They're all excited about that new book just published by WOR. It's called "Hand to Mouth"—the most complete, impartial, timely study of Food and Radio ever offered by any station anywhere. Ask for your copy today. Our address is 1440 Broadway, in New York.
Each year, since 1930, WLS has published a booklet about the station — its personnel, activities, etc. Entitled the "Family Album," the booklet is made available to listeners at 50c, and an average of 43,000 copies are so distributed each year — 426,000 of them in 10 years.

This, we think, is a further indication of the consistent interest and loyalty listeners have for WLS and its people. It illustrates in part, too, an interest that is reflected in the response advertisers get from their broadcasts on WLS.

The 1940 Album is now ready for distribution. Already there is evidence listeners are waiting for it with as great enthusiasm as ever. They listen to WLS — and they act!

THE PRAIRIE FARMER STATION
Burridge D. Butler, President  (Chicago)  Glenn Snyder, Manager

N. B.—To advertisers, agencies and our friends in the industry, we'll be glad to send copies of the 1940 Album, with our compliments. Just write WLS, Chicago — or ask any John Blair man.
COMPLETE coverage of New England in one night is NOT a Christmas legend. Advertisers using the Yankee Network do it every night!

Your sales message can be a guest in thousands of New England homes in all of the 18 important trading areas that make up the complete six-states market—the market where total accountable income is $568 per capita, or 18.6% higher than the national average. It will be a welcome guest in these homes because of loyal listenership to the Yankee Network’s 18 local stations.

It is this kind of acceptance—this kind of coverage that builds sales volume. These advantages are obtainable only thru the Yankee Network.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
WWJ and Austin Grant Have Created a New "Spot" in DETROIT

Here's news as Detroiters like it—with Austin Grant at the microphone of WWJ. It's a new "spot" newscast, 1:50 to 2 P.M., Monday through Friday, over the favorite station in America's Fourth City. But the voice of Austin Grant is not new to Detroiters. He has been bringing them the "late flashes" every weekday morning for months, under the sponsorship of Thom McAn shoes. Some idea of his popularity on this early morning newscast, 7:45 to 8 A.M., may be gained from the following:

In October, this year, the Hooper-Holmes Bureau made a survey of the 7:45 to 8 A.M. audience in Detroit. This survey showed 56.8% of all those listening were tuned to WWJ and Austin Grant! That's 13.6% more than were listening to the other five local stations combined!

This new 1:50 to 2 P.M. Grant newscast is now available for sponsorship. With news broadcasts as well listened to as they are these days this program offers advertisers one of the most desirable "spots" available in the great Detroit market. Wire or phone for details immediately!

Now Available for Sponsorship

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta
RIP OFF THE MASK!

and find *triple* proof of what a low-cost radio program did for its sponsor in six months…
THE POWER OF RADIO... unmasked!

ACTUAL STORE INVENTORIES show an 88.0% increase in sales due to Radio—and Radio alone!

EVERY obscuring detail was ripped away. The program was put through the stiffest cross-examination research could devise. The client asked for it; wanted to measure exactly the sales impact of his CBS program apart from all his other sales efforts. It took everything in the research book to do it: actual store inventories, home inventories, personal interviews and coincidental telephone calls. All these were used by Crossley, Inc. And this is how they did it:

SLEUTHING at the counter! The biggest and toughest job was an exact measurement of the impact of this program at the dealer’s counter. The client made it possible by choosing, for Crossley, two major markets in which all his sales factors were exactly comparable except for radio; his program was heard in one market, not in the other. Here’s how perfect a pair of marketing research scales the client picked:

<table>
<thead>
<tr>
<th>MARKET A</th>
<th>MARKET B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>149,900</td>
</tr>
<tr>
<td>Retail Sales*</td>
<td>$15,928,000</td>
</tr>
<tr>
<td>Retail Outlets*</td>
<td>506</td>
</tr>
</tbody>
</table>
*In this sponsor’s field.

And remember: all sales and advertising efforts of the sponsor were identical in both markets except for radio. CBS alone made the difference! Crossley measured this difference by taking actual store inventories on the sponsor’s product week after week, for a full month. In exactly the same type of stores in both cities. In enough stores to be representative of all the stores in both cities. And this is what Crossley found:

188 UNITS OF SALE PER WEEK IN AVERAGE STORES IN RADIO MARKET

100 UNITS OF SALE PER WEEK IN NON-RADIO MARKET

For every 100 units of sales in average stores in the non-radio market, Crossley found average stores in the radio market selling 188 units. An increase of 88.0% due to CBS!

CBS alone made the difference!
Among Listeners Only
Sales are 81.5% higher than the nearest competitor’s
(but only 6.5% higher among non-listeners)

Double Check: Moving in from total markets
(where they found an 88.0% sales increase
created by radio) Crossley’s investigators
then checked the use of the product in the
radio market alone; among families known
to have heard the program, and families
who never heard it. They found these families
by coincidental telephone calls and
by personal interviews: two test groups
comparable in every way except for
listening to this program. And for their use of
the sponsor’s product! When Crossley
inventoried the pantry of each family they
unmasked this striking competitive situation—due to radio alone.

(See chart, right)

Among Regular Listeners Only
Sales are 235.7% higher than the nearest competitor’s
(and 59.3% higher among occasional listeners)

Triple Check: During the personal interviews,
each “listening” family told Crossley whether
it heard the program regularly or occasionally. The use of the sponsor’s product was
then checked in these two groups of families
—exactly comparable in every way except for
listening regularly or occasionally. The chart
on left shows what Crossley found.
THE MASK IS OFF...

It’s seldom that an advertising medium is subject to the triple cross-examination reported on the preceding pages. Not often is every obscuring detail ripped so completely away. But radio, as you see, didn’t mind at all. And now that all the facts are in, there’s only this to add:

The entire ambitious study was focussed on a CBS program on the air only six months prior to the tests.

At no time did this program “rate” more than an average-sized audience for its type of show.

And its talent cost was below average.

The results of this program were average, too... for radio. There’s nothing unique in this CBS “success-story” except for the care with which the power of a program was isolated and measured for its sponsor. The results were there whether “measured” or not. And the results continue, for the sponsor is still with us on the air.

Who is the sponsor? Sorry, but he asked us not to tell. You know how clients are. When they hit on as successful a sales strategy as this, they’re not prone to shout about it. So, while we’ve cheerfully unmasked, in every detail, radio’s full sales-impact we’ve promised not to unmask our sponsor.

The Columbia Broadcasting System

485 MADISON AVENUE • NEW YORK CITY
WHAS reaches one of the largest audiences in the Middle West because it broadcasts with the maximum power (50,000 watts) on a wave-length (820 kilocycles) which insures clear reception. Within the primary area served by WHAS there are 5,039,828 people who spent, last year, a total of $1,296,831,000 in retail outlets. Sell YOUR product to the buyers of this territory through the station whose signal permeates the market with the greatest power and clarity . . .

WHAS
BASIC CBS OUTLET
REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY
Owned and Operated by The Courier-Journal and The Louisville Times
THE following inscription from Herodotus is carved on the New York Post Office: “NEITHER SNOW, NOR RAIN, NOR HEAT, NOR GLOOM OF NIGHT, STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS.”

This might well be the motto of the Hooper-Holmes full-time inspectors, for our clients have learned that regardless of conditions, this Bureau delivers its full quota of reports on the day they are promised.

On the very day we recently started a survey in Wisconsin the newspapers carried the story of an unexpected blizzard with drifts 10 to 15 feet deep. In part of the state 107 inches of snow fell—breaking all records. But, we delivered to our client his full quota of reports.

About the same time one of our men wired from Utah that about 30% of the homes in one county he was assigned were quarantined for Mumps, Chicken Pox and Whooping Cough. But again we did not disappoint our client.

And, from northern Georgia another man reported that he had to be hauled out of ditches twice in one day. Heavy rain had complicated the job.

Hooper-Holmes keeps all promises of completion of field research surveys because our men are constantly getting information as a matter of routine and are always available.

Address all inquiries to Market Research Division, Chester E. Haring, Director.
"COME ON IN, MY FRIENDS, AND TEST THIS NEWEST SOUND THAT'S FAR THE BEST"

ORTHACOUSTIC

gives transcribed programs that Live Talent Touch!

"I can truthfully say that I have never heard a transcription with any better quality than the new Thesaurus transcriptions"

That's the way Merle Tucker, Manager of KSAL, Salina, Kansas, described the new RCA-NBC Orthacoustic Transcriptions recently sent to NBC Thesaurus subscribers. His is just one of the many enthusiastic letters we've received.

And you'll agree with Mr. Tucker when you hear these new Orthacoustic Transcriptions compared with the ordinary type. For they give every transcribed program a new "lift." Words sparkle with life. Music takes on new warmth and color. Programs really live!

Orthacoustic Transcriptions literally sound like live broadcasts. Distortion is reduced—background noise eliminated.

You can give your recorded programs that Live Talent Touch by communicating with us today. We promise you—when you hear these Orthacoustics you'll think you're right in the broadcast studio!

The New RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS — the truest recorded sound you've ever heard!

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

What Other Users Think of New RCA-NBC Orthacoustic Transcriptions

"as good as local studio pickup"
"complete absence of surface noise"
"clarity exceptionally good"
"a distinct improvement in quality"
"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"
"absolutely no distortion"
"considerably above anything we have ever heard before"
"the new type of recording is a decided improvement"
"the NBC ORTHACOUSTIC Transcriptions are everything you promised"
"the quality is so far superior... we are anxious to receive enough of them so we can use nothing but ORTHACOUSTIC"
"improved quality and better performance"
"have met with very fine approval from our listeners"
WHERE SOAP SELLERS CLEAN UP

$24,000,000 EVERY YEAR

Talk about cleaning up! Soap sales alone take $24,000,000 annually from the gold mine that surrounds WJR in Detroit and WGAR in Cleveland. Within this free spending market, housewives buy more than twenty-nine million pounds of toilet soaps, more than one hundred eighty million pounds of laundry soaps (including chips and flakes) ... a greater total than any single state except New York. Our annual grocery bill runs nearly three quarters of a billion, our drug stores ring up a hundred million dollars, our motorcar registrations exceed the combined total of the nation's three largest cities. Yes, it's a great market ... and with two great radio stations to help sell your wares, here's your chance to clean up too!

THE GREAT STATIONS

OF THE GREAT LAKES

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland
AFM Strike Threat Before Justice Dept.

IRNA Chairman Confers With U. S. Attorneys Following Collapse of Negotiations; Union Withdraws Proposal

WITH THE collapse of negotiations between Independent Radio Network Affiliates and the American Federation of Musicians, for a new contract to replace the present two-year pact expiring next Jan. 17, Samuel R. Rosenbaum, chairman of IRNA, conferred Nov. 29 with Department of Justice officials informally regarding the labor situation.

Inspired by the recent statement of Assistant Attorney General Thurman Arnold in charge of the Department’s anti-trust division, regarding illegal labor practices, Mr. Rosenbaum outlined to the Department the factors involved in radio’s enforced employment of musicians.

At the Conference

Following the conference, Mr. Rosenbaum said: “By reason of the many inquiries received from stations regarding the effect of the Arnold letter on the current AFM-IRNA situation, a conference took place Nov. 29, between Samuel R. Rosenbaum, chairman of IRNA, and members of Thurman Arnold’s staff in the Department of Justice. No effort was made to bring the Department into the situation, but merely to learn what its attitude might be, in the event the industry and AFM do not arrive at a satisfactory understanding. As expected, the Department declined at this time to express any views in advance of a specific case being brought before it.

It was learned Mr. Rosenbaum conferred with Fowler Hamilton, head of the Complaint Section of the Department’s anti-trust division, Robert M. Cooper, Government attorney who recently joined the FCC from the Department’s anti-trust division, also participated, but purely in his capacity as special assistant Attorney General in charge of radio and communications matters, and not for the FCC. The whole matter will be placed before Mr. Arnold upon his return to Washington the week of Dec. 4.

It was assumed emphasis was placed upon Mr. Arnold’s observation, in connection with pending action against building trades unions, that unreasonable restraints “designed to compel the hiring of union labor or any labor” are contrary to law. This has been the crux of the broadcasters’ argument against hiring fixed quotas of musicians.

Negotiations between the IRNA executive committee and the international executive board of AFM, canceled an advisory conference, following a conference at which the AFM withdrew its proposal submitted Nov. 2 [BROADCASTING, Nov. 15] and left the next move up to the broadcasters. The IRNA committee then notified all affiliates that their failure to contribute either data or finances, combined with a flood of criticism at any renewal of a national agreement even on the present terms, had caused the committee to withdraw from the scene, returning the problem to individual affiliates for solution.

Pointing out that a new proposal is submitted to the AFM and approved by that body before Jan. 17, there will be no network musical programs after that date, the committee concluded its letter by stating that its services are still available if the affiliates wish them, so long as their resources are limited as only 80 stations have paid the dues voted at the Chicago convention.

Mr. Rosenbaum, following the futile conferences, told BROADCASTING on Nov. 27 that since many of the affiliates had said IRNA should not commit any station to any contract with the AFM, even under present terms, and since the AFM informed them that the networks should take over the job, the committee was stepping out “now that the stations have what they want—a withdrawal of the AFM offer.” To stations who ask what to do next, he said, he is replying “Consult your favorite network.”

Negotiations between the musicians’ union and the networks over a new contract for key stations have also reached an impasse, although the door was left open for further talks. At a meeting on Nov. 22 between Mark Woods, NBC vice-president, Lawrence Lowman, CBS vice-president, and the AFM board, the network executives told the union they were willing to continue their present contracts if certain abuses were corrected, but that they would not assume the additional burden asked by the AFM ($60,000 additional per year for employment of musicians at each key station) and put unneeded men on their payrolls merely to help the union solve its own unemployment problem.

IRNA Asks Autonomy

The musicians refused to give way at all on this fundamental issue of increased employment, despite reminders from the broadcasters that the union had done little to force similar absorption of musicians by the motion picture industry, which through the introduction of sound pictures threw countless theatre orchestras out of work, whereas radio, a new industry, had created a new field of employment for AFM members.

Aside from this, the networks’ main point of insistence was that the union make some adjustment between the autonomies of its national and local bodies. After signing the national agreement, they said, they found themselves bound not only by its provisions but also by the added restrictions of the local union in each city where key stations are located.

Breakoff of the IRNA-AFM conferences came only after two lengthy sessions (Nov. 20 and 22) had failed to disclose any common ground on which discussions could be based. On Nov. 17 the IRNA board met alone and with network representatives to discuss the answer to be given to the AFM demands (an additional $1,500,000 per year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates). Present at this meeting were: Mr. Rosenbaum; H. K. Carpenter, WHK; Ed. Crayne, KGV; Walter Damm, WTMJ; Mark Ethridge, WHAS; I. R. Louemberry, WGR-WKBW; Paul W. Morency, WTIC; Gene O’Fallon, KEFL; and John Shepard 3rd, Yankee Network, for IRNA; Lenox R. Lohr and Mark Woods, NBC; Edward Klauber, Lawrence Lowman and Joseph Ream for CBS and Theodore Streibert for MBS; with J. L. Miller, NAB, as observer.

At the Nov. meeting the AFM international board, the IRNA committee replied to the

Dozen Regional Stations Given Power Boosts to 5,000 Watts

IN A SUDDEN burst of speed, the FCC Nov. 27 granted a dozen regional stations increases in power to 5,000 watts fulltime. In accordance with the new classification of stations which became effective Aug. 1, 5,000 watts fulltime.

Five stations on 1380 kc. were increased horizontally, along with two on 630 kc., plus individual increases on other channels. Stations granted construction permits for the 5 kc., night power are:

WMAJ, Washington (new operating with 500 watts day, 250 watts night); WSPD, Toledo; KLZ, Denver; WIP, Philadelphia; WPDR, Providence; WTAQ, Green Bay; KSJJ, Sioux City, Ia.; KBG, San Diego; WDR, Hartford; WSAI, Cincinnati. Granted license modifications for the night, fulltime were KFPY, Spokane, and KGIR, Butte.

In addition the FCC authorized KFDM, Beaumont, Tex., operating on 550 kc., to increase its night power from 500 watts to 1,000 watts. KHFF, Chico, Cal., was authorized to increase its power from 250 watts to 500 watts, in 1,000 watts. KRKD, Los Angeles, was authorized to increase night power from 500 to 1,000 watts. KGFL, Roswell, N. M., was authorized to use fulltime in lieu of specified hours on 1200 kc. with 100 watts. Authorized Nov. 20 to increase night power to 250 watts were WHMA, Anniston, Ala.; WGIL, Galesburg, Ill.; WNBX, KTRI, Sioux City, Ia.; KDRO, Sedalia, Mo.; WCOX, Columbus, S. C.; KTSM-WDAH, El Paso, Tex. On Nov. 27 the same grants were made to KGBV, Great Bend, Kan.; WHUW, Cookeville, Tenn.; WHKY, Hickory, N. C.
DOLLAR-GRABBERS, who apparently never heard of the "killing the goose" legend, are snapping at the broadcasting industry's heels. The musicians, with a grandiose gesture, have called off all bets with IRNA and threaten a strike of network musicians Jan. 17. RCA-Victor wants an average of $167 monthly from stations to perform its records, effective Dec. 1, in a move of doubtful judgment. ASCAP renewals are just around the corner, with its heartmen using "you guess" technique. And the line continues to grow.

If ever teamwork— and headwork— were needed, it is now. Instead, we find IRNA itself in a state of virtual collapse, backed only by some 80 of the 350 affiliates. Many broadcasters who apparently have forgotten the musicians' strike of two years ago, are ho-humming. Feeling about Broadcast Music Inc., which the industry only a short-time ago adopted as the solution of the ASCAP problem, appears none too enthusiastic.

All of the problems are immediate. This is no time to sit back and let George do it. The IRNA George's— Rosenbaum, Ethridge, Moroney, Norton, et al—apparently are pretty well fed up and justifiably so. The attitude that the musicians' problem is purely a network affair is foolish. Although the AFM threats, both actual and implied, may be illegal, particularly in the light of the recent labor investigations of Assistant Attorney General Thurman Arnold, it takes time to litigate.

Jan. 17 isn't far off. There are such things as secondary boycotts, sympathy strikes, which have been used in other industries.

We know, along with practically all broadcasters that the current musicians' contract has been a miserable flop. We believe it was procured under duress, resembling ASCAP tactics, and that there is no justification, legal, technological or otherwise, for it. We believe it is a perfect example of what Assistant Attorney General Arnold classified as unlawful union activity—an unreasonable restraint "designed to compel the hiring of useless and unnecessary labor". We think there should be legal action.

But the remedy can't be supplied by lethargy. If the industry is willing to face a strike, then the industry should get together and decide that point. The networks and the affiliates must act cooperatively. The independents must be considered, lest they be affected by efforts against performance of transcriptions and recordings.

Two years ago, when IRNA was formed because the old NAB was innocuous, it did the best job it could on the musicians' situation. A strike was averted. Now the same issue arises, except that IRNA appears practically non-existent. The networks, rather than face such a crisis, can be expected to negotiate on their own. Unless the affiliates take a position, through an authorized group, they may find themselves on the short end. And we again will hear the plaint of having been "sold down the river".

The phonograph record plight of independents is almost equally as important at the moment. We feel RCA-Victor, despite the extenuating circumstances it claims, is unwise, to say the least, in its insistence upon collection of royalties at this stage, when its rights have not been established and litigation is still pending. Its proposed round fees, should the courts finally resolve against it, does not ameliorate the situation. It admits the rates proposed are "experimental", but once they are paid, the die is cast and a precedent is established. Moreover, it is futile to expect radio's ill-fed one-third, who are most dependent upon records, to pay to a single recording company such fees as proposed.

Under the circumstances, the discreet move for stations is to abstain from performing Victor and Bluebird records until the rights on all sides are finally established. RCA, we believe, is moving prematurely. The generous move would have been for it, along with other record manufacturers and the performing artists, to declare a moratorium until there is a final court adjudication.

In appraising the overall situation we find that radio history marches on—but in the same groove. The opposition is scoring runs on the industry's errors of commission, errors growing out of an unwillingness to work out their problems until they become crises.

union's demands by pointing out the shortcomings of the present agreement and suggesting that since it would be impossible for the stations to comply with the union's new demands the drawing of new contracts be made a local rather than a national matter, with the terms of each new contract to be worked out between individual broadcasters and local unions.

Only a Sideline

Major objections to the present agreement were that it had failed either to improve the local program structure and produce more saleable programs or greatly to relieve unemployment among musicians as the union had argued before its adoption in 1937. "Only in rare and exceptional cases," IRNA stated, "have any stations succeeded in selling to local advertisers any programs produced by local staff musicians. In many cases the quality of the music was judged by the average listener to be so dull that the stations would have preferred to pay the money and not have the men play, and in some instances where this is actually being done]. . . . The stated object of the plan, to relieve unemployment, has in many localities been defeated by the fact that the men your locals have compelled the stations to employ were not men who were unemployed, but they were engaged in other occupations simultaneously with following music as a sideline."

When the proposal to allow the contracts to be drawn locally had been unanimously rejected by the AFM board, the IRNA committee said that support of the affiliate stations to a new national plan could be gained only if the union would be willing to alter its present causes of discontent and listed 15 suggested corrections as typical.

Suggestions included a minimum length of five years for the contract, an arbitration clause, a means of recalling certain stations from expenditures far in excess of their requirements, and a number of corrections in the "arbitrary demands" of the local unions. Only if the AFM was willing to discuss these shortcomings in the present contract, said IRNA, would it be willing to go to the stations again as it did in 1937 and attempt to effect a renewal of the national plan.

Time to Study

AFM asked for time to consider these proposals and the meeting adjourned until Nov. 23. Present were: Messrs. Rosenbaum, Ethridge, Shepard and George W. Norton Jr., WAVE, for IRNA; Wood, Lowman, Streibert and Julius Seebach, MBS, for the networks, and J. L. Miller for NAB.

On the 23rd the AFM delivered its answer. That IRNA's complaints "are not based on facts and are in reality forced misrepresentations and arguments against the agreement, all for the purpose of preventing a renewal of same under conditions to which the AFM will agree. Consequently the AFM here by withdraws the proposal submitted on Nov. 2 to IRNA."

"If IRNA or any other organization of radio affiliates desire the services of members of AFM after the expiration of the present agreement," the AFM statement continued, "it is necessary that they make to the AFM proposals under which they will employ their members. If such proposals are satisfactory to AFM, mem bers will continue to render service—otherwise not. In the event that no such proposals are made by IRNA or other organization of broadcasters the AFM will assume that they no longer desire the services of its members."

Letter to Affiliate

Following receipt of the answer of the AFM, AFM President, at the Nov. 23 meeting, attended only by Chairman Rosenbaum and Miller, the IRNA Committee wrote to affiliates the following letter:

"Nov. 1, 1939, the IRNA Executive Committee met in New York and decided at a meeting of courtesy to comply with a suggestion from AFM to defer regarding the expiration, on Jan. 17, 1940, of the 1937 Plan of Settlement."

"Now the IRNA Executive Committee met with the International Executive Board of AFM, President Weber of AFM notified IRNA that."

(Continued on page 76)
Investigation Division Sought
By the FCC if Funds Permit

CREATION of a new Investigation Division within the FCC, which would report on the qualification of new station applicants as well as inquire into operations of existing stations, has been postulated by the FCC if it procures increased appropriations for the 1940-1941 fiscal year.

Projected in budgetary estimates given the Budget Bureau, it is understood the new division would operate initially from Washington headquarters but would eventually decentralize with trained investigators assigned to each of the 26 field offices of the Commission.

An appropriation of the magnitude of $50,000, believed sufficient to retain a dozen or 16 expert investigators, is said to be contemplated.

Seeks Trained Men

Now forced to rely upon sworn statements of applicants and licensees, the FCC feels it should procure first-hand information from the field. Except for a branch accounting office in New York, all of the FCC field offices are manned by engineers, who are relied upon for reports on all phases of station operations. Because their functions are primarily technical, such as ship radio inspections, monitoring of station operations and handling of operators’ examinations, it is felt that new trained investigators or accountants should be assigned for the general field investigations.

Possibly the FCC has in mind retention of trained investigators possibly ex-operatives of the Federal Bureau of Investigation.

Now it is stated that, if the FCC should receive appropriations for the FCC over the $1,830,000 fund now available is understood to keynote the FCC annual report to Congress which has just been submitted to the Government Printing Office. It will be transmitted to Congress when it convenes in early January. An appropriation of some $3,000,000 is being sought, so that the President’s economy drive is expected to frustrate the effort.

Modernization of technical monitoring equipment and expansion of its regulatory activities both in broadcasting and in the telephone field are reported as the primary reasons. Improvement of monitoring equipment is stressed, particularly in the light of national defense and neutrality requirements.

The FCC is setting for appropriations to provide it with a number of modern mobile monitoring units, capable of checking shortwave operations in this regard.

Since the outbreak of the war and the efforts exerted for strict maintenance of neutrality, functions of the FCC have been materially increased, particularly those of a national defense character.

The FCC also has proposed establishment of additional field offices in Atlanta, St. Louis, and San Francisco to include accountants and lawyers, primarily for telephone activity.

The proposed Investigation Division, which presumably would report to the FCC rather than to any existing departments, would operate in behalf of all FCC functions, including broadcasting, telephone and telegraph, though its primary duties would be in the broadcasting field. The innovation, it is felt, would work hand in hand with the recently instituted intervention policy, differing from past practices in that the Commission itself would seek to develop adverse matter rather than depend upon intervenor testimony to produce it.
Patt’s Plan to Replace Serials
Given Wide Industry Support

Worried by Steady Increase in Strips, WGAR Head Fosters Trend Toward
Musical Programs

A PLEA to stations to encourage a change in the daytime commercial trend from the continued serial strip to musical programs, variety and advertising, was made by John F. Patt, vice-president and general manager of WGAR, Cleveland, who has won a reputation for leading broadcasters.

N O T I N G the steady increase in network script commercials, usually contiguous, Mr. Patt on Nov. 20 addressed a number of CBS affiliates about their coming cooperation in the effort to encourage greater program diversification during the daytime, lest the reaction become serious. He declared that this year both CBS and NBC have more than 15 daytime hours per week of continued talking.

Pointing out that in recent weeks two daytime accounts have seen fit to put on musical programs (Lanny Ross for Franco-American, Spigetti and Smillin Ed McConnell for Purity Bakeries), Mr. Patt said he believed it would be to the interest of the industry to see a greater percentage of daytime advertisers shifted from the serials. He pointed out such programs need not be expensive.

Receives Approval

At WGAR Mr. Patt has adopted the practice of calling attention to daytime musical programs with more than the usual number of announcements and getting behind them with live music directing and publicity efforts. Broadcasters who promptly replied to his suggestion indicated they would follow similar actions.

Dr. Leon Levy, president of WCAU, Philadelphia, in replying to Mr. Patt’s suggestion, gave it his unqualified support. Even prior to receipt of the letter, he said he had decided to make announcements on the air about the American Spaghetti program for the same reason. He pointed out that the Lanny Ross program has a high rating compared with the daytime strips and said that anything stations can do to increase such ratings will act as a “further stimulus to the increasing of more of this type of business.”

L. B. Wilson, president and general manager of WCKY, Cincinnati, advised Mr. Patt he thought the point was well taken and that he was adopting it at once.

I. R. Lounsberry, executive vice-president of WKBY-WGR, Buffalo, expressed over-all approval, asserting that the combining of serials into other types of serial stories tends to exclude a percentage of the audience even though listeners who follow such series do it in rather large numbers and very faithfully. He predicted a swing from this type of programming in the near future.

Mr. Smith suggested networks set maximum limits for handling of script programs which would regulate their frequency in a day’s broadcasting. Such a policy, he predicted, in the long run would not only protect the legitimate, but the broadcasting as well.

Merle S. Jones, general manager of WIX, St. Louis, said it was very easy to see several advertisers take advantage of the lack of musical programs during daytime hours and that he was exerting his best efforts locally “to correct this situation.”

Richard A. Borel, general manager of WBNS, Columbus, advised Mr. Patt his suggestion “echoes our sentiments perfectly and we fully have started to do something about it.”

Peoria Court Holds Musico Not Violative of Lottery Laws

WMBD Is Ordered to Carry Out Kroger Contract; ‘Pot of Gold’ Passes Post Office Scrutiny

A DECREE holding that MUSICO, radio prize contest program sponsored over WGN, Chicago, and WMBD, Peoria, does not violate state or federal lottery laws, was handed down Nov. 22 by Federal Judge Joseph E. Daily, of Peoria, in a test case brought by Clef Inc., owner of the program, against WMBD.

Regarded as a ruling which gives a green light to prize contest programs, the opinion also carried with it a mandate against WMBD for specific performance of its contract with H. W. Karter & Sons, agency placing the account, to carry the program for Kroger Grocery & Baking Co. The Chicago program over WGN, sponsored by National Tea Co., was not directly involved.

The decree was made even stronger by the court, Nov. 29, when it added a provision that MUSICO does not involve any consideration, directly or indirectly, from any participant and that the game is one of “skill and not a game of chance.” Counsel for Clef Inc. had petitioned the court for this elucidation.

Postal Ruling

Meanwhile, it was learned that, while numerous complaints have been received in Washington on the Tums-sponsored Pot of Gold program on NBC, informal ruling already has been made that it does not violate the lottery statutes.

The Post Office Department advised the postmaster in St. Louis recently, it was learned, that newspapers carrying advertising on this program, which has been under attack as a state insurance of the first class, was regarded as tantamount to a clean bill of health.

Complaints received at the FCC and Bureau of the Treasury, however, that the Tums program have not been pursued, apparently on the theory that no law violation is involved.

May Bring Reactions

While the Peoria court’s ruling appears to clear the way for the MUSICO program, in other areas (Clef Inc. revealed its intention of promoting the program nationally), the opinion nevertheless was one that might bring repercussions in another way. The court in its ruling, instructed WMBD to specifically perform its contract with Clef Inc., its agency, and with the particular advertiser, Kroger Grocery, “in the manner as provided by contract between said parties.” This was viewed by legal circles as a possible dangerous precedent in that other advertisers whose programs might be cancelled by statute, could be in the interest could procure similar legal redress.

At the Post Office Department it was learned that the first ruling on this test idea is developing many imitators, based on inquiries it has received, particularly from met. He said WHAS is doing all it can in the intervening time left to change the character of its daytime program.

H. E. Fellows, general manager of WEIE, CBS, operated Boston outlet, stated Mr. Patt he thought his plan was a worthy one and that WEIE is continually attempting to break with programs to partially balance the daytime schedule.

“When a musical feature is sold during the daytime,” he added, “we give it everything we have.”

C. T. Lucy, general manager of WRVA, Norfolk, Va., asserted that a few years ago his station had advised CBS it would not accept more than two serials in a row consisting that the third quarter-hour should be devoted to music or another type of entertainment other than serials. The policy eventually was rescinded, he declared, but he expressed the view that the present program from the program balance standpoint.

He said WRVA will consider carefully the suggestion and attempt to build up “such musical programs as we have between the serials.”

D. H. Willard, Jr., general manager of WJSV, Washington CBS-owned outlet, said he felt almost the same way about CBS programming has expressed concern over the number of daytime serials. He pointed out that the situation was bad while network representatives put the blame on local agencies. Agencies, he reported, contend that the serials are the best pullers and the consequent way in which they do the best job of selling, that type of program would be continued.

“I am sure that the radio should do something to maintain a better program balance,” Mr. Willard said. “But station owners are interested in protecting listeners. All others will take advantage of radio, if they can.”

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Magazine Spots

HOUSEHOLD MAGAZINE, Topeka, Kan., is using a varying number of spot announcements and daily 15-minute programs on KJH KLZ KS WRZ WDVZ KYF KFKE KMNK WZK WGDY KGPF KITE KWTO KFEG KGLH KRMJ KFAB KDJ KFMD WDAY KOMA KVOO WNAH WDBJ KSOO KGGQ WQDM WRVA WWY WWTO WSHL XEAW. Presba, Fellers & Preba, Chicago, handles the account.

Bristol-Myers News

BRISTOL-MYERS Co., New York, on Dec. 1 starts a 300-station, weekly news period in the interests of Sal Hepatica on WLW, Cincinnati, on WCAM, St. Louis, Saturdays and Sundays, 11-11:15 p.m. More news periods on other stations may be added later in January, according to Young & Rubican, New York.
New Net Claims All Major Markets

WMCA New York Key: 35 Hours a Week Already Sold

WHILE executives of the newly organized Transcontinental Broad- casting System continued to con- fer with station operators to com- plete a lineup of stations which it has announced will include "an outlet in every major city and reg- ional market", the company announced Jan. 1, 1940, preparations are under way for actual operation of the project.

Contrary to the report published in the last issue of BROADCASTING that WMCA was seeking to invoke exclusive contract provisions in connection with Texas State Net- work, headed by Elliott Roosevelt, who is also president of Transcon- tinental, it was learned that the two networks have made no "favored nation" clause in the MBS- TSN affiliation contract. Under its terms, said to remain in effect until Sept. 1, 1941, it was de- clared Texas State Network can- not give any other national network a better contract than that which it has with MBS.

Mr. Roosevelt, second son of the President, active in radio both as head of TSN and as manager of WGY, was elected president of TBS at a directors meeting Nov. 16, succeeding Mr. W. S. Adams, who became chairman of the board. Mr. Roosevelt on Nov. 28 was under- stood to have entered Cook Memori- al Hospital in Fort Worth for a brief rest.

Although Mr. Roosevelt had played a major role in the forma- tion of the new network he at first was not expected to remain in an active setup, and although he has as- sumed the title of president, it is understood Mr. Adams will con- tinue as active head, in charge of operations. Others involved are Wil- liam A. Porter, Washington At- torney, vice-president, and H. V. Brennen, owner of KQV and WJAS, Pittsburgh, treasurer.

While the full list of stations af- filiated with TBS will not be made public until the last hour, when the first was been completed, official announce- ment has been made of these ma- jor outlets: WMCA, New York; WABC, New York; WPAT, Chicago; KFWB, Hollywood; KYA, San Francisco; KQV, Pitts- burg; KXOK, St. Louis; KCMO, Kansas City; WMEX, Boston, WBCY, Minneapolis, and North Central Broadcasting Network, comprising stations in Northern Michigan, Wisconsin, Minnesota, North and South Dakota, and the 23-station Texas State Network. It was also reported that KSDK, Sioux City, WCBM, Baltimore, and KSAI, Sac- rata, Kan., had practically complet- ed negotiations.

Organization Setup

George Podeyn, New York man- ager for the Texas State Network, has been appointed general man-ager of TBS. As Mr. Adams is still general manager of TSN, and Mr. Roosevelt president of that re- gional chain, it was made clear that its operations may be merged with those of TBS, although no in- formation regarding such action could be obtained.

Mr. Podeyn's radio career began before the days of network as a salesman for WEF. Joining NBC together with that station when the first network was formed, he aid- ed in the organization of its Pa- cific network and organized a re- gional station there. When turning to New York, he headed the radio department of the George Betten Co. and went with that company in the merger that created BBDO. Before joining TSN, he was for several years with World Broadcasting System.

M. P. Wombold, for five years a member of NBC's Chicago program department, has been named as head of the TBS program unit. Roy H. Holmes, traffic manager for NBC for 11 years and recently in the same position for the WBS Gold Group, will manage traffic.

William Joycey, former head of the Chicago office of TSN, has been granted leave of absence to join TBS. While his position has not been announced, it is under- stood he will be in a liaison posi- tion in sales.

Orders Wires 16 Hours

Network's contract with the tele- phone company provides for 16 hours a day of network connec- tions, from 9 a. m. to 1 a. m., dur- ing which hours TBS proposes to render full program service, both commercial and sustaining, to its affiliates. Stations are asked to guarantee seven hours a day to the network: From 10 a. m. to noon, from 2 to 4 p. m., and from 7 to 9 p. m. The afternoon period is already con- tracted for by Blackett- Sample- Hummert for its clients' programs and two hours of the eve- ning time has likewise been secured by this agency, according to TBS executives. A report that the script shows making up the evening two hours would be spread over the three-hour period, with musical programs interspersed between the serial dramas in the interests of good programming, could not be confirmed.

A total of ten studios will be available for TBS programs, it was announced, several of them theatre studios accommodating audiences. All studio equipment was made by RCA from specifications drawn up by WMCA's engineering depart- ment. The network's offices, now being prepared, will occupy the 35th, 36th, and 37th floors of the General Electric Bldg., at 570 Lex- ington Ave., New York.

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Three Grants Put Year Total at 54

New Locals in Ashland, Wis., Dubuque, Vincennes, Ind.

The TOTAL number of new stations au- thorized for construction by the FCC during the 11 months since Jan. 1, 1938, reached 54 with the issuance of the construction permits for six more during the last fortnight. On Nov. 15 the Commission au- thorized the XDL in Dubuque, Iowa, on Nov. 21 it granted new locals in Vincennes, Ind. and Ashland, Wis.

On Nov. 30 the Commission an- nounced proposed findings approv- ing the granting of still another station, XCC, to be licensed to M. C. Reece, insure- ance man, and to operate with 100 watts night and 250 watts day on 1290 kc. Unless protested within 20 days, the proposed findings usu- ally are adopted as a matter of routine.

The Denver station will be li- censed to M. C. Cruger, Mr. who is the former manager of KLZ in the same city. It will operate with 100 watts night and 250 watts day on 1310 kc. Call letters to be XDL.

The new station in Ashland will be licensed to WMJS Inc., operator of WHH, which is controlled by William L. Johnson, of Escanaba, Mich., Michigan Liquor Co. Commission man- ager, and N. C. Russell, manager of WMJS. Also a member of the WMJS Inc. board is Rep. Frank E. Hook.

The station will be operated with 100 watts on 1370 kc. Mr. Ruddell will be manager and H. Johnson, assistant. Call letters will be WATW.

On Nov. 29 the Commission ad- vised that the application of Gateway Broadcasting Co., Louisville, seeking a new 500- watt outlet in that city on 800 kc. On Nov. 21 it denied the request of Yuba-Sutter Broadcasters, Maryville, Cal., for reopening of proceedings and adopted a final or- der denying its application for a new 250-watt station there on 1320 kc. On Nov. 23 it dismissed as in default an application of Seaboard Broadcasting Corp., seeking 100 watts night and 260 watts day on 1310 kc. for a new station in Savannah.

Probes Race Programs

FIRST direct move away from radio, by the Justice Department's drive to destroy racing news tipster services [see Page 82] was revealed last week when U. S. district attorney, announced in Chicago he has assigned three members of his Chicago radio staff in addition to the five stations have increased racing broadcasts since dissolution of Na- tionwide News Service. Mr. Camp- bell will be assisted with William Dempsey, FCC general counsel, whether the FCC feels race infor- mation is "in the best public inter- est".
RCA asks Station Recording Licenses

Goes Ahead With Plans Despite Pendency of Court Appeals

By BRUCE ROBERTSON

ALTHOUGH appeals to the lower court decision in the RCA-White- man case have been filed by the White- man, RCA and WNEW [BROADCASTING, Nov. 1] and are yet to be heard by the Federal Circuit Court of Appeals, RCA has taken ahead with its plan of licensing broadcasters to use its records on the air and on Nov. 24 notified all stations this plan will be put into effect on Dec. 1.

Stations using RCA records after this date without permission will be subject to damages, the letter states, adding that if the courts find that RCA has no right to stop the unauthorized use of these records it will refund to broadcasters taking out licenses all fees paid by them under the licenses.

NAB President Neville Miller, who had promised initial postponement from Dec. 2, has announced today that RCA’s right to award such licenses has been rejected.

“Afterward, he announced that every effort would be made to protect the rights of broadcasters in the situation. The NAB, however, found itself in a quandary in seeking counsel for information as to whether they should continue to broadcast RCA records.

RCA’s Letter to Broadcasters

RCA has filed a motion in the appellate court to have the WNEW appeal continued until the higher court rules that by its acceptance of an RCA license [BROADCASTING, Sept. 15] the station recognized RCA’s right to award such a license and that the question of these rights is now moot, or purely academic, as far as the NAB is concerned and therefore outside the province of the court. Stuart Sprague of the firm of Sprague & Sprague, New York attorneys appointed to handle WNEW’s appeal, will contest this motion when it is heard by the court on Dec. 4.

While RCA recognizes that the discontinuance of the station (and the NAB from the case will simplify the issues to be reviewed, it has been reported that the court’s motion is successful it will rule out the station only insofar as its appeal is concerned with those parts of the decree of Dec. 1, affecting the relationship of WNEW to RCA, but that it will leave in force any other part of the court’s decision.

Stations licensing RCA records before Dec. 1 will be notified of this decision in the case will not be invalidated but will only be subject to the lower court’s decision.

Pinch-hitter Liked

WHEN an audition was held recently at WSAI, Cincinnati, for officials of Len’s Stores, a dash of practicality was immediately available and Dick Ruppert, sales promotion manager of the station, was drafted in the pinch. So well did Ruppert do the job that not only did he win the show, but he also was awarded the nickname Bear, sold to the client, but Leo’s requested Ruppert’s services as the announcer and commented upon his ability.

Continental Test

CONTINENTAL BAKING Co., New York, during the week of Nov. 20 ran a special test campaign for the new jelly cake product, Rolle- tistone. RCA’s test manager for the test spots, with the announcement was received as a result of the order and that union executives assumed it was being complied with by all AFM members.

Mr. Smey and Place Join NAB’s Staff

Engineering and Legal Posts

Are Assigned by Miller

COMMISSIONER of the executive staff of the NAB was announced Nov. 24 by President Neville Miller with the appointment of Lynn Smeby, former chief engineer of WXYZ, as engineering director, and Russell P. Place, Boston attorney, to head the NAB’s legal department. Both appointments were effective Dec. 1.

Mr. Place, who is 42, succeeds Arthur F. Breeden, who for more than a year has served as NAB counsel. Mr. Bennett, however, is on retainer in connection with state litigation and other specialized matters.

Mr. Smeby fills a place not actively occupied since the reorga- nization of the NAB and President Miller’s appointment of others in July, 1938. Engineering matters have been handled by John V. L. Fox, Jr., consulting engineer, and his associate, R. M. Will- motte.

Mr. Smeby is a graduate of the University of Minnesota in 1928. Mr. Smey is a former radio amateur and is widely known in mid-western engineering circles. He is former chief engineer of WDGY, WRMH (now WTCN) and KSTP, all in Minneapolis-St. Paul. In 1935 he left KSTP to be- come technical supervisor for King- Tredwell Broadcasting Co. in Detroit, operator of WXYZ, Detroit, WOOD-WASH, Grand Rapids, and the Michigan network. In May, 1939, Mr. Smeby joined Interna- tional Telephone & Telegraph Co., and was assigned to Puerto Rico to renovate its station WRAQ at San Juan, install a coastal-harbor ra- diotelephone system and develop a police radio system for the Island.

He leaves this post to join NAB.

Xmas Tree Lights

RATLEY TRADING Co., New York (Christmas tree lights), has launched its marketing campaign for the 1939 Christmas season with a minor to medium-sized newspapers in selected markets. A full- page color advertisement has been placed in the Bulletin of the National Association of Broadcasters.

The campaign spotlights the new tree lights, and includes a feature story of the company’s history.

RCA’s Letter to Broadcasters

Full text of RCA’s letter to all broadcasters, which was signed by W. W. Early, manager of recording and record sales, follows:

Said licenses are part of a program to radio broadcast stations by our letters of August 5 and August 11, 1939, an appeal has been filed by the so-called “White Man” (RCA) and WNEW Broadcasting Co., Inc. and Paul Whiteman, in the United States District Court for the Southern District of New York.

In view of the above situation, and in order to provide the public with an indication of the license records produced by us may not be used for radio broadcast purposes on and after Dec. 1, 1939, except by licenses licensed and conditional and conditions as set forth in the form of license agreement which was sent to all stations under date of Aug. 11, 1939. Additional copies are available on request addressed to the RCA Manufacturing Corporation.

Stations using our records on and after Dec. 1, 1939, without our consent do so against their wishes, at their own risk, and in violation of the order entered by the Court in the above case.

Please advise, of course, that those stations who continue to use our records without our consent subject themselves to damages, and an accounting for the profit, resulting from such unauthorized use.

This is to advise that in the event it shall finally be held by the Courts that these licenses are authorized for use, and that certain purposes of phonograph records produced by us, will promptly refund to such stations as have taken our license, all license fees paid by them under such licenses.

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www.americanradiohistory.com
America Meets the Champion

Studebaker Sets Record for Decade as Stations Aid By Merchandising

By PAUL BRINES

WHEN the Studebaker Corp., South Bend, Ind., concluded its five-month campaign Nov. 10 of three-weekly quarter-hour WBS transmissions and 77 stations, 10 years of Studebaker radio advertising were celebrated at 14 sectional meetings of dealers and distributors. High was the praise for radio advertising when it was announced that during the last 10 days of October the Studebaker dealers had sold 4,000 units, the biggest similar sales period since 1929.

The transcribed program reached a national Crosley rating of 11.4, according to N. J. (Bert) Cavanhag, radio director of Roche, Williams & Cunnyngham, Chicago agency placing the account. "No small part of that high rating is due to the bang-up merchandising cooperation given by the 77 stations during the campaign," Mr. Cavanhag told BROADCASTING.

"Before the campaign went on the air I dropped a letter to each station in which I offered five suggestions for merchandising radio program. We asked the station managers to call on their local Studebaker dealers and invite them to the studios for an audition of the new transcriptions. We suggested that some of the dealers' friends and business associates be invited.

Station Cooperation

"One difficulty is that dealers and distributors don't know much about the tie-ins and merchandising promotion made available to them by the stations. It's a strange business to them. We've learned that thousands of radio listeners ask our dealers all sorts of questions about our radio programs, and we made this suggestion to help the dealers get first-hand knowledge of how a radio station operates," he explained.

"Then we suggested that station managers cooperate with our dealers in getting publicity in the automobile columns and radio columns of the local papers. We asked that our program be included in programs-to-come announcements on the air. Another suggestion concerned cooperation with radio editors of newspapers and the regular listing of our programs. I'm glad to put on the record that every one of the 77 stations we used came in with some sort of newspaper merchandising cooperation."

When asked which stations did outstanding merchandising jobs, Mr. Cavanhag, looking his desk with stacks of evidence sent him by the stations. In addition to a big volume of publicity through the usual channels of newspaper radio columns, free plugs on the air and promotion through paid advertising space run by the stations, the Studebaker campaign resulted in a greater variety of local dealer tie-ins. Novel merchandising stunts resulted from the campaign.

WQAM, Miami, sent its public events announcer on a tour of the crowds, KOY announced the program on a big electric sign back of the scoreboard in the ball park. Among other stations that did outstanding work were WSYR, Syracuse; WMG, Memphis; WCAC, Pittsburgh; WHO, Des Moines, WMAQ, Chicago; WTAG, Worceester, Mass.; WGD, San Diego; WCCO, Minneapolis, according to Mr. Cavanhag.

"Beyond the show's high rating that resulted in part from this promotion the merchandising cooperation of the stations did a great deal in helping our dealers and distributors understand radio advertising," Mr. Cavanhag said. "When our dealers first heard about our campaign some of them wanted to know why we didn't get a show like Charlie McCarthy. They didn't understand the operation of radio, talent costs, business district in a new Studebaker-Champion and broadcast the 'Champions' enthusiasm for the car. Announcement strips were put on the bumber of Miami taxi-cabs by WQAM as a part of the Champions through the streets of Utica, N. Y., with police escort, banners and music was arranged by WIBX and aired shortwave, picked up and rebroadcast. In Richmond, Va., WMGB staged a man-on-the-street program from strategic points where Champions were parked and aired recorded interviews with Studebaker purchasers. WKY, Oklahoma City, broadcast a Studebaker test run as their mobile unit kept pace.

Learned About Radio

WBNS, Columbus, O., arranged for Studebaker cars to be used exlusively in the opening baseball parade. At KMBC, Kansas City, the Studebaker distributor was interviewed during a quarter-hour program. Mob trailers into 10 neighborhood theaters were used by WFBR, Baltimore, to plug the Champion program. WOW, Omaha, had a 25-city campaign in which the new Champion transcription were auditioned for Studebaker dealers. In Phoenix, Ariz., where softball games draw large

WHEN the sponsor and the agency and 77 stations are happy all at the same time, the phenomenon demands trade recognition. That's what happened when Studebaker, recalling successes of past years, staged a five-month radio drive. The campaign culminated in November with a 10-year record, with much of the credit going to the cooperative tactics of the 77 stations that carried the transcribed series. During the campaign many million listeners learned about Studebaker cars and many Studebaker dealers learned about radio and its methods. All in all it was a profitable campaign for Studebaker, for the dealers, for the stations, as well as for the public on the listening end.

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Copyright Clearance by the Networks

Craney Sees Misleading Impression From Headline

Editor's Note: We publish here with a detailed letter from Ed Craney, owner of KGHR, Butte, Montana, to ASCAP, expressing his concern about ASCAP's policies towards radio stations in Montana, a vigorous advocate of revision of current ASCAP contracts within the industry for fair royalty rates. His observations are published in accordance with ASCAP's policy of presenting all sides of controversial issues.

Editor's Note:

I have a copy of Broadcasting for Nov. 15 and am rather surprised at the first article, which you titled "Networks Endorse Clearance at Source." When I read the headline, I naturally as any broadcaster would be, was very much interested. When I read the article, I was as disappointed as any broadcaster who considers the copyright-development could possibly be.

I believe you should correct the impression your headline may have left with any broadcaster who read only that headline and not the entire article. The so-called "network's Copyright Clearance Commitment" is nothing more or less than what they have said in commitment meetings of the past. It is like a fellow getting out on the street corner in Butte and saying, "Come on folks, step right up, I'll talk all of you into Washington, D.C., with me (providing I can continue to fool the railroad by making them think I am under 12 and, can continue to go for half-fare and they only demand the same single half-fare ticket for the bunch of us)." Your heading should have read: "Networks Again Ask Affiliate and Independent Non-Network Stations to Continue to Bear Industry Copyright Burden."

Now in Operation?

About clearance and payment of copyright royalties as required if we do not already have such a system in operation? We here in Montana are certain of it. Without going into the question of the situation in Montana I would like to call your attention to a letter that ASCAP addressed to both NBC and Columbia and the answers from these networks to ASCAP. ASCAP's letter stated:

This is to formally advise you that the American Society of Composers, Authors and Publishers' agreement dated June 23, 1931, which was received by us on the 29th, and which was written ASCAP advising them that we can not recognize the validity of the position which they took in the last sentence of their letter in light of the written agreements between ASCAP and NBC.

In the case of Columbia, their answer to ASCAP follows:

We acknowledge receipt of your letter of June 29, 1931, stating that you have found it necessary to cancel the licenses of the Montana radio broadcasting stations and purporting to advise us that we may no longer supply programs containing music licensed by your organization to Montana radio broadcasting stations.

We hereby notify you that in view of the provisions of paragraph 4 of the agreement between respective Madison Square Garden Corp., dated Aug. 31, 1932, as modified and renewed and assigned to Columbia Broadcasting System Inc., this paragraph provides among other things that so long as license hereunder shall fully perform each and all of its obligations hereunder Columbia Broadcasting System Inc may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary or proper in the conduct of such business. In view of this provision of our contract we do not recognize the validity of the advice contained in the last paragraph of your letter.

Contract Provisions

These contracts between ASCAP and the networks are nothing more than the average broadcaster knows nothing about. Read the quotation from the contract between ASCAP & Columbia again, read the NBC letter. Without a doubt the contract permits the networks to supply programs to their affiliates and absolves them of any liability to ASCAP—this is clearance at the source. In regards to the above I would like to quote to the Defendant's Brief in Resistance of Jurisdiction in Equity No. 606—District Court of the United States for the District of Washington Southern Division:

We cannot draw any other conclusion from the evidence than that the NBC and Columbia networks hold licenses with ASCAP which cover all of their affiliated stations. If NBC and Columbia hold such licenses, then it is not necessary for the affiliated stations to hold a license for those programs. And any issues specified in the license contracts of the affiliated stations cannot be taken into consideration in deciding whether or not $5,000, for already they have been paid at the source.

As we have stated four times and four of the network license contracts (Ex AA 1-78, St. pp. 633-638) must be read together. They read:

3. Nothing herein contained shall be construed as authorizing Licensees to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions contained within the purview of any of the herein contained in any of the license performed pursuant hereto, or as authorizing any receiver of any such broadcast rendition of any of the above compositions to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. Society acknowledges its understanding that its radio station known as WABC is part of the radio chain or network of Columbia Broadcasting System Inc. and that while many of the programs broadcast for such chain or network originate at that station, many other of the network programs are originated at other stations. Society agrees and it is a condition of this Memorandum of Agreement that Licensees and Licensees Under this contract shall fully perform each and all of their obligations under this contract. Columbia Broadcasting System Inc., may continue to carry on its business of maintaining and operating a radio broadcasting chain or network and may do and cause to be done any and all things necessary or proper in the conduct of such business without the payment of any license or other fee to ASCAP.

Chains Programs

Both parties to the contracts knew when they entered into them that NBC and Columbia were putting out chain broadcasts. There can be no escape from that, even if the contracts were silent on the subject. The contracts would be meaningless if a network program (Continued on Page 62)

J. P. SPANG, president of Gillette Safety Razor Co. (pen in hand), signs a contract with Bert Lebhar Jr., sales director of WHN, New York, to sponsor Lebhar's broadcasts of all 48 home games of the National Hockey League at Madison Square Garden this winter. Watching the signing, which was preceded by a special broadcast on WHN, are Lester Patrick, manager of the New York Americans; Dick Fishell, sportscaster, and Red Dutton, manager of the New York Americans.

Copyright Boost Asked in Canada

Society Would Raise Rate to Nearly Double Present Fee

By JAMES MONTAGNES

A FEE of 14 cents per set for the 1,223,502 receiving sets licensed in Canada on March 31, 1939, near double the present figure, is asked by Performing Rights Society (Canadian ASCAP), in its annual schedule now up for consideration by the Department of the Secretary of State at Ottawa. CPRS asks that this amount, $171,137, be paid for the use of its repertoire in 1940, according to a schedule set up in the fall of 1938 and revised in November. In addition CPRS asks broadcasters to pay $7 for each of 2,400 receivers used commercially, as in hotels, restaurants, etc. which means another $16,800, or a total from the industry of $188,060.28.

In 1935 the Copyright Appeal Board of the Department of the Secretary of State decided a 8 cents per set fee was fair. Last year CPRS endeavored to increase it to 14 cents per set, but was unsuccessful. Broadcasters paid $88,336.43 to CPRS for music on the 8 cents per licensed receiver fee. If CPRS is successful this year, broadcasters will pay almost $100,000 more.

Appeal Likely

Canadian broadcasters had until the end of March to state their position on the proposed 1940 schedule. They do not feel the new fee will be approved by the Copyright Appeal Board and are concentrating on the understanding last year that the basic rate of 8 cents would probably be revised for the year 1941. Broadcasters will be represented at the Board meeting at Ottawa early in December by the Canadian Broadcasting Corp. and the Canadian Assn. of Commercial Radio, working closely together on the copyright situation.

Last year CPRS asked for $36,370.86 for 10c for each commercially used receiver. This amount was reduced to $17,000 by the CPRS during the Board hearing, and was brought up by the Board to $1,000. The broadcasters feel that if they are to pay a fee for commercially used receivers, they should also have the right to tell the user what stations to tune in, commercially, which is the case if not amended and passed by the Board, which is based on a fee of $10 fixed by the Board for such use in the period 1937 and 1938, less $2, being the savingable cost to the Society of selling such licenses individually. The CPRS says in its statement in the Canada Gazette. Based on last year's Board ruling, it is not likely that broadcasters will have to pay the entire $16,800 asked by CPRS for commercially used receivers. The CPRS, however, in its brief, urged the Board reconsider last year's decision.

Broadcasters hope the Board will not increase fees this year because most of the money collected is used to maintain the operation of Canada broadcasting networks and the Canadian Government has set up a foreign exchange control. They will also point out that there is less money left to be paid since broadcasters are now paying more than some years ago, the percentage having come down from 63% in 1935 to 58% today.
“Yes—he’s our line and back-field, both!”

Eons ago when the world was young and beautiful, alack—i.e. when we were in High School—we had a player on our football team who was six feet seven inches tall and who weighed full nineteen stone (266 pounds to you!)... True, there were also ten other men on the team. But as you can easily imagine, we really didn’t need them!

As a result, we’ve always retained the conviction, since then, that nothing can take the place of size and power.

Today, we have ample proof that nothing can take the place of size and power in radio, too. Here in Iowa, WHO has eleven commercial-station competitors. WHO, operating on 50,000 watts, has nearly eight times the nighttime power of all these other eleven stations combined. And WHO regularly pulls mail during winter months from every one of the 48 States in the Union—from Canada, Mexico and Cuba—from millions of families who would never have heard of us, except for our size and power!

Wouldn’t you like to have WHO on your team? The cost is little more than one-fourth the price of the eleven other stations in Iowa. We’d be very pleased to send you the rest of the facts.

WHO for IOWA PLUS!

DES MOINES... 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Bulova to Start New Network On East Coast Early in 1940

Legal Obstacles Out of Way, Work Begins on Installation of Fulltime WOV, New York

INAUGURATION of American Broadcasting Co., a regional network stretching from Philadelphia to Boston and keyed by a new full-time, 5,000-watt outlet in New York, is planned within the next few months. The launching of the same is held by Arde Bulova, millionaire watch manufacturer and broadcaster.

With all major hurdles cleared, the Bulova organization already has begun installation of the new WOV, in New York, through consolidation of WPG, Atlantic City, and WBIL, time-sharing stations on the 1100 kc. channel. Already the principal owner of the other facilities is a man who will be the first wholly-owned chain, even of a regional nature, to function in this country. In the Chicago market, fulltime WOV stations in the network will be WPEN, Philadelphia, WNBC, New Britain, WELI, New Haven; and WCPD, Boston. All but the Boston station are fulltime outlets.

Realizing the ambition of Mr. Bulova to have his own network, the board of directors, headed by his executive, Harold A. Lafount, former member of the Radio Commission, and the head of the network, Mr. Bulova, last week, Keynote, will be used for the new 5,000-watt station, to be known as WOL, or “Class I-B, or duplicated clear channel category,” the station will operate simultaneously with WKKH, 50,000-watt outlet at Shreveport. It is anticipated that additional power may be sought later. WPG is expected to continue operation of its outlet at WOR, Newark, and to cooperate to the full extent in the new venture.

On Duplicated Clear

The present transmitter site of WBIL, in the New Jersey flats near Kearney, will be used for the new 5,000-watt station, to be known as WOL, or “Class I-B, or duplicated clear channel category,” the station will operate simultaneously with WKKH, 50,000-watt outlet at Shreveport. It is anticipated that additional power may be sought later. WPG is expected to continue operation of its outlet at WOR, Newark, and to cooperate to the full extent in the new venture.

The Greater New York Broadcasting Co., Bulova corporation, which holds the construction permit for the new station, has been capitalized at $900,000, resulting from the merger of WPG, WBIL and WOV. To make up this capitalization, Mr. Bulova supplies $50,000 for purchase of WPG, $500,000 for purchase of WBIL, and $350,000, representing purchase prices of $275,000, and $350,000 respectively, in cash.

LAFOUNT TO BE HEAD

American Broadcasting Co., which already has been incorporated and is expected to be the permanent name of the network, originally was launched by Mr. Bulova and a prominent Detroit industrialist and broadcaster, about five years ago as a new network was being organized. It was the first, however, with the turning back of a lease for WMCA held by these men.

While details have not been worked out, it is expected Mr. Lafount will be the directing head of ABC. The starting date, under present plans, will be the late Clr, Feb. 1. Whereas Mr. Bulova’s acquisition of WPG, municipally-owned Atlantic City station, for $275,000 had been vigorously fought by stations in New York, no petitions for rehearing were filed with the FCC and the 60-day protest period for appellate action expired Nov. 22 without interventions of any character, and the FCC’s actions authorizing the new fulltime station in New York became final as of that date.

Mr. Bulova, it is said, has spent approximately $1,000,000 during the last three years in acquiring the fulltime New York station. His policies and the FCC’s retention of the call letters WOV was granted Nov. 27.

In addition to paying $275,000 for the Atlantic City station, operating the five stations on the 1100 kc. channel, he had previously spent a like amount for the former WLWL (now WBIL) which he pur chased in 1937 from the Paulist Fathers. Another $500,000 was expended for WOV in 1937, purchased from the late John Tract. This station, operating limited time on the 1150 kc. channel, will be abandoned entirely when the new station begins operation, since it is only 30 kilowatts removed from the full-time station’s frequency and under technical requirements a 50 kilo cycle clearance is necessary in the same geographical area.

All told, it is estimated Mr. Bulova has invested upwards of $2,000,000 in radio in the last half-dozen years. In addition to his ownership interest in the stations he also has a 50% financial interest in WNEV, New York, and the New England Radio Commission.

POPULAR Peggy Stone, of International Radio Sales, making a vacation tour of the South, is here as an assistant to WAIM, Anderson, S. C., on the campus of Anderson College, directly facing the station. From Anderson Miss Stone went to St. Petersburg, Fla., to visit WSUN, which her firm represents.

WLW STUDY COVERS ADDITIONAL CITIES

A SURVEY for WLW, Cincinnati, covering five additional trade centers has been completed by Ross Federal Research Corp., Cities covered were Terre Haute, Richmond and Bloomington, Indiana; Mansfield and Lancaster, Ohio. During the survey week, Oct. 22-29, 12,000 calls were made by the surveyors.

Tabulations cover six stations in Terre Haute, four in Richmond, six in Mansfield, four in Lancaster and six in Bloomington.

The new WLW outlet presents an original survey of 13 metropolitan areas and a second survey of seven markets, with 258,299 calls being made in all.

Factual analyses of listening audiences in the 20 markets covered by the first two coincidental surveys have just been published by WLW. Both studies covered only cities of the class, without taking into account the rural areas, where WLW claims dominant coverage. In its data the station shows duplications of 27 areas.

The new outlying WLW outlet covers 50% of the country.

RADIO SELLS LUXURY ITEMS

Oriental Rugs Moved on Morning Program by –Department Store in Syracuse

RADIO’S ability to sell luxury items—such as Oriental rugs at prices ranging from $175 upward—was attracted by Col. Charles W. Jacobson, head of the Oriental rug department of Dey Bros. Dept. Store, Syracuse, who for the last year has plugged his wares on a morning program on WFRIL, Syracuse. Relating how a year ago he had decided to try selling job, against the advice of conserva tive counselors, Col. Jacobson declared: “Thanks to radio, our Oriental rug sales today are 60% higher than they were a year ago, even as we went WFRIL a year ago. Equally impressive to me is the 200% gain in business in our rug-cleaning division in the same period. We went on WFRIL with the firm conviction that if we could tell people the many advantages for high-grade Orientals, selling would be simplified. That has been the case. Each day we endeavor to spend 95% of our time telling folks about what Oriental rugs are, their historical background, their artistic merits—and 5% we devote to what might be considered ‘sales talk.’ From the very first the results have been phenomenal. Because of their high educational factor, the talks are welcomed by people who can buy quality merchandise. The result has been easy. With their interest in Oriental rugs crystallized by the daily chatty, listeners quite promptly tell us when they reach the point of buying.”

SEP Local Spots

WHENEVER an article or story with local interest for a particular city in the United States appears in the Saturday Evening Post, the magazine has recently been spon soring five spot announcements on the local radio station in the city involved. BBDO, New York, is agency.

New Net Listed in AFRA’s Ruling

Code Compliance Is Ordered For Transcontinental TRANSCONTINENTAL Broadcasting System, projected new E-1 class radio network, will have to comply with the Code of Fair Practice of the American Federation of Radio Artists before it can engage AFRA members to appear on its programs, under a new ruling of the AFRA board which took effect on Dec. 1. Among other changes the board requires from accept ing a contract “from any network system until such system has been classified as a dependent union, and the American Communications Assn., CIO affiliate, into AFRA’s field of jurisdiction, the net owner ordering AFRA members to report immediately membership in any infringing un ion and to drop any other union since should the board be of the opinion that dual membership in AFRA and any other union is detrimental to the best interests of AFRA.”

Other board rulings include: A rule prohibiting members from waiving their rights in national or state social security benefit programs by becoming members of any other union is also included. A rule that all written contracts must contain the unrestricted provision that they are subject to all terms of the Code of Fair Practice, and that a ruling that network commercial programs originating in New York, Chicago, San Francisco or Los Angeles, but which pick up performers from other cities, must provide for a percentage of contracts and for some basis for such performances, even though lower rates are usual in the cities from which the pickup is made.

Electric Shaver Spots

KNAPP-MONARCH Co., St. Louis manufacturer of electric shavers, has announced daily minute announcements on WOR WMAQ WCAU KFIP WJZ WCCO WCCO WSD WSB WFMK KLZ WWAL. The firm is also using a series of 3-minute programs on WOR, New york, and KCMO, Kansas City. The campaign closes Dec. 21. Cramer Kraussell Co., Milwaukee, is agency.

Florida Orange Spots

FLORIDA CITRUS EXCHANGE, Tampa, Dec. 4, will still be par ticipating sponsorship of Alfred McCann’s Pure Food Hour on WOR, New York, for three months, four times each week, from 10:10-10:30 a.m. in the interests of Tree Ripened Florigold Oranges. Erwin, Wasey & Co., New York, is the agency.

ADVERTISING Federation of Amer ica’s Chicago chapter, early in 1940, has announced its convention and program details will be announced early in December.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
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.

*Current rates will apply on all orders for station time up to January 15, 1940.
Freedom of Radio Praised by Shouse

Says FCC Is Eminently Fair In Regulating Industry

DESPITE WLW's knockdown and conclusive battle with the FCC over its proposed superpower, James D. Shouse, vice-president of the Crosley Corp. in charge of WLW's radio-electronic installations, Nov. 21 praised the regulatory body for its fairness and sincerity. He added that some notable companies, such as the Cincinnati Electrical Assn., coincident with its launching of Radio Demonstration Week, also addressed the session, which adopted as its slogan "A Radio in Every Room," was Thomas Joyce, vice-president and advertising director of RCA Mfg. Co., who outlined the methods of increasing sales and depicted development of radio in the American scene. He predicted television and facsimile would take their proper places in the American scene, the radio, the telephone and the automobile.

More Than Its Share

Mr. Shouse observed, to the amusement of his audience, that WLW has "had more than our share of contact" with the FCC but said, that while the nation's many representations of high power as the best means of improving service to small town and rural areas are in line with trends to be in harmony with the philosophies of the present Commission, "we regard this divergence of views as an honest difference of opinion." He said WLW had found the Commission "to be eminently fair and sincere in attempting to keep American broadcasting progressive and honest in its assumptions while operating on facilities supplied to it by the people of this country for the use and enjoyment of all Americans in general.

Challenging accusations by "disgruntled critics" that radio is subordinated to the requirements of Washington or Wall Street or any other group, Mr. Shouse said nothing could be further from the truth. He added: "Broadcasting has made mistakes, they make mistakes now, and I have no doubt that in the future they will make mistakes, but I think it is extremely unlikely that these mistakes will include at any time on the part of any thinking broadcaster any foundation for the charge that broadcasting as we have it in the United States is the tool of any group, or is influenced by any power other than the best judgment itself, it was the consummation thought of the broadcasters themselves.

The fundamental principal of the American System of broadcasting is freedom of the air. Nobody controls radio programs, and no one has a monopoly on the power to conform with good taste and public interest. The result is that in the entertainment and educational end of things of radio there is a free and untrammeled expression of opinion and unlimited scope for ideas."

PRESS AND RADIO JOIN HANDS

For San Francisco Election as NBC's Al Nelson Breaks Down Long Antagonism of Newspapers

WHAT augurs a permanent reconciliation between press and radio in the San Francisco media scene, completely divorced for 18 months, reached the nucleus stage last week when at least three of the metropolitan dailies, operating with the stations on a give-and-take basis.

Mr. Nelson, new general manager of KPO-KGO-San Francisco Chronicle, is said to have made definite plans to spread public reception of the joint KPO-KGO-San Francisco Chronicle broadcasts of California election news early in November.

PARKED on downtown street corners in San Francisco, several of these trucks were used to spread public reception of the joint KPO-KGO-San Francisco Chronicle broadcasts of California election news early in November.

Nearly a score of stellar NBC song and patter artists appeared in person right in the editorial rooms of the Chronicle, scene of the election night broadcast. In fact, KPO-KGO released the affair for five solid hours.

Manager Smith was introduced to the audience and the managing editor, city editor, columnists and political writers prevailed before the NBC mixes during the evening. When the returns were all in many of the candidates, winners and losers alike, spoke over the mike.

Trucks and Newsreels

Loudspeaker trucks were stationed in front of the Chronicle building and along the heart of the downtown section in order that the pedestrians might hear the broadcast. KPO-KGO called attention to the broadcasts and on a series of approximately 10 spot announcements daily on each station for five days preceding the election day.

A sound truck was driven throughout the city announcing the broadcast day by day.

The radio stations arranged for newsreel camermen to be on the job and for one week the whole broadcast party was featured on the screen at the Telenews Theater. Scores of hotels were notified of the broadcast and picked it up in the lobbies. A number of motion picture houses in San Francisco carried the election program for their audiences.

Chronicle Manager Smith said during his broadcast:

"I firmly believe that hereafter in this fashion will an intelligent American press, in combination with an intelligent American radio, and especially five considerable stations in KPO and KGO as an intelligent, well-informed American public."

Two days after the election the broadcast the Chronicle carried a story which asked the readers action to the affair. The article said in part: "Letters of suggestions and comment on the precedent making broadcast are requested by this newspaper. The results will be analyzed for future use by these two organizations but newspaper and radio men said that the final report undoubtedly will influence the broadcast.

SERVICE FOR WOR IS STOPPED BY AP

ASSOCIATED PRESS has discontinued its sustaining news service to WOR, the network, because of that station's unwillingness to comply with an AP stipulation that its sustaining news periods be confined to more than one station's "out-of-pocket" costs of the ticker service, was made available to broadcasters in the New York area. As AP's AP news association offering these daily summaries plus special bulletins and a public service bulletin to succeed the service previously afforded by the Press Broadcasting Bureau.

In offering this service, it was explained, AP did not want to compete with any other news agency selling news to radio stations and so included in the contract a clause limiting the station's sustaining news broadcasts to AP news. WOR uses Transradio Press for both commercial and sustaining programs.

Current users of AP's news summaries and bulletins on this "public service" include N Y N Y's key stations in New York, WEAF and WJZ, and also WQXR, WNYC and WNEW. Service was supplied free for the first 24 weeks of this period, but was discontinued when CBS, like WOR, objected to the restrictive stipulation.

General Mills Serials

GENERAL MILLS, Minneapolis, has bought two transcribed serials from an Associated Press Radio Broadcasting To Television to be broadcast five times weekly on a quarter-hour basis for two of its products, as yet undecided. The programs, titled The Light of the World and Driftwood, will be recorded within 30 minutes of the event and transmitted in major markets until network time can be cleared. Blackett-Samie-Hummert, Chicago, is the agency.

Dutch Boy on Coast

NATIONAL LEAD Co., San Francisco (Dutch Boy painted new to radio stations Feb. 10 for 2 weeks), a half-hour quiz program, Answer Auction, on 12 CBS West Coast stations, 8:30-9:30 p.m. (PST). Program will originate from KNX, Hollywood, with Tom Breneman conducting. Agency is Erwin, Wasey & Co., San Francisco.

LENOX R. LOHR, president of NBO, on WOR spoke on the past and future of radio engineering before the Radio Club of America at the Engineers Club of New York.

Dutch Boy on Coast

LENOX R. LOHR, president of NBO, on WOR spoke on the past and future of radio engineering before the Radio Club of America at the Engineers Club of New York.

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BROADCASTING • Broadcast Advertising
Television Rules Given FCC Study
Changes Foreseen in Several Aspects of Group Report

MODIFICATION of recommendations of its Television Committee, proposing limited commercial operation of television, is foreseen by the FCC during its consideration of new rules designed to nurture development of the visual art.

With the voluminous report of its three-man Television Committee before it [BROADCASTING Nov. 18], the FCC at its meeting Nov. 27 began preliminary discussions of the far-reaching recommendations, with likelihood of action in the near future. The committee, headed by Commissioner Craven, has recommended two classes of stations—one class to pursue experimental