indianapolis and Hammond, cities such as South Bend, Fort Wayne and Evansville, smaller cities such as Peru and Kokomo and small towns such as French Lick, Bedford and Mount Vernon.

Advertising Impact

Sixty-three per cent, or 39,998 of those interviewed, reported they make a special effort to listen to radio advertising and 50.8%, or 33,549, said they regularly buy products because they hear them advertised on the radio, while 19.3%, 11,747, said they buy radio-advertised products so they may enter radio contests.

Of the 62,676 persons interviewed, 57,722 (92%) owned radios and 7,887 (10.5%) of those not owning radios reported they listen regularly to neighbors or relatives' receiving sets. An average of 1.2 radios per home was found, with many homes owning three and four radios while two homes had seven each. These radios averaged 4.5 years in age, with several interviewees reporting radios 14 years old giving satisfactory service.

Car radios were owned by 9,485 (15%) of the 62,676. The average Hoosier radio serves 3.4 persons, and in 41% of the homes, one or more children listen regularly to the radio on an average of 1.8 hours per day.

In the section dealing with program types, it was found that 70.6% of the radio homes use the radio for practical helps, such as weather reports, stock and market reports, special public service, religious, quiz (public participation), musical, household, political and civic and interview.

The average length of time that each person spends listening to the radio in Indiana is 4.3 hours per week on weekdays and 3.6 hours per day on weekends. Chick listening hours are from 6 to 9 p.m. while the morning hours are more popular than afternoon hours.

The survey was conducted by personal interviews, and it is hoped the results will give Indiana educators and radio managers the most complete picture of radio listening habits today as well as serve as a guide for national listening habits.

Supervising the survey are Robert E. Allen, director of radio programs at Indiana University, and Dr. Lee Norville, director of radio at Indiana. The work is being done in conjunction with the U. S. Office of Education.

Fred Fear Picks List

FRED FEAR & Co., Brooklyn, will again sponsor its most popular campaign of daily spot announcements on stations throughout the country for the Easter holidays. Magic Wand Easter Egg colors and a new egg dye called Presto. The campaign, run from March 16 through Easter Sunday, March 24, will be heard on KNX KGO KFRC KMZQ WBNR WOR WCBS WJZ WFTL WOR KFRC WQAM WHAM WHN WCKY WTM WCAU KDKA KRLD WKY and KNOX. Minken Adv., New York, is agency.

SRVCMEN AID STATIONS

And Stations Aid Servicemen by Cooperating

In Promotion of Better Listening—

COOPERATION between radio stations and local servicemen yields dividends in stimulated interest in radio listening and improved and checked reception, according to letters received by the NAB recently from WDAN, Danville, Ill., and WQBL, Cleveland, Ohio. Both stations follow a routine practical cooperative plan, one employed by a single station and another promoted jointly by all the stations in a large city.

"Here in Cleveland we have a very active Radio Servicemen of America chapter which is cooperating with all stations in offering an excellent service to set owners," reported WQBL's George program director of WGAR. "RSA has established a central telephone call bureau. Program exchanges are open to all. And at various periods during the broadcast day the stations in Cleveland—many of them—run programs that can be heard on respective stations and suggest that for the best enjoyment the listeners set be properly serviced. Then the telephone number of the RSA bureau is announced.

"We have found that not only has the association received hundreds of telephone calls from set owners, but they have already noticed a desire on the part of other servicemen to live up to the standards so that over a period of time the entire radio service industry will be able to offer a better type of service to the set owner. And then of course, the RSA members have volunteered to take surveys for the Cleveland stations, which RSA repair form is sent to their home to make a free check-up on their radios. The stations relayed these requests to the servicemen, who in turn conducted a listener survey during their calls.

WRVA Is Placed In Revised Survey

Sweeney Data Show Richmond Station’s Listening Area

HAVING ignored WRVA, Richmond, Va., in his clear channel service areas, covering the States, including Virginia, Rep. Martin L. Sweeney (D-OH), Nov. 6 announced revised version of his bill on the House plate, covering the States, in which the Richmond 50 kilowatt station is prominently mentioned and is listed as one of the stations "by rural listeners in three States.

In the original announcement [December, 1938], this station had not been mentioned at all, but simply had been lumped in with "all other classes of stations" in the State. The first card reading from rural listeners had been received. Only 50,000 watt clear channel stations were identified and the withheld call, with regional and local, irrespective of post card responses, simply mentioned in a group, percentage-wise. Rep. Sweeney’s post card survey, based on a 10% sample of a 25,000 card mailing just completed, essayed to show that rural listeners are proponently in favor of clear channel and high power stations.

In Virginia, where WLW had been listed as the “first choice” of rural route box-holders with 38.6%, it was stated that the revised representation showed the Cincinnati station in second place with 21.8% of the first choice votes. WRVA, in the revised tabulation, was shown with 45.3% of first choice selections, 2nd choice, 8.7% third choice, and 5.9% fourth choice.

In North Carolina, WRVA was shown as the fourth station in the “first choice” selections with 6.3%, as against 40.4% for WBT, 16.7% for WLW, and 13.7% for WS. In West Virginia, WRVA was listed as the eighth station in point of first choice favor, with 1.8% of the replies.

CRITICISM OF THE SURVEY

Meanwhile, criticism emanated from other quarters over the manner in which the Sweeney survey was conducted. It was pointed out, for example, that in many rural areas, regional stations have the preponderant farm audience by virtue of a favorable location. These cases were not cited at all in the survey.

Rep. Sweeney announced the revised analyses including WRVA in a letter Nov. 6 to Rep. Dave E. Satterfield (D-Va.), who had brought to his attention the fact that his constituent station was not included. Rep. Satterfield explained that WRVA was not listed as a 50,000 watt station in the last listing of stations owned by the FCC which he said, had been used for the breakdown. This list, dated Feb. 14, 1938, carried the WRVA as a 25,000 watt station rather than as a 50,000 watt one, he said.

"With this in mind, I went over the survey summary again, solely, including the returns for WRVA and find that it materially affected the poll in three of the States. In Virginia it placed first, in North Carolina fourth and in West Virginia eighth."
Yes, but how do you do in the daytime, Mr. Jones?

As O'Henry said, it's what a man does between daylight and dusk that really counts—and in this prosaic work-a-day dictum we of WHO most heartily concur. Particularly in view of the results from a little daytime test to which we were recently submitted!

Yes, it worked out very nicely. It just happened that we recently had five different daytime com-

mercial program offers on the station—one at 7:30 a.m., one at 9:30 a.m., and one at 2:15, 3 and 3:45 p.m. So just to check up on how much our listeners still love us, we put all the returns into one basket—and found that we had actually pulled daytime mail from one-sixth of all the 3070 counties in the United States!

We won't attempt to draw any conclusions from this, for you. But we do believe we can probably draw equal returns for you. If it's your conclusion that you want these returns—well, that's up to you! Say when!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Three Locals Get Approval of FCC

Ogdensburg, Fremont, Neb., Hopkinsville, Ky., Grants

THREE local stations were authorized by the FCC in decisions announced last week in November. On Nov. 1 new stations were authorized in Ogdensburg, N. Y., and Hopkinsville, Ky., by broadcasting without hearings. On Nov. 3 a final order was issued granting a new station in Fremont.

The new station in Ogdensburg will operate with 250 watts on 1370 kc. It will be licensed to the St. Lawrence Broadcasting Corp., of which Joseph R. Brandy, Jr., president of the Ogdensburg Advance-Next, is owner of KGFW, the owner, is the head of a football star, is president and manages WPAD. dame football star, is president and manages WPAD. The other major stockholder, also owning 49.66%, is Harold J. Frank, merchant, secretary-treasurer of the company, who will be station manager. John V. Van Kennen, attorney, is a director and holds the remaining stock. Call letters will be WSLB, and the station will be in operation about Jan. 1.

Kentucky Outlet

The new station in Hopkinsville will operate with 250 watts on 1290 kc, and will be licensed to the Paducah Broadcasting Co., which is also licensee of WPAD, Paducah, Ky. President and chief stockholder is Pierce E. Lackey, who also owns and manages WPAD. Call letters will be WHOP. Manager of the station will be Letch S. Lackey and C. G. Sims will be chief engineer.

The new station at Fremont, Neb., will be licensed to Nebraska Broadcasting Co., and will operate with 100 watts night and 250 day on 1370 kc. Its directors and stockholders will be Clark Standiford, former manager and part owner of KGFW, Kearney, Neb., who will hold 99 shares of stock; A. C. Sidner, attorney, 5 shares; C. C. Marshall, retired nurseryman, 1 share; and W. M. Hockman, insurance and realtor, 1 share. Call letters will be KORN.

An application for a new 1,000-watt station to operate daytime only on 990 kc. in Brownwood, Tex., was denied by the Commission in an order made public Nov. 2. The applicant was Brown County Broadcasting Co., which the principals are Wendell Mayes, Joe N. Weatherby and William J. Lawson.

Net Shift in Charleston

A SWITCH in the network affiliations of the stations in Charleston, S. C., will become effective Jan. 1, according to statements by NBC and CBS. On that date the new WTMJ, a 1,000-watt daytime station, which was sold to the Charleston News & Courier and Charleston Post, will join the NBC system with the shift from NBC to CBS. WTMJ operates with 250 watts on 1210 kc., and its basic night network rate will be $80 per hour. WCSG operates with 1,000 watts on 1360 kc., and its one-hour night rate will be $125.

RCA Gross Income Rises, But Net Profits Decline

A RISE in gross income but a decrease in net profits from all operations of RCA. NBC and the parent company’s other subsidiaries, is reported by David Sarnoff, RCA president, in an income statement for the first nine months of 1939. Gross income shown for the parent company from all operations was $74,780,665, which compares with $70,875,614 for the same nine months of 1938. Net income before interest, depreciation, amortization of patents and Federal income taxes amounted to $1,350,224, compared with $8,510,029.

After deductions, net profit amounted to $4,068,425, compared with $4,368,822. Preferred dividends for the period are $2,415,914, leaving $1,650,510 for common. This compares with 12.4 cents per share for the same period of 1938.

While RCA does not break down the income statements for the subsidiaries, NBC as its major subsidiary accounted for a gross (from operations) of $6,096,308 [BROADCASTING, Oct. 1] during the first nine months of 1939.

Bridge Success

INCREASED schedule of daily spot announcements by WCOA, Pensacola, Florida, will be used for the coming tourist season by the Pensacola Bridge Corp., as the result of a successful three-year radio campaign used by the company which originated a toll bridge across Pensacola Bay. An increase of 233% in the number of cars from other States paying the toll has been recorded by bridge authority. The company started broadcasting on WCOA appeals to tourists to "use the bridge and travel the Coastal scenic route."

KOWH Joins Blue

KOWH, Omaha, Neb., on Nov. 10 joined NBC as a supplementary outlet to the Blue Network, becoming NBC's 197th affiliated station. Owned by Head Boxing Promotions, Inc., KOWH operates daytime with 500 watts power on 660 kc. Base network rate is $160 per evening hour.

BURNS on CBS Board; Nine-Month Net Profits Well Above 1938 Figure

COINCIDENT with the announcement Nov. 9 that its board of directors had elected John J. Burns to membership, CBS issued its consolidated income statement for the nine months ending Sept. 30. It showed a net profit of $3,511,242 after expenses, interest, depreciation, Federal income taxes and other charges, equivalent to 2.25 per share on the 1,709,723 shares of $2.50 par value stock outstanding.

In the same period of 1938, CBS reported a net profit of $2,606,158, or 1.52 per share.

Mr. Burns, formerly a judge of the Superior Court of Massachusetts and former general counsel of Underwriter's Exchange Committee, was chief counsel for CBS in the recent FCC Network-Monopoly Inquiry.

CBS results for the first nine months of this year do not reflect operations of the recently acquired Columbia Recording Corp., which will be shown in the statement for the entire year to be issued after Jan. 1. The nine-month statement follows:

<table>
<thead>
<tr>
<th>September 30, 1939 (9 months)</th>
<th>October 1, 1939 (35 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income from sale of facilities and wires</td>
<td>$23,073,929.06</td>
</tr>
<tr>
<td>Less: Time accounts and agency commissions</td>
<td>$5,546,938.33</td>
</tr>
<tr>
<td>Deduct: Operating expenses</td>
<td>$20,129,990.73</td>
</tr>
<tr>
<td>Net income for the period before interest, depreciation, Federal income taxes and miscellaneous income</td>
<td>$11,445,583.00</td>
</tr>
<tr>
<td>Less: Interest</td>
<td>$1,041,574.03</td>
</tr>
<tr>
<td>Federal income taxes</td>
<td>$1,240,147.22</td>
</tr>
<tr>
<td>Net Profit for the Period</td>
<td>$3,387,280.21</td>
</tr>
<tr>
<td>Earnings per share*</td>
<td>$0.05</td>
</tr>
</tbody>
</table>

* (Calculated upon the $1,299,753 balance of old 5% par value stock outstanding at Sept. 30, 1938 or on the outstanding common stock at Sept. 30, 1939 or the completion of exchange of old 4% par value stock.)

Second CBS Outlet in N. M.

KVSF, Santa Fe, N. M., joined CBS Nov. 12, thus giving CBS a second outlet in New Mexico to augment coverage of KGGM, Albuquerque. The new CBS affiliate and KGGM are owned by the same company. Mike Hollander is general manager of the two stations.

Ivan R. Head is manager of KVSF, which is offered as a bonus station to accounts buying KGGM.

Nunn Seeks KFDA Control

CONTROL of KFDA, Amarillo, Tex., which began operating last Aug. 1, is claimed by Mr. G. Goode, local merchant, to J. Lindsay Nunn under an application filed with the FCC Nov. 1 seeking to transfer 1,020 of Mr. Goode's 1,275 shares to Mr. Nunn. The latter now owns 1,000 shares, while Mr. Goode's holdings represent 51%. Mr. Nunn and his son Gilmer are also operators of WLP, Lexington, Ky., and WOTM, Ashland, Ky.

FCC Approves Increases in KQV, WNBC Facilitie

IMPROVED FACILITIES for KQV, Pittsburgh, and WNBC, New Britain, Conn., under which each will use 1,000 watts unlimited time with directive antennas on the 1580 kc. channel were tentatively approved Nov. 2 by the FCC in decision proposing to grant the applications of the stations. Under FCC procedure, if no exceptions are filed within 20 days, the proposed action automatically becomes final.

WNBC sought modification of its license to increase power from 250 watts night and 1,000 watts local on-air set, to 1,000 watts unlimited time.

KQV requested 1,000 watts unlimited time in lieu of its present 1,000 watts day and 560 watts at night. The FCC found that the granting of both applications will result in an extension of service to 141,000 persons, of whom 122,000 are in the Pittsburgh area, and 19,000 in the Hartford area adjacent to New Britain.

Page 24 - November 15, 1939

BROADCASTING - Broadcast Advertising
Big changes in your radio map of Detroit and Michigan . . . WXYZ daylight power now upped from 1,000 to 5,000 watts. . . . New RCA transmitter and Blaw-Knox antenna . . . New and greatly improved location . . . Far wider and more intensive day and night coverage . . . Bigger audiences . . . Bigger Market. To nationally famous program excellence WXYZ now adds the knockout wallop of POWER . . . What a station . . . What a market . . . What a BUY.

KING-TRENDLE
BROADCASTING CORPORATION

WXYZ • DETROIT

*Current rates will apply on all orders for station time up to January 15, 1940.
Greene and Beville Promoted by NBC

Become Circulation, Research Managers Under Ken Dyke

APPOINTMENTS of J. M. Greene as circulation manager, and H. M. Beville Jr. as research manager of NBC have been announced by R. Dyke, NBC director of national sales promotion, both appointments effective immediately.

Greene, 31, a graduate of the University of Wisconsin, has been with NBC since 1935, having been associated with sales promotion, Eastern network advertising for some 10 years. He will be in charge of network and station circulation measurements and will be able to participate in client contacts and supervise the evaluation of new sales promotion activities.

Beville has been a member of the circulation department since 1931, having served in the capacity of assistant circulation manager. He will head the new research department, which will be responsible for the testing of NBC programs.

FCC Stirs Network Issue by Request For World Series Data From Stations

ANOTHER foray into station-network relations, growing out of the controversy evoked by the exclusive World Series on radio broadcast rights of MBS, was launched Nov. 2 by the FCC Network-Monopoly Inquiry. This was in response to a complaint by the MBS network for curtailment of affiliation contracts.

The FCC itself did not dispatch the baseball letter, although it is understood members of the commission were informed by other commissioners. It is reported that Commissioner Frederick I. Conover, who has been tipped as a likely successor to the late Paul A. Walker is understood to have joined him, thus establishing a majority in the case at present constituted. Commissioner Thad H. Brown is acting chairman.

The language of the commissioner’s letter is such that it encompasses not only an effort to ascertain whether NBC or MBS has been as a policy of the network to prevent them from accepting service from MBS, but that MBS has made it clear that they would be unable to use these stations.

With the exception of NBC stations located as to prevent undue overloading.

Program Duplication

Moreover, it was recalled that the question of duplication of network programs was one of the matters under consideration in the inquiry. [BROADCASTING, Oct. 11,] the investigation of the baseball incident, as a matter of policy, more presumably had been closed. Network-affiliate relations, however, were closely scrutinized during the hearings, and charges had been made on behalf of MBS that the older networks had stifled its development. This was the basis of the case.

A motion made by Louis G. Caldwell, MBS counsel, that such contracts constitute an attempt by the committee’s action, has not yet been acted on by the commission.

The hurricane-affected station was seen in some quarters as having direct and indirect over the phase of the investigation.

It is possible the committee may seek to reopen the public hearings as a result of its discoveries in analyzing the questionnaire replies.

Razor Blade Test

PERSONNA BLADE Co., Newark, is sponsoring a test campaign of daily spot announcements on WQXR, New York, for Personna Hollow Ground Safety razor blades, and will advertise more stations if the test is successful, according to its newly-appointed agency, A. W. Lewin Co., Newark.

Knew All About It

NBC PRESS DEPARTMENT had occasion to blurt recently on the broadcast that a recent report carried a story to the effect that no one, not even NBC, could have ventured the old-time song “Riding Down from Bangor”, which Josef Marais, NBC’s Bush veld singer wished to sing on one of his Friday broadcasts. Next day’s news report carried a statement by Thomas H. Belviso, head of the NBC music division, that “if—-the NBC press division is not correct—before sending out that story, they would have learned we knew a lot more about it than they advertised and had cleared all rights to it just for Marais the previous week.”

WJB Now WSOY

GOING fulltime with 100-250 watts on the dial with WJB, Decatur, Illinois, has changed its call letters to WSOY, “The Soybean Capital of the World,” with the station to station shared time with WJB, Bloomington, Ill. Operating an 18-hour broadcast day, from 6 a.m. to midnight, WSOY is expected to carry special programs in connection with the grand opening with fulltime Nov. 12.

KSL STARTS $150,000 MODERNIZING PLAN

RADIO SERVICE Corp. of Utah, owner and operator of KSL, Salt Lake City station, has launched a $150,000 improvement and modernization program, according to Commissioner Thad H. Brown.

The project will include the addition of UPOL, executive vice-president, and R. Sharp, assistant to the president, to the station’s management. Included in the improvement program, planned to provide facilities for future expansion, is an all-electric building at 1935 Broadway, Salt Lake City.

Installation of the higher-quality broadcasting equipment available to replace present installation, will be completed this winter.

Green Hornet Switching

To Nationwide NBC Blue Available for national spot announcements only, “The Green Hornet,” half-hour adventure drama produced by WXYZ, Detroit, was launched on Feb. 7 by G. H. Campbell, general manager of King Trendle Broadcasting Corp. To be aired each afternoon and Saturday night (EST), the “Hornet” will have a coast-to-coast network.

The program, which was produced by the stations of the Mutual Broadcast and the Michigan Network. On April 12, 1935 it was extended to MBS. The drama, like its famous predecessor, “The Lone Ranger,” was conceived by George W. Trendle, president of King Trendle Broadcasting Corp. It is not a serial but a series, each episode being a complete story in itself. The parts are played by John Britt Reid, young publisher of the Daily Sentinel, who assumes the mysterious guise of the Green Hornet, and by the “engineers” who prey upon legitimate business and undermine municipal and state governments.

Birthday Ball Plans

RADIO department for the President’s Birthday Ball will be directed by Miss Frances Miller, who arranged women’s programs at the New York World’s Fair this summer. It will be assisted by William Card, recently with the radio division of NBC and J. C. and J. N. Belviso, of the World’s Fair copyright department, both of New York. The plans for promoting the Ball, which takes place in January, will be announced at a later date.
KDKA Observes 19th Anniversary, New Transmitter
Industry and Agency Leaders Guests at Pittsburgh Fete

By J. FRANK BEATTY
NATIONAL leaders in advertising, radio, industry and education joined with Westinghouse and NBC officials in the dedication Nov. 4-5 of the new transmitter and antenna built by Westinghouse for its pioneer 50,000-watt Pittsburgh station, KDKA.

And 19 years after it had broadcast the Harding presidential election returns from a 100-watt antenna attached to a factory chimney, Westinghouse staged an anniversary celebration that left a vivid impression on its distinguished guests, as well as the city of Pittsburgh and the extensive KDKA listening area. Arrangements were under the direction of KDKA General Manager George Goble and the guest list included a hundred radio executives, time buyers and radio figures, along with President Lenox R. Lohr, NBC President, Claire Trevor, RKO actress, and Dr. Frank Conrad, KDKA pioneer, David Garroway, KDKA announcer, interviews (upper right) O. B. Hanson, NBC V-P, with Judge A. L. Dilley, NBC V-P, background, Nick Keeley, of N. W. Ayer, and Fletcher Turner, of J. M. Mathes, chatted (left) during train ride to Pittsburgh. Tydes Davi, of Kenyon & Eckhardt, and Harry Torn, Sherman R. Ellis Inc., (right) in cab car.

SEATED in KDKAs Crystal Case (upper left) are many historical items. In front are Lenox R. Lohr, NBC President, Claire Trevor, RKO actress, and Dr. Frank Conrad, KDKA pioneer, David Garroway, KDKA announcer, interviews (upper right) O. B. Hanson, NBC V-P, with Judge A. L. Dilley, NBC V-P, background, Nick Keeley, of N. W. Ayer, and Fletcher Turner, of J. M. Mathes, chatted (left) during train ride to Pittsburgh. Tydes Davi, of Kenyon & Eckhardt, and Harry Torn, Sherman R. Ellis Inc., (right) in cab car.

GUESTS AT KDKA CEREMONY

AMONG the guests present at the KDKA dedication ceremonies Nov. 4-5, were:


From Cincinnati—C. W. Robertson Jr., Ralph H. Jones Co.

From Cleveland—A. L. Billingsley, S. C. Peterson, Fuller & Smith & Ross.


From Boston—E. E. Fossett, Badger & Browning; Louis Glaser, Louis Glaser Inc.; Vincent Gallahan, WBZ-WBZA.


After the breakfast, guests were taken to the downtown KDKA studios in the Grant Bldg. With holiday decorations prevailing, guests were taken through the studios and entertained with a motion picture about Pittsburghs industrial boom in full swing, along with an animated short illustrating KDKAs greatly increased coverage with new equipment. Bernie Arm- strong, KDKA organist, accompanied the film and played request numbers.

Noon recess was featured by refreshments and lunch at the famous Duquesne Club, with Mr. Hedges introducing members of the NBC national advertising staff.

Police escorts took five busses of guests to the Allison Park transmitter park after the lunch, with dedication ceremonies beginning under way at 3:30. Recordings and newsmore the version of the transmitter house event included talks by President Lohr and Miss Trevor at the location of the Crystal Case, just in front of the entrance.

Events at the antenna base, climaxd by the bottle-breaking ceremony, also were recorded and the entire affair was broadcast by transmission on KDKA at 8 that evening.

Directed by David Garroway, KDKA announcer who received the annual Davis announcing award Nov. 2, the dedication program included talks by George H. Bucher, Westinghouse president, Mr. Lohr, H. S. Wherrett, president of Pittsburgh Plate Glass Co., Dr. Samuel Harden Church, president of Carnegie Institute.

Following the Allison Park ceremonies, guests later assembled at the suburban Field Club for the no-speech KDKA Day Banquet. Station talent provided entertainment at the banquet, which lasted far, very far, into the night. Guests were presented KDKA Souvenir editions of Broadcasting.

Opening Sundays schedule was a mock hunt breakfast after which guests were taken on a sightseeing tour, assembling at 5 p.m. at the University Club for KDKAs Thanksgiving Dinner. Windup of the day was an excursion to coast-to-coast hour broadcast on NBC-Blue at 8 p.m., with Tommy Riggs, KDKA-developed artist, as m.c.

The new transmitter plant, Westinghouse equipped, includes the latest in broadcast engineering de- vices along with a number of features described as brand new. Among new devices are the radio

(Continued on page 89)

BROADCASTING • Broadcast Advertising
November 15, 1939 • Page 27

www.americanradiohistory.com
JUST WHAT IS SPOT RADIO?

In simplest terms, SPOT RADIO means buying time on separate radio stations—individually. It gives an advertiser radio-audience coverage to match his distribution—territory by territory.

It lets a sponsor pick any number of stations for any length of program—wherever he likes, whenever he likes. He "spots" his program to suit the exact needs of his selling and advertising plans, and his budget.

It's the oldest form of radio advertising—dating back to the first commercial broadcast in 1921. It offers a direct approach and a localized sales appeal.

No wonder that while all radio advertising has increased 106% since 1934, SPOT RADIO has increased 156%. It's the husky veteran of the industry.

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to suggest a specially prepared outline.

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

EDWARD PETRY & COMP.
REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE

Offices in: NEW YORK - CHICAGO - ST. LOUIS - LOS ANGELES
SURE, my distribution is cock-eyed, but that's my business!

1 See the Angry Advertiser! He sells in only 17 States and they want him to put on a radio program on 102 stations in 48 states.


3 Portrait of Agency Radio Executive in act of: "I see—yes—all right—I see—sure—I see—all right—I see—perhaps we can."

4 Next day: "Relax, gentlemen!" comforts Agency Radio Executive. "The situation is saved! So are your jobs! Radio can be tailor-made to fit his Distribution!"

5 "You can spot your program wherever you please, whenever you please, on any open period of any length. That, Mr. Advertiser, is SPOT RADIO!"

6 "That, Mr. Agency Man, makes sense. What a boon! What a saving! So you call that SPOT RADIO, eh? Well, I call it swell!"

SPOT RADIO IS BROADCASTING WHICH YOU CAN SPOT

ANY, INC.
UNITED STATES - INDIVIDUALLY

SAN FRANCISCO - DETROIT
Westinghouse Names Nelson

United Fruit First Sponsor on International Facilities; Rates Are Announced by NBC

COINCIDENT with announce-ments by NBC that United Fruit Co., New York, will become the first American advertiser to sponsor a commercial program over its international broadcast stations, under the recently released FCC rules, Westinghouse Electric & Mfg. Co. announced appointment of F. (Pete) Nelson, former radio time buyer for Blackett-Sample-Hummert, Chicago, as its head of sales and advertising for its two international stations.

The United Fruit series, to comprise an evening-quarter-hour program designed for Latin America, an audience seven days a week, will be transmitted over NBC's international stations-WRCA and WNBC in New York, WJMA and WJME in Milwaukee, and WRCA and WNBC in Chicago. It is expected that a number of other concerns doing business in Latin America will follow suit. United Fruit's first move in sponsoring commercial programs over international stations.

While NBC has not yet drafted a complete rate card for the service, it was pointed out that the present schedule of shortwave operations, carefully planned and maintained without interruptions, will not be altered by the new commercial setup. Each day's schedule will continue on its present basis. English programs will be broadcast from 9 a.m. to 1 p.m., then an Italian hour, a German hour and a French hour. At 4 p.m. there will be an hour of Portuguese, two hours of Spanish and another Portuguese hour, followed by two additional hours of Spanish, an English hour and a final two hours of Spanish before the sign-off at 1 a.m. Each hour begins with a 15-minute news period in the language of the home program. NBC wanted listeners abroad to become accustomed to tuning in at the same time each day, so all programs start exactly on the hour. Service never interrupted, not even for broadcasts of the President or other Government officials.

Apropos rate policies, it was pointed out that the present schedule of shortwave operations, carefully planned and maintained without interruptions, will not be altered by the new commercial setup. Each day's schedule will continue on its present basis. English programs will be broadcast from 9 a.m. to 1 p.m., then an Italian hour, a German hour and a French hour. At 4 p.m. there will be an hour of Portuguese, two hours of Spanish and another Portuguese hour, followed by two additional hours of Spanish, an English hour and a final two hours of Spanish before the sign-off at 1 a.m. Each hour begins with a 15-minute news period in the language of the home program. NBC wanted listeners abroad to become accustomed to tuning in at the same time each day, so all programs start exactly on the hour. Service never interrupted, not even for broadcasts of the President or other Government officials.

Apropos rate policies, it was pointed out that the present schedule of shortwave operations, carefully planned and maintained without interruptions, will not be altered by the new commercial setup. Each day's schedule will continue on its present basis. English programs will be broadcast from 9 a.m. to 1 p.m., then an Italian hour, a German hour and a French hour. At 4 p.m. there will be an hour of Portuguese, two hours of Spanish and another Portuguese hour, followed by two additional hours of Spanish, an English hour and a final two hours of Spanish before the sign-off at 1 a.m. Each hour begins with a 15-minute news period in the language of the home program. NBC wanted listeners abroad to become accustomed to tuning in at the same time each day, so all programs start exactly on the hour. Service never interrupted, not even for broadcasts of the President or other Government officials.

Apropos rate policies, it was pointed out that the present schedule of shortwave operations, carefully planned and maintained without interruptions, will not be altered by the new commercial setup. Each day's schedule will continue on its present basis. English programs will be broadcast from 9 a.m. to 1 p.m., then an Italian hour, a German hour and a French hour. At 4 p.m. there will be an hour of Portuguese, two hours of Spanish and another Portuguese hour, followed by two additional hours of Spanish, an English hour and a final two hours of Spanish before the sign-off at 1 a.m. Each hour begins with a 15-minute news period in the language of the home program. NBC wanted listeners abroad to become accustomed to tuning in at the same time each day, so all programs start exactly on the hour. Service never interrupted, not even for broadcasts of the President or other Government officials.
carries 41% more national spot business in New York than the total combined spot business carried by its three 50,000 watt competitors, according to the first report issued by NATIONAL RADIO RECORDS
Dominion Easing War Restrictions On Broadcasting
More Latitude Now Permitted On Elections, Newscasts

NO ADVANCE censorship at Ottawa of broadcast election speeches for the New Brunswick provincial election on Nov. 20 will be necessary, according to instructions which have gone out to the Censorship Committee in Toronto, Prince Edward Island and Gaspé Peninsula broadcasters. While in the past it has been necessary to have texts of election speeches censored in advance of their delivery, it was not necessary to have texts of election speeches censored in advance of their delivery in either the last Ontario or Quebec provincial elections.

For the censorship committee has to send a copy of the election speech as okayed by him to the Censorship Coordination Committee, and, if it is learned from H. N. Stovin, liaison officer of the censorship committee for radio. However, only studio broadcasts of election speeches may be given, with no audience in the studio. Broadcasts of election meetings are not part of "art." Regulations Eased
Canadian broadcasters continue to receive personally regulated censorship from the committee. The tendency has been to ease the method of application of the censorship regulations and to point out where broadcasters are not complying with the regulations. For instance, a recent censorship circular (all are confidential) stated that it is no longer necessary to send in copies of all newscasts made by each station, that copies of newscasts issued by agencies, as Canadian Press, Transradio Press, British United Press, and Christian Science Monitor, need not be sent to the Ottawa branch. Any newscast originating from other sources and broadcasters, must be sent to Ottawa daily.

Circles have gone out advising individual stations that some are reported broadcasting news of troop movements, conjectures of defense department appointments, attempted sabotage. These items may not be broadcast as news items without first obtaining specific permission from the censorship committee.

The censorship committee has cooperated with the broadcasting stations in every way, to enable stations to operate as nearly normal as possible. While all talks made over broadcasting stations must be announced in advance to the liaison officer, H. N. Stovin, who is also station relations supervisor of the Canadian Broadcasting Corp. in Toronto, there is no censorship of text demanded. The matter is left in the station manager's hands, and he may interpret the regulations as they apply to each talk. In the case of election talks, notice of the day and hour of broadcast must be given in advance by telegram.

The various regulations, which come from the Censorship Coordination Committee at Ottawa, are sent to groups of stations affected as a whole. Stations, as the need may be, by telegram where necessary followed by letter. Receipt of each new regulation must be acknowledged either by telegram or by letter. All stations also have been sent posters containing Defence of Canada Regulations.

NEW YORK. - The censorship committee has warned stations operating in the New York metropolitan area to cease using any slogans from a microphone where a microphone is located.

On the part of the stations, the censorship regulations have meant a lot of extra work for management. In a letter, the radio listener is censured, despite the fact that there is censorship in Canada, he finds little difference between the newscasts from Canadian and United States stations.

PERSONALIZING the business of the sponsor, Arthur fields, of the Chevrolet Dealers, Inc., every evening in the Fields’ studios.

EVTYDAY WINS IN PORTLAND

Chevrolet Dealer’s Quiz Show Booms Sales
And Preserves Goodwill

PERSOALIZING the business of the sponsor, Arthur Fields, of Chevrolet Dealer’s Quiz Show, every evening in the Fields’ studios.

Chevrolet Dealer’s Quiz Show Booms Sales
And Preserves Goodwill

& personalizing the business of the sponsor, Arthur Fields, of Chevrolet Dealer’s Quiz Show, every evening in the Fields’ studios.

Man of the Week
FULTON LEWIS jr., commentator for Detrola radios over WHO. WSB, Minneapolis, and the Radio Correspondents Association in Washington, starts a new writing service, when he devotes his Friday night talks to a salute to "The Man of the Week" in public affairs. A committee of judges will select the man or woman of outstanding achievement in public affairs and public service, who will be discussed by Lewis, and a 1940 Detrola will be presented the subject each week.

Soap Firm Testing
LOS ANGELES SOAP Co., Los Angeles (Sierra Pine Toilet Soap), on Nov. 12 started sponsoring the weekly half-hour Spelling Bee with Tom Brennan as master-of-ceremonies, on KNX, Hollywood, in an eight-week test campaign. Firm is also continuing its thirteenth-minute twice-monthly presentations on 8 California stations. Following the winter season change in January, the soap company plans to expand the weekly Spelling Bee to include 7 CBS Pacific stations.

Mutual Network Expands Cooperative Sponsorship
Of Capital Commentators

EXPANSION of the cooperative sponsorship of programs featuring Washington newsmen on Mutual is disclosed by the list of newsmen now on Mutual over KFEL, Denver, by the American National Bank; WNFB, Binghamton, N. Y., by Fowler, Dieck & Walker, Los Angeles; by New Albany, Ind., by Lincoln Bank & Trust Co.; WLP, Lexington, Ky.; by McGraw-Hill Publishing Co.; WMT, Cedar Rapids, Ia., by Oelwein Chemical Co., Oelwein, Ia. (mirabiltos)." The Listen America show featuring the Washington Merry-Go-Round team of WJSR, New Pearl, and Robert Allen, with Ernie Rapis, Gracie Barrie, the Tune Twisters and Arthur Hale, is being sponsored by the Mutual Network.

Regal Shoes over WRC, Cincinnati, and WOL, Washington, broadcast for WTM. The Radio Corp. over WOR, Newark; WCAE, Pittsburgh; WHK, Cleveland; CKLW, Windsor; WOL, New York; WBBN, Chicago; WNEC, Boston; WCH, Allentown; WJR, Lansing; and WOR, New York.

Metropolitan Life Sues
WHOM on Libel Count

LIBEL SUIT for $250,000 has been filed against U. S. District Judge by Metropolitan Life Insurance Co., New York, against the New Jersey Broadcasting Corp., owner of WHOM, listing 10 causes of action, and alleging that during the period from January 12, 1935, to early this year, programs labeling the company were broadcast 40 times weekly in Italian. Plaintiff claims it was charged with distributing "alarming pamphlets," that the buying of its policies was cited as "gambling," and that "it would be better to invest in stocks or lotteries". Metropolitan, which is already involved in a number of libel suits against various stations and "insurance counselors", on Nov. 3 canceled its half-hourly quarter-hourly programs on programs of insurance advice by Ed- win C. Hill, heard live on WLS and rebroadcast on WFAN, WNEW and WHN, New York. No reason for the cancellation was given by Young & Rubicam, New York, except that it is hoped to be due to the many libel suits resulting from the broadcasts.

DOUBLE-track spread on Martin Block's Make Believe Ballroom program, well-known to New Yorkers as broadcasting from the hospital rooms cooperatively sponsored, on WNEW; or new in the Fall, the series of the issue of Pig Magazine, with pictures by Roland Harvey, staff photographer for the magazine.
THAT there are great sales opportunities for your product in the rural areas of the WHAS market is pretty definitely proven by the fact that farm loan repayments in the Louisville district of the Federal Land Bank topped all other districts of the Nation, that the foreclosure and delinquency record of this district was the lowest in the Nation and the fact that the Louisville bank owns LESS farm land than any other district bank in the country.

AND DON'T FORGET ... WHAS also delivers one of the most important INDUSTRIAL MARKETS in the Nation ... Buy Power PLUS RECEPTIBILITY!

WHAS 50,000 Watts at 820 on the Dial

EDWARD PETRY & CO., National Representatives

(Basic CBS Outlet)

Owned and Operated by

The Courier-Journal  THE LOUISVILLE TIMES
Market Research Extended by WLW

Permalink Offices in Dayton, Columbus and Indianapolis

APPOINTMENT of permanent representatives for WLW in Dayton, Columbus and Indianapolis to conduct continuous surveys in grocery and drug commodity groups was announced Nov. 8 by James D. Shouse, vice-president of Crosley Corp., in charge of broadcasting.

Nominated to these posts were C. W. Fricker and Miss Adele Brooks, Dayton; J. J. Bauer, Columbus, and Lee Van Wurts, Indianapolis. These representatives will be assisted by trained staffs to circulate questionnaires, and retail, wholesale and consumer products sold in these fields. Each key representative will over-see activities of investigators in his area, circulate questionnaires, contact retailers, wholesalers and consumers - of products sold in these fields. This will be done to obtain information which will be of use to the manufacturer.

APPOINTMENT of representatives in the Southern California area, circulate questionnaires, and attend manufacturers' representatives meetings and retail drug and grocery association group meetings.

Reported as one of the most ambitious market research ventures ever undertaken, is the plan to extend supplements active work in this field undertaken by WLW more than a year ago. Quality newspapers and individual advertisers are not employed but the information gathered is sufficiently complete to enable breakdown of comparative information for such advertisers.

Retailer Confidence

Mr. Shouse pointed out that the objective is to determine the promotional impetus being placed before WLW by advertisers and their points of purchase and the relative status of competitive brands, thereby obtaining a knowledge of the strength or weakness of any given product and the problems to be dealt with in order to perculare the station more readily to prove its effectiveness. It also is designed to create in the retailer a deeper feeling of confidence in WLW as a cooperative selling medium and to bring to the retailer a fuller realization that by selling retail to the dealer, products are being advertised over the station.

"Such an objective cannot be reached by spasmodic, shot-in-the-dark efforts," Mr. Shouse commented. "Like every other foundation that is built to endure, the WLW plan is based on the day-in-day-out fundamentally sound practices that, piled one top of the other, will become a stronghold of selling strength, unshaken by fitful, disjointed episodes."

The plan, Mr. Shouse added, is based on creating a mutual understanding. Personal contact, he declared, is vitally important to its success, and as a consequence, key men were named in the three key areas. Cincinnati, Chicago and Los Angeles are covered by the new office.

ALEX McKEE was elected president of the New York chapter of the American Federation of Radio Artists at a membership meeting held Nov. 2. Other officers elected include: W. F. Preston, first vice-president; Bill Adkins, second vice-president; Charles Grauer, third vice-president; Everett Clark, fourth vice-president; Betty Gardner, fifth vice-president; and Lurie Wall, recording secretary; Ned Weaver, treasurer.

AFRA Executive Board Puts Closed Shop Clause Into Union Constitution

CONSTITUTIONAL amendment recently adopted by the national executive board of the American Federation of Radio Artists, provides that members to work on programs using non-AFRA talent or for employers not enforcing the "AFRA shop" does not sign a new contract with the union's constitution may contain an official definition of the term "AFRA shop." Full resolution follows.

"AFRA shop" or "union defined. Members shall render services (1) only where all the actors, singers and announcers in the station are members in good standing of AFRA and work under AFRA conditions and regulations, and (2) only for employers who have agreed to abide by AFRA terms and conditions. AFRA shop applies to recorded programs, live news, network radio or television, report or editorial transcription. AFRA shop includes all record or transcription announcers who have been members of AFRA in good standing and work under AFRA conditions and regulations.

AFRA-Chicago Quiet

NEGOTIATIONS for contracts covering basic salaries of announcers are going forward between Chicago stations WGN, WMAQ, WENR and WCLF but no contracts had been signed as of the November 1 deadline. The union activity followed the release of WBBM announcers from their contract with the Chicago Federation of Musicians in the November issue of Intermezzo, monthly magazine published by the Chicago Federation of Musicians which is distributed to all station employees. All members of AFRA, in agreement with the union's constitution, are members of the Chicago Federation of Musicians. AFRA Nothing further has been done concerning arbitration of the AFRA code covering local commercial programs in Chicago and the stalemate continues. When a new contract is signed, the AFRA shop clause will go into effect. A new AFRA shop clause will be written for the new contract. The AFRA shop clause will be worked out by both the AFRA and the station.

AFRA Coast Dickering

AN EFFORT to work out a basis to establish local and regional contracts was made Nov. 9 when AFRA negotiators met in Hollywood with a committee headed by Don Loomis, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee Stations, and E. C. Frost, assistant to Don E. Gilman, NBC western division vice-president, and Don Loomis, who have been discussing terms of the new AFRA contract. The new AFRA contract will be worked out by both the AFRA and the station.

EXPERT standing at the Capitol in Washington, D.C., today, holding the results of the Senate vote on neutrality legislation, NBC Art Director Don Lucchesi, was startled by a sudden burst of fire in the air only 45 seconds with a flash on the vote.

Home Furnishings

WITH receipt of a toothbrush package, milk, WCHS, Charleston, W. Va., and more recently a can of tomato juice, WMAL, Washington, D. C., the station is offering a home furnishings prize pack. The prize pack includes a complete line of WGN, Chicago, products, such as a bedroom set, a living room set, a kitchen set, a dining room set, a bathroom set, a library set, a den set, a cocktail lounge set, a child's nursery set, a baby's nursery set, a baby's playpen, and a baby's crib.

Optimists Using Radio In Nationwide Campaign

RADIO will play an important part in the third Optimist "Toothbrush Week," to start Dec. 4 under auspices of the Optimist Clubs of the United States and Canada. Broadcasters will station in a mouthwash-manufacturing center to complement the free supply of oral ap- paratuses. Following this line of passing out free samples of locally produced merchandise, WSJS, Winston-Salem, N. C., has distributed cephaline wraps, hands of thread, WSM, Nashville, a miniature iron skillet, miniature cotton bale, pocket-size twist of tobacco and a 16-inch baseball bat.

Chain Break Ban For Band Remotes

Pettro Policy Is Puzzling to Chicago Network Officials

BROADCASTING of commercial announcements between remote orchestra pickups is prohibited by James C. Pettro, president of the Chicago Federation of Musicians in the November issue of Intermezzo, monthly magazine published by the Chicago Federation of Musicians, which is distributed to all station employees. All members of AFRA, in agreement with the union's constitution, are members of the Chicago Federation of Musicians. "This checkup disclosed that immediately preceding and/or following pickups of well-known orchestras commercial announcements were being inserted. We found ourselves confronted with a situation where commercial advertising was inserted directly in between two sustaining pickups of orchestras whose regular places of employment were not the studios or the radio stations involved.

"If this practice had been continued we would soon have been faced with a situation wherein employment of symphonies and studio musicians in general would cease in most radio stations. Why should sponsors employ orchestras for single engagements if they are able to use commercial announcements with remote control programs?"

"Of course, we permit remote control orchestras, picked up in another jurisdiction, to be heard over Chicago stations, but we apply to these remote stations the same rules we apply to remote stations originating in the Chicago district. In other words, we do not permit commercial announcements to be made before or, after, in between remote orchestra broadcasts heard in the Chicago district, regardless of whether the programs being broadcast originate in Chicago or come in over the air from another city."

Broadcasters who have been considering telephone connections in Chicago told Broadcasting that they were puzzled by the editorial, and that it had been sent out by the editorial department through 10:50 p.m. after which time no chain break announcements are sold.

Page 34 • November 15, 1939

BROADCASTING • Broadcast Advertising
"Thermopylae Had Its Messengers of Death, But the Alamo Had None!"
(Congressional Record)

RADIO
could have rallied help for the Alamo

The tiny band of brave Americans besieged in the Alamo in March, 1836, by Santa Anna and his 4,000 troops fought a hopeless battle. Shut off from the rest of the world, they perished because they had no means of communicating their plight to their fellow countrymen.

Today Radio would carry the news instantly, as it brought the world news of Europe's new cataclysm.

R.C.A. Communications provides radio communication to and from 43 countries and among leading cities of the United States. This great communications system has already played a stellar part in keeping the world enlightened about the present critical events in Europe.

The National Broadcasting Company, another service of the Radio Corporation of America, has thrown the resources of its two nation-wide networks into the cause of making and keeping America the "best informed nation in the world."

Discoveries made in RCA Laboratories are incorporated in equipment manufactured by the RCA Manufacturing Company so that America can have at its command the most advanced means of radio transmission and reception.

By helping to make radio great... RCA helps to increase the opportunities which radio can offer to all associated with it. It is good business to make radio a better business.

Radio Corporation of America
Radio City, New York

RCA Manufacturing Company, Inc.
National Broadcasting Company

Radiomarine Corporation of America
R.C.A. Communications, Inc.

RCA Laboratories
RCA Institutes, Inc.
Power Increases Ordered by FCC
Score of Stations Are Awarded Strengthened Facilities

IMPROVED facilities for more than a score of stations were authorized by the FCC to each of its members, including a 5,000-watt fulltime grant to WQXR, New York City, now operating on 1550 kc., with 1,000-watt days; an increase to 1,000 watts night and 5,000 day on 880 kc. for WSBU, of Broadcasting University of Iowa at Iowa City; a shift of KRVV, Sherman, Tex., to 1,000 watts fulltime on 880 kc. in lieu of its 250-watt daytime license on 1310 kc., and an increase in daytime power from 1,000 to 5,000 watts for KCMO, Kansas City.

In addition, the Commission reinstated its grant of a new local station, 1310 kc. in Herrin, Ill., to Orville W. Yerla, local postmaster, denying without prejudice the applications of Marvin P. Safford, Ill., and KPVS, Cape Girardeau, Mo.—the former seeking 1310 kc. and the latter the former's fulltime on 1310 kc. in lieu of time-sharing with WEBQ.

Plattsburg Denial

In another decision the Commission adopted a final order denying the applications of WMFD, Plattsburg, N. Y., for 1,000 watts on 1240 kc. in lieu of its present 100 watts; WYBT, Benton, Ar.; WILF, Longview, Tex.; WOCD, Osterville, Mass. (CP); WLEU, Erie Pa.; WHHT, Green Bay, Wis. (CP to move to Appleton, Wis.); KFXJ, Grand Junction, Colo.; KKKC, Rochester, Minn.; WILH, Louisville, Ky.; WCMD, Chattanooga; WTJS, Jackson, Tenn.; WMBR, Jacksonvile, Fla.; WOHS, WOBX, Okeechobee, Fla.; WJG, WOBX, Miami; WJG, KLOT, Wilson, N. C.; WCNX, Elizabeth City, N. C.; WCUU, Lewistown, Me.; WMGA, Kansas Ga. (CP); KLGL, Safford, Ariz.; KHUB, Watsonville, Calif.; WPID, Petersburg, Va. (CP).

WBZ Breaks Ground

GROUND-BREAKING ceremonies for the new 50 kw. transmitter of WBZ, Boston, Mass., were presented over Nov. 2 by Gov. Leverett Saltonstall. Other speakers included John A. Holman, general manager of the station and introduced the Governor, and Dwight A. Myer, plant manager representing the American Engineering Co. At the conclusion of the remarks, Saltonstall broke the first ground at the transmitter site with an ancient Indian hoe used for the purpose. From the Harvard's Peabody Museum, typical of those used by the Massachusetts tribe of Algonquin Indians in the 16th century. And the entertainment during the ceremony was furnished by Gene & George, a stable and the chorus from the musical comedy "Neeve Goin," with Fred Cole as m.c.

FIVE weeks on a single station proved sufficient to convince Lance Inc., makers of a five-cent peanut butter cracker "Tootsie's" that it should go national. On Nov. 7, after sales had skyrocketed through use of WBT, Charlotte, it began the same program, 10-10:30 p.m., over a five-station, southern network, keyed from WBT and featuring Bob Sylvester's orchestra. Other stations are WJSV, Washington, WRVA, Richmond, WGN, Chicago, WABX, Atlanta and WAPI, Birmingham. He is in Lincoln, Del., for WBT general manager, watching Cooper E. Taylor, sales manager of Lane, sign for 52 weeks, with Wilbur Edwards, of WBT, looking on.

FCC to Request Funds For Monitor Equipment To Stop Illegal Stations To THWART operation of illegal, shortwave stations and to prevent: unneutral acts, the FCC at the present session of Congress will seek an appropriation of several hundred thousand dollars for new patrol equipment capable of patrolling the ultra-high frequencies. Since the outbreak of short-wave broadcasts, it was learned that the FCC has been surveying the problem of policing the high frequencies, but that its present monitoring equipment is inadequate.

The appropriation will be sought to modernize and expand monitoring services as well as to acquire a number of portable installations. At present the FCC has seven monitoring stations, the main one being at Grand Island, Neb. Others are located at Baltimore, Boston, Atlanta, New Orleans, the Great Lakes, San Diego and Portland.

The direction of Chairman James Lawrence Fly is continuing its studies of the community-served traffic to European nations, especially belligerent countries. Chairman Fly has discussed the situation with several members of other Government departments since he assumed office last September. While no new official pronouncements have been forthcoming, the effort of the Administration is to keep abreast of all developments in these areas and become detestable to issue instructions to preserve neutrality. Several proposed drafts of neutrality proclamations on communications for broadcasting and broadcasting facilities made at the outbreak of hostilities and are in the hands of the State Department.

Sheldon Named Manager Of WESX, Salem, Mass.

VAN D. SHELDON, former actor and at one time in the sales department of WAAB, Boston, has been named manager of WESX, Salem, Mass., authorized for construction last July by the FCC. Sheldon is a native of Salem and was made by James W. Phelan, chief owner of the new station, which will go on the air Dec. 10 using 100 watts on 1200 kc. Mr. Phelan from 1927 to early 1939 was sales director of Yankee Network News, serving as sales director of WNAC, WAAB, WEAN and WICO.

Other executive appointments announced by Mr. Phelan include Robertson Taylor, Yankee Network sales promotion manager, a graduate in sales and former varsity football player, as commercial manager; Marjorie Warren Leadbetter, well-known radio personality, as sales director; and Richard H. Hammond, formerly with WBZ, as production manager, and as program director, and Richard H. Hammond, former WBZ, as program director, and Richard H. Hammond, former WBZ.

LEONARD A. VEERLIS, whose part ownership of WJTM, Lansing, Mich., has applied to the FCC for a new 5000 watt station on 1330 kc. in Grand Rapids, Mich.

Page 36 • November 15, 1939

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
What a time
—and what an audience!

Six-thirty ayem is a swell time for advertising men to be sleeping, but more than that, it's an ideal time for one of their WCCO programs to be selling goods to Northwest listeners. A recent survey revealed that in this territory:

24.3% of the sets are turned on by (or at) 6:30 a.m.*
78.2% of these are tuned to WCCO*

No wonder local advertisers use so much early morning time on WCCO. They know these periods deliver terrifically large audiences in the Twin Cities and the Northwest per dollar invested. And they know that in these periods WCCO has an audience more than twice as large as that of the next ranking station.

*LET US SEND YOU THE PROOF
Write WCCO for a copy of the complete study, "Early Morning and Late Evening Listening Habits in the Northwest." Planned and conducted by Kenneth H. Baker, Professor of Psychology at the University of Minnesota, it is based on 1945 interviews with persons who have better than average incomes living within 200 miles of the Twin Cities. Interviews were obtained at the Minnesota State Fair, August 26th to September 4th. Write today for the most thorough survey ever made of listening habits during these periods in this territory.

WCCO 50,000 WATTS • CBS • MINNEAPOLIS-ST. PAUL
Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York Chicago • Detroit • St. Louis • Charlotte, North Carolina • Los Angeles • San Francisco
FCC Denies Plea of WINS Staff
Biow and Bulova Disclaim Any Association in Transfer

PETITIONS of employee representatives to intervene in the Nov. 27 hearing on the proposed license transfer of WINS, New York, from Metropolitan Broadcasting Corp. to Metropolitan Broadcasting Co., were denied by the FCC Nov. 3 by order of Commissioner T. A. M. Craven. The petitions, considered on the motions docket No. 9, had been entered by Attorneys L. C. Prentki and John P. H. Gilmore, respectively, for a group of 40 WINS employees, and Louis J. Kleinlein and Paul Hale, presidents and secretary, respectively, of Broadcast Technicians & Engineers Union Local 913 of IBEW (AFL). Acting under a power of attorney from 40 employees of WINS, Mr. Cotton alleged in his petition that the proposed sale of the station to Metropolitan Broadcasting Corp., which is headed by Milton Biow, New York advertising agency executive, was merely a subterfuge by which Arde Bulova, president of International Broadcasting Corp., would acquire the station and subsequently use it solely as a transmitter and not to originate programs. He declared also that the threatened unemployment of present WINS personnel, the transfer would tend to create a monopoly in the hands of Mr. Bulova.

Closed Shop Pact

The petition entered by the union officials, also alleging Mr. Bulova's intent to discontinue programs in operation of WINS, opposed the transfer on grounds that it would violate the station's existing contract with the union covering 10 employees of the WINS engineering department operating under a closed shop agreement. They reiterated the belief that Mr. Biow, operating through Metropolitan Broadcasting Corp., was acting in effect for the Bulova interests.

With the denial of these two petitions, the 27 filings entered in the proceeding by outside parties, appearances at the Nov. 27 hearing will be confined to presentation of the assignor and assignee—Hearst Radio Inc., by William A. Parkway; and Metropolitan Broadcasting Corp., by Ben S. Fisher, Charles V. Wayland and John W. Kendall.

Both Mr. Biow and Mr. Bulova have denied any joint association in the WINS transfer. They are associated, however, in the ownership of WNEW, New York, where Mr. Biow runs the advertising agency for the Bulova Watch account, large user of station-break time signal announcements.

Taught by Power

THAT "the country with the most and the highest-powered transmitter has control of the international radio circuits" and that "the United States is unquestionably that country," is the conclusion of Mr. R. E. Bucher, actor on contemporary affairs in an article on radio in "The Voice of the World," in the Nov. 4 issue of Collier's. Mr. White is currently conducting a series of programs on "Radio: The Voice of the World," in which he describes the developments in radio and the airwaves in his article with a descriptive visit to the foreign rooms of the BBC, the French, the Canadian and the Russian stations, the central points of international communications at Rocky Point and Riverhead, Long Island.

Prophecies of Broadcasting in 1959
Made by Leaders of KDKA Celebration

A PEEK into radio as it may appear in 1959 was provided by a number of prominent national figures as KDKA, Pittsburgh, observed its 19th anniversary and sealed a Crystal Case of Tomorrow designed to be impervious to the elements.

Standing outdoors at the entrance to the new KDKA transmitter house, the Crystal Case contains predictions for the radio listeners of 1959 as conceived by President Leroy R. Lohr, who served its dedication in 1959, if, when we program our time cabinet in 1959, if we find a world system of broadcasting, established somewhat like the international law of today—violated to be sure, but nevertheless standing as a beacon to guide the nations of the world into the harbor of peace and friendly relations.

"In 1959, when all of us here now, gather together again, God willing, to dedicate ourselves anew to a great public service, another thing is going to happen. Our business associates, our families, and our friends, who are unfortunately not being obliged to forego the occasion, will nevertheless participate. Across the miles to them will be carried the notes that we have written, which will be coming here taking place here. They not only will hear, they will see what occurs."

Today, television studios about where sound broadcasting covered twenty years ago—sure of a brilliant future, but uncertain of just how to accomplish it. What lies ahead of this latest radio child no man knows, but it is certain to be marching relentlessly forward into the homes and hearts of the world."

Mr. Bucher's Prophecy

President Bucher, of Westinghouse, predicted that the home of 1959 will be equipped with a radio receiver, a television receiver and probably an automatic news and weather service. Bucher spoke at the dedication of the new KDKA

EM ROUTE to KDKA's gala dedication with the group of 60 from New York on the Pittsburgh's way, was this trio of Robert W. Evans, manager of broadcasting for Westinghouse, KDKA licensee; Linnea Nelson, radio buyer, J. Walter Thompson Co., New York, and Francis Conrad, son of the famous Westinghouse engineer, who is time buyer for McCann- Erickson, New York.

KDKA Celebrates (Continued from page 27)

air conditioning method developed by Westinghouse, which utilizes air-cooled receivers, a tube heat sink, remote control of the building, and an automatic tube-changing relay for use in failure of rectifier tubes. The 75-foot antenna stands at an elevation of 1,200 feet. It is to be topped by a 60-foot tower with a cross-arm aerial for high-frequency reception and a rotating azimuth and beam. Transfer of the antenna from the recent Saxonburg location to Pittsburgh brings greatly increased signal strength both for Pittsburgh and the outlying KDKA area, according to Mr. C. Evans, manager of the Westinghouse radio division. The signal in Metropolitan Pittsburgh is described as eight times as powerful.

Insurer Expands

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Calif., one of the first of radio, has now substantially increased its 1939-40 appropriation and in a winter campaign now being planned will use between 1,500 and 2,000 in news, commentary and other types of programs weekly on West Coast stations. Firm during the past season spent $2,000 a week on radio advertising.

Current Los Angeles area campaign includes five quarter-hour newscasts daily on KGFJ, with a half-hour on musical presentation Sunday; three daily newscasts on KRKD; four weekly commentaries on KMPC; from three to five weekly newscasts on KHJ, and Churchill Murray, the Life, with five times weekly on KFI. Stodel Adv. Co., Los Angeles, has the account.

CALL letters assigned to the two newly authorized stations in Saginaw, Mich., are KUKR, Saginaw Broadcasting Co., and WHAL, Harold F. Gross and Edmund C. Shields.
THEY Got WHAT THEY WANTED!

- Oklahoma Tire & Supply Company put a selling job up to WKY in 1930. WKY responded by bringing men in to buy tires, batteries and other automotive accessories. They came, not only to Oklahoma City stores but to all sixteen stores located in towns throughout the state.

When those sixteen stores grew into eighty-three scattered over four states, another problem presented itself. Appliance departments had been added and the men are not the big buyers of radios, refrigerators, washing machines, ironers, ranges.

But WKY responded. WKY tailor made a show for women listeners. Oklahoma Tire & Supply Company put it on the air. Two other stations in the Oklahoma Tire & Supply Company service area adapted the pattern to their markets.

The result: Today almost one-half of the company's annual business comes through its appliance departments.

The conception and production of this program is typical of WKY's sparkling program structure... designed to bring listeners the kind of entertainment they want, to deliver to advertisers the kind of results they demand.

OTASCO MERRYMAKERS, running Monday through Friday at 12:30 p.m., is written, directed and produced by WKY's staff... designed especially for WKY's listening audience.
“Unlimited Competition” Issue Raised in Suit; WLV Denied Supreme Court 500 kw. Action

FIRST court test of the recently instituted FCC policy of barring existing stations from participating in hearings involving new licensing applications came in a case filed with filing of a suit in the Federal District Court in Washington by KTSA, San Antonio, and seven members of the FCC. The San Antonio station, denied the right to participate in the hearing scheduled on the application of KMAC, San Antonio local seeking a regional assignment, asked the District of Columbia Federal Court to enjoin the FCC from holding the hearing until it was permitted to participate and offer evidence on economic grounds.

That the FCC procedure came after more than a score of stations had been denied the right to intervene in hearings scheduled on pending applications along with requests for enlargement of the issues [BROADCASTING, Oct. 1, Oct. 15]. It also came coincident with filing of a petition for certiorari with the U. S. Supreme Court on Nov. 3, in which the FCC asks the highest tribunal to decide finally the “unlimited competition” question in which the FCC several times has been overturned by the U. S. Court of Appeals for the District of Columbia.

WLV Pleas Denied

In another jurisdictional dispute, the Supreme Court Nov. 6 wrote finis to the WLV quest for reinstatement of its 600,000 watt experimental power authorization when it denied the station’s petition for a writ of certiorari. WLV had sought review of the final order of the appellate court which had sustained the FCC action reducing its output to the regular maximum of 50,000 watts. As is the usual custom, the Supreme Court did not assign reasons for its denial.

In seeking injunctive relief in the district court action, the appellate court, KTSA, brought out that under the statute it could not appeal the FCC’s action on refusal to permit it to intervene in the statutory court. The hearing on the KMAC application had been scheduled for Nov. 14 but since has been indefinitely postponed, which presumably makes it unnecessary for the court to act on the WLV plea for a preliminary.

For KTSA, Attorneys Horace L. Lohnes and H. L. McCormick said KTSA had sought to intervene in the KMAC hearing, alleging that the petition was entailed through increased facilities for KMAC would prove onerous. They brought out that Commissioner Payne, presiding on the petitions Docket No. 99, Oct. 2, denied the petition and that the FCC afterward sustained the action.

The court was told that KTSA, by virtue of continued public service and large investment, has a right to continue operation “without being competitively harassed and economically starved by having additional stations licensed to operate in the same community.” It added that the community is not sufficiently large and the business and commercial activities not sufficiently numerous or strong enough to afford adequate support for another regional station.

The Court of Appeals, the suit added, already has held that one of the factors which must be considered by the Commission is the adverse effect resulting to existing licensees from the new or added competition of additional stations in the community. The same court, it was held, also has ruled that existing licensees have a sufficient economic interest in the operation of a new competing station to entitle them to participate in the proceedings which may result in an adverse judgment affecting the existing station.

Finally, the court was asked by KTSA that the FCC be enjoined from proceeding with the application from conducting a hearing on the KMAC application “unless the plaintiff be permitted to participate in the hearing on its evidence and cross-examine witnesses upon issues which will bear upon the need for additional services in the community, adverse economic effects upon KTSA, its sources of revenue and its programs and talent needs.” The court has 20 days in which to answer the complaint. In such proceedings, it is possible that a full hearing can occur before the court, with witnesses appearing for both sides.

Sanderson Appeal

The FCC seeks adjudication of the competition issue in a petition filed with the Supreme Court by the so-called Sanders group involving an application for a new station in Dubuque, Iowa, protested as harmful to competitive grounds [BROADCASTING, Nov. 1]. The petition bore the signatures of Robert H. Jackson, Solicitor General, and William J. Dempsey, FCC general counsel.

Pointing out that the court of appeals had reversed its decision granting the petition of the Telegraph-Herald for the new station to operate on 1340 kc. with 500 watts daytime, the FCC said that the court was in error because it held that it had jurisdiction in the first instance. The lower court had ruled that the FCC should make findings as to whether economic injury and that its decision to grant the new station was arbitrary and capricious.

In its brief, the FCC said the lower court opinion raised questions of large public importance and that its effect is to “confine” the limitations to the construction of a competitive station on the ground that competition will lead to financial losses.” At length Government coun-

FCC's Refusal of Intervention Brings Federal Suit by KTSA

FCC Disclaims Power In Contract Cancellation

FCC disclaims power in contract cancellation that the FCC will not inject itself into affairs of stations in connection with refusal to accept commercial broadcasts on controversial issues, unless there are extraordinary or special circumstances, was disclosed Nov. 7 when the Commission notified United Rubber Workers of America in Akron, Ohio, it will not object to existing legislation to take any action against WJW, Akron, which has been charged and canceled the union’s Voice of Labor program.

The cancellation was effected by Edythe F. May, WJW manager, on the basis of the provision of the NAB Code. Afterwards, however, the union was permitted to compete, but it is reported that in a letter to S. H. Dairymple, president of the union, responding to his New Navigation WJW in canceling the contract, the FCC stated the adoption of the NAB Code does not in any way alter the duties and responsibilities of licensees of stations under existing law and rules and regulations of the Commission.

Allowed to Intervene

BREAKING precedent established several weeks ago, Commissioner A. M. Craven, presiding at the Motions Docket No. 10, authorized CBS, Davenport, Iowa, to intervene in the hearing on an application for a station in Jackson ville, Ill., on the 1370 kc. channel now occupied by the Davenport station. Previous preceding commissioners on the Motions Docket, almost without exception, have denied intervention petitions. The Law and the Commission’s granting of the WOC petition, holding that the intervenor proposed to defend the FCC which was refused permission to affirmatively assist the FCC in considering the application.

Jests Tests

JESTS Inc., maker of Antacid tablets, new aid to digestion, and rehabilitation of drinking patients, has announced plans to add more radio in the near future. The company is using eight stations in ten markets weekly. WHN, WMCA and WNEW, New York, in addition to 15 spots weekly in Chicago and St. Louis and 14 in Detroit. WNEW. Joseph Katz Co., New York, handles the account.

Benchley series Ends

P. LORILLARD & Co., New York, on Nov. 14 discontinued Melody & Madness, weekly program on NBC. Fort Bencher was dropped after the past several weeks Jimmy Durante. No substitute for the program is planned, according to Leni S. & Morton, NBC network agency in charge. Mr. Benchley is making two radio guest appearances this month, information Please Nov. 21 and Nov. 25 on the CBS Screen Guild program, before returning to Hollywood to make a series of comedy shorts.
The Governor of Oklahoma recently headed a Tour of 106 business leaders throughout the South. In a special train starting from Tulsa they travelled 4,000 miles, studying industrial decentralization, chemurgic plants, freight and shipping centers, looking for an even greater opportunity for Oklahoma in the new order of things. KVOO was represented. This is the progressive state in which we live. These are the kind of people you reach when you use Oklahoma's Most Powerful Station, covering Oklahoma's richest market area. Within 75 miles radius of Tulsa live 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively and in addition has primary coverage counties in Kansas, Missouri and Arkansas.

106
Business Men;
Special Train;
4,000 Miles
in 10 Days

KVOO
TULSA, OKLA.
 capital of Oil Capital of the World

25,000 WATTS
BOTH N. B. C. NETWORKS
UNLIMITED TIME

Edward Petry and Co., Inc.
National Representatives
DOUBLE IN THE RADIO DERBY

WIN WATTS' "LUCKY SKY"

by Wilson COLUMBIA
Merchandising & Promotion

Network Offers—Split Buck—Santa Already—Banks—Missouri Analysis—Roadside Lights

Mr. Smith and H. V. The KSFO, San Francisco, merchandising department recently arranged with the Orpheum Theater in San Francisco for the running of announcements on the screen indicating the time of H. V. Kaltenborn's daily broadcasts over CBS and KSFQ, in connection with the showing of the motion picture, Mr. Smith Goes to Washington. The station also arranged for a marquee display of Kaltenborn stills. As a special promotion service, KSFQ, San Francisco has a girl whose duty it is to phone executives of firms to inform them when broadcasts by CBS in which they may be interested will be released by KSFQ.

Divided Dollar BLUE FOLDER containing breakdowns of division of the advertisement revenue between magazines and newspapers, with a personal letter from William C. Gilespie, vice-president of KTUL, Tulsa, Okla., pasted on the cover was sent by special messenger to local advertisers by the station. The inside pages carry a graphic representation and figures on dispensation of the advertising dollar among the various media.

Columbus Paper WBNS, Columbus, has just published the first issue of a bi-weekly merchandising newspaper. The publication measures 7 inches x 8½ inches, is reproduced by offset process and attractively illustrated by Jim Yetian, WBNS promotion manager. 1,000 copies are mailed.

Food Show Exhibits MORE THAN 200,000 persons attending the Southern California Food Show in Los Angeles Oct. 28 to Nov. 5, inclusive, saw a photographic montage of NBC and CBS personalities and facilities.

A VISUAL audience of 30,000 assembled in Dallas’ Cotton Bowl in mid-October for the Mr. Dodge quiz show, sponsored on KRLD, Dallas, by Alexander Motor Co., local distributor of Dodge automobiles. The program, which usually attracts a studio audience of 1,000 to 2,000, provided cash awards to competitors for answers to questions phrased by Mr. Dodge (Jim Crocker, of KRLD). When the sponsor announced that a new automobile would be given away in the studio audience during the regular broadcast, Oct. 17, arrangements had to be made for a larger spot for the program, and the Cotton Bowl was taken over. In addition to regular assistants on the program, firemen, police, and engineers worked several days making technical installations in the Bowl.

Holiday Buildup CHRISTMAS varied children of the Texas Panhandle has been started by KNGC, Amarillo, by sponsoring a personal appearance of Santa Claus at the station Nov. 6. Kids were invited, through a newspaper advertisement and accompanying story, to visit Old Nick at the station and secure a “behavior chart” containing spaces for two and bad behavior marks and emphasizing the importance of good behavior around Christmas time.

Cake Bakers NEW wrinkle in radio cooking school contests, credited to Howard Peterson, promotion manager of WOW, Omaha, worked out successfully at the recent Omaha Food Show. Under auspices of Nebraska Power Co., 24 women cake bakers were supplied with all ingredients and an individual electric roasting oven on the stage, and each baked a cake in full view of the Food Show audience and made a presentation of the cake she used, in addition to other merchandising prizes.

Syracuse Food TITLED “45 Hours 45 Minutes”, WFBIL, Syracuse, N. Y., has published an illustrated brochure containing pictures of radio stars appearing on WFBIL programs advertising food products and an alternate representation of the schedules of the programs. The brochure, designed to enhance the 45 hours and 45 minutes devoted to programs advertising food products each week on the station, has been sent to grocers of Central New York State.

Candy for Orphans IN CONNECTION with National Candy Week, WWI, New Orleans, invited 100 New Orleans children to the University Room of the Roosevelt Hotel for a special one-hour show prepared by the state orchestra and entertainers, during which the kids stuffed themselves and were picked with candy furnished by a local candy dealer.

How Clients Are Helped SERIES of new promotional brochures has been prepared by WNAX, Yankeon, S. D., to show clients what is being done to promote their shows. The hand-lettered brochures, which incorporate newspaper clippings, photographs and other pertinent motion picture data, are large enough to hold a 16-inch transcription.

Can for Dimes DIME BANK, in the shape of a Rival Dog Food can, is being used in direct-mail promotion by WEEI, Boston. The bank is sent through the mails unwrapped, and WEEI to mention this in the mailing tag.


ANTENNA advertising for WCCO is the new order. Here is one of the two 42-foot billboards lettered in red and white on the main highway to Anoka, Minn., where WCCO’s new 65-foot vertical radiator is located. The new antenna went into operation Oct. 26.

From Missouri RESULTS of a survey of rural buying and listening habits in five counties of Central Missouri, conducted under direction of KFRU, Columbia, have been compiled in a 30-page letter-size mimeographed booklet. The study, augmenting a similar survey of urban communities in the same counties made in 1938, was conducted with the cooperation of individual county agents. A foreword brings out over-pro-KFRU points indicated by the survey, and makes the booklet a good station promotion vehicle.

Louisiana Ads WKWH, Shreveport, La., is using 420-line advertisements in 40 daily and weekly newspapers within a 150-mile radius of Shreveport to promote its new 50,000 watt transmitter. “New, powerful, clear reception for the world’s greatest radio shows” is featured in the advertisement, with particular attention to the fact that the station serves all citizens throughout the territory and not just city dwellers. Listeners are urged to visit the WKWH studios and transmitter plant.

BROCHURES WQG, Scheneckerty: Red and white folder stating how retail sales for Wolf Bros., local clothing store, Jumers and the WQG broadcasts.

KPO, San Francisco: Two-color direct mail piece explaining that “KPO promotes the Golden West in popularity surveys,” with a dial-blower showing the results and recall and conviction surveys and postcard poll.

WJSV, Washington: 14-page booklet about Sun Disc program and its conductor, “Mr. Godfrey”.

WTAG, Worcester, Mass.: Two-color brochure presenting data on a recent Hoover poll on radio surveys of retailers in Worcester county.

KPEC, St. Joseph, Mo.: Four-page color folder presenting coverage, sponsor and program data.

KSEL, Pocatello, Ida.: Illustrated color brochure with local market and agricultural data and a coverage map.

WCV, Toledo, Kan.: Four-page covered brochure, “Kansas Declares War With Flows.” Not with Sheills,” promoting rural markets and carrying a business reply card for those wishing a copy of the Kansas radio program produced by Dr. H. E. Summers, of Kansas State College.

WIRE, Indianapolis: Brochure titled, “Indiana Movers,” putting sponsor-ship possibilities of radio billboards and featuring a “package price” for coverage of the state championship tournament.

Page 44 • November 15, 1939 BROADCASTING • Broadcast Advertising
TRIPLE THREAT STATION...

TRIPLE COVERAGE...KNX delivers “all three” in Southern California: urban, suburban, and rural radio homes... the whole market... without adding one penny to your Los Angeles city budget.

TRIPLE LEADERSHIP...The peoples’ choice by every competent survey; the dealers’ choice (established by Crossley); the sponsors’ choice (KNX leads all competitors in volume of business).

ANOTHER TRIPLE...For the first nine months of 1939—as for every month in 1938 and 1937—KNX was ‘way out in front of all other Los Angeles network stations. Carrying 47% of all local and national spot business in this territory... 93% more than the second ranking station... 104% more than the third... 781% more than the fourth!

KNX should carry the ball for you in this rich Southern California market!

KNX
CBS Station for Southern California

COLUMBIA SQUARE • LOS ANGELES
50,000 WATTS
REPRESENTED BY RADIO SALES
Our clients' booth is full of "Contented Customers"—
and they, as well as we, have something to be thankful
for this Thanksgiving. Because their program ratings
on NBC Red mean a greater nation-wide audience.

"Contented" indeed, are the clients
of the NBC Red! Because their own
sales figures demonstrate the truth
of the amazing story revealed by
a complete and unbiased circulation
survey.

This survey did more than penetrate
cities where large stations are situated ... It also microscoped
every city of 25,000 and more—
PLUS one out of every five rural counties in the country!

"The Other Half" is Good News for You

The real news of so complete a study is the discovery of what happens in "The Other Half" of the national radio audience—the 51% of the country's radio owners never
before surveyed—the families who have to "reach" for network programs! It is news that throws new light on the business of buying radio time. News—based on facts
—that no forward-looking advertiser can afford to overlook.

Advertising men who have seen
the results of this survey will tell you it's the first down-to-earth presentation of why and how radio works the way it does. It proves why a C. A. B. rating on the Red
means a greater nation-wide audience for a program than the same rating on another network!
Red Network users!

It's a fascinating story that shows how millivolts and listening habits are converted into profitable sales via the Red Network. You'll see why 79 national advertisers last year invested more than $31,000,000 on this network—more money than was spent in any other single advertising medium in the world.

You'll understand why, with the majority of leading programs ever since network broadcasting began, the Red Network delivers a circulation bonus to all its advertisers. No wonder our clients' booth is always full of "Contented Customers"!

MONEY TALKS TURKEY!

1. In 1938, as in every year since network advertising began, more advertisers used the Red than any other network.
2. Of the 50 leading network advertisers, more of them have used—and more of them have invested more money in—the Red Network than any other.
3. If you count the 50 leading advertisers in magazines, newspapers and radio combined—or the 100 leaders—or the 150 leaders—you will find that all three groups invested the major portion of their 1938 radio appropriations in the NBC Red Network.
4. And, in the first ten months of 1939, advertisers invested $900,000 more in Red Network advertising than in any other medium.

NBC Red NETWORK
The network most people listen to most
NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
Networks & Ox-Goring

THE NETWORK situation is in another dither. Projected launching of Transcontinental as a fourth nationwide undertaking, the efforts of MBS to prevent a raid on its affiliates, and the FCC Network-Monopoly Committee's foray into the late-lamented World Series exclusive on MBS all converge to create a lively situation.

The Transcontinental effort, like past undertakings of the same nature, is rather confused at this writing. The law of averages is against its perfection any time soon. Yet it appears to have responsible backing, though fulfillment of its purpose apparently would mean serious curtailment of MBS' status as a nationwide entity. There is the report in agency circles that the new network would capitalize on the limitations imposed by the NAB Code and the major network policies, accepting controversial commentators on paid time and permitting longer commercials than allowed under the code. If that is so, then the project is ill-conceived. Its executives deny any such intent.

The present controversy is not without its irony. When MBS several years ago forged into the major network field, it directed its energies toward NBC-Blue, and is still doing it. At the FCC's network-monopoly inquiry, Mutual assailed exclusive contracts with the major networks and raised the World Series issue by alleging other networks dissuaded their affiliates from taking the series. Now MBS is in the position of defending its own exclusive contracts with certain of its stations against roads of the projected Transcontinental.

In the midst of all this, the FCC Committee has reopened, on paper at least, its inquiry into network-affiliate relations. Its letter on the whys and wherefores of the World Series situation comes exactly a year after the inquiry began. It is estimated that, roughly, a half-million dollars of broadcasters' and tax payers' money was spent for that inquiry. Certainly the report should not be delayed unduly by reopening the record every time someone complains. Those matters can well be studied by the FCC itself on its own merits. After all, the broadcasting business moves swiftly (witness the new Transcontinental development) and it can well be that the report, if too long delayed, will deal with an antiquated and perhaps non-existent situation.

Certainly the Transcontinental project, if carried to fruition, will blast the theory of certain Government officers that the network field is bottled up.

Alphabet Soup

THE BROADCASTER'S role all too rapidly is becoming that of a collection agency. ASCAP, AFM, APRA, NAPA, SESAC, IBEW, ACA and a fresh outcropping of alphabetical outfits are on the go. They get their impetus from radio's recognized status as an easy mark, its pockets supposedly bulging with money. They follow a well-worn path first trod by ASCAP, and emulated so successfully by AFM.

The best example of labor's appraisal of broadcasting as an industry is reflected in the "demands" made by AFM the other day of IRNA and the networks. Two years ago, when AFM struck its first bargain by threatening an industrywide musicians' strike, it was because of unemployment in the ranks of its members—a condition for which the broadcasters were in no way responsible. The theatres, by virtue of the talkies, had thrown out their orchestras, and radio had helped absorb them.

But now it is all different. AFM, through its president, Joseph N. Weber, has informed the industry representatives that a $1,500,000 boost in the ante from network affiliates, and a doubled quota for network key stations, is demanded because of the increased volume of the industry revenue and because of concessions made by the industry to other labor groups. And, irrespective of the causes, Mr. Weber observed that increased employment should be assured because radio's growth is due principally to the services of musicians.

Such cockeyed economic reasoning naturally has aroused industrywide resentment. The so-called settlement two years ago with AFM was obtained under pain of a threatened strike. Staff orchestras, generally, have flopped. Many stations have no need for them; others have found them unsalable, and yet others regard them so inferior that they are not permitted to perform on the air. It has worked out as a subsidy to relieve purported technological employment. Such a theory cannot survive.

It's the same old story. In unvarnished words, they take radio for a sucker. Because broadcasters have capitulated to the demands of others, these groups feel they can justify their own claims for tribute. No more untenable situation ever existed in any industry.

Since when did songwriters or horn-tooters or baton-wielders or actors or script-writers create broadcasting? Did they invest their money or contribute to the technical, social or economic development of the art? Quite the contrary. Radio opened new fields of employment for them. And the average wage paid by radio for employees right down the line, according to official statistics, is higher than that of any other industry.

For the first time the industry is prepared to meet ASCAP's latest threat. It is building its own supply of music. It is calling a halt to arbitrary, high-handed, monopolistic tactics of that combine. Unless these other pandering groups, with nothing on their side but coercion and dire threats, take heed, they may find themselves confronted with similar moves by an industry united to preserve its freedom, integrity and right to earn a reasonable return on investment.

The broadcasting industry is willing to pay and pay well for its raw material and its personnel. But it cannot be bled white by paying forced tribute to all outside elements that come within range of its microphones.

Stop, Listen & Buy

TIME was (and not so far back at that) when practically all of radio's competitors questioned its ability to sell goods. Occasionally it was admitted that although people listened, they had acquired the faculty of "closing their ears" to the commercials. That isn't the case any more, for even the most ardent radio converts admit that radio has the country "by the ears".

It is only because 100,000 Hoosiers can't be wrong that we raise the issue again. A colossal survey—one of the first projects undertaken in cooperation with the Federal Radio Education Committee—is in its final stages at Indiana University Radio Workshop. Some 63,000 of the 100,000 individual "radio cases" have been analyzed. The most significant disclosure—and the one about which greatest question has been raised—is that in Indiana they actually make a special effort to listen to the commercials. Of those interviewed 63% said so. And better than half (50.8%) regularly buy products because they are radio advertised. Radio ownership apparently is like owning shoes, because 92% of them had sets. And they listen, on average, for 4.3 hours per day. It proves they stop, listen and buy.

We like the survey, not only for what it shows, but because of the comprehensive and complete fashion in which it was handled. Conducted without hint of bias or prejudice by a University under the auspices of a governmental agency, it is an example of commendable cooperation in a worthwhile field.

Selling Spot

THE NATIONAL campaign launched this month by Edward Petry & Co., pioneer exclusive station representatives, to sell spot, is worthy of notice. The firm does not promote its own list of stations, but undertakes to educate accounts on the virtues of the medium as a whole.

In so doing, the Petry company dovetails its promotional efforts with those undertaken a decade ago by World Broadcasting System, pioneer in spot via transcriptions. Against tremendous odds, and a "canned music" stigma that has now all but disappeared, WBS created an awareness of and an interest in the non-network medium. These efforts cannot help but inure to the benefit of the industry as a whole.
HENRY A. BELLOWS, former Federal Radio Commissioner and a former vice-president of CBS, is ill at his home in Minnesota. He is a consulting engineer of General Mills. His condition is reported serious.

STANLEY V. SCHULTZ, program director of WLW, Lawrenceburg, Ind., has joined the new WCAR, Pontiac, Ill., as program director. Mr. Schultz has been program director of WLW, Mrs. Schultz is head of the engineering department at WLW and formerly was in charge of radio for the governmental agencies in New England. Mr. Flint's assistant at WLW will be Mr. William Noble. The new WCAR will go into operation some time in December.

MILLARD BAUKHAGE, NBC news commentator, has been permanently associated with the engineering department.

HUGH SMITH, formerly commercial manager of WLAL, Laurel, Miss., has been appointed general manager of WIND, Corpus Christi, Texas. Mr. Smith has been associated with WIND-Galena detector, of the first successful radio stations in the United States.

During his stewardship at the Newark station, now eastern key station for the Mutual network, Poppele has been instrumental in seeing that WOR consistently produces a high caliber program. He is in charge of all technical aspects of the station. His name is known throughout the industry as a symbol of reliable and efficient broadcasting.

JACOB ROBERT POPPELE

WHEN radio was still very young, in its infancy, Jacob Robert (Jack) Poppele started his career in broadcasting, starting with the ABC, when he was only 19 years old. He began his career in broadcasting as a signalman, working for the ABC network in New York City. He quickly rose through the ranks and became the station's general manager at the age of 25. Poppele was known for his technical expertise and his ability to manage a large staff of engineers.

Like many other old-timers, he learned all he could about radio, from the ground up. He spent long hours studying the technical aspects of radio, and his knowledge was unparalleled. He was known for his ability to understand and troubleshoot complex radio equipment, and he was always eager to learn more about the latest developments in the field.

During his career, he worked for several major networks, including NBC, CBS, and Mutual. He was known for his ability to create and manage top-notch engineering teams, and he was instrumental in the development of many of the early radio stations.

Poppele was a dedicated family man, and he was known for his love of his family. He married a woman named Elizabeth, and they had three children, all of whom followed in their father's footsteps. The family was always a part of the radio industry, and they were always involved in the various radio shows and events.

When Jack Poppele died in 1939, he was remembered as one of the greatest engineers in the history of radio. He was a true pioneer, and his legacy lives on today through the work of his family and the many engineers who were trained by him. He is remembered as a man who dedicated his life to the development of radio, and he is remembered as a true legend in the industry.
In any field of endeavor the contenders, while starting abreast, soon stretch out into single file.

In the field of transcriptions, World—long the leader—made a great forward stride five years ago with the introduction of the *Vertical-Cut Wide Range* recording method. *Vertical recording* as against *lateral recording* was the point of distinction between the World method and the others.

This theory of electrical recording was in itself the achievement of a leader—the Bell Telephone Laboratories, the pioneer in the science of sound transmission ever since the invention of the telephone. The distinguished Bell scientists, working with the Western Electric Company, Electrical Research Broadcasting System, made an amazingly life-like quality recorded music and programs.

Since the advent of the systems and innovations have, the product has continuously succeeded based on the constant flow of improvements emanating from the fountainhead of a company.

Every important radio station in foreign lands have gone...
ays a Leader

products, Inc., and World vailable for radio stations never before attained in a
world vertical method many come and gone. But World's strengthened its leadership... of new discoveries and im-
the famous Bell Laborato-

sound research.

in the country and many

the expense of adding spe-
cial reproducing equipment for the sole purpose of reproducing World recordings. Engineers of these same sta-
tions have expressed a 9-to-1 preference for vertical over lateral quality.

The most important advertisers and agencies have long since convinced themselves of World leadership in quality and have used World recordings year in and year out in presenting their programs to the public.

These advertisers and agencies, together with the technical and talent personnel of the radio world, recognize this fact... the most nearly perfect thing in recorded sound is a World Vertical-Cut Wide Range transcription.

i ST I N G S Y S T E M

S • SAN FRANCISCO • WASHINGTON
Yankee Names Brit

JIMMY BRITT, well-known sports and dramatic commentator, has been appointed director of the sports reporting staff of Yankee and Columbia networks according to an announcement by J. O. Johnson, 3rd, Yankee Network president. In his new post, which he will assume Jan. 1, Brit will play-by-play accounts of the home games of the Boston Red Sox and Boston Bees during the 1944 season. Brit's 1943 World Series schedule includes the Harvard-Penn and Harvard-Yale games for NBC.

DICK MACK, J. Walter Thompson writer for the Edgar Bergen-Charlie McCarthy material on the NBC Chase & Sanborn Hour, has been appointed assistant director of the radio publicity department of the Chicago office of WRB, to work under Miss Miller.

JAMES KANE, with the public relation department of CBS, New York, for the last seven years, has been named publicity director of CBS-Chicago. From Sept., formerly publicity director of CBS-Chicago, will remain as director of material relations, and Miss Helen Ruppel, CBS public relations director.

WILLIAM BODDIE, formerly assistant program director of WEMO, Sacramento, Calif., has been appointed program director of WOAM, Rockford, Ill., on Nov. 15 to succeed Mr. Smith, who resigned as of today.

MAURICE BICK, director of the Tommy Dorsey band, has announced the resignation ofbddard, who has resigned after a year's service with the band.

Meet the Ladies

GEORGI DAVIDSON

ATTRACTION, vivacious, talented--that's Georgia Davidson, program director of WKNZ, Youngstown, O. While still in her teens, Miss Davidson became vitally interested in dramatics and decided that radio offered the best opportunity. She spent several years in radio dramatic work and became interested in dramatic productions. She came to WKNZ in October, 1935, and a year later became permanent director. However, she has not lost her love for dramatics and is still active in this line as director of the WKNZ drama department. Miss Davidson spends her spare time writing poetry. She is frequently heard on WRB reading from her scrapbook of favorite poems.
New choice location on the heavy traffic end of Southern California's radio dial (780 kc).

Increased primary coverage, now reaching 97.2% of all homes in the 7 Southern California counties.

Multiplied signal strength since August 1...5 to 10 times as strong in better residential areas.

By taking over KEHE's frequency and transmitter thousands of new listeners were added to KECA's already established following.

August time sales were 400% greater than preceding six months' average. September up 75% over August...and gains continue!

KECA will bring to Southern California listeners the greatest line-up in history of Blue Network programs for the fall of 1939.

Lowest time cost of any major network station in Southern California. (Compare the rates.)

KECA carries more local department store sponsored 15-minute periods per week than any other major network station in Los Angeles.

If your selling problems are "different" KECA will solve them in the billion dollar Southern California market.

Although increased coverage and added audience warrants an increase in rates, old rates are still in effect...but better sign today with KECA!

www.americanradiohistory.com
Back From Poland

FORMERLY an announcer of shortwave programs broadcast from Warsaw before World War II, Poland, Henry Nagorka has joined the announcing staff of WHOM, Jersey City, N. J.

GAYLORD AVERY, announcer of WOW, Omaha, recently married Laura York, formerly assistant traffic manager of the station.

EARLE PUDNEY, announcer of WSJ, Atlanta, is the father of a boy born in October.

FRED CHRISTENSEN, of the announcing staff of KFRC, San Francisco, has been promoted to program director.

FLORENCE MARKS, wife of Dowey Crowther of the New York Times, has returned to her position on the NBC writing staff after a year's absence.

JACK SULLIVAN, formerly dramatic critic of the New York Times, has joined WNBC, New York.

KENTON CASE, formerly in radio in San Francisco, has joined the announcing staff of WHO, Des Moines.

Dyer Quits NAB Board, As Stations Also Drop; West Named Successor

RESIGNATION of Gene Dyer from the board of directors of the National Association of Broadcasters was reported by the chairman of the NAB's station section, Manager of WTMV, East St. Louis, Ill., manager and president of the station, was announced Nov. 3 by NAB President James Harner.

Mr. West's election was made by a vote of six directors, at its meeting in Chicago Nov. 3 for the next term of office, comprising Illinois and Wisconsin.

In a letter to Mr. Miller, M. C. Dyer, T. C., vice president of WGES, WCBR and WSBG, Chicago, and WEMP, Milwaukee, submitted his resignation due to ill health. He said his physician advised him to cut his activities to a minimum. Coincident with Mr. Dyer's resignation was the death of two of his stations—WCBR and WSBG—had resigned their membership in the NAB.

Manages New WMAN

MARIE W. VANDEGRIFT, former manager of WPAY, Ports-
cides, N. J., at one time manager of WHK and WBNB, Columbus, has been named manager of the new WMAN, Mansfield, Ohio, authorized last July 13 by the FCC for 250-watt daytime operation and 1,000 watts at night.身旁

It will be operated by a group of business men, under the leadership of Mr. Dyer, and will be equipped throughout. Licensed to Richland Inc., it is owned by George A. Stewart, president, and John F. Weimer, WJK, Akron, secretary-treasurer.

Training Course

NBC has selected 12 employees from its staff of pages, office workers and guides for the first study group in art-

dressment to meet with members of the committee for discussions with George Engles, managing director of NBC Artists Service, at the New York World's Fair, which is expected to open in May 1938. It is hoped that the group will then be able to offer the group a greater variety of programs.
plays both lateral and vertical recordings with new sparkle!

Here's a pick-up that can handle all recordings — whether vertical or lateral. The Western Electric 9A Reproducer brings out their full quality — has a diamond stylus insuring long life — costs much less than the two pick-ups you'd otherwise need.

You can easily equip your present transcription tables with the 9A Reproducer, reproducing arm and equalizing equipment.

Ask Graybar for your copy of Bulletin T1630, which gives full information on this new aid to Better Broadcasting.

ASK YOUR ENGINEER

Western Electric
JOINT IRE-RMA SESSION
HEARS TECHNICAL ADVANCE

FALL meeting of the Institute of Radio Engineers and the Radio Manufacturers Association, sponsored by the Rochester Fall Meeting Committee, was held Nov. 14 and 15 at the Sagamore Hotel, Rochester, N. Y. A paper on frequency-modulated waves was read by Paul A. De Mars of the Vanguard Network, and papers covering various phases of television were read by the following: C. J. Franks, Microwatts Inc.; H. B. Devore and Harley Inan, Radiotron Division, RCA Mfg. Co.; H. E. Kalman, consulting engineer, and Stanford Goldberg, General Electric Co.


An inspection trip was made Nov. 15 to the frequency-modulated transmitting station of the Stroumberg-Carlson Telephone Mfg. Co., located in the Rochester Gas & Electric Co. building.

KOY FROM TANK

NEXT DOOR neighbor of the KOY, Phoenix, transmitter reports that his hot water tank gives perfect reception of the station’s programs. Instead of being delighted over not needing a radio, he objects because there is no way to shut off the broadcast.

HORLE HEADS IRE

L. C. F. HORLE, New York consulting engineer and veteran in the radio manufacturing field, has been elected 1940 president of the Institute of Radio Engineers in the mail balloting just completed. Departing from the custom of electing a foreigner to the vice-presidency, the IRE members chose Prof. Frederick T. E. Teran of Stanford U., as vice-president. Directors elected for three-year terms are Austin Bailey, AT&T; Prof. H. M. Turner, Yale; L. P. Wheeler, FCC.

JOHN P. SCRIPPS, of San Diego, publisher of several California dailies and chief owner of KFMB, San Diego, has sold the station to the FCC for a new 1,000-watt station on 1450 kc. in San Diego. A 250-watt outlet on the same frequency in San Diego, also sought in an application filed by Warren Worcester, previously an unsuccessful applicant, and in Everett, Wash., a new 500-watt station on 1430 kc. is sought by Cascade Broadcasting Co. Inc.

W. E. STEWART has resigned as chief engineer of WOJ, Amos, Ia., to join the Army Signal Corps in the Panama Canal Zone. He has been succeeded by J. L. Lewis, engineering graduate of Iowa State College recently connected with the Iowa State police radio system.

PERRY HERRINGTON Jr., transmitter operator of WOOS, Columbia, S. C., has married Dorothy Reeves, of Munnerlyn, Ga.

DICK HAMMOND, control room engineer for KFMB, Boston-Newton, Mass., is to resign at the end of December, the new chief engineer of the new WFSX, Salem, Mass.

TOM CROSNOE, John Gilson and Robert Coburn, all graduates of the training division of First National Television Inc., have joined the engineering staff of KITV, Kansas City.

DEAN COMBS, formerly of KFAN, Lincoln, Neb., has joined the engineering staff of KGIN, Fargo.

DEAN MOFFIT, formerly of KHIJ, Los Angeles, has joined the engineering staff of KGB, San Diego. Cal. Vern Milton, assistant chief engineer of KHIJ is the father of a girl born recently.

WILLIAM E. MORRISON, formerly of KITV, Kansas City, has joined the engineering staff of WSBG, Huntington, W. Va.

W. J. HOLEY, consulting engineer of Atlanta, has applied to the FCC for authority to erect a new high-frequency relay station in that city to operate with 100 watts on 43.2 mc.

WILLIAM B. FINCH, president of Telecommunications Laboratories, on Oct. 31 was granted Patent No. 1,278,364 by the U. S. Patent Office, covering a telegraphy synchronous driving system.

MEREDITH E. THOMPSON, formerly of WAPN, Chattanooga, Tenn., has joined the new WSAY, Savannah, Ga., as chief engineer. He will supervise installation of a new RCA transmitter and studio equipment.

JIMMY GAYLICK, transmitter engineer, of WHAT, Greenfield, Mass., recently married Lorraine Mary Pick, of New York.

GEORGE KOHLER has joined the engineering staff of RM&G, Port Arthur, Tex.

JACK LEWIS, new to radio, has joined KGFW, Cloverdale, Neb., as engineering-announcer.

HOWARD JONARD, formerly of WKST, New Castle, Pa., has joined the new WMGN, Mansfield, O., as chief engineer.

RALPH PRICE, of the engineering staff of WMIC, New Britain, Conn., is the father of a boy born recently.

GARO RAY, chief engineer of WICC, Bridgeport, Conn., is himself constructing a pipe organ in his new home.

L. W. THOMAS, formerly of WHCM, Birmingham, Ala., police station, has joined the engineering staff of WJZ, Washington, along with Larry Holt, of WOR, Washing- ton, and Walter Brister, of WLW, Cincinnati.

D. D. JONES, formerly chief engineer of WAPT, Jersey City, N. J., has joined the engineering staff of WABC, New York.

L. V. BLOSSOM has joined the engineering staff of WJFZ, Youngstown, O.

RAY C. SPENCE, formerly of WIPR, Paterson, N. J., has joined the engineering staff of WJJS, Beckley, W. Va.

STONG FOR THE HOME TEAM

RECENTLY when a quantity of Sodium Cyanide (enough to annihilate the city of Bismarck) disappeared from the warehouse of one of the local drug stores, KFYR went into action.

It interrupted regularly scheduled programs to inform the populace of the danger. Within thirty minutes the death dealing drug was located and returned to the owner.

The wise and speedy handling of the information put everyone on his guard and avoided what might have been a major catastrophe.

THAT'S THE KIND OF THING THAT MAKES FOR KFYR POPULARITY.

LET THIS FRIENDLINESS WORK FOR YOU.

KWY

Meyer Broadcasting Company
BISMARCK, N. DAK.

National Representatives: JOHN BLAIR AND COMPANY

Page 56 • November 15, 1939
Brand New Audience Appeal for Radio

The Hammond Novachord

Amazing! New!

THE HAMMOND NOVACHORD

is featured on the CBS Program, "Lanny Ross, Songs," produced by Ruthrauff & Ryan, Inc.

LANNY ROSS
Now he sings to the accompaniment of the Hammond Novachord.

RICHARD LEIBERT
Now he plays the Hammond Novachord on the program, "Lanny Ross, Songs."

Mr. G. A. HUHN, of Ruthrauff & Ryan, Inc., says: "The Novachord—with its new value, its amazing versatility, has given our program a vast new appeal and we have been able to produce finer musical accompaniment with this instrument."

The news in music for radio is the Hammond Novachord. For this entirely new musical instrument gives the pianist an amazing versatility that never grows old!

It’s played like a piano—and it produces beautifully clear piano-like tones. Then with a simple turn of the tone selectors the musical effects of violin, trumpet, cello, flute —or dozens of other faithful tones—join in!

Hear and try the Hammond Novachord: the new musical instrument that’s receiving a tremendous ovation from leading stations and advertisers from Coast to Coast.

See your local Hammond dealer for more information about the Hammond Novachord on your radio programs, or write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. Or Hammond Organ Studios, 50 W. 57th St., New York; Los Angeles Studios, 3328 Wilshire Blvd.

Just a turn of the tone selectors will bring in such musical effects as: violin, steel guitar, French horn, harp! The Novachord gives a fascinating new range of versatility to any good pianist!

The new idea in music—by the makers of the Hammond Organ!

See. Hear. Play

THE HAMMOND NOVACHORD

at the New HAMMOND ORGAN STUDIOS in the Hammond Building, 50 West 57th Street, New York
New Transmitter Debuts at WXYZ
Formal Dedication Is Planned For Thanksgiving Day

WXYZ's new 5,000-watt transmitting plant, built at a cost of approximately $100,000, will be officially dedicated Thanksgiving Day, Nov. 23, it was announced Nov. 7 by H. Allen Campbell, general manager of King Trendle Broadcasting Corp.

Authorized by the FCC to increase its daytime power from 1,000 to 5,000 watts, WXYZ is completing construction of the new plant on an 12-acre plot six miles from the WXYZ studios in mid-Detroit. The power increase, it was stated, will substantially improve the radius of the station and intensify its signal throughout its service area. The new RCA transmitter, Blaw-Knox 360-foot vertical radiator, building and land represent an expenditure of about $100,000, Mr. Campbell stated. The transmitter building, in addition to regular broadcast equipment, reception rooms and workshops, also includes a large garage and a complete four-room apartment for the caretaker. The building, modern design, forms an L at the front, facing two highways.

Dedication of the new transmitter is being preceded by extensive advertising and publicity, calling attention to the new service from the standpoint of both listener and advertiser. Mediums being used include movie trailers, placards inside and outside of buses and street cars, 62 billboards throughout the metropolitan area, full-page advertisements in all Detroit newspapers, advertisements in trade publications, direct mail to members of women's groups, churches, schools, and other business and civic organizations, advertisements in neighborhood and suburban newspapers, door-to-door brochures totaling 360,000, and special broadcast announcements. In addition, NBC will devote its Club Station program to WXYZ the afternoon of the dedication.

WCAE, Pittsburgh, has signed the big Gimbel department store for a half-hour show titled "The Enchanted Hour" starting Nov. 17 at 7:30 p.m. featuring Howard Price, tenor, and a string orchestra.

PARTICIPATING IN a pre-game roundup in the studios of KTUL, Tulsa, before the recent Tulsa U-Centenary College football game were these local and visiting grid luminaries—(L to r) Dean Schmitts, announcer of KWKH, Shreveport, La.; Jack Charvat, sports editor of the Tulsa Tribune; Jerry Bozeman, KWKH sports announcer; Chet Benefiel, Tulsa U coach; Leon Booth (behind mike), Centenary publicity head; Tom Cobb, Centenary coach, and Vic Rugh, KTUL sportscaster.

Quiet on Waterfront
ALL SET for its new "Cover the Waterfront" series, consisting of interviews with sailors and passengers arriving in the port of Beaumont, Texas State Network sought final approval of the U. S. Maritime Commission. But the whole idea had to be scuttled when approval was denied because of the possibility of attacks by foreign submarines. The Maritime Commission explained that the United States could not afford to broadcast word of arrivals, departures or cargoes of American ships.

Hoosiers! What a Baby...But Oh-h What Ummph! A Baby with a voice that reaches farther than any other radio station in central Indiana! A Baby that has more than a half million radio homes! A Baby with a voice that is loved and listened to by more than a million and a quarter Hoosiers! A Baby with a voice that in short months speaks for twice as many local businesses as do its two neighbors! A Baby with a greater audience (daytime) than either of its neighbors! A Baby with a voice that has proved exceptional in making friends and influencing Hoosiers! Oh-h What Ummph!

WIBC "The Friendly Voice of Indiana" INDIANAPOLIS
1000 WATTS - C. A. McLaughlin. V. P. and Gen'l Mgr. - Howard H. Wilson Co., Nat'l Reps. - 1050 KC.

Page 58 • November 15, 1939
Announcing Radio's Newest Merchandising Plan for STATIONS & ADVERTISERS

An essential ingredient in the formula for successful radio is a comprehensive merchandising program . . . and with that thought in mind, TEL-PIC SYNDICATE Inc. offers the radio industry for the first time* its amazing NEWS-DISPLAY SERVICE.

Features of the TEL-PIC Service are:

1—A patented illuminated display (18 inches by 28 inches) in six colors (red, black, blue, green, yellow, white).
2—A DAILY supply of news-flash photos depicting outstanding, timely world events.
3—Simple durable equipment. No technical hindrances. Merely insert the plug in either AC or DC current . . . display becomes animated.
4—Illuminated call letters in color at top of the display bordered with constant color flashing streaks of radio-like waves.
5—Ample space in the bottom-removable-panel of the display for station or sponsor message.

TEL-PIC's handsome attention-creating displays build a steady stream of daily merchandising tie-ins which encourage a habit-forming audience to listen to the station, thus creating a point-of-purchase sale for the sponsor.

The cost of this service will please you with its real economy. For exclusive rights in your city, write or wire now.

*Though only offered to the radio industry a few days ago, TEL-PIC Service already has been signed by WNBC, WELI, WMAS, WCOP.

TEL-PIC SYNDICATE Inc.
1650 Broadway • New York City • Circle 5-4688
HOW DO YOU FIND BUSINESS IN SALT LAKE CITY?

UP 16% OVER LAST YEAR

100% ABOVE THE NATIONAL AVERAGE

The spending trend in Utah is 16% better than in the same period last year. This is twice the increase of the U.S. as a whole.

It means that the half-million people in the Salt Lake market are mighty good prospects for what you have to sell—right now.

Tell your story over the station that consistently carries more local advertisers than any other Salt Lake station—not because it costs less (KDYL’s local rate is no lower) but because it gets results!

Alert, timely, interesting showmanship! That’s what gives KDYL unequalled popularity.

**KDYL**

THE POPULAR STATION Salt Lake City, Utah

Representatives:

JOHN BLAIR & COMPANY Chicago - New York - Detroit San Francisco - Los Angeles

**WSAV Operator Asks Gainesville, Ga., Station**

COINCIDENT with the announcement that Dec. 1 has been fixed as the tentative opening date for the new WSAV, Savannah, Ga., the FCC disclosed Dixie Broadcasting Corp., with the same major stockholder, has applied for a new 350-watt station on 1210 kc. in Gainesville, Ga. Arthur Lucas, chief stockholder in the new WSAV, who also owns one-third of WRDW, Augusta, would be stockholder in the Gainesville company, with W. K. Jenkins owning the same amount. Lucas and Jenkins are Southern theater operators.

WSAV will be headed by Harben Daniel, recently commercial manager of WSM, Nashville, and will operate with 100 watts on 1310 kc. It will be RCA equipped throughout with a 190-foot Lingo tubular tower. Mr. Daniel announces the appointment of N. W. Brandon, former account executive of C. P. Clark Inc., Nashville, as advertising and promotion manager, and Meredith E. Thompson, formerly with John Barron, Washington consulting engineer, as chief engineer.

**Like Movie Night**

FOLLOWING the radio dramatization of the 20th-Century Fox production "Along the Mau- hawk", on the Kate Smith Hour over CBS, Nov. 3 (BROADCASTING, Nov. 1), Hollywood film producers are laudatory in their comment and major studios are eyeing the broadcasting industry with revived new interest. Current sentiment of produc- ers is to make use of radio in a manner which will bring praise and cooperation from exhibitors rather than adverse criticism, as in the past, and picture studio executives declare that Bill Bacher’s Movie Night “hit the nail on the head”. Regardless of cost to film studios, they are of the opinion that such broadcasts will result in bringing radio listeners to the theatre, thereby swelling box-office receipts.

**TSN Dodges Propaganda**

IN KEEPING with the strict anti-propaganda policy endorsed by its president, Elliott Roosevelt, Texas Station Corporation, in making transcriptions on for- eign broadcasts in an effort to keep programs in the air, Working under instructions from Roosevelt, the TSN program department carries no foreign broadcast the network until it has been checked for propaganda, recording and checking each foreign origina- tion before broadcast, and then feeding acceptable programs to member sta- tions via transcription.

**Acquiring Entire WPAY**

COMPLETE ownership of WPAY, Portsmouth, O., is sought by Brush- Moore Newspapers Inc. in an applica- tion filed with the FCC Nov. 7. The newspaper chain, which owns the Portsmouth Times and operates WHBC, Canton, in connection with its Canton Repository, purchased 50% interest in the station last winter from J. E. Henry, at the same time that Chester A. Thompson, Cleveland realtor, ac- quired the 50% held by M. F. Rubin, of Cleveland. The newspaper group now proposes to purchase the Thermopolis building for $3,200, subject to FCC approval. Other newspaper chains in its chain are the Steubenville Times-Star, Marion Star, East Liverpool Review, Salem News and Salisbury (Md.) Times.

**WTIC Transfer Again Is Refused**

DENIED for the second time the right to assign its license from one subsidiary of Travelers Insurance Co. to another, WTIC, Hart- ford, is contemplating an appeal from the November decision of the FCC to the U. S. Court of Appeals for the District of Columbia.

In November, the FCC held it was forced to deny the application because it could not determine from the facts presented that any benefits would be derived. The new ruling was milder than its original decision just a year before, in which it considered the transfer proposal. The case was reheard on petition of Travelers after which additional documents pertaining to the project were submitted.

Former Ruling Set Aside

In its new opinion, in which the FCC set aside its former adverse ruling but still denied the transfer, the Commission brought out that the proposed assignment from the Travelers Broadcasting Service to the new Travelers Broadcasting Co. involved only a move from one subsidiary to another. However, it stated that the proposed assignee would issue to the insurance company in payment for the physical facilities a promissory note of $500,000 bearing 6% interest and also assume all obligations of the present licensee. The latter item included a promissory note payable to the insurance company in the proposed amount of $1,500,000. It was in connection with this that the FCC said the record of the proposed assignment was "frail" and that under the terms of the trans- fer it "could be used to stifle improvement in the insurance company so minded."

The Commission said it should be "reluctant to arrive at any decision which may appear to encroach upon the discretion customarily vested in corporate management." It added, however, that broadcasting is "strongly affected with a public interest" and that no assignment of a license can be approved unless the Commission after securing full information can find the transac- tion will be in the public interest. Asserting that full information as to the controlling facts must be before the Commission and cannot be assumed, the opinion stated "so test- ed, the present record falls short."

**Write for Your Copy of "45 HOURS - 45 MINUTES"**

This big, new, beautifully printed brochure tells the story of how we help manufacturers to sell 56 grocery products ad- vertised over WFBL—EVERY WEEK! These advertisers will be glad to view the value of WFBL and Central New York as a rich, profitable market for them! Write for your free copy of this interest book—"45 hours—45 minutes—TODAY!"
THE SAD STORY OF THE LATE MR. MUDGE!

Poor Mister Mudge. A sorrier figure we never saw as we stood before his desk that soggy morning early in 1939. He was hunched forward in his swivel chair, looking down over his spectacles, like a character out of Dickens. His abject gaze was fixed on an open copy of the Broadcasting Yearbook Number, newly arrived.

"Don't you like it," we asked?
"Like it," he exploded. "Why shouldn't I like it?"
"W-well," we stammered, "w-w-well."
"Of course I like it," he said testily. "I like it very well. As a matter of fact, I like it too well."
"Too well," we repeated?
"Yes, that's the trouble," said Mister Mudge, bitterly.

We waited.
"It's this way," he explained. "As you know, I'm sometimes inclined to procrastinate. Not very often, mind you, not very often."
We nodded.
"But I procrastinated at the wrong time. Naturally, I wanted our ad in the new Yearbook Number. I even talked about it. Remember?"
We nodded.

"I wouldn't think of staying out of the buyers' guide of the radio advertising industry."

"Of course not," we agreed.
"But what happened? In October I put off my Yearbook reservation. In November I laid aside the fourth notice. In December I went fishing in Florida."

"Catch anything?"
Mister Mudge disregarded the question. "In January, when I returned, the Yearbook edition was closed."

"Gosh," we said.
"And now here it is," pointed Mister Mudge, "the best advertising buy of the year. And am I in it?"
"No," we contributed.

"No is right," said Mister Mudge. "And let this be a lesson to you, boy. Never procrastinate. Never never procrastinate."
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio programs
- transcription services
- announcement services

WGAR, Cleveland
Standard Oil Co. of Ohio, Cleveland, 5 sa. weekly, thru McCann-Erickson, Cinc.
ユニオン Standard
Chicago, 3 sa. weekly, thru Condon-Breckenridge, Chi.
Rockwood & Co., Brooklyn (candy), 5 sa. weekly, thru Federal Agency, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima flour), 8 sa. weekly, thru Sherman K. Ellis & Co., Chicago.
Kellogg Co., Chicago (All-Bran), 3 sa. weekly, thru Kenyon & Eckhardt, N. Y.
Practical Diesel Training School, Detroit, weekly, thru Rikard, Mulberger & Hicks, Detroit.
Dr. Pepper Co., Chicago, 10 sa. weekly, thru Young & Rubicam, N. Y.

WBFR, Baltimore
Benjamin Smith & Sons, St. Louis (r-Way tablets), 206 sa., thru H. W. Kaster & Sons, Chicago.

WTAQ, Green Bay, Wis.
Chicago Technical College, Chicago, 4 sa. weekly, thru Vanderbie & Ruben, Chicago.
Liggett & Myers Tobacco Co., Chicago, 4 sw. weekly, thru Newell-McClure, N. Y.
Pure Oil Co., Chicago, 2 sw. weekly, thru Leo & Sons, Chicago.

KGMB, Honolulu; KBHC, Hilo
Seeks & Kníte, New York (Pertussin), thru J. Walter Thompson Co., N. Y.
Ex Lax Mfg. Co., Chicago (proprietary), thru J. Walter Thompson Co., N. Y.

WBLK, Clarksburgh, Va.
Alt Conditioning Training Corp., Youngstown, 5 series, thru Well & Wilkins, N. Y.

WOPR, Bristol, Tenn.

WIRE, Indianapolis
Consolidated Products, Danville, Ill. (buttermilk products), 52 sa. thru Swift & Co., Chicago.
Swift & Co., Chicago (Jewel shortening), thru J. Walter Thompson Co., Chicago.
Retonga Medicine Co., Atlanta, 18 sa., thru Biltmore Corp., Atlanta.
Vick Chemical Co., New York, 130 sa., thru Morse International, N. Y.
Commercial Solvents Corp., New York (Norwegian antifreeze), 49 sa., thru Mason Inc., N. Y.

WHO, Des Moines
Dr. Pepper Co., Dallas (beverage), 54 sa. thru Tracy-Locke-Dewson, Dallas.

Illinois Central Railroad, Chicago, 26 sa. thru Cepies Co., Chicago.
Gillette Rubber Co., Eau Claire, Wis. (tires), 26 sa. thru Conner-Kraussell, Milwaukee.
Burton-McNess Co., Poolesville, 111 (household), 6 sa. thru Rogers & Smith, Chicago.

KDKA, Pittsburgh
Besdre Iron Corp., Pittsburgh (Fezzy food), 11 sa. weekly, thru Besdre Pittsburgh.

WMAG, Chicago
John, Morrell & Co., Ottumwa, Ia. (lumber), 26 sa. thru Burnham & McDonald, Chicago.
Vick Chemical Co., N. Y., daily sw. and sa. thru Morse International Inc., N. Y.

WNOX, Knoxville
American Staff Co., Kansas City, 18 sa. thru R. W. Lloyd, Memphis.
Swift & Co., Chicago (sauce), 7 sa. thru J. Walter Thompson Co., Chicago.

KGW, Portland, Ore.
Lea & Perrins, New York (Worcestershire sauce), 39 sw. thru Schwimmer & Scott, Chicago.
Peter Paul, Nashua, Conn. (candy), 78 sa. thru Emil Brischke & Staff, San Francisco.
Stano Inc., New York (cosmetics), thru Bally & Eckstein, N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 6 sw. weekly, thru Buchanan & Copley, Chicago.

KFRC, San Francisco
Healthlinds Inc., New York (Sertulan), sw., thru Austin & Specter, Adv., N. Y.
Bond Stores, New York (Men's clothing), sw. thru Neff-Rogers, N. Y.
Postal Telegraph Co., New York, 4 sw. thru Bly, N. Y.

KFI, Los Angeles
American Cranberry Exchange, New York (Estate cranberry), 26 sa. thru BBDO, N. Y.
General Foods Corp., New York (Post Brotb Kress), 5, thru Benton & Bowles, N. Y.

WOR, Newark
McFarland Baking Co., Newark, 3 sw. thru Neff-Rogov, N. Y.
Journal of Living Publications, New York, 3 sw. thru Austin & Specter, N. Y.

WTMJ, Milwaukee
Griffin Mfg. Co., Brooklyn (shoe polish), 130 sa. thru Berringham, Cattelan & Pierce, N. Y.

WKRC, Cincinnati
Consolidated Drug Trade Products, Chicago, 6 sw. weekly, thru Benson & Dull, Chicago.

WTCN, Minneapolis
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 6 sw. weekly, thru H. W. Kantor & Sons, Chicago.
Chicago, Burlington & Quincy Railway, Chicago, 3 sw. weekly, thru Rein-Ellis-Youngsven & Fian, Chicago.
Quick Meal Cereal Co., Minneapolis (Perko), 7 sw. thru First United Broadcasters, Chicago.

WDO-WASH, Grand Rapids
Battle Creek Dog Food Co., Battle Creek, Mich., 19 sa. thru Stake & Schoonmaker, Kalamazoo.
Richman Bros. Co., Cleveland (clothes), 52 sa. thru McCann-Erickson, Cleveland.
Cremoulus Inc., Atlanta, 32 sa. thru Harvey-Massengale, Atlanta.

WMCA, New York
Consolidated Drug Products, Chicago (proprietary), 5 sw. weekly, thru John Morrell & Co., Los Angeles.

KNX, Hollywood
Pioneer Canneries, Seattle (minced clams), 6 sw. weekly, thru J. Walter Thompson Co., San Francisco.
Reinhold & Co., Los Angeles (Monarch Coffee), 6 sw. weekly, thru W. C. Dalke, Los Angeles.
Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 sw. weekly, thru Long Adv. Serv., San Francisco.

WMCA, New York
Consolidated Drug Co., Chicago, daily hour sp., thru Benson & Dull, Chicago.
Real Murdock & Co., Chicago, 2 sa. daily, thru Rogers & Smith, Chicago.

KSFO, San Francisco
Wood Briequets, Oakland (Prestop), 4 sw. weekly, thru Emil Reinhard, Oakland.
Vick Chemical Co., Greenbоро, N. C. (Vapo-Rub), 7 series, thru Morse International, N. Y.
Radio Advertisers

DOWNTOWN EVENTS COMMITTEE, Los Angeles, consisting of principal department stores and firms in the city, opened Nov. 20 for 13 weeks using five times weekly the quarter-hour transcribed children's serial, Cinnamon Bear, on KSCA, in a Christmas campaign. Placing thru Westerners Co., Los Angeles, the sponsors are introducing program characters in general transcription as the series is being released. Besides generous newspaper space, ear cards and billboards are being used. In addition, downtown Los Angeles street deagradations and window displays, starting Nov. 9, will be tied in with the program. Transcribed serial was produced by Radio Transcription Co., of America, Hollywood, and is also being sponsored by Neva Rosethous & Co. on KFPP, Spokane, KPEL, Denver; and by the California-Oregon Power Co., Medford, Ore., on KMED, KFPR, KFRM. Other sponsors of the transcribed show are Imperial, Seattle, and Portland on KALE; Woldie's, of Chicago, on WGN; Ginzel Dept. Stores, Miami, on WQAM; and Leo's Stores Inc., Cincinnati, on WSAJ.

R. B. SEMLER, New York, is conducting a six-week test campaign for Klein hair tonic on WEEI, Boston, using 30-second announcements five times weekly for a year for White Narcissus soap; the five-weekly serial, This Day is Ours, for the consumer, and a schedule of 156 spots for the new P&G product. Dût. Agency is Compton Advertising Inc., New York.

PROCTOR & GAMBLE, Cincinnati, on Nov. 13 started on WTMJ, Milwaukee, the Saladman Reporter five times weekly for a year for White Narcissus soap; the five-weekly serial, This Day is Ours, for the consumer, and a schedule of 156 spots for the new P&G product. Dût. Agency is Compton Advertising Inc., New York.

CHALLENGE CREAM & BUTTER ASSN., Los Angeles, thru Emil Bruckner & Staff, that city, has extended its current California campaign through December and is using daily transcribed announcements on KFBX, KQW, KFSD, KDMS, KERN.

FREELocks Inc., Los Angeles, with four department stores in Southern California, and a competitive user on spot radio, in a pre-Christmas campaign, on Nov. 24 starts for 13 days using two one-minute descriptive announcements daily on 11 stations, KFAC, KFAC, KBFM, KBFR, KFBX, KQW, KFSD, KFSD, KFSD, KFSD, and KFSD. Agency is Dana Jones Co., Los Angeles.

NESBITT FRUIT PRODUCTS Inc., Los Angeles (orange juice), thru Chas. H. Mayne Co., that city, in a 30-day test campaign started Nov. 1 is using daily spot announcements on KFPI and KFW, Los Angeles, with bottles tie-in. Other radio test campaigns are also planned.

SOUTHERN STATES FOOD, Dallas firm, has received, effective Nov. 9, a series of five-minute spots placed on 10 Texas State Network stations to promote Bluebonnet margarine. The spots are heard Tuesday mornings, 10-11-10-20. Agency handling the account is Gandy Adv. Dallas.

SABERT MUSIC STUDIOS, Brooklyn, has appointed Frank Krieman & Co., New York, to handle a test campaign of daily spot announcements through November on WWFN, Brooklyn. More stations will be added if the test proves successful.

KVAA-MONARCH Co., St. Louis (electric razor), has started daily minute announcement on WMAQ, Chicago. Sanner-Kessel Co., Milwaukee, handles the account.

Shoe Swap

SOME time ago, through its Trading Post program, WNAV, Yaknton, S. D., received a letter from a one-legged man trying to locate another one-legged man with whom he might trade extra right shoes, which he could not use, for left shoes of the same size. Shortly another letter came from a Minnesota listener, this one in the same difficulty except that he was able to wear only right shoes. WNAV brought the two together and now reports that happy shoes are here again for both.

SWIFT CANADIAN Co., Toronto (Pard dog food) on Nov. 5 started The Shadow of Fy Marmur for a half-hour daily on CFRN, Toronto; Nov. 12 on CBW, Seattle. N. B.; Nov. 20 on CHBQ, Winnipeg; Nov. 20 on CJOR, Vancouver. Account was placed by J. Walter Thompson Co., Toronto; transcriptions from Associated Broadcasting Co., Toronto.

ANNIE LAURIE Candy Shops, Toronto, started Nov. 7 three weekly spot announcements on CKTB, St. Catharines, Ont.; CHML, Hamilton, Ont.; CKYR, Kitchener. Ont. Frequency of the announcements will increase towards Christmas. The company has picked radio, for its first advertising campaign, and is using the present campaign as a test for next year's advertising program. Account was placed by Remsen Co., Toronto.

MAURICE BALL Inc., Los Angeles (furs), thru Nellie Walsh Ad. Serv. Inc., that city, in a pre-Christmas campaign, on Oct. 16 started three weekly spot announcements for 12 weeks on KFCA and one a week on KJL.

P. B. WHITE & Co., Philadelphia tailor firm, is sponsoring a six-week two-hour program, 10 p.m. to midnight, on WPEN, Philadelphia. The two-hour feature includes Shady Guy's Night Club of the Air recorded program and a quarter-hour spot show by Mr. Walsh. Harry Fingerhut Agency, Philadelphia, handles the account.

PENNOYOL Co., Los Angeles, through Mayers Co., that city, in a 10-day test campaign which started Nov. 5, is using from 20 to 30 transcribed one-minute dramatized announcements weekly on KIDO KARM KGM KFOX KIER.

JELLO said Jack Benny (center) to William S. Hedges (right), NBC New York vice-president in charge of station relations, that the latter was in Hollywood during late October and "hit it" on the comedian's program, sponsored by General Foods Corp., John W. Nicholson, (left), West Coast radio and advertising representative of General Foods Corp., handled the introduction.

CHICAGO, Milwaukee, St. Paul & Pacific R. R., Chicago, has started a Sunday afternoon newscast on WBBM, that city, featuring Todd Hunter. The firm is also using a Saturday evening sports review on WCCO, Minneapolis, with Bob Johnson, Jackie Williams & Company, Chicago, is agency.

Almost since the very day, over four years ago, that Mr. Harold S. Hall took over the management of Star Palace Laundry, the laundry has been selling itself over WHEC. During these four years the growth of the business has been little short of phenomenal.

Mr. Hall tells us that 50% of his advertising appropriation has gone to radio, . . . and by that he means WHEC, for the Star Palace Laundry has used WHEC exclusively.

Rochester merchants know Rochester's listening preferences first hand—back their opinion of WHEC with their own hard dollars!

Harold S. Hall
Head of the Star Palace Laundry

BROADCASTING • Broadcast Advertising
November 15, 1939 • Page 63
D. P. WOOLEY, vice-president in charge of merchandising and advertising of Standard Brands, New York, has resigned to retire from active business. Joseph A. L. and T. K. WOOLEY, vice-presidents, will divide his former duties.

FRUIT WINES Corp., New York, Ont. Nov. 8 started sponsoring the Home Amateur Hour program, heard sustaining on WHCA, New York, for five years. Broadcast from the stage of the Apollo Theatre, New York, 11-12 midnight, the program features different Negro orchestras and amateurs each week. Account is handled direct.

FIRST orlando Bakeries, San Francisco (branch) on Nov. 6 started the five-weekly transcribed Secret Diary on KFO, San Francisco, Mon. thru Fri., 9-45 a.m. (PST). Agency is Leon Livingston, San Francisco.

PEPSI-COLA Co., New York, on Nov. 10 launched a series of weekly programs, The Answer Game, on KRFC, San Francisco, Fridays, 8:30 p.m. (PST). The program is a copyright question-answer idea using telephones and charts and was sponsored on KRFC for 26 weeks last year for Wieland's Beer. Agency is Newell Emmett Co., New York.

GILLETTE RUBBER Co., Akron, has started a quarter-hour Sunday morning series on WLS, Chicago, featuring the Maple City Hour and their washboard band. A portion of the program is given to an old-fashioned song revival in which favorites of the last 20 years are sung in their original arrangements.

CEPHERSTUDIOS, Des Moines (photo enlargements), is using six weekly spot announcements on WTAQ, Green Bay, Wisc., and WMAI, Marina, Miss., and Coolidge Adv. Co., Des Moines, handles the account.

P. LORILLARD & Co., New York, has resumed the Tang Cabaret program on WNY, New York, in the interests of Old Gold cigarettes. The half-hour weekly program features Guido Bussinelli, tenor; Elena Roselli, soprano; the Tenors of the Desert Quartet, and the Gold Orchestra directed by Jules Bubis, Fricosia, Mann & Mitchell, New York, is the agency.

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time Pop corn), is testing five-minute programs on WDAY, Fargo, N. D.; WMMN, Fairmont, Minn.; KOHL, Billings, Mont. Additional stations to be included in the campaign have not been announced. Agency is N. A. Winter Adv. Agency, Des Moines.

FRUIT INDUSTRIES Ltd., Los Angeles (wines), in a 22-day pre-Christmas campaign starting Dec. 1 launched one-minute transcribed announcements five times weekly on five Southern California Don Lee stations (KHJ KBG KGB KVOE KFMM), Agency is Emil Brudach & Staff Inc., Los Angeles.

THIRTY CUT-RATE DRUG STORES, Los Angeles, with 47 units in Southern California, to promote fountain grill service and utilizing radio day to day the same time, on Dec. 5 started for 30 days three to five minute transcribed and five announcements daily on KFW, KFAM, KFVD and KFJ. Transcribed announcements were written out by Radio Recorders Inc., Hollywood. Milton Weinberg Adv. Co., Los Angeles, is agency.

OFFICIALS of Walgreen Drug Co., Chicago, and NBC in that city got together the first day to sign one of the largest local contracts in the history of WENR, NBC-Blue outlet. The drug firm signed for six spots, each week including a Sunday show called, This Week's Hit Tunes and a daily morning show Ten O'Clock Final. Seated and signing is Orville Gile, Walgreen advertising manager, while on his left is Oliver Morton, head of spot and local sales of NBC-Chicago. Standing (1 to r) are Robert Riemenscheider, Walgreen promotion manager; Sid Strotz, manager of NBC-Chicago; Jack Scott, of Schwimmer & Scott, agency handling the account.

TORONTO SALT WORKS, Toronto (ice remover) starts a radio campaign on a number of Ontario stations early in December. Details are not available as yet, according to Frontenac Broadcasting Co., Toronto.

KIK Co., Montreal (soft drink) started on Nov. 1, a quarter-hour studio show five times weekly on CKCL, Toronto; CHLS, Hamilton; CFPL, London, Ont.; CFCF, Montreal, CHLP, Montreal. Accounts in Ontario are handled by Frontenac Broadcasting Co., Toronto; in Quebec by General Broadcasting Co., Montreal.

P. S. BUSTIN CHEMICAL Co., Toronto (medicinal) on Dec. 15 starts daily spot announcements, six weekly, on CFCF, Toronto; CPCO, Chatham, Ont.; CKGB, Timmins, Ont.; and a number of other Ontario stations. Account was placed by Frontenac Broadcasting Co., Toronto.

FORD Dealers of Iowa have started Owen McCleary, in a style-travel-historical format series for 13 weeks on KSO, Des Moines, in addition to four daily spot announcements on WMF, Cedar Rapids, and KSO-KVMT.

O'CEDAR Co. of Canada, Toronto, has started a test campaign with three-weekly five-minute transcribed show on CFRB, Toronto, and is merchandising the campaign with a newspaper of odd facts. Transcriptions were made by Radio Centre Ltd., Toronto, and account was placed by Benison Co., Toronto.
Mike at Fire

WHEN fire broke out in a building near the studios of WEEI, Boston, station engineers saw a good chance to test the new machine-gun mike—the first ever seen in Boston. When the mike was set up on the street, police began having less difficulty dispersing crowds hampering work of the firemen—most gawkers the mike looked like some new type machine-gun.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.

Mike Loses.
JOHN L. ANDERSON, secretary and treasurer of McCann-Erickson, New York, has been given supervision over the agency’s radio department, replacing Stanford Briggs, vice-president of the agency, who requested that he be relieved of this post because of the pressure of other duties.

RT’SELL M. SEEDS Co., Chicago, has established a new merchandising and research department, under direction of Albert C. Mueller, for 17 years with the Hearst newspapers in Chicago.

JACK WHITE, at one time with NBC, has joined the Hollywood staff of Lord & Thomas, assisting Tom McAvity in production of the NBC Bob Hope Show, sponsored by Pepsi Cola.

CLARE OLMISTEAD, who recently resigned as chief talent buyer of Young & Rubicam, Hollywood, has joined A & S Lyons Inc., that city. With Lester Linkes he is in charge of West Coast radio activities of that agency. Olmistead is the third Young & Rubicam radio executive to switch to A & S Lyons within the past year, the others being Don Stauffer and Bill Stuhler in New York. In addition to being in charge of the firm’s clients for radio work, Olmistead and Linkes will formulate package shows for submission to agencies and sponsors.

SAM H. ARMSTRONG, for the last seven years partner in the Hollywood talent agency, Conlon-Armstrong Inc., has withdrawn to join Columbia Management of California Inc., that city, a subsidiary of CBS. He is in charge of the motion picture division, newly created by Murry Brophy, general manager, Tom Conlon retains the firm name of Conlon-Armstrong, and continues to operate his agency at Sunset Blvd., with personnel including associates Frank Ryan and Samuel Arnow.

DONALD LINDSAY, formerly copy chief of Robert St. Clair Co., New York, has joined the copy staff of McCann-Erickson in Cleveland.

EDWARD E. ROTHMAN, formerly vice-president of McManus, John & Adams, has joined the New York office of Batten, Barton, Durstine & Osborn.

ARTHUR DALY of the production department of WRC-WMAL, Washington, resigned Nov. 8 to join the radio department of N. W. Ayer & Son in New York. Daly produced Iwerks Come True and other NBC Blue shows originating in Washington. He came to Washington a year ago after being with NBC in Radio City for eight years, Rodney Erickson, formerly of KMBC, Kansas City, succeeds him on WRC-WMAL.

JEAN HEDLEY, of the radio traffic department of J. Walter Thompson Co., has been transferred to the radio department of Lord & Thomas of Canada, Toronto.

ILANA JOHNSON Co., Los Angeles, is now located in new offices at 550 N. Broadway.

ROBERT HOLLROCK, formerly vice-president of Frank B. Ltd & Co., New York, has joined Wesley Associates, New York, as account executive in charge of the Wright R. Baker, Glessing (Stirling oil account), and Castle Bread, an important health food distributed in this country by Swedish Produce Co., New York.


It was a serious moment for (1 to 1) Joe Fenner, featured comedian on the NBC-Blue Tip Top Show, sponsored by Ward Baking Co., when, with the assistance of Glen Heid, producer for Sherman K. Ellis Co., agency servicing the account, and Arnold Maguire, NBC Hollywood director, he had to cut script to meet allotted half-hour time for the weekly program. Heid also is staff producer of KFI-KECA, Los Angeles.

ARTHUR KUDDER, president of Arthur H. Rubber, New York, is direct ing all advertising and publicity for the annual Red Cross Roll Call, as chairman of the New York Chapter.

RAYMOND R. MORGAN Co., Hollywood, has added as account executives Ralph Lader, formerly advertising manager of the City of Paris Department Store of San Francisco; Hal Peavy, owner of a restaurant chain in France and formerly with Frank W. Birdly Co.; Hollywood; and Robert Bivens, formerly sales manager for Cosney soap and cosmetics.

ROBERT GALLAGHER has been named manager of the Chicago office of James L. Lund & Associates.

ADDISON SMITH, assistant producer of Benton & Bowles, Hollywood, has been transferred to the agency’s New York radio department. On Nov. 5 he married Maxine Finkuhl of Los Angeles at Yuma, Ariz.

TEVIN HUHN, former CBS production director of Major Bowes, The Goldbergs, Hour of Charm and others, has joined the radio department of Warwick & Legler, New York.

WILLIAM J. WILLIAMSON, formerly sales manager of WERC Cincinnati, has joined the sales staff of Ralph H. Jones Co., Cincinnati agency.

NOW AVAILABLE ON WCOLA Pensacola, Fla. NBC Red & Blue FULL AP NEWS SERVICE Six 15-minute periods being broadcast daily as exclusive news service for Northwestern Florida and Southern Alabama. Service adaptable to any advertiser’s needs. See us for availabilities.

BROADCASTING • Broadcast Advertising
Ernest Frank, formerly an executive of the San Francisco Examiner and prior to that head of Ernest Frank & Neiman Adv. Agency, Chicago, has organized the agency of Ernest Frank & Associates, in Monterey, Calif. Associated with him are Malcolm Dewees, Ronald Johnson, Phyliss L. Smith and Nita Post, all well-known in Pacific Coast radio and advertising.

Edward E. Rothman, former vice-president of MacManus, John & Adams, Detroit, has joined the New York office of HDO.

Howard Merrill, formerly of Empire Magazine, has joined the radio department of Pedlar & Ryan, New York.

Clark H. Getts Inc., New York talent agency, has established West Coast offices in the Hotel Roosevelt, Hollywood, with W. H. Voeller in charge as manager.

Newton Lott, formerly vice-president of Cloveraden Service, Chicago, has joined Glasser Adv. Agency, Los Angeles, as account executive.


Milton J. Blair, former account executive on the Richmond Oil Corp., account for Sherman K. Ellis & Co., New York, has been appointed vice-president of the agency.

Nicholas T. Agneta, associate in the Charles H. Allen theatrical agency, New York, has been placed in charge of the agency's radio department.

John P. Cohane, formerly account executive of J. Walter Thompson Co., New York, has joined Lord & Thomas, New York, as account executive in charge of printed advertising on the Lucky Strike account.

Don Francisco, president of Lord & Thomas, New York, on Nov. 15 is broadcasting on NBC-Blue a half-hour discussion of modern business problems, titled "Business Needs Friends," during the Chicago Better Business Bureau Banquet at the Palmer House.

J. L. Rogert, vice-president of Benton & Bowles, New York, and executive on the Colgate-Palmolive-Peet account, has been named director of research for the agency, Adolph J. Toigo, for two years a member of the agency's staff, has been made manager of the research department.

Hawley Ady, Co., 95 Madison Ave., New York, has gone out of business and is now in the process of liquidation under the direction of W. H. Mooy, Hoboken, N. J.

Marion Moore Goble, wife of Edward R. Goble, president of Black-Goble Adv. Agency, Chicago, died Nov. 6, 1939. She is survived by her husband and son, Edward Alden Goble, also a member of the agency.

Glasser Agency Placed On AFRA's Unfair List

American Federation of Radio Artists, in first official disciplinary action since the adoption of the AFRA code of fair practice for talent employed on commercial programs went into effect last February, has placed the Glasser Adv. Agency, Los Angeles, on its "unfair list" and forbidden members to work for it. Action of the national board followed similar action by the union's Los Angeles local, which claims that the agency violated the code by refusing to pay for auditions.

AFRA committee on a code for electrical transcriptions is reaching the end of its work, with expectations of completing its task and having the code ready for presentation to the union's locals for ratification within a week or so, it was stated at AFRA headquarters. Following approval by the membership the code will then be presented to the manufacturers of transcriptions for acceptance, probably by the first of the year.

William Davidson has resigned as account executive of KKLD, Los Angeles, and is organizing an agency under his own name, with offices at 51 S. Hill St.

Mitchell Sutherland, formerly promotion manager of the Los Angeles Examiner, has been appointed Seattle manager of Ruthrauff & Ryan. Frederick Duerr, who formerly held that post, has been promoted to converge his time between Seattle and San Francisco. Charles Perine remains San Francisco manager.

Come what may, California is a football country and Northern California proves it with five major collegiate elevens.

Last week, KSFO staged the biggest football show of the year... an annual mid-season roundup with Associated Oil Company's Sportcaster Doug Montell visiting California, Stanford, Santa Clara, St. Mary's and San Francisco gridirons... along with KSFO's portable recorder.

With music and everything else in live talent form, the waxed "on-the-spot" interviews became parts of the show... and it was a wow!

That's showmanship... the sort of thing that plus famous Columbia features, keeps KSFO at the peak of popularity in Northern California.
How to get your money's worth from radio advertising

By WARREN B. DYGERT
261 pages, 6 x 9, illustrated, $3.00

Concise, authoritative discussion of:
—Manufacture, production, and placing of transcriptions
—Timing and placing of commercials
—When and how to run contests
—Evaluation of listener surveys and ratings
—How to plan and use spot announcements
—How to avoid in program building
—Scores and rules of censorship: NAB Code
—Testing and placing your program
—Good-will programs vs. actual selling
—Dealiers, ties-ins and cooperations
—What to look for in time buying
—Setting reasonable objectives for your program

Designed to give the intelligent business man and advertising executive a comprehensive understanding of the fundamentals of radio, in order that he may cooperate wisely with professional radio men and set adequate and reasonable standards for his program.

Covers the field completely from time buying to contests; shows the advertiser what production details it is best to leave to professional radio men.

16 DAYS' EXAMINATION—SEND THIS GN-APPROVAL COUPON
McGraw-Hill Book Co., Inc., 330 W. 42nd St., N. Y. C.
Send the Dygert's Radio As an Advertising Medium, for 16 days examination. If you are not satisfied, return it and the cost is refunded.

Name
Address
City and State
Position
Company

(Books sent on approval to U. S. and Canada only.)

Page 68 • November 15, 1939

BROADCASTING • Broadcast Advertising
Localized Motif
WITH Herb Allen as narrator, and Wesley Tourtelotte, organist, furnishing musical background, RECA, Los Angeles, has started a unique weekly hour-program titled "Meanwhiling." It is built around the scenes and sight of Los Angeles. Interwoven with colorful descriptions of various locales are interesting stories of people and drama of the lives. Dave Nowinson is writer of the series.

* * *

Bay State Progress
THE 192 Mutual Savings Banks of Massachusetts have started their second season sponsoring Massa-
chussetts on the March, heard weekly on WBZ-WZBA, Boston-Springfield. The program dramatizes the lives of famous Massachusetts peo-
ple and important historical events of the commonwealth. An interview with a well-known person closes each program.

* * *

Mah Jong Revived
THE Chinese tile game Mah Jong, highly popular some years ago, is staging a comeback on a series of twice-weekly five-minute programs on WHN, New York, during which Dorothy Meyerson, author of many books on the game, teaches the radio audience its principles.

* * *

From the News
NEWS quiz. "Do You Read the News?", on WIOD, Miami, offers cash prizes to studio audience con-
testants for answers to questions taken from clippings of the preceding week's editions of the Miami Daily News, sponsor of program.

Day of Thanks
DRAMATIZATION of the history of Thanksgiving Day, with an immigrant about to become an American citizen as guest of honor, will be presented on NBC-Blue on the hour-long "Thanks to America" program. Nov. 25, part of the series NBC is dedicating to the development of America's civilization.

* * *

Worse and More of It
PRIZES are offered listeners for ideas on how to make cornier than ever the "World's Worst Program," heard on WBIG, Glenside, Pa.

* * *

"THE BEST PUBLIC SERVICE IS THE BEST BUSINESS..."

This is the code followed by WBIG, in Greensboro, and the reason that WBIG has a great and loyal audience for eighteen hours a day. Now with new equipment and new approved site, WBIG broadcasts

5000 Watts Day
1000 Watts Night

WBIG is the dominant station in the richest and most populous area in the South. Greensboro, North Carolina, home city of WBIG, centers a fifty mile radius that shows more automobile registrations, more population, more annual wages paid and greater value of manufactured products than any like area surrounding any other southern city.

Write Edney Ridge, director, for "3 GREAT MARKETS". It's free for the asking.

George P. Hollingbery Co., National Representatives

00 Good

COLUMBIA AFFILIATE

IN
GREENSBORO, N.C.

BRODCASTING • Broadcast Advertising

November 15, 1939 • Page 69
Combined Network Billings in October Reach All-Time Record of $8,014,128

COMBINED time sales of the major networks during October reached a new all-time high of $8,014,128, bringing the cumulative total for the year to $66,946,748, with less than $5,000,000 more needed to pass the total for the complete 12 months of 1938. The October total was 23.1% ahead of the $6,509,130 combined total for the same month of last year and for the ten-month period this year’s cumulative total exceeded the $58,261,641 mark at this time last year by 14.9%.

Individually, all networks attained new highs for the year in October. CBS showed the largest gain over October 1938, both in dollars and in percentage, with $3,365,654, an increase of 41% over the 2,387,395 billed in the same month of last year. For the 10-month period, CBS billings totaled $27,532,086, 23.1% more than the $22,302,337 billed during the same period of 1938.

Mutual’s October total of $428,221 topped its $427,771 of 1938 by 23.1%, slightly higher than its average increase of 20.5% for the year to date, when 1938 cumulative billings of $8,058,085 were compared with 1938 billings of $2,222,026.

NBC’s October total of $4,219,253 may be broken down into $4,244,130 of Red Network billings and $898,125 of Blue billings. For the ten-month period, Red time sales totaled $28,442,130 and Blue sales $8,287,492, making an NBC cumulative total of $36,729,622, passing last year’s ten-month total of $33,076,885 by 9.1%.

**Gross Monthly Time Sales**

<table>
<thead>
<tr>
<th>Network</th>
<th>% Gain</th>
<th>1938</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan.</td>
<td>-3.5%</td>
<td>$3,274,097</td>
<td>$3,300,160</td>
</tr>
<tr>
<td>Feb.</td>
<td>-0.2%</td>
<td>$2,985,684</td>
<td>$2,983,145</td>
</tr>
<tr>
<td>March</td>
<td>9.4%</td>
<td>$3,410,284</td>
<td>$3,702,102</td>
</tr>
<tr>
<td>April</td>
<td>22.4%</td>
<td>$2,749,538</td>
<td>$3,365,654</td>
</tr>
<tr>
<td>May</td>
<td>6.8%</td>
<td>$2,550,060</td>
<td>$2,689,900</td>
</tr>
<tr>
<td>June</td>
<td>15.2%</td>
<td>$3,200,069</td>
<td>$3,681,658</td>
</tr>
<tr>
<td>July</td>
<td>2.7%</td>
<td>$2,477,781</td>
<td>$2,549,627</td>
</tr>
<tr>
<td>Aug.</td>
<td>14.5%</td>
<td>$2,695,975</td>
<td>$3,006,302</td>
</tr>
<tr>
<td>Sept.</td>
<td>0.4%</td>
<td>$2,387,590</td>
<td>$2,397,241</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MBS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>-3.7%</td>
<td>$137,279</td>
<td>$187,081</td>
</tr>
<tr>
<td>Feb.</td>
<td>0.1%</td>
<td>$185,040</td>
<td>$185,040</td>
</tr>
<tr>
<td>March</td>
<td>6.2%</td>
<td>$212,536</td>
<td>$228,186</td>
</tr>
<tr>
<td>April</td>
<td>12.5%</td>
<td>$168,543</td>
<td>$186,092</td>
</tr>
<tr>
<td>May</td>
<td>13.5%</td>
<td>$185,354</td>
<td>$209,010</td>
</tr>
<tr>
<td>June</td>
<td>16.6%</td>
<td>$114,462</td>
<td>$132,611</td>
</tr>
<tr>
<td>July</td>
<td>24.8%</td>
<td>$121,043</td>
<td>$150,812</td>
</tr>
<tr>
<td>Aug.</td>
<td>16.5%</td>
<td>$120,968</td>
<td>$142,483</td>
</tr>
<tr>
<td>Sept.</td>
<td>2.7%</td>
<td>$118,564</td>
<td>$121,701</td>
</tr>
<tr>
<td>Oct.</td>
<td>12.0%</td>
<td>$103,486</td>
<td>$116,811</td>
</tr>
</tbody>
</table>

**Fixed Fee for Fights**

NBC has notified all its affiliates carrying the fight broadcast sponsored by Adam Hats, New York, that, effective with the Ambers-Roskosky fight on Dec. 1, they will receive one half-hour’s compensation regardless of the time consumed by the fight. The network has been paying stations full time up to the nearest five minutes hereafter, with some fights lasting only a few minutes while some have run as long as an hour.

**August J. Huhuin,** Los Angeles manager of McCann-Erickson, was elected chairman of the Pacific Ad Club, American Association of Advertising Agencies, at its annual convention at Doheny Beach, late in August. Mr. Huhuin, who has been with McCann-Erickson since 1931 and is also Pacific Coast member of the AAA national executive board, W. H. Horley, president of the Pacific National Adv. Agency, Seattle, was reelected vice-president of the Council, with Dan R. Miner of Dan R. Miner Co., Los Angeles, continuing as secretary-treasurer.

**Durstine Account**

ROY S. DURSTINE, president of his own agency, formed last August in New York, has announced the first new account and special commissions to be handled by the agency. The account is Red Rock Bottlers, Atlanta, a 50-year-old company which recently issued franchises to bottlers in various parts of the country for Red Rock Coca-Cola and other beverages. The agency will also do general advisory work for the Borden Co., New York, and will be represented by Oppenheim, Collins & Co., New York department store, for merchandising and advisory work. Recent additions to the agency’s list include W. F. Wolfe, formerly of Swift & Co., Andrew Jergen’s Co., and BBDO for marketing work; Irma Phoryles, formerly of Jane Engel, New York (dress shop), as copywriter, and Harvey A. Spooner, previously of BBDO, as art director.

**KESO, San Francisco,** has announced a general increase of 15%, effective Dec. 1, 1939, over all rates listed in its Rate Card No. 3.

---

**At the Stroke of ONE!**

...the roar of a plane’s motor announces the DAWN PATROL to Detroit’s revelers and night shifts.

This three-hour program of entertainment is dedicated to the patrons of the thousands of all-night restaurants, gasoline stations, drug stores and bars in this area. People who can buy anything from razor blades and cigarettes to motor cars and yachts.

Popular? ...Successful? Emphatically, yes. But let Joe McGillivra tell you about it and the attractive LOW RATES — or phone, wire or write.

5000 WATTS • CLEARED CHANNEL
January 16, 1938

Peace Army!

*6,420

WWVA listeners

charged the Wheeling Market Auditorium
Saturday, October 14, to see 50 of their “friendly” entertainers present the Sixth Annual WWVA Harvest Home Festival Jamboree. It was the 399th Saturday night presentation of “The greatest show on the air for a quarter”!!

It was a peace army we will not soon forget—it was an army of friends that would have a tribute to any cause. It is the same army of “faithfuls,” and many more, that make WWVA “The Friendly Voice From Out of the Hills of West Virginia” a real buy in results.

*Plus the hundreds that could not gain admittance.

5,000 WATTS COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

BROADCASTING • Broadcast Advertising

November 15, 1939 • Page 71
PENN TOBACCO Co., Wilkes-Barre, Pa., on November 9 contributed the Vax Pop program on CBS to the assistance of the United Hospital Campaign of New York, with Wally Butterworth and Parks Johnson conducting the program from the outdoor's recreation room of New York's Roosevelt Hospital. Later that evening they presented another special broadcast for the campaign on WMCA New York, 10-10:30 p.m. Ruthrauff & Ryan, New York, handles the account.

SONS AND DAUGHTERS of WHB staff members were guests of honor at a studio party in Kansas City late in October. Program Director Dick Smith and Announcer Les Jarvis interviewed the kids and their parents, who were brought away from school. Most of which was recorded and filled in reference. Postings are (seated, to r) John Nelson Rupard Jr. (son of J. Nelson Rupard, program supervisor); Judith Ann Hall (Ed Hall, operator); Suzanne Straight (M. H. Straight, Kansas City sales manager); Virginia Lew Baird and Jane Baird (Low Baird associates); Penny Riley Wolfe (with Dorothy Lee Riley, vocalist); Bobby Gene Moore (Gene Moore, organist, with Mrs. Moore); Bruce Parker Hull Jr. (with Marge Turner Hull, vocalist). Standing are Phyllis Mary Baird (Low Baird); Glenn Wise (Pearl Wise, traffic manager); Frances Jane Rupard (J. Nelson Rupard); Louise Stanford (step-daughter of Virg Bingham, pianist); Charles Goldenberg (Henry Goldenberg, chief engineer); Alan Yorke Smith and Jane Smith (Dick Smith, program director); Jim Nutter (Frank Nutter, salesman); Heywood Hodder Davis (Don Davis, president). John T. Schilling, WHB general manager, conceived the party idea.

MONTANA'S MOST DENSELY POPULATED AREA

This picture reproduced on copper will be sent you on request.
WEATHER RHYTHM
WBZ-WBZA Predictions Get
The Poetic Touch

TRAFFIC Manager Gordon Swan, of WBZ-WBZA, Boston-Springfield, adds a touch of showmanship to the stations' weather reports. Station breaks now offer whenever possible such Swansions as:

Better be careful tomorrow morning. Thick fog on the coast is the weather man's warning.

Leaves are slippery when they are wet. Motorists go slow . . . don't regret.

Better look out for sobs and pains. The weather man forecasts heavy rains.

Fair and colder is the forecast tonight. Tomorrow the skies will be clear and bright.

The weather man says: "Snow changing to sleet". This New England weather can't be beat.

Jack up the car and put on the chains. Roads will be icy as this snow storm wanes.

CAMPAIGN to provide needy youngsters with eyeglasses has been launched on KOY, Phoenix, by Fred Palmer, general manager. After arranging with city oculists, opticians and optometrists to donate their services to the cause, Mr. Palmer started the campaign on the station for funds for frames and lenses. Results were instantaneous, and several score children are now being fitted with glasses at no cost to them. The campaign is to continue until every child in the community is cared for.

CLIMAXING 4½ years of service, KINY, Juneau, Alaska, on Nov. 1 inaugurated its new 1,000-watt transmitter. Vincent L. Kraft, chief engineer, and Fred Heister, resident engineer, together with Operators Jim Chapman, Wilbert Piper and Walter Reife, completed the installation and tests in record time. The 300-foot vertical radiator is bordered on three sides by salt water. Manager C. B. Arnold is in New York completing arrangements for additional programs and sponsorships. KINY is owned by Edwin A. Kraft.

TOTAL of 105 broadcasts from the New York World's Fair were originated by Joseph Ries on his This is the Fair for WLW, Cincinnati, during the Fair season. Feature was sponsored by San Felice cigars. Ries estimates that during the series he interviewed more than 500 people. WLW also recently employed the lines used by Ries for a special program from the New York Auto Show.

CFRB, Toronto, is undergoing extensive alterations, adding several business and executive offices to the station, a new dramatic studio and a new control room.

WTAR, Norfolk, Va., has started a spot announcement campaign to aid the local fire department in gathering Christmas toys. This is the 13th annual drive, and its goals have been increased to $300,000.

WEATHER RHYTHM

Better be careful tomorrow morning. Thick fog on the coast is the weather man's warning.

Leaves are slippery when they are wet. Motorists go slow . . . don't regret.

Better look out for sobs and pains. The weather man forecasts heavy rains.

Fair and colder is the forecast tonight. Tomorrow the skies will be clear and bright.

The weather man says: "Snow changing to sleet". This New England weather can't be beat.

Jack up the car and put on the chains. Roads will be icy as this snow storm wanes.

CAMPAIGN to provide needy youngsters with eyeglasses has been launched on KOY, Phoenix, by Fred Palmer, general manager. After arranging with city oculists, opticians and optometrists to donate their services to the cause, Mr. Palmer started the campaign on the station for funds for frames and lenses. Results were instantaneous, and several score children are now being fitted with glasses at no cost to them. The campaign is to continue until every child in the community is cared for.

CLIMAXING 4½ years of service, KINY, Juneau, Alaska, on Nov. 1 inaugurated its new 1,000-watt transmitter. Vincent L. Kraft, chief engineer, and Fred Heister, resident engineer, together with Operators Jim Chapman, Wilbert Piper and Walter Reife, completed the installation and tests in record time. The 300-foot vertical radiator is bordered on three sides by salt water. Manager C. B. Arnold is in New York completing arrangements for additional programs and sponsorships. KINY is owned by Edwin A. Kraft.

TOTAL of 105 broadcasts from the New York World's Fair were originated by Joseph Ries on his This is the Fair for WLW, Cincinnati, during the Fair season. Feature was sponsored by San Felice cigars. Ries estimates that during the series he interviewed more than 500 people. WLW also recently employed the lines used by Ries for a special program from the New York Auto Show.

CFRB, Toronto, is undergoing extensive alterations, adding several business and executive offices to the station, a new dramatic studio and a new control room.

WTAR, Norfolk, Va., has started a spot announcement campaign to aid the local fire department in gathering Christmas toys. This is the 13th annual drive, and its goals have been increased to $300,000.
TWO of New York City's Italian newspapers, Il Progresso-Italo-Americano and Il Corriere d'America, on Oct, 30 started thrice-weekly quarter-hour programs on WOW, New York, featuring news, information regarding citizenship and advice on immigration problems, under the direction of Salvatore M. Pino.

J. W. ROBERTSON, chief engineer of WBDB, Roanoke, Va., is holding weekly meetings with the WBDB engineering staff to discuss technical matters.

WKST. New Castle, Pa., on Oct. 29 celebrated its first anniversary and dedicated its new 1,000-watt RCA transmitter with a series of special programs, including salutes from NBC and Univ. James, with an afternoon hour originating from WKST studios in New Castle, New Wilmington and Ellwood City, Pa.

WCSC, Elizabeth City, N. C., covering the 8th International Motor Races held there late in October, furnished unscheduled descriptions of a five-minute 99-mile-per-hour sprint which swept across the Pasquotank River course during the Antonio Trophy Race. Handling descriptions of the race, Paul Moyle and Tommy Williams, WCSC announcers, stuck to their post in the studio stand high above the river during the sprint and described the storm, during which 40 craft capsized, and rescue work.

SO successful was a one-hour "round robin" broadcast by Texas State Network as World Series promotion that the network has made the show a regular quarterly feature. Initial broadcast picked up sports editors on newspapers in eight cities with TSN stations. Similar sports broadcasts will be aired through the remainder of the football season, after which writers from other newspaper departments will be presented to give opinions on national and international news, economics and such.

KNXT, Palestine, Tex., is completely rebuilding and modernizing its studio following a fire late in October which destroyed station offices and furnishings and badly damaged the main studio. The fire, believed to have originated from defective wiring or an overheated water heater in a beauty parlor located on the first floor, did only slight damage to broadcast equipment, but forced the station off the air for several days until power could be restored. Thereafter the regular broadcast schedule was resumed, and the same night as the fire KNXT carried a remote football broadcast from Lafayette. Damage is estimated at about $2,200.

WLS, Chicago, is starting its Saturday night Barn Dance at 7 instead of 7:30 as before. The first audience sing along at the Eighth Street theatre now runs from 7-9:30 p.m.; the second from 10-11.

Another Film Find

AFTER one year in radio, it took Lillian Cornell, 21-year-old singer of NBC-Chicago just four days to be named lead in Paramount's picture "Buck Benny Rides Again". A talent scout saw her picture in Radio Guide one day, tuned in one of her NBC programs the next day to check her voice, phoned her to fly to Hollywood the next day for a screen test, and she was signed opposite Jack Benny in the new movie the following day. Miss Cornell joined NBC-Chicago in November, 1938, and appeared on a number of sustaining programs. Clever promotion by Bill Ray, head of NBC public relations, and James L. Stirton, of NBC Chicago Artists Service, turned the trick.

BROADCASTING • Broadcast Advertising

LIKED BY WEEKLIES
Central New York Papers Use
Radio Column

INTEREST of weekly newspapers in radio is attested by the success of Don Rich, of Ithaca, N. Y., who writes and sells a weekly radio column, "Radio by Rich", to Central New York papers. In the face of discouraging predictions that a radio column for weeklies could not be marketed profitably, he started the venture several months ago, and recently signed his 14th publication, the Syracuse Press, new Syracuse weekly with free distribution in about 50,000 homes.

Rich's column, reported as the only "live" radio news appearing in any Syracuse newspaper, is treated by most weeklies as a two-column lead feature. Keyed for individual territories of the various papers, "Radio by Rich" treats all the network features impartially, and Rich reports that editors find enthusiastic response from readers who can't get the information from their daily newspapers.

CONSIDERABLE technical interest is being shown in an experiment in special event broadcasting by Grady Rapier, announcer, and Gordon Whig, sales manager, respectively, of KVOY, Phoenix. Both men are licensed pilots and have equipped a plane with special custom-built short wave apparatus, from which they are broadcasting "KVOY - The Arizona Network" what they see in their travels. They alternate as announcer-pilot and operator of the radio technical equipment.

RIGHTy thousand persons attended the four-day 11th annual Fall Pancake Festival, sponsored jointly by WNAX, Yankton, S. D., and the House of Gurney seed and nursery firm, at Yankton recently. Entertained by WNAX radio talent, visitors consumed approximately 100,000 pancakes, 200 pounds of coffee and 300 gallons of syrup. Among features at festival were hog-calling and husband-calling competitions, and a contest for the "typical farm girl''.

FEDERAL Housing Administration, Washington, D. C., has prepared a series of suggested spot announcements designed for banks, contractors, building material dealers and other businesses interested in the building industry, tying in with the FHA home-building loan plan.

NEW rate card for KNX, Los Angeles, effective Nov. 1, has been issued by Sales, Radio Sales, Card, No. 8, shows an increase in lease rates from $500 to $750 per evening hour, one time.

NEWS reports and half-hour dramatic transmission of the progress of medical science are the subject of NBC's weekly series Medicine in the News, presented under the auspice of the American Medical Association, succeeding the Your Health series broadcast on NBC for the past two years.

MAJOR news events occurring in New York City and vicinity are dramatized weekly on the quarter-hour program Metropolitan Scene, directed by Alexander Leftwich on WNYC, New York's Municipal station.
TWO SUCCESSFUL FINANCE SHOWS

Minneapolis Savings Firm Develops Many New Accounts by Juvenile, Outdoor Programs

By LUTHER WEAVER
Luther Weaver & Associates
Minneapolis-St. Paul

RADIO shows that clicked, including script, merchandise hook-ups, and the newspaper ads, all advantageously displayed, helped the Minneapolis Federal Savings & Loan Association, Minneapolis, and St. Paul take first prize in the annual advertising contest sponsored by the U.S. Savings & Loan League in conjunction with the 47th annual convention at Atlantic City in September.

The prize, a silver cup, was awarded in the competition among the largest associations, those with capitalization of $8,000,000 and over, which means the group (Class 4) which, obviously, does the greatest amount of advertising in the nation. The exhibit, which in addition to the special radio panel included four other panels—newspaper, farm publications, direct mail and public relations—was put together and exhibited by Vern C. Soash, advertising manager of Minneapolis Federal, capitalized at $15,000,000.

Two Programs

The radio exhibit visualized two different programs. One was the Cowboy Bill program, which, combined with a funny-paper show made up a half-hour of radio entertainment for the kids, and ran for 52 weeks on WTCN, Minneapolis. Five or six juvenile and adult characters were frequently used. With Cowboy Bill as the hero, the first series of 26 programs, starting Nov. 7, 1937, was devoted to his tour of Europe and Asia in search of wild animals for his circus. He never killed his animals, but always took them alive.

Following a summer vacation the series was resumed Sept. 11, 1938, with Cowboy Bill’s circus on tour in various European capitals. The closing episodes brought Cowboy Bill and his party—which included a Chinese character, Kiang, who was especially popular—to America to spend the holidays at Cowboy Bill’s ranch in Wyoming. The series ended Feb. 26, 1939. Jane Joy, whose daily radio show was merged into the half-hour, was mistress of ceremonies throughout the year’s run.

The merchandising tie-in was a globe bank showing all the counties of the world, given free to the parent of every youngster who stopped in at the Minneapolis Federal offices. The parent was also given, for his boy or girl, a membership button in the Cowboy Bill Club, and a membership card. This meant of producing office contacts, Mr. Soash reported, led to enrollment of 6,000 boys and girls in the Cowboy Bill Club, and in 12 months produced 375 new accounts totaling $133,438.25.

Outdoors Program

The radio panel also visualized a 15-minute vacation and outing program, The Call of the North. In it the familiar slogan contest idea was turned into a free vacation for one week for two persons (man and wife) at one of 12 Northern Minnesota resorts. There was a new vacation prize each week at a new resort, and contestants were permitted to participate in as many contests as wished.

Prize-winning slogans were printed widely in Minneapolis and St. Paul newspapers, together with an invitation to tune in WTCN. The script embraced pictures of the North Woods and lakes, with Minnesota’s historical background worked unobtrusively into the dialogue. Two teen-agers carried on the show, with a new prize-winner on for a two-minute inter- view as a part of each program. The commercial—verbal of an interest in the Minneapolis Federal office for a slogan contest entry blank. Slogans were limited to 15 words. The program was presented thrice-weekly for 15 weeks during mid-summer. Both programs were handled by Luther Weaver & Associates, Twin Cities advertising agency.

DESIRE DEFAUW, Belgian conductor and director of concerts of the Conservatoire Royal, Brussels, will arrive in New York Dec. 2 via the S.S. Statendam to conduct the broadcast concerts of the NBC Symphony Orchestra Dec. 9-30, inclusive, during Arturo Toscanini’s mid-season absence. Other noted conductors to appear with the NBC Symphony, prior to Toscanini’s return on March 18, are Bernardino Molinari and Bruno Walter.

WWNC

Full Time CBS Affiliate 1,000 Watts

Harvest Time

for WWNC Listeners—

for WWNC Advertising!

Now, big crops add their fill of the diversified buying power of Western Carolina—The Quality Market of TV Southeast. Share this harvest —put your advertising message on WWNC...now!

WNEW (New York's Most Popular Station) ANNOUNCES

the appointment of JOHN BLAIR & COMPANY

341 Madison Ave., New York
520 N. Michigan Ave., Chicago
119 North Center Building, Detroit
Chamber of Commerce Building, Los Angeles
Reid Building, San Francisco
422 Paul Brown Building, St. Louis

as NATIONAL SALES REPRESENTATIVES

(Effective November 1, 1939)

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

ARRASTING FACTS

- Populations: 1,904,600
- Families: 444,750
- Radio Homes: 409,600
- Retail Sales: 699,092

WCBP

BOSTON, MASS.

HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta

BROADCASTING • Broadcast Advertising

November 15, 1939 • Page 75
Transcontinental Plans Jan. 1 Debut

Over 120,000 from 27 States attended the National Cornhusking Contest held recently at Lawrence, Kan. The crew of WOW, Omaha, traveled 300 miles to cover the event. Here Foster May (right) interviews Gov. Payne Ratner, of Nebraska, with stockyard crew in Bill Drips, NBC agricultural director, who took charge of coverage for the Farm & Home Hour.

Because of doubt. Moreover, bitter MBS opposition was regarded as a possible retarding factor.

Since the announcement of the venture, there has been a steady trek of broadcasters to Chicago and New York to confer with Messrs. Roosevelt, Adams, Porter and other officials. Mr. Roosevelt personally has presided at several conferences in Chicago. George Podeym, Texas State representative in New York, has been active in the conversations along with his chiefs. Temporary quarters in New York have been established at the Gotham Hotel.

Political Rumors

Daily newspaper stories essayed to tie the Transcontinental development into a giant political underpinning. A newspaper story recently mentioned Hill Blackett's recent dinner visit at the White House, and played on Mr. Blackett's status as a Republican committee man and as the director of promotion for the party during the last campaign.

Mr. Adams, former radio director of the Standard Oil Co., joined Mr. Roosevelt's Texas State Network early this year as executive vice president. In 1935, he headed a group of individuals prominent in New York financial and social circles in acquiring a lease on all stations of the National Broadcasting Company (NBC) to be affiliated with WMCA which was terminated some months later. In that capacity, Mr. Adams sought to inaugurate a new network, which eventually became the present Inter-City Broadcasting System keyfed from WMCA and providing limited network service along a portion of the Eastern Seaboard.

Mr. Roosevelt was president of Hearst Radio until he resigned that post to devote his major attentions to Texas State Network, formed some 18 months ago. He recently resigned from the NAB because of disagreement with the new code policies on sponsorship of controversial programs.

WKRC Gets Sboho News

STANDARD OIL of Ohio, through McCann-Erickson, Cleveland, has reserved a new broadcast schedule on WKRC, Cincinnati, with Charles V. Lottz and Bill Weir heard 36 hours per week, starting Jan. 3 and repeating on four days only 10-minute spots daily a week. Previously the oil firm had a 15-week contract for twice-daily newscasts with the station.

A LIVE SHOW—EVERY LISTENER PARTICIPATES

MEETS ALL LEGAL REQUIREMENTS AS USUAL—BECAUSE IT'S UNUSUAL IT'S PRODUCED BY

HARRY S. GOODMAN

19 EAST 53d STREET at Madison Avenue • NEW YORK CITY

Page 76 • November 15, 1939

BROADCASTING • Broadcast Advertising
GE Plans Relay Of Video Signals

Receiver Atop Mountain Gets NBC's New York Programs

PRACTICABILITY of a television network based on a radio relay rather than on coaxial cables or other wireline connections will be given an exhaustive test by NBC and the General Electric Co. GE engineers are now installing a radio relay receiver near their television transmitter on Helderberg Mountain, about 12 miles from Schenectady, to receive NBC television programs broadcast by W2XBS, New York, approximately 200 miles distant, which they will attempt to rebroadcast.

Although the receiving point is about 8,000 feet below the theoretical line of sight, GE engineers under the direction of C. A. Priest, chief radio engineer of the company, have been picking up NBC's telecasts since last May, with normally good reception. A rhombic-shaped antenna, spread over an area about 300 by 600 feet, is used for the pickup.

Ask how it was possible for the television signals to be received at a point supposed to be far outside the coverage area of W2XBS, NBC engineers explained that although television signals are filtered in all practical purposes limited by the horizon there is a slight refraction of these waves caused by variations of temperature in the atmosphere which makes it possible for them to be picked up by the GE receiver, located as it is far from any cause of interference. No home receiver in a city could pick up these programs at this distance, however, it was stated.

In announcing the experiment in networking television programs, Alfred H. Morton, NBC vice-president in charge of television, said that NBC and RCA have long been working on this problem and that the informal arrangement for cooperation between NBC and GE should prove an excellent testing ground for many of the theories that have been developed on paper.

GE Names Gilmore

JOHN G. T. GILMOUR, since 1931 director of General Electric's motion picture department, has been named program manager of GE's new television station, W2XB, which is to start operating late this year. Charles R. Brown, of the GE market research section, has been named to succeed Mr. Gilmore in charge of the motion picture department of GE.

Washington, D.C.

1,000 Watts

Day & Night

Affiliated With the Mutual Broadcasting System

1230 KC.

Broadcasting • Broadcast Advertising

November 15, 1939 • Page 77

GE Plans Relay Of Video Signals

Receiver Atop Mountain Gets NBC's New York Programs

PRACTICABILITY of a television network based on a radio relay rather than on coaxial cables or other wireline connections will be given an exhaustive test by NBC and the General Electric Co. GE engineers are now installing a radio relay receiver near their television transmitter on Helderberg Mountain, about 12 miles from Schenectady, to receive NBC television programs broadcast by W2XBS, New York, approximately 200 miles distant, which they will attempt to rebroadcast.

Although the receiving point is about 8,000 feet below the theoretical line of sight, GE engineers under the direction of C. A. Priest, chief radio engineer of the company, have been picking up NBC's telecasts since last May, with normally good reception. A rhombic-shaped antenna, spread over an area about 300 by 600 feet, is used for the pickup.

Ask how it was possible for the television signals to be received at a point supposed to be far outside the coverage area of W2XBS, NBC engineers explained that although television signals are filtered in all practical purposes limited by the horizon there is a slight refraction of these waves caused by variations of temperature in the atmosphere which makes it possible for them to be picked up by the GE receiver, located as it is far from any cause of interference. No home receiver in a city could pick up these programs at this distance, however, it was stated.

In announcing the experiment in networking television programs, Alfred H. Morton, NBC vice-president in charge of television, said that NBC and RCA have long been working on this problem and that the informal arrangement for cooperation between NBC and GE should prove an excellent testing ground for many of the theories that have been developed on paper.

GE Names Gilmore

JOHN G. T. GILMOUR, since 1931 director of General Electric's motion picture department, has been named program manager of GE's new television station, W2XB, which is to start operating late this year. Charles R. Brown, of the GE market research section, has been named to succeed Mr. Gilmore in charge of the motion picture department of GE.

Washington, D.C.

1,000 Watts

Day & Night

Affiliated With the Mutual Broadcasting System

1230 KC.
Accord Seen in Code Crisis

(Continued from page 19)

stations in complying with the Code provision.

Mr. Shepard issued a statement following his appearance before the board, declaring that Colonial Network agreed it would make no profit on the Colonial series unless the programs have to do with a political campaign and therefore are in full compliance with the Code. The three stations on Colonial Network which are owned by his Yankee Network—WAAB, WENN and WICC—will not make any charge to the Colonial Network for the programs, he said.

"The Colonial Network wants to make it clear, however," Mr. Shepard said, "that they may either refuse to charge the client for these programs or in case the client insists on making payment for them, the Colonial Network will carry out this obligation by giving to charity the difference between its actual expenses as specified further on and thus comply with the NAB Code." He added the expenses would be the line charge from New York to Boston, Government or State taxes and any payment which might be paid to affiliated stations which did not agree to carry the program free.

He explained that affiliated stations of Colonial have the option to refuse to carry the program on a sustaining basis, in which case "we would feel privileged to pay them on the regular network commission basis which would be deducted from the amount which we would give to charity, or charge the client," he said.

Mr. Shepard reiterated his previously expressed view that radio is a form of publishing and that the station itself can limit the "right to buy" except from advertisers for a new series of programs and yet be above criticism. He observed that the NAB action would seem to be contrary to the objectives of the Sherman anti-trust law, since the so-called "advice" and "recommendations" of its Code Committee have all the effect of an obligation when taken as a result of concerted action. He advised extreme caution in this regard. He said the NAB had taken "the path of submission when they concede that the phrase 'public interest, convenience and necessity' bestows on the Federal Government any implied power over content of radio programs." Then he observed:

"The new code adopted by the NAB innocently created to prevent Government regulation of radio programs. In my judgment, it will bring on radio regulation by Government faster than other single circumstance through the action of aggrieved parties seeking redress. For history shows that so-called voluntary efforts to exercise police power in an industry would invariably result in public clamor to have a 'disinterested' institution to do the regulating. Usually, the Government as the representative

Order, please...

Demand for 72-page RULES & REGULATIONS has made a second revised printing necessary. Order your supply today on the HANDY FORM BELOW. Every member of your staff should own a copy.

2700 Copies Sold

BROADCASTING Publications, Inc.
National Press Bldg. Washington, D.C.

Please send me my new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

[ ] Send me single copy @ 60c.
[ ] Send me _______ copies @ 50c each.

Name__________________________

Firm__________________________

Address__________________________

City__________________________State__________________________

Page 78 • November 15, 1939

BROADCASTING • Broadcast Advertising

WCKY Wagon

FOR the last eight months Charles Topmiller, chief engineer of WCKY, Cincinnati, has been offering various bills and invoices of large denomination in conjunction with installation of WCKY's new 50,000-watt transmitter—a bill of $1,600 or so for a single transmitter tube caused not the bat of an eye. Recently, however, he hesitated over an item, "One coaster wagon, $1.98." Investigating, he found the transmitter men wanted the wagon, the kind kids use, for conveying test equipment between the transmitter building and tuning house. They were tired of carrying it all. They have the wagon.

WBNX

5000 WATTS DAYS

Lemon events cast their shadows.

No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.

1000 WATTS DAY AND NIGHT

The station that speaks your language

Available for Sponsorship

Raymond Tompkins
Top Flight Commentator

7:30 P.M. — Mon., Wed. & Fri.
A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.

WFBR

Baltimore, Md.
of all the people and the theoretical custodian of their delegated power, offers itself as the disinterested institution."

Quincy Howe Favorable

Taking a diametrically opposite view, Quincy Howe, executive editor of Simon & Schuster, New York publishers, and chairman of the National Council for Freedom From Censorship, in a broadcast over NBC-Red Nov. 2, lashed the code. He described it as a move "which cannot fail to meet the full approval of all Americans who dislike censorship."

Declaring that any private self-regulation is to be preferred to Government regulation, in the general objectives of the code are "very useful and entirely fair". He said this was true even of the provisions barring controversial addresses on commercial time, and pointed out that radio facilities differ from newspapers since they are definitely limited while newspapers are not.

Dr. Samuel M. Cavert, general secretary of the Federal Council of Churches of Christ in America, in an address over NBC-Blue Nov. 10, called the code the right move to the problem. What the industry has done, he said, "is to create a wise course of self-regulation in the handling of not only controversial issues but also of news, children's programs, educational broadcasts and advertising."

Hearing Both Sides

To further the industry's own educational campaign on the code, Mr. B. H. Schuetz, chairman of the NAB committee, told a nationwide CBS audience Nov. 5 that the only way a broadcaster can make sure his listeners will hear both sides of a controversial issue is to assume the responsibility of giving time gratis to opposing points of view. Emphasis that radio is just as powerful in selling hatred as it is in selling good will, he said that it was this factor which motivated the industry in banning sale of time for projection of controversial issues.

In a lucid explanation of the code operations, Mr. Bill declared that it has already actually worked out in practice. When the Supreme Court packing issue was before Congress, he pointed out, an analysis showed that 42 speakers were given free time over CBS to present their views with the division 21 and 21. And on the embargo repeal issue, CBS provided time for 18 talks in favor of repeal and 20 against repeal with three non-partisan.

Far from curbing freedom of speech," he said, "we have learned that this policy promotes freedom of speech. It also brings more persons to the microphone, whatever their views may be. It gives the listener a chance to hear both sides of every question and then put upon him the responsibility of making up his own mind."

To balance the network debates on the code, CBS has scheduled Samuel B. Pettengill, former Indiana Congressman, for an address on Nov. 12 on "Radio and Free Speech". This address is designed to answer Mr. Bill's remarks. Rev. Edward Lodge Connolly, president of the International Catholic Truth Society, who is pro-Coughlin, is scheduled for Nov. 19. Active in anti-commercial radio circles, Rev. Curran requested the time in a telegram to President William S. Paley" as director of radio in the Brooklyn diocese. In his message he said he felt enforcement of the code is a "serious invasion of free speech and apparent censorship by the NAB."

As part of the NAB plan to inform important social groups of the code policies, Edward King, NAB director of public relations, on Nov. 4 addressed some 600 members of the Federated Women's Clubs and Chicago's Palmer House. Before his address he met with group leaders for a quarter-hour roundtable discussion on WBBM, Chicago. Emphasis was placed on the new children's program policies.

Curb of Executive Power Over Radio Is Advocated

CONGRESS will be asked at the next session to repeal the power of the President over radio except under war conditions and then under safeguards against the abuse of the power, Samuel B. Pettengill, former Indiana Congressman, declared in an address Nov. 14 over a CBS network. Speaking for the National Committee to Uphold Constitutional Government, Mr. Pettengill lambasted the NAB code as a "threat against the free speech of a free people."

While attacking the NAB for its stand on controversial broadcasts, Rep. Pettengill charged it was drafted only under "hidden pressure". He said his organization would fight "for and with" the broadcasters not only to repeal the power of the President to commandeer radio, but also to authorize licenses for three years in lieu of the present six months and to "take from the Commission all power to suspend, revoke or refuse to renew licenses for any illegal offense other than those which Congress may constitutionally strike down, and then only after an independent court, and not the Commission, has found the licensee guilty."

The former Congressman said that "we fight today for the same values our fathers fought for. They fought for a free press. We fight for a free microphone."

LLOYD EGNER, New York manager of the NBC transcription Service, (left), was in Hollywood and San Francisco in early November to install Robert Schuetz (right), as western division manager of that department. Schuetz, who was for 10 years an NBC New York engineer, is now in charge of all NBC transcription activities in the 11 western states.


LOOK AT THESE PRICES! Two 1940 Models Net F.O.B. Model Current Speed New York 16A AC 33 1/3 rpm $56.00 Order Direct From This Ad CHARLES MICHELSON 545 FIFTH AVENUE NEW YORK, N. Y.
Transfer of CMQ By Cuba Imminent

Action Expected to Clear Up WTAR, WMC Conflicts

CLEARING UP of serious interference to the operations of WTAR, Norfolk, and WMC, Memphis, on the 500 kc. band, caused by the operation of CMQ, Havana, on that frequency with 25,000 watts, is foreseen momentarily under a Cuban presidential decree shifting CMQ to another frequency, it was learned Nov. 2.

The two domestic stations for the past year have been authorized on a month-to-month basis to utilize 3,000 watts with limi- tation of their regular 1,000 watts to offset the CMQ signal. The stations previously had cooperated with the Cuban radio department in installing directive antennas designed to reduce the interference but complications subsequently de- veloped, with the result that the case was carried by the American Ambassador to the Cuban radio de- partment and the frequency shift decided upon.

To Sign Order

Word in official quarters Nov. 14 was that President Bru was prevailed upon by the recommendation of Radio Director Govea, shifting CMQ to 690 kc., a Canadian clear. Steps also would be taken to prevent interference from other stations on the 780 kc. chan- nel in order to eliminate entirely any chance of combined interference with the WTAR and WMC propagation.

Last spring Campbell Arnoxy, general manager of WTAR, and H. W. Slavick, general manager of WMC, arranged with Cuban au- thorities and with the CMQ oper- ators for installation of a direction- al antenna to protect the station. Because of equipment failures, it developed the system did not work. Consequently, after extensive conf- erences among CMQ opera- tors conducted through the American Ambas- sador and Director Govea, arrangements finally were made for the station under the new assignment, CMQ, while operating with 25,000 watts, will radiate only 5,000 watts in the direction of the United States and Canada. The agreement on the frequency shift, it was reported, was arrived at by parties and awaits only the President's signature, which was to be forthcoming as the authorities reported they were in agreement. Mr. Slavick at present is in Havana, was on vi- sitations with the FCC and the State Department in connection with the move and are being handled through Eliot Lovett, counsel for WTAR.

Neville Miller, NAB president, Nov. 10 cabled the American Ambas- sador in Havana, was advised that a practical solution had been found from the trouble-some interference problem and that President Bru was about to make the effective changes to that end. He asked that there be conveyed to the President the appreciation of the American people and the country "for his splendid cooperative spirit of understanding and ac- cord."

Newspaper Spreads Feature

NEW Sunday feature of the Wash- ington Post, an outgrowth of the MBS American Forum of the Air series, is "American Forum," com- piled under direction of Thomas E. Granik, who also directs and m.c.'s the Sunday network series, heard 8-9 p.m. and originated from the Interior Department's studios by WOL, Washington. The full-page newspaper feature which goes over the radio program, presents na- tional leaders debating pertinent questions of the day. First edition of "American Forum," appearing Nov. 12, presented pro and con opin- ions on the proposed national war referendum plan by denators Follette, Byrnes and Clark, Repre- sentatives Ludlow and Norton, and Louis Johnson, Assistant Secretary of War.

Gulf Switches

GULF OIL Corp., Pittsburgh, on Nov. 19 switches Screen Guild The- atre on 65 CBS stations, from Hol- loway to New York for three hours, 7-8 p.m. (EST). Scheduled for the first time, York program are Fred Allen, Robert Benchley, and Tallulah Bankhead. Roger Price, master of ceremonies and Oscar Bradley, mu- sical director, will continue in their respective posts. The new 30-minute, cross-country jaunt are Joe Hill, agency producer, and his assistant, Austin Peterson, with writers, Charles Tazewell, Sam Perrin and Jess Oppenheimer. Harry Von Zell is scheduled to arrange commer- cials. Young & Rubican, New York, has the account.

Jim Ameche Signed

JOHN H. WOODBURY Co., Cin- cinnati (soap), on Nov. 22 will re- place Herbert Marshall, film actor, as lead of the NBC Woodbury Hol- iday Playhouse program, with Jim Ameche, who starred in the summer series. Marshall terminates his contract with the network Nov. 15. At start of the fall series, replaced Charles Boyer as star of quarter-hour program when the latter moved to France. A permanent actress to play opposite Ameche has also been chosen, but her name has not been revealed. Jay Clark continues as Lennen & Mitchell's producer.

Local Spirit

WHEN the City of Milwaukee was saluted Oct. 30 on the Carnegie Centennial Hour, sponsored on NBC-Red, the Carne- gie Co., Manager Gar- ton W. Grignon of WISN, Milwaukee-station outlet, carried out the civic spirit of the event by broadcasting a series of announcements on WISN and issuing formal printed "invitations to listen" to the program over the broad- casting station station in Mil- waukee. The printed invita- tions called special attention to the Milwaukee-Wisconsin Tele- vision Network, on WTMJ, were sent to city and State officials and about 1,000 Milwaukee organi- zation executives. In addition to the announcements and for- mality, the Carnegie Co. also used paid newspaper space to publicize the event.

ALL WRAPPED up in his work was Roch Ulmer, special events annou- ncer of KSTP, St. Paul, recently when, in preparation for covering the Minneapolis contest of the Na- tional Crochet Bureau, he undertook to find out some of the finer points of the art of crocheting.

Song Clearance Service Organized in New York

NEW clearance service for song- writers, International Songwriters Clearing House, New York, has been formed, whereby the writers are compensated for public perfor- mances of their own songs. It has cooperated with Gem Music Corp., a New York publisher member of ASCAP. Of- ficers of the ISSC are George Whiting, noted composer of popular songs and an ASCAP member, and Barnard A. Young, editor of vari- ous song collections. Offices are at 1619 Broadway.

The aims of the organization, which was submitted with a contract to songwriters, are stated as follows: To collect royalties for the public performances and uses by radio, mechanical instruments and otherwise, to allot and distribute them in accordance with the terms and unfair practices and methods in connection with the public perfor- mances of musical works. The contract stipulates that ISSC will pay songwriters 50% of all net sums received from ASCAP and other song clearance agencies for the use of songs for records, electro- transcriptions, television, synchronization or any other source.

Sponsoring AP News

RECENT additions to the list of sta- tions broadcasting Associated Press news under commercial sponsorship (Broadcasting, Sept. 15) are WDBJ, Roanoke (Va.) Times and Roanoke World-News, KWOY, Jeffer- son City (Mo.) Capital-News and Jefferson City Post-Times; KSA- Salina (Kans.) Journal; KFAR, Fairbanks (Alaska) News-Miner. The New York Herald-Tribune has also secured permission from the AP to use its news for commercial broad- casts, although it does not own a broadcasting station. Paper currently features a complete news period to WQXR, New York, each evening. Pe- riod is sustained now, but during the presidential campaign, was sponsored by Douglas L. Elinman & Co., New York real estate firm.

LONGEST non-recorded musical pro- gram featuring popular and symphon- ical orchestras will be broadcast Nov. 27 on WNEW, New York, when Lo- cal 302 of the AFM stages its musi- cal fund benefit concert in Madison Square Garden, New York, from 9 p.m. to 11 a.m. with Martin Block of WNEW as m.c.

Court Sustains WNEW In Barron Case

NEW YORK, which on Oct. 24 cancelled the address scheduled for broadcast by Israel Amter, Communist candidate for the New York City Council, was upheld in its action Oct. 31 by New York Supreme Court Justice Charles B. Moore in the suit denied the plaintif's application for a temporary injunction and ruled that WNEW was within its contractual rights in canceling the broadcast. Suit was filed by Carl Brodsky, as chairman of the Com- munist Committee, for a series of 15 broadcasts, and the four Communist candidates, whose names were removed from the ballot by the Board of Elections on technical grounds of improper filing of petitions. WNEW, in cancelling the broadcasts, cited as further grounds for its action the phrase in the new NAB code which says WNEW would provide funding for political broadcasts by a "ce- legally qualified candidate for nomi- nation or election" [Broadcasting, Nov. 11].

Because of shortness of time be- fore the elections on Nov. 7, the Communist Committee did not appeal the decision, but, according to the lawyers handling the case, made a further complaint to the FCC and the NAB and "will take further action if nothing is done about the applications."

Temporary Extensions Of Fulltime to Cease

LOOSE practices by individual Commissioners in granting tempo- rary extensions for fulltime opera- tion of licenses, for which no fulltime had been licensed for until time was to be stopped hence- forth, it was indicated at the FCC meeting of the afternoon. The President established several months ago when WNEW was granted authority to operate fulltime on 1180 kc. resulted in pressure from Congressional and other sources for fulltime grants to stations in other areas.

At a special afternoon meeting Nov. 10, the President decided to adhere strictly to its rules against such grants unless based on special need and understanding of real mer- it. It was pointed out that ex- tendons currently granted have been for one month periods cover- ing all program renditions rather than those of special interest. At its meeting the FCC denied WSPR, Springfield, Mass., a 30-day extend- to operate fulltime on 1140 kc.

Texas Engineers Discuss Net Affiliation Problems

APPROXIMATELY 50 Texas radio engineers attended a meeting held in Fort Worth early in Novem- ber under direction of Truett Kin- zey, chief engineer of Texas State University, who held primarily for Texas engineers, technicians of other Texas stations were invited to attend. Address was made by Robert H. Scarr, Western Electric Co., New York, and A. Earl Cullum Jr., ra- dio consultant, engineering, of Dallas. One of the principal objects of the conference was the discussion of net affiliations of Texas stations and the reversible transmission lines used by the net.

Page 80 • November 15, 1939

BROADCASTING • Broadcast Advertising
Scores Enough

WORKING on the theory that it's impossible for play-by-play football announcers to give the score too frequently, KDKA, Pittsburgh, Pa., has adopted "KDKA Fan Trivia" clock which rings every five minutes during live broadcasts, and at each alarm sportscasters relate the standings of the moment.

While several stations may be operated simultaneously within the country on each of the seven lower frequency channels, there is a distinct technical limitation to the number of stations which can operate successfully in any one area, it pointed out. This constitutes a natural barrier to unlimited competition. "Under these circumstances the Commission must be extremely careful that it grants licenses only to those who give satisfactory proof of their qualifications to render a service to the public in the most efficient and effective manner, and in particular to those pioneers who indicate constructive efforts toward the progressive development of television as a competitive service on a national scale."

In pointing out that there are pitfalls in giving television a "green light" prematurely, the committee warned against any action which would result in the operation of television stations throughout the country, many of which would have to be operated by groups without adequate experience and background and possibly without proper facilities of good quality. It said it was essential that all li- censes issued bear prominently the condition that the authorization is subject to change or cancellation.

RMA Standards

In recommending adoption of RMA standards for broadcast transmission and reception, the committee said that while the future may require changes in the standards by reason of progressive technical development and possibly without program facilities of good quality. It said it was essential that all licenses issued bear prominently the condition that the authorization is subject to change or cancellation.

In recommending to the engineering department's allocation table based on radiation factors and the propagation formula submitted by the RMA engineering subcommittee, the FCC committee pointed out that the average facility assigned has less power than may be necessary. The metropolitan concentration in the East is considerable and it was thought that increases may be made upon proper showing in individual cases. In many other cases, increased power and height of antenna would be used without difficulty, it explained. In others, however, particularly in the Great Lakes Region and the East, directive transmitting antennas would be a necessity for an increase in facilities.

Again alluding to the proposed allocation policy, the committee said the recommended plan to restrict the number of channel assignments for cities of different metropolitan district population "should be departed from in such cases where the applicant shows that no other metropolitan or district would be restricted to fewer channels than provided for by the plan."

It should not be overlooked, the committee said, that the possible economic effects resulting from the war in Europe and the cessation of television broadcasting developments abroad and the factors which, in addition to the present situation in television in the United States, should influence the FCC and the industry to bend every reasonable effort to avoid recession of television development.

"It is crucial that America, backed by industry, to construct foundations for a position in the world television market of the future by undertaking active steps at this time to further the technical and operating development of television in this country. This opportunity should not be lost." 

Rules for Stations

As an appendix to the report, the FCC included the allocation table, compiled by its Engineering Department, based on the RMA data. This listed some 100 metropolitan districts in the country, together with their population and their area by square miles. The tentative allotments showed the channels or channels which would be assigned to the particular areas together with the power output and the required antenna height.

As its final appendix, the committee submitted proposed revised rules to govern television broadcasting stations, seeking to have the pre-requisites for procuring licenses together with the limitations which would be imposed on the proposed two classes of stations.

The proposed rules also set forth the manner in which frequencies would be assigned, specifying that each Class I station would be assigned only one channel from Group A (low frequency channels ranging in 44,000 to 100,000 kc.) or Group B (undeveloped channels ranging from 156,000 to 294,000 kc.). Class I stations, or those engaged in non-scheduled operation, would be assigned one or more channels as the program of experimentation required, in any of the three areas.

Chances in Group B and C, or those in the undeveloped category, could be assigned to television stations to serve auxiliary purposes such as television relay and developmental mobile service. However, as specified that no mobile or portable station would be licensed to transmit television programs directly to the public. Stations would be required, in filing their renewal applications, to give detailed reports. In the case of Class II stations, in addition to complete data covering number of hours operated broken down as between studio performances and special events, films and the like, an itemized financial statement showing cost of operation during the license period would be required.

The committee, in its memorandrum accompanying the report, said it felt that development of television is in a rapid state of flux, and that particular attention should be centered on this subject so the Commission's policies and regulations may be kept abreast of progress. It suggested that either the same committee or some other group representing the Commission be designated to continue "special observation of the development of television broadcasting with instructions to make recommendations as might be deemed suitable for future Commission consideration."

More men are at work in the Youngstown district than since 1929. Carry your message to them over

WFJ

1420 Kilocycles
Youngstown, O.

National Representatives
HEADLEY-REED CO.

BROADCASTING • Broadcast Advertising
November 15, 1939 • Page 81
WHOA Drops 50 kw. Plan Due to Lack of Funds

BECAUSE of the failure of the State Legislature to approve the plan of WHOA, University of Wisconsin station at Madison, to seek the facilities of WMAQ, Chicago, has been dropped, at least temporarily. WHOA applied more than a year ago for 50,000 watts on 760 kc. WMAQ, assignment, in lieu of its present 5,000-watt daytime assignment on 540 kc. The FCC on Oct. 31 granted the WHOA petition to withdraw the application without prejudice, although it had been set for hearing on Nov. 10.

Scheduled for hearing several times, the hearing was deferred on request of applicant pending disposition of the bill in the State Legislature. In its present form, the bill would appropriate $5,800 to prosecute the application, $106,500 for constructing a new tower, $79,000 to cover cost of first year's operation and $129,000 annually thereafter. The application was to have been presented on the plan that Wisconsin has no high-power clear channel outlet, and the plan contemplated elimination of WIBL, St. Louis, as State-owned, if the WMAQ facilities were procured.

Reappointed by CBC

RENE MOBIN, Montpelier, vice-chairman of the Board of Governors of the Canadian Broadcast Corporation, and Mrs. Nellie McClung, Victoria, B.C., have been reappointed to the board on expiration of their term on Oct. 31. Mr. Morin will be acting chairman of the CBC board until the Government appoints a successor. Mr. Morin replaces former Chairman L. W. Brockington, who was reappointed to name his law practice. It is not expected a new chairman will be appointed for some time because of war-time activities. The CBC building program is practically finished, and it is felt in Government circles that CBC General Manager Gladstone Murray and the board, under the production of a half-man, will be able to carry on with program improvement.

KGA, Spokane, Wash., operated by Louis Wasmer, has applied to the FCC to increase its power to 30,000 watts on 1450 kc., the growth of which has been accelerated by the broadcast of a daily hour-long program in lieu of the former 15-minute news program.

THE three major network plans to broadcast the Thanksgiving Day message on Nov. 28 of President Franklin D. Roosevelt when he makes his annual radio speech before the nation will be carried on the annual Franklin D. Dinner at Warm Springs Foundation, Georgia.

Radio Education

YOUTHBUILDERS, New York, has announced that in the spring of 1940 it will offer Youth Forum Awards to the radio program, book, motion picture and newspaper article or series which has done most during the school year to encourage children's understanding of and pride in democratic processes. Byrnes MacDonald, chairman of the organization's board of directors, stated that the purpose of the awards is "first, to encourage among young people intelligent evaluation of modern means of communication, and second, to single out for honor in our time, those Philip K. Belter are not dressing to youth effective plans for the preservation of our democratic heritage.

WAIT, Milwaukee, carried three special programs in connection with National Education Week, cooperating with the Milwaukee Junior-Senior High School Teachers' Assn.

STERLING FISHER, CBS director of education, presented a model of the NBC international broadcast division and Neville Miller, NAB president, on Nov. 9-10 attended the Conference on Education & Inter-American Cultural Relations held at the Mayflower Hotel, Washington, by the Division of Cultural Relations of the Department of State.

RADIO Workshop of Syracuse U. on Nov. 7 started a series of radio demonstrations during which interested groups are invited to the studios to listen to a talk or explanation of radio station operation, workshop equipment, sound effects and organization. One feature of the demonstration is a drama produced first with everything wrong and later with everything right.

WBAL, Baltimore, on Nov. 10 turned the entire station operation over to high school students of Baltimore City College and Eastern High. Every position in the WBAL organization was filled by students during the 6:30 a.m. to midnight broadcast day. High spot of the broadcasts, caroled to the 88 students at their request, was the first printing of 55,000 schedules which was exhausted before the program started. The daily hunter-hour series is scheduled to children of grade school age.

After more than two years' negotiation between CBS and KGMB, Honolulu, a plan has been worked out to allow the Hawaiian station to carry CBS' American School of the Air, or transcriptions sent to the islands by KNX, Hollywood.

WCCO, Minneapolis, originated half of the CBS American School of the Air program Nov. 3 and the entire broadcast of People's Platform Nov. 4 and 11, according to the Twin City section of the Minnesota Education Assn.

KENTUCKY U. has the latest application for a new non-commercial educational broadcasting station under the NBC rules setting aside bands of frequencies for that purpose. It has asked for 100 watts on 41.9 mc., the channel 16 reserved for the Lexington (Ky.) high school building.

LEON EVIN, assistant to Sterling Fisher, CBS director of education, reports that the session at the recent conference on Evaluation of School Broadcasts, held Nov. 2-4 in Columbus, O.

Radio and Education

ORIGINATING in public and private schools throughout the country, the weekly NBC-program "Music & American Youth" has started its sixth consecutive season under the auspices of the Music Educators National Conference. Concerts of students of all ages from pre-school through a college, were sponsored by leaders in the field of music instruction.

SUPERVISED by the newly formed KMOX Education Board, the new weekly educational series, in the program's second season, is heard over the KMOX network from St. Louis. The first of the weekly half-hour programs featured informal discussion of "This Confused Age" by Miss Jessie Chamberlin, of the St. Louis Art Mu- seum.

STERLING FISHER, CBS director of education, presented a model of the NBC international broadcast division and Neville Miller, NAB president, on Nov. 9-10 attended the Conference on Education & Inter-American Cultural Relations held at the Mayflower Hotel, Washington, by the Division of Cultural Relations of the Department of State.

RADIO Workshop of Syracuse U. on Nov. 7 started a series of radio demonstrations during which interested groups are invited to the studios to listen to a talk or explanation of radio station operation, workshop equipment, sound effects and organization. One feature of the demonstration is a drama produced first with everything wrong and later with everything right.

WBAL, Baltimore, on Nov. 10 turned the entire station operation over to high school students of Baltimore City College and Eastern High. Every position in the WBAL organization was filled by students during the 6:30 a.m. to midnight broadcast day. High spot of the broadcasts, caroled to the 88 students at their request, was the first printing of 55,000 schedules which was exhausted before the program started. The daily hunter-hour series is scheduled to children of grade school age.

After more than two years' negotiation between CBS and KGMB, Honolulu, a plan has been worked out to allow the Hawaiian station to carry CBS' American School of the Air, or transcriptions sent to the islands by KNX, Hollywood.

WCCO, Minneapolis, originated half of the CBS American School of the Air program Nov. 3 and the entire broadcast of People's Platform Nov. 4 and 11, according to the Twin City section of the Minnesota Education Assn.

KENTUCKY U. has the latest application for a new non-commercial educational broadcasting station under the NBC rules setting aside bands of frequencies for that purpose. It has asked for 100 watts on 41.9 mc., the channel 16 reserved for the Lexington (Ky.) high school building.

LEON EVIN, assistant to Sterling Fisher, CBS director of education, reports that the session at the recent conference on Evaluation of School Broadcasts, held Nov. 2-4 in Columbus, O.

SCHEDULE of programs for the 1938-40 University of the Air on WVEV, New York, has been announced, starting the week of Nov. 15: Tues., 8:15-9 p.m., Music Appreciation 1; Wed., 10:30-11:30 p.m., University of the Air; Wed., 10:30-11:30 p.m., New York University Round Table, and 9:15-10:15 p.m., The Latest European Developments (also Saturday); Friday, 8:30-9 p.m., College Debates, 9:9:15 p.m., Europe and the Nazis, and 9:15-10:30 p.m., Philosophy and Education; Sunday, 8-9:30 p.m., The Poetry Hour, and 9-9:30 p.m., Drama Hour.

MICHIGAN U. Broadcasting Service, conducted by Prof. Waldo Abbot under the extension department, has issued a program schedule booklet listing the regularly scheduled features under the auspices of the Broadcasting Service from Oct. 8 to Dec. 31.

In THE form of the ordinary commercial brochure, WOWO-WOL, Fort Wayne, Ind., has published a "syl- labus" of educational programs broadcast by the stations, divided as to type of material—general, quiz, music, farm and home, safety, news—a complete list of local and network programs carried during the past six months, that with an appreciation from the network stations supporting educational services and organizations on the back page.

In THE interest of Texas State University's instructional services, a new station is to be started soon on Texas State Net- work under auspices of the State Education Department, the station's name "Texas State University." The new station is to be staffed by the TV station and is to be operated as a part of the educational line of the station.

KCBS, San Francisco, Calif., on Nov. 1, started a series of educational programs originating from Southeast Missouri State Teachers College. The new series is designed particularly for use in schools in Southeast Missouri and Southern Illinois.

GROUP of six dramatized broadcasts on the efforts of Federal, State and local governments in America to combat disease and ill-health is being pre- sented between Nov. 12 and Dec. 17 on the Sunday Afternoon half-hour series, Democracy in Action, presented by CBS and the U. S. Office of Education.

CENTRAL, Chicago, a section of the radio council of the Chicago Chamber of Commerce, will broadcast a series of programs on WIL, Urbana, Ill., during the second week of December as a birthday gift to the school children who will appear on the pro- gram, which are produced by George Appling, director of the Workshop. Mr. Jennings has chartered buses for the trip to Urbana with a round trip fee of $2.25 for the children.

Frosty's Christmas Story

A Frosty's Christmas Story, a 15-minute radio adaptation of the beloved children's story, will be presented by the NBC radio network over a group of 41 stations on Dec. 23, beginning at 6:30 p.m., EST. The story, told by George Beardsley, is presented in a manner that will appeal to listeners of all ages. Frosty's Christmas Story is a cherished holiday tradition for many families and is sure to bring joy and holiday spirit to listeners across the country.
CBS NAMES WINTER TO EDUCATION POST

WILLIAM WINTER, CBS news analyst on WBT, Charlotte, N. C., has been appointed CBS regional director for the South to supervise all educational work in states east of the Mississippi and south of the Mason-Dixon Line. Announcement by Sterling Fisher, CBS director of education, follows the previous appointment of three regional educational directors: for the Pacific Coast, Mrs. Frances Wilder, KNX, Hollywood; for New England, Lloyd G. del Castillo, WEEI, Boston, and for the Midwest, Mrs. Lavinia Schwartz, WBBM, Chicago [BROADCASTING, Sept. 16].

CBS has appointed educational directors in 22 Southern stations affiliated with the network, whose task is to direct educational activities of individual stations with CBS. Mr. Winter will coordinate the activities of these directors. Locally, each educational director cooperates with educational institutions so that the schools can derive fullest value from the CBS American School of the Air broadcasts each morning. Part of the Southern effort contemplates approval by state boards of education in the 11 Southern States of ASA broadcasts as accredited subjects. Efforts also will be made toward establishment of local roundtable forums such as the Carolina Radio Forum over WBT. Extension of farm information broadcasts also is planned.

Educational directors of more than 50 CBS stations in the East and South have been invited to a Dec. 1 conference in New York by Mr. Fisher, where they will discuss educational problems and witness an American School of the Air broadcast.

At Front for MBS

VICTOR LUSINCHI, ex-correspondent of the British Agency Telegraph Exchange, has been appointed MBS war front correspondent with the French Army to broadcast reports of front activities via special recordings in a manner similar to that now used by Arthur Mann, Mutual correspondent with the British Expeditionary Forces.

WHEN the National Conference of Associated Collegiate Press met 500 strong in Des Moines, in late October, CBS originated its college program titled Bull Session at the conference. Candidly reporting are (1 to r) Mary Little, radio editor of the Des Moines Register & Tribune; Lavinia Schwartz, educational director of CBS-West; Pat Dolan, of the special events department of CBS-Chicago. Mrs. Schwartz and Pat produced the Bull Session program, which featured six college newspapermen in an unrehearsed and spontaneous discussion of the press. Participants in the Bull Session included Stanley Frankel, Northwestern U; Richard Kline and Richard Gustafson, Drake U; Charles W. Roberts, Minnesota U; George Probst and Joseph Molunk, Chicago U; Parker Wheatley, radio director of Northwestern U, directs the program.

City Radio Board Named To Boost WNYC's Status

A NEW YORK CITY Radio Board, headed by Col. Arthur W. Little, chairman of the board of the J. J. Little & Ives, New York printing company, and a panel of advisory consultants have been appointed by Mayor F. H. LaGuardia to supervise programs of WNYC, New York's municipal station, and "to increase the station's educational and cultural importance."

Also on the board are James G. McDonnell, president of the Brooklyn Institute of Arts and Sciences; Dr. Margaret Kiely, dean of education at Queens College; Angelo Patri, author and educator, and Jacob Rosenberg, president of Lowell 500 of the AFR. The following have been asked by the Mayor "to serve as consultants in the field in which they are recognized leaders": John Golden, drama; Dr. Walter Damrosch and Olin Downes, music; Gustave T. Kirby, L. L. Chicago; Jack Dempsey, sports; Fannie Hurst, current literature; Dr. Marie Coreno, history; Dr. A. A. Berle, foreign affairs; Dr. George Baehr, medicine and health; Mrs. Frances Gannon, food and marketing, with additional consultants to be added later.

Welles Renewed

CAMPBELL SOUP CO., Camden, has signed a renewal contract, effective Dec. 10, with Orson Welles to continue as director-star of the Campbell Playhouse weekly program on CBS. The company on Nov. 6 increased its thrice-weekly program with Lanny Ross on CBS from ten minutes to the full quarter-hour, 11-11:15 a.m. Time extension for the program, heard in the interests of French-American Spaghetti, is a result of the quantum of letters received from listeners requesting Ross to sing certain numbers. Ward Wheelock Co., Philadelphia, is agency.
PACIFIC RADIO SURVEY

FOLLOWING conferences among agency, network and station officials, the Pacific Radio Survey was completed. Plans for the Pacific Coast will be announced shortly. C. E. Hooper, New York, was selected among the various research organizations submitting proposals to conduct the survey by the coincidental method, and thus the set up the first separate sectional service in the radio field. No details have been announced.

LIMB SAVED

DR. JOHN HOLLAND, radio pastor of WLS, Chicago, was visited the other day by a very six-year-old girl, for whom he arranged a limb operation three years ago. The youngster's parents were fervent WLS listeners and came to Jack Holden, WLS announcer, 1936, to help for their child. Through Dr. Holland, Jack arranged for an operation at Chicago's Shrine Hospital.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7¢ per word. Minimum charge $3.00. Count the spaces for word address. Forms close 15th and 10th of month preceding issue.

Harry Atherton Smith

HARRY ATHERTON SMITH, president of the Delaware, Lackawanna & Western Coal Co., died on Nov. 10, after a two-week illness, at the age of 61. Starting with the coal mining department of the company in 1897, Mr. Smith was elected vice-president in 1918 and president in 1927. At the coal company probably the only such company which has used radio extensively as its advertising medium with sponsorship of The Shadow on MBS for the past three years. Mr. Smith is survived by his wife, Grace of Scranton, Pa., and a sister, Miss Jennie B. Smith.

Help Wanted

Salesman: thoroughly experienced for local sales. Must have ideas and ability to sell. Reply KWSB, Jefferson City, Mo.


Salesman-Midwestern Regional—full information past experience, references, salary desired, recent photo. Must have proven record. Box A609, BROADCASTING.

Newscaster—Regional station—salary and compensation regard, experience. Apply direct to station. Box A593, BROADCASTING.

Salesman—Excellent opportunity for right man with good ideas and sales experience in local station. Salary to a fairly large eastern city. Apply Box A630, BROADCASTING.

Program Director for owner-managed small station in midwest metropolitan market. Experience and $25 to $35. Needs aggressive man who bubbles with ideas, modern starting salary. Give complete background and references. Submit photo. Box A581, BROADCASTING.

Radio Operator: RCA graduate; code $58 words per minute. Box A644, BROADCASTING.

Sports Announcer—Radio play-by-play all sports, personal appearance, recordings. Box A661, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A699, BROADCASTING.

Writer-Announcer: Wants position with small station. Write copy, create programs, announce. Box A699, BROADCASTING.

Radio Station Operator—first class license. Graduate RCA radio engineering course. Go anywhere. Box A591, BROADCASTING.

Local program director—announcer—organizer; desires advancement, eight years experience. Single. Box A585, BROADCASTING.

Experienced Operator—Background of three years with Western stations employed in station management, sales, engineering, general management. Box A887, BROADCASTING.

Station Manager—employed regional station, experience, full proven client list, with a view to station manager position. Address Box A888, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to change. Married. Will accept small salary. Box A589, BROADCASTING.

First Class Announcer—Worked over major networks. Special events: author, editor; excellent background; desires change. Record available. Box A588, BROADCASTING.

Situations Wanted (Cont'd)

Chief Engineer—with extensive experience $55 to $60. Handle allocation engineering, design, construction. Graduated from technical school. Available November 15. Box A595, BROADCASTING.

$40 weekly will bring you an experienced, progressive program director-announcer, now employed in a southern station. College graduate. Position must have definite future. Address Box A591, BROADCASTING.

Radio Telephone First Class License desired broadcast position. Former ship operator, six years R.C.A. transmitters and antennas. Excellent personal references, just employed. Box A582, BROADCASTING.

Pioneer radio executive, 12 years' experience every phase radio, all sections of country, presently employed, desires station managerial position, progressive market. References. Salary secondary. Box A593, BROADCASTING.

Sales Executive. Six years in newspaper advertising. Four years in radio with network stations. Have ample good ability to produce results. Widower, living in New York City. Space opportunity exists. Box A588, BROADCASTING.

Commercial Manager, network outlet, east or middle west. Experienced in newspaper and radio sales, several markets. Can and will put into operation sales producing formula. All replies strictly confidential. Box A604, BROADCASTING.

Experienced newscaster and commentator. Clear, distinctive voice. Background advertising, foreign travel, Ten years broadcasting experience. Seeks permanent opportunity with progressive station anywhere. Also continuity writing, interviews, special features. Box A602, BROADCASTING.

For Sale: The services of Manager or Program-Production Director—12 years experience. Excellent background large and small stations. Capable of giving all advertising, sales, production. Best references. Sobor, Marzick, Now employed. Desires permanent position. Box A697, BROADCASTING.

Scripts Wanted

Used scripts wanted suitable for translation into foreign language programs; de- scription fully; lowest price. Box A698, BROADCASTING.

Wanted to Buy

100-350 Watt Used RCA, Western Electric or Collins Transmitter. Must be in first class condition. Address Box A699, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 78 B, latest model. Excellent condition. Contact for cash. Box A679, BROADCASTING.

For Rent—Equipment

McDonald Urges FCC To Leave Television in Private Industry Hands

A PLEA to the FCC that it give the greatest possible protection to private enterprise in television by removing any hampering rules, and that it not become "a financial partner in broadcasting," was made last week to the FCC by Comdr. E. F. McDonald, Jr., president of the Broadcast Committee of the American Society of Composers, Authors and Publishers.

In a letter to the Television Committee of the FCC, Comdr. McDonald said possible attack on the monopoly circuit is being made with the "true" notion of freedom of the medium but also that means that the Government "cannot afford to secure resources to establish competition with existing advertising media." Comdr. McDonald suggested it might be wise to confine commercial licenses to areas such as New York, where enough receivers exist so results may be obtained. If the experiment proved a failure, he added, it would be easy to kill the idea, whereas correction of a "nation-wide mistake" would be difficult, he said.

Comdr. McDonald, together with James T. Buckley, of Philco, and Dr. C. E. Phipps, representative of David Sarnoff, RCA president, conferred with the FCC Television Committee last week as a committee representing R.A.M. It has recommended to the FCC that the group recommended to the FCC that stations look to the NAB to champion its legislative causes. It suggests to the FCC that the station owners to choose to contribute to the cause a matter outside the FCC's jurisdiction and presumably is left to the discretion of individual broadcasters.

See Code Transformed

Joseph Alsop and Robert Kintner, Washington columnists for the North American Newspaper Alliance, in their November 14 column took up the Code-Coughlin issue. They noted that the FCC's second self-regulatory effort should fail the FCC "can step in". They added that "the FCC's failure to analyze the code accurately in its judgment that radio propaganda must be dealt with somehow and that if the FCC is to perfect the FCC will consider transforming code rules into binding Commission regulations." The Washington journalists mentioned Elliott Roosevelt's denunciation of the code but said this has been "a mere oxymoron," a view point. They reported the President had told Fox on several occasions that he had "no more important issue." They added that "the President would be a serious blow if the NAB were to be a serious blow if the NAB's power to confine the "a Holly-

Gannett Seeks Station Funds to Fight New Deal Radio Control, Other Comment

Shiel, Auxiliary Bishop of Chicago, in a syndicated editorial No. 14, crackled the NAB Code, predicting that the "free enterprise" couldn't "alter a thing," along with the "non-controversy" issue it is "taking a big chunk of government's control over Radio Corporation of America," the editorial recited that radio "the one broadcasting outlet," said FCC Chairman Willard Backstrom, "is an essential part of the communication system and is subject to manipulation for political purposes."

The Gannett solicitation brought a deluge of inquiries from stations to the NAB. The industry position was that stations look to the NAB to champion its legislative causes. It suggests to the FCC that the station owners to choose to contribute to the cause a matter outside the FCC's jurisdiction and presumably is left to the discretion of individual broadcasters.

See Code Transformed

Joseph Alsop and Robert Kintner, Washington columnists for the North American Newspaper Alliance, in their November 14 column took up the Code-Coughlin issue. They noted that the FCC's second self-regulatory effort should fail the FCC "can step in". They added that "the FCC's failure to analyze the code accurately in its judgment that radio propaganda must be dealt with somehow and that if the FCC is to perfect the FCC will consider transforming code rules into binding Commission regulations." The Washington journalists mentioned Elliott Roosevelt's denunciation of the code but said this has been "a mere oxymoron," a view point. They reported the President had told Fox on several occasions that he had "no more important issue." They added that "the President would be a serious blow if the NAB were to be a serious blow if the NAB's power to confine the "a Holly-

Writers to Seek Contract Change

Waiver of All Rights Is Cause Of West Coast Resentment

A DEMAND on advertising agencies to revise contracts with radio writers on the grounds that such contracts are not usurped by commercial accounts will be made by Radio Writers Guild, represented by Screen Writers Guild and Author's League. United action by the three groups was taken after it was brought to notice that a Hollywood film studio will make a series of shorts based on Campana's First Night.

Western Division of Radio Writers Guild, at its Nov. 7 meeting in Hollywood, unanimously voted to investigate the situation and communicated with New York attorneys regarding privileges taken. It is charged that radio scripts which sold for around $100 each must carry a waiver from the author on all future contracts written by him and insist that they are being deprived of revenue from other sources by signing the contracts. Further point out that the price paid for scripts is to meager to compensate for the use made of their plays.

To Start in Chicago

The Guild will first concentrate on Chicago agencies which buy most of the continuities. Demand on advertisers is now being drafted and will be presented after the membership of the three Guilds have approval on the proposal. To protect writers, Western Division is investigating script racketeering now said to be prevalent on the West Coast.

Continental on CBS

CONTINENTAL BAKING CO., New York, will start, probably on Dec. 5, a sponsored program titled Lives of Great Aviators for Wonder Bread on 48 CBS stations, Saturday nights, at 9 P.M. The program and the definite starting date will be announced shortly. Bennett & Bowles, New York, is agency.

ADAM HAT STORES, New York, will announce sponsorship of two succeeding commentaries seven nights a week on WGN, through Glickman Adv. Agency, New York.

Writers to Seek Contract Change

Waiver of All Rights Is Cause Of West Coast Resentment

A DEMAND on advertising agencies to revise contracts with radio writers on the grounds that such contracts are not usurped by commercial accounts will be made by Radio Writers Guild, represented by Screen Writers Guild and Author's League. United action by the three groups was taken after it was brought to notice that a Hollywood film studio will make a series of shorts based on Campana's First Night.

Western Division of Radio Writers Guild, at its Nov. 7 meeting in Hollywood, unanimously voted to investigate the situation and communicated with New York attorneys regarding privileges taken. It is charged that radio scripts which sold for around $100 each must carry a waiver from the author on all future contracts written by him and insist that they are being deprived of revenue from other sources by signing the contracts. Further point out that the price paid for scripts is too meager to compensate for the use made of their plays.

To Start in Chicago

The Guild will first concentrate on Chicago agencies which buy most of the continuities. Demand on advertisers is now being drafted and will be presented after the membership of the three Guilds have approval on the proposal. To protect writers, Western Division is investigating script racketeering now said to be prevalent on the West Coast.

Continental on CBS

CONTINENTAL BAKING CO., New York, will start, probably on Dec. 5, a sponsored program titled Lives of Great Aviators for Wonder Bread on 48 CBS stations, Saturday nights, at 9 P.M. The program and the definite starting date will be announced shortly. Bennett & Bowles, New York, is agency.

ADAM HAT STORES, New York, will announce sponsorship of two succeeding commentaries seven nights a week on WGN, through Glickman Adv. Agency, New York.
Joint Television Group Of Actor Unions Studies Jurisdictional Problems

JOINT committee on television set up by the Associated Actors & Artistes of America and Allied Federation of Artistic Unions, AFL actor unions, with representatives of Actors' Equity Assn., Screen Actors' Guild and American Federation of Musicians, held its first meeting Nov. 8. While little was accomplished beyond the appointment of subcommittees to study various phases of the problems of television talent and the dropping of further sessions to the next session, to be held Nov. 15, the meeting displayed a spirit of cooperation and indicated that the members of the various unions that was a strong contrast to the situation of a few months ago, when the rival organizations were vehemently claiming sole jurisdiction over this new medium.

Function of the committee is not to administer television rights, but to work out an arrangement for the administration of those rights in such a way as to protect the interests of actors from all fields who may become involved in television. Equity's committee members are: John Lorenz, chairman, Alfred Koster, James Ball, Claudia Morgan, with Walter Greaza and Ruth Richmond as ex-officio members. AFL's committee consists of Joseph Holt, chairman, George Helder, Ned Wever, Everett Clarke, Vice President Dressler and Mark Smith, ex-officio. SAG committee includes Florence Marston, chairman, Stephen Kent, Frank McCallum and Jack Davis.

Kolorama Laboratories Plans Television Station

KOLORAMA LABORATORIES, Irvington, N. J., has filed an application with New Jersey Public Utilities Commission to construct an experimental television station in Carlstadt operating on 600 watts with a frequency of 2000 to 2100 kilocycles. A similar application is before the FCC, whose decision is awaited before the State Commission issues its approval. The company is operating on a special 30-day permit from the FCC on the call letters WCJB.

Constitutionality of this New Jersey P.U.C. Act was questioned last December by NBC when it was noted that the network wished to erect an antenna at Bound Brook. N. J. NBC claimed the requirement of such permission "to be unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting." The Court ruled restraints the P.U.C. Board from interference, ruling that the Commission had no authority to regulate interstate broadcasting.

Video's Victory

PHILIP KERBY, ex-newspaper man who is now on NBC's sales promotion staff, has written The Story of Television, to be published Nov. 15 by Harper & Bros., New York. The work on television to be published next April by W. W. Norton, New York, is a symposium now being compiled and edited. The book is the second appeared on a number of NBC telecasts.

ELECTION returns were broadcast by WCKY, Cincinnati, from 6:15 p.m. until 2:16 a.m. election night, both from the news room of the Cincinnati Post and the Board of Elections, counting rooms in the Gibson Hotel. In the Times-Star news room are (standing) Bev Dean, WCKY promotion manager, and Frans M. Raine, the former owner of WCKY. Other editor-tor editor groups are Wendell Spener and Art Gillette, WCKY engineers; Lee Bland, announcer; Mendel Jones, production manager, and Rex Davis, announcer.

Television News Notes

When Dusk Comes

EARLY hour of darkness these late fall days has caused a new head for NBC's television experimenters, as the final period of the Saturday and Sunday afternoon football games telecast on WGST, New York, are frequently played in light too dim to produce a good picture. Solution arrived at is that whenever this point is reached the cameras will be shut off, but the sound continued, so that the listener-viewer will at least be able to hear how the contest ends. This decision, given by Allen W. Davis, New York U grid star who announced the football telecasts, was not without the advantage of changing announcer receiving privacy to his audience to the advantage of the audience.

** AFM Watches Video **

MARK WOODS, NBC vice-president, met with the executive board of the American Federation of Musicians on Nov. 3 to give a picture of the present status of television as an entertainment medium. Musicians' union wants to keep abreast with the rapidly changing television industry, and, stated, and has appointed a committee for that purpose, made up of Harry E. Brenton, AFM treasurer, and James C. Petrillo, head of the Chicago local, with Joseph N. Weber, AFM president, as ex-officio member. As yet the AFM has not considered proposing any standards of wages or working conditions for television, it was stated.

** Bee Televised **

FURTHER tie-in between advertising and television was witnessed Nov. 5 during the televising of Paul Wing's Spelling Bee program, which is regularly sponsored on WOR by Commer Products, over WCBS, New York, which Wing operates out of WCBS, New York, when Volupite lipstick novelties and packaged hermens were given away. The show, in which both accounts handled by Abbott Kimmal Co., New York, were given away to the winning spellers among five prominent illustrators and five New York beauties.

Don Lee Schedules

COINCIDENT with the placing of television receivers on sale in Los Angeles by RCA, General Electric, Giffilan and Stewart-Warner, W6XAO, the Don Lee Broadcasting System television station in that city has resumed its daily telecasts from 8 to 9 p.m., with matinees on Tuesdays, Thursdays, and Saturdays, 4 to 5 p.m. Three of the evening telecasts are live talent, with many other features used the balance of the week. Harry R. Lubeck, Don Lee television director, estimates the station sets in southern California homes at present, with programs being received within a radius of 30 miles from the station located at 7th and Bixel St. in downtown Los Angeles. Move of the transmitter to a Hollywood mountain top early next year, as planned by Thomas S. Lee, president of the corporation, will increase the W6XAO signal range to 60 miles, it was said. Don Lee network has ordered an RCA portable television pickup unit which is expected to be in operation by mid-December.

Seeing and Eating

AUTHORITIES on foods and wines appear as guests on Crosby Geige's Cooking Scandals, new series of telecasts on W6XBS, New York, with the produce-gourmet as master of ceremonies. Dinner prepared and described on the program will also be eaten by the guests in full view of the television audience. Dinner service accessories are furnished by Lewis & Conover, New York department store, as a further extension with the commercial possibilities of television.

OKLAHOMA City Video

WKY, Oklahoma City, is sponsoring a free-five-day television exhibition in Oklahoma City starting Nov. 13 at the Municipal Auditorium. As a part of the reorganization, WKY's two NBC originations, Cameos of Melody and Southwestern Serenade, will be televised for the Auditorium visitors simultaneously with their transmission on the network.

FIRST VIDEO TEST IS STAGED BY CBS

FIRST TEST of the video signal of the television transmitter of CBS, stop at the Chrysler Tower, New York, was made Nov. 8, when the test was kept on from 1:30 to 2:30 p.m. In addition to marking the first picture transmission of W6XAB, the test is significant in that it is the first time in history that two television stations have been on the air at the same time in the same city.

CBS engineers were not completely satisfied with the images produced by the first telecasts. Secondary images slightly removed the effect of a black screen, it was believed to be impossible to remove this distortion without much trouble and believe that for a first attempt it came through better than might have been expected. They were extremely pleased that their signal produced no interference with that of NBC's Empire State Bldg. transmitter, W6XBS, nor its signal with NBC's other two images, programs from the two video stations can operate side by side without interference.

CBS Television Advances

A NEW type of television camera, equipped with a series of leases and mirrors, permit the operator to view the picture right side up instead of upside down, usual practice. The camera has been developed by CBS television technicians. Test broadcasts on the CBS radio television channel have been started, and testing of the video channels will be commenced shortly. It was learned that a signal from CBS will begin transmission of program material is still shrouded in mystery, however, with executives refusing to make any predictions.

Telematic Trunks

TO ENABLE the television audience to distinguish the participants in televised boxing bouts more clearly, NBC has obtained permission from the New York State Boarding Commission to furnish one of each pair of boxing gloves marked by a white band while NBC's television station, W6XBS, is currently broadcasting night bouts on the Ridgewood Club.

Television at Auto Show

RCA television exhibit was held during the nine-day Chicago automobile show which ended Nov. 14. Given in conjunction with the Chicago Herald-American, the television show featured personalities from Chicago newspapers, night clubs, and local radio talent. Five television receiving sets were installed at Chicago International Airport, television theater for the demonstration and RCA iconoscope cameras were used. Harold Libell, free lance announcer, was engaged. It is estimated that 50,000 persons attended the free television exhibit.

Tags for Pets

DOG GONE Good Food Service. New York, Nov. 7 starts sponsorship of the thrice-weekly quarter-hour, Dog Gone, on WINS, New York, and also offers New York State board work. The program, conducted by Richard H. Connolly, author of The General Cornell, runs from the Sunday New York Journal-American, and WINS. He has been sending listeners novelty identification tags for pets, bearing the inscription, "This is my dog reference number WINS." The account is handled direct.
CONSTRUCTION has been completed at 30-LXJ, New York, by Western Railway Construction, under supervision of John V. L. Hogan, who was granted a construction permit for such a station on 43.2 megacycles with 1,000 watts. Radio Engineering Equipment, Inc. manufactured the transmitter, which is located in the transmitter building of WGBH, New York. Miss L. J. Lovell, city, Mrs. Hogan personally directed the installation work. Mrs. Hogan is chief owner, has been granted an increase from 1,000 to 5,000 watts, and plans are drawn for a new transmitter, expected to go into operation early next year.

WIP, Philadelphia, has applied to the FCC for authority to erect a 1 kw. frequency modulation transmitter on 43.3 mc. Benedict Gimbel Jr., manager, announced that it is planned to carry regular WIP programs simultaneously on the station. He said 380,000 will be expended on the experiment, which will be under the direction of Clifford C. Harris, technical supervisor.

The FCC on Oct. 11 approved three Amperex transmitting tubes for use in final stages of commercial broadcast transmitters. Types 892-R for DX and 814 for SSB have high-level modulation power ratings of 5,500 watts, while low-level modulation ratings of 2,500 watts. Type 842-A, has high level modulation rating of 10,000 watts; low level modulation rating of 5,000 watts. They are manufactured by Amperex Electronic Products, Brooklyn.

ALLIED RECORDING PRODUCTS Co., manufacturers of recording machines and accessories, on Nov. 1, completed its offices and factory at 21-09 43rd Ave., Long Island City, N. Y. Previously located at 126 W. 46 St., New York, for the past several months it has maintained its manufacturing plant at the Long Island City address. J. H. Goldstein is president of the firm.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is manufacturing a new roller bracket as an in-and-out holder for hand-sets, headsets and other types of small microphones. The device is chrome plated, with the spring of bronze and roller of rubber.

WKY, Oklahoma City, is renovating its transmitter building and landscaping the transmitter grounds, under supervision of Chief Engineer Jack Lovell.

WESTERN ELECTRIC equipment and a Blaw-Knox radiator have been ordered for the new W.S.F. station at San Nicolas Springs, Ariz. authorized last July to operate with 100 watts night and 200 day on 1510 kc. According to Howard Shuman, who will be manager, construction has been delayed by limitation, but it is hoped that the station operating by Jan. 1.

KVOQ, Tulsa, Okla., has purchased a new Gates sound and effects cabinet, including three turntables, four pickups and mixers, with 200-ohm input and tone control.

KPC, Port Arthur, Tex., is working a full crew overtime in an effort to complete installation of its new 2 kw. high fidelity transmitter by Nov. 15. Workmen assembling the transmitter and the auxiliary antenna towers were recently forced to cease work for two days by high winds, but the entire new installation is expected to be completed in time for full operation Dec. 3. 

WJZT, Greensboro, N. C., held a house Nov. 6-12 to celebrate dedication of its new 5 kw. Western Electric transmitter. The new plant, together with a 360-foot Blaw-Knox vertical radiator, has been installed on Guilford Battleground Boulevard.

MOBILE UNIT of the New Zealand Commercial Broadcasting Service—ZBB—is this specially reconstructed railroad coach which, equipped with special broadcast and business facilities, recently completed a 2,000-mile tour of the north island of New Zealand. Conceived by Beaumont T. Shell, advertising manager of the service, the coach will serve its special programs all through its tour, which was in charge of Ian Mackay. Also included in the tour party were Doug Laurenson, as sales representative, and David Joseph, special engineer.

WOL, Iowa State College station at Ames, authorized by the FCC to operate with 1,000 watts night and 5000 watts day on 10,000 watts, has put in operation a new RCA DX-5 transmitter, RCA speech input equipment, and a 400-foot Trueson tower. The station, which observes its 10th anniversary Nov. 21, also has completed new studies, acoustically treated by John-Mansville.

J. P. CARSON, Los Angeles sales manager of Graybar Electric Co., on Oct. 21, was promoted by the firm, with headquarters in San Francisco. He succeeds Alfred H. Nicolli, who has just filed new papers with the concern in New York. W. E. Guy, Ind., branch manager of the concern, is now Los Angeles sales manager.

Independent Seek Permanent Setup, Paid Executive May Be Elected Later

WITH SOME 50 local independents already enrolled as members for a six-month period, National Inde-
dependent Broadcasters is moving toward establishment of a permanent organization to look after the welfare of non-network affiliated stations, according to an announce-
ment Nov. 6 by Harold A. Lafount, former Radio Com-
nisssioner, president of the organisation.

Mr. Lafount asserted the inde-
dependent organization is being in-
corporated, but until that is accom-
plished nothing will be done in the way of establishing offices with full-time help. While preliminary thought has been given to retention of a paid executive for NIB, he in-
dicated this move probably was months away.

Because of the present status, there is little immediate likelihood of selection of a paid executive head for the Association, it was in-
mulated. Mr. Lafount said he has been made of James W. Baldwin, former managing director of the industry, for that position to be vacated, not committed of any kind has been made and the field is described as large.

The post of secretary-treasurer of NIB at present is being held temporarily by Lloyd Thomas, KGFW, Kearney, Neb. Edward A. Allen, WLVA, Lynchburg, former NIB president, is vice-president of the organization. A scale of dues for independent stations ranging from $5 to $50 per year is anticipated upon reorganization of NIB at a special convention held in Chicago Sept. 15, coincident with the NBA special copyright convention.

Next to Welles PRESENTED as a salute to Orson Welles and observing the first anniversary of his celebrated Men From Mars broadcast, the Palmetto Penny-
fantasies drama broadcast live in October by WSCS, Charle-
ston, S. C., will be presented under a pro-
gram a second close in arriving the coun-
tryside. The play, built a round the havoc brought by a daylight robot machine got out of control in the Santee-Cooper section of South Carolina, brought immediate response from panic-
stricken listeners and gave cause to all for consternation, damage and death in the com-
munity, despite frequent an-
nouncements that the produc-
tion was a radio drama.

Applications

OCTOBER 28

WLH, Leland, N. J.--Extends on exp. auth. satellite station in Lowell.


WBY, Muncie, Ind.--CP high freq., 1 kw. un.

WBC, Ten.

WBB, Rockford, Ill.--CP high freq., 50 w. un.

WBJ, Camden, N. J.--CP high freq., 1 kw.

WAC, Philadelphia, Pa.--CP high freq., 50 w.

WAD, Evansville, Ind.--CP high freq., 50 w. un.

WLP, Richmond, Va.--CP high freq., 1 kw.

WMD, Des Moines, Iowa.--CP high freq., 2 kw.

WHD, Englewood, Colo.--CP high freq., 50 w.

WIT, Whippany, N. J.--CP high freq., 1 kw.

Applications

OCTOBER 28

WLH, Leland, N. J.--Extends on exp. auth. satellite station in Lowell.

WWB, Atlanta, Ga.--CP high freq., 250 w. un.

WBY, Muncie, Ind.--CP high freq., 1 kw. un.

WBB, Rockford, Ill.--CP high freq., 50 w. un.

WAC, Philadelphia, Pa.--CP high freq., 50 w.

WAD, Evansville, Ind.--CP high freq., 50 w. un.

WLP, Richmond, Va.--CP high freq., 1 kw.

WMD, Des Moines, Iowa.--CP high freq., 2 kw.

WIT, Whippany, N. J.--CP high freq., 1 kw.

Applications

OCTOBER 28

WLH, Leland, N. J.--Extends on exp. auth. satellite station in Lowell.

WBB, Rockford, Ill.--CP high freq., 50 w. un.

WAC, Philadelphia, Pa.--CP high freq., 50 w.

WAD, Evansville, Ind.--CP high freq., 50 w. un.

WIT, Whippany, N. J.--CP high freq., 1 kw.

Applications

OCTOBER 28

WLH, Leland, N. J.--Extends on exp. auth. satellite station in Lowell.

WBB, Rockford, Ill.--CP high freq., 50 w. un.

WAC, Philadelphia, Pa.--CP high freq., 50 w.

WAD, Evansville, Ind.--CP high freq., 50 w. un.

WIT, Whippany, N. J.--CP high freq., 1 kw.

Applications

OCTOBER 28

WLH, Leland, N. J.--Extends on exp. auth. satellite station in Lowell.

WBB, Rockford, Ill.--CP high freq., 50 w. un.

WAC, Philadelphia, Pa.--CP high freq., 50 w.

WAD, Evansville, Ind.--CP high freq., 50 w. un.

WIT, Whippany, N. J.--CP high freq., 1 kw.
Lucky Strike Broadcasts

AMERICAN TOBACCO Co., New York, on Jan. 4 will expand its rebroadcasts via Millermont of the Lucky Strike program, "Raymond C. Mullen, College of Musical Knowledge," with the addition of stations in New England, New York and Pennsylvania. The additional stations start Tuesday evening, 11-39 p.m. period, used on WOR, Newark, since last June 16. New stations carrying the rebroadcasts of the program, heard live on NBC-Red Wednesday evenings, will be: WNYX, Rochester; WXJ, Utica; WMBO, Auburn, all of the New York State Network; WIP, Philadelphia; WGBI, Scranton, and WAZL, Hazleton, of the Quaker State Network, and through MBS to the Colonial Network stations.

WAAW WLLH WSAR WNDB WHAI WBKR WNLH WSYB.
Lord & Thomas, New York, is in charge.

Coast Disc Fee

LOS ANGELES, Chapter, American Federation of Radio Artists, has advised Southern California members they cannot make transcriptions for less than $175 per side. The minimum will hold until national transcription scales are established. The Los Angeles transcription committee consists of Hal Bergman, chairman; Fred McKay, William Daws Jr., Thomas Smith, Beatrice Bredert and Lou Merrill. This has been delegated to work with the national group on coordinating transcription scales.

HUGH A. MITCHELL, and Jack Taylor, account executives of McCann-Erickson, New York, have been appointed vice-presidents of the agency.

Two Serial Programs-One Adult, One Juvenile-Both Top Flight Shows-Fully Tested Ready To Work For You!-Completely Recorded!

"The Adventures of Uncle Jimiy"

Starring William Furnam—Produced by WARNER BROS.
6.5 Crossley Rating in Hartford after only 9 weeks, at 9:30 A. M! Sponsors now include Shinola and 2-in-1 Polish—Castilian Soap—Dr. Pepper—Bamby Bread—Loose Wiles Biscuit—pride sponsors of a dramatic serial that will deliver the bulk of the female listening audience to YOUR clients! A program so human—so well-done—that it lacks NOTHING!

156 QUAR. HOUR EPISODES COMPLETELY RECORDED!

"DAN DUNN, Secret Operative 48"

Inspired by one of the top six comic strips in the country—now appearing in over 131 Daily and Sunday newspapers! Monoplis of merchandising tie-ups! NO F. T. A. Objections! Sponsors now include CHOCOLATE PRODUCTS COMPANY of Chicago, Hygeia Milk Products, Hires Root Beer, and others!

156 QUARTER HOUR EPISODES AVAILABLE!
Both of These New Syndicated Transcription Programs Are DISTRIBUTED EXCLUSIVELY BY KASPER-GORDON.

November 15, 1939 · Page 89 · www.americanradiohistory.com
ASCAP Hearings Near End in West

Master Hearing Arguments of Society and Broadcasters

ASCAP’s effort to break the Washington State anti-monopoly law, which forbids the copyright combination to do business in that State unless it files its repertoire with the State and pays a fee on each of its compositions, went into its final stages Nov. 8 in Tacoma when ASCAP submitted its brief, following testimony before a special master acting on behalf of the Federal District Court in this jurisdiction.

The hearing was before Archie Blair, special master, taking testimony for the Federal court, from Oct. 26 to Nov. 8. Testimony centered around the issue whether a minimum of $3,000 was involved in the proceedings, which would permit the Federal court to assume jurisdiction. If ASCAP fails to prove that amount, the trial to the satisfaction of the tribunal, it cannot enter the case and it must revert to the State court which already has suspended the Washington State statute.

Court to Make Ruling

During the trial it was stipulated that the testimony before the State court master can be used in the trial on the merits before the three-judge tribunal. ASCAP filed its brief Nov. 8 at the request of the Washington Association of Broadcasters allowed ten days in which to answer. ASCAP thereupon gave the two weeks to make its reply to the counter-brief. The master then reports to the court which will make its ruling.

Chief witness for the State against ASCAP was Ed Craney, general manager of KGIR, Butte, Mont., who identified exhibits and discussed arrangements under which ASCAP allegedly operated. Under examination by State counsel, the purpose of his testimony was to show that broadcasters, under their contracts with ASCAP and with the major networks, actually are paying double tribute for this music.

Louis Wasner, operator of KHQ and KAG, Spokane, and Birt Fish- ger, general manager of KOMO-KJR, Seattle, testified against the Washington statute. They testified freely reflecting the view that it would cost broadcasters more to investigate each composition performed on the “per piece” basis than stations of the State now pay ASCAP.

ASCAP Launches Suits

CONTINUING the campaign of infringement suits against Montana broadcasters [launched by ASCAP members earlier in BROADCASTING, Oct. 15] 46 suits were filed for publishers against the owners of KGIR, Butte, and KGVO, Missoula. Additional such actions have been taken and a similar number will be filed in the next week or two. Louis Frohlich, general counsel for ASCAP. Of the second barrage of infringement suits 20 were filed against KGIR and a like number against KGVO, with KBBF, Great Falls, and KUGF, Helena, bringing the five ape, it was reported. Actions are believed to be in retaliation for the civil and criminal suits filed against ASCAP officials by the Montana broadcasters.

ON THE 19th anniversary of its founding, KDKA, Pittsburgh, received first and third places in the annual H. P. Davis Memorial Announcer’s Award, originated in 1933 by Mrs. H. P. Davis, widow of the first chairman of ASCAP, Gold medal and $150 in David Garwood, KDKA special events announcer. First honorable mention went to Walter Sickle, of WWSW, and second honorable mention was awarded Bob Shield, also of KDKA. Left to right are Sickles; Victor Saudek, founder of the Pittsburgh Little Symphony, presenting awards to Garwood; and Shield. Past winners, from 1933 through 1938, were Fred Webber, KDKA; Bill Swidetz, KDKA; Joe Tonn, WJAS; Bill Sutherland, KDKA; Ken Hildebran, KQV; Bill Beall, KDKA.

WSPD on Basic Red; WHIZ Will Join NBC; McClatchy Negotiations

WSPD, Toledo, currently an NEC supplementary outlet available with either the Red or Blue basic network, will be added to the basic Red and required of all advertisers using this network. Advertisers currently using WSPD in connection with the Blue network will be permitted to continue the end of their contracts, but new Blue advertisers can secure this station. Deal was set by William S. Hedge, NEC vice president, vice-president of programming department, and George S. Storer, president of WSPD and the Fort Industry Co.

WALR, Zanesville, O., also operated by the Fort Industry Co., on Nov. 19 will change its call to WHIZ and on the same date will join NBC as that network’s 180th affiliate. Station will be available Tuesday of McClatchy-WOOL Columbus, in conjunction with either Red or Blue network, although advertisers of WHIZ are required to add WHIZ. Base network rate is $60 per evening hour. Station operates full-time with 100 watts.

Simultaneously, it was reported that NBC was negotiating with McClatchy Broadcasting Co. for rights to all network arrangements under which KMJ, Fresno, would become Pacific basic Red, and KIBM, Redding, Calif., CBS, would join the NBC Pacific Coast group as basic Blue and optional Red. The Pacific group of McClatchy stations, KBFN, Sacramento, KKG, Stockton, and KERN, Bakersfield, would be made optional for network, would become basic Blue and optional Red. The prospective changes were discussed by Frank C. Harmon, general manager of the McClatchy interests and Howard Lane, management partner, of WYFF, Greenville, S. C., in New York the week of Nov. 6.

Late Personal Notes

POWEL CROSLEY Jr., president of Crosley Corp., operating WLIW and WSAI, was re-admitted to the Caud Samaritan Hospital, Cincinnati, Nov. 10, suffering from a “grippe infection.” The illness was said to be a complication of a back injury suffered several weeks ago when he fell from a horse on his country estate in Indiana. His physician said he was returned to the hospital as a precautionary measure.

JAMES FISHBACK, formerly of KNX, Los Angeles, has joined the sales-promotion department of KMOX, St. Louis.

ED McCAFFREY, for four years sales manager of KPMC, Bakersfield, Calif., has been appointed head of KYOE, Santa Ana, Calif., commercial department.

LEWIS PATTERSON, Hollywood publicist director of Benton & Bowles, is at Palm Springs, Calif., recuperating from the effects of a recent illness.

JOHN F. KELSEY has joined the announcing staff of WOSH, Portland, Me., replacing John M. Cooper, who has become radio news editor of Boston Evening Transcript, broadcasting on WZBC-WBBA. Bob Spence, manager of WZBC, is said to have given Kelsey the job.

AUDRE LIPSCOMB has joined the typing staff of KFAM, Amarillo, Tex., to assist David Clark, recently named production manager of the station.

DON WILSON, Hollywood announc- er, has been assigned to the General Foods NBC Afflechi Family serial during its emagination from the West Coast. Felix Mills has been appointed musical director.

SYDNEY MORD of the engineering staff of WSHC, Portland, Me., who sailed for Europe on a vacation cruise before the outbreak of war, is still awaiting return passage to America whenever sailing schedules permit.

WILLIAM CORNELL has been appointed assistant engineer for remote pickups for WSHC, Washington, and MBS, assisting Richard Jeffus.

As a new system of gridiron markings designed to assist spectators, the press and radio reporters in following the exact position of the football on the field has been adopted by nine universities. The system was developed by Les Quayle, in charge of the staff of 102 sports announcers for N. W. Ayer & Son.

Used for the first time at Syracuse, it consists of large white diamonds on the 20-yard lines, white crosses on the 40-yard strips and a circle in the middle of the field. All symbols are placed midway between sideline stripes and stenciled with the same material used in lining the gridiron. Also to increase visibility for those in the stands, large numerals are stenciled on the ground in white at the ends of each 10 yard stripe.

Colleges that have followed Quayle’s suggestion and introduced the new type of marking are Syracuse, Lawrence, Temple, Florida, Colgate, Furman, Carnegie, Princeton and Duke. Other institutions have indicated that the system will be installed before the end of the present football season.

NEW GRID MARKING

Quality Plan Aids Reporters and Spectators

A New system of gridiron markings designed to assist spectators, the press and radio reporters in following the exact position of the football on the field has been adopted by nine universities. The system was developed by Les Quayle, in charge of the staff of 102 sports announcers for N. W. Ayer & Son.

Used for the first time at Syracuse, it consists of large white diamonds on the 20-yard lines, white crosses on the 40-yard strips and a circle in the middle of the field. All symbols are placed midway between sideline stripes and stenciled with the same material used in lining the gridiron. Also to increase visibility for those in the stands, large numerals are stenciled on the ground in white at the ends of each 10 yard stripe.

Colleges that have followed Quayle’s suggestion and introduced the new type of marking are Syracuse, Lawrence, Temple, Florida, Colgate, Furman, Carnegie, Princeton and Duke. Other institutions have indicated that the system will be installed before the end of the present football season.

GILLETTE Safety Razor Co., Boston, will sponsor on WHN, New York, National Hockey League games broadcast under the schedule of the National Hockey League games played at Madison Square Garden this winter. Executive Editor WHN sales division will describe the games, which start at 9:30 p.m. Agency is Macom Inc., New York.
Fast, adequate, complete, impartial news reporting is only one reason for WLW'S immense audience influence—only one reason why today more advertisers are buying more time on WLW than ever before.

Such news commentators as Peter Grant, Michael Hinn, Harvey Miller, Paul Allison, and Gordon Shaw have built and are building outstanding reputations throughout WLW land.
5-kilowatt RCA transmitters installed in college and university radio stations

When professors of electrical engineering and their associates choose a 5-kilowatt transmitter for their university, IT'S GOT TO BE GOOD!

RCA is pleased to announce the selection of its famous air-cooled 5-D and 5-DX broadcast transmitters by the following universities:

5-D . . WLB  University of Minnesota, Minneapolis, Minn.
5-D . . WILL University of Illinois, Urbana, Illinois
5-D . . WTAQ St. Norbert's College, West de Pere, Wis.
5-DX. WOI Iowa State College, Ames, Iowa

When you select a 5-kilowatt transmitter, we believe you will find that a careful study of costs and performance will cause you to agree with the authorities in these colleges. You, too, will rank the 5-D and the 5-DX at the head of the class.

3 REASONS WHY YOUR REQUIREMENTS WILL BE SATISFIED, TOO

1. COMPLETELY AIR-COOLED — Use of new RCA air-cooled tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

2. POWER COSTS CUT NEARLY IN HALF — Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

3. LOW AUDIO DISTORTION — Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier noise level. Feedback is stable. No critical settings.

Use RCA tubes in your station... for reliable performance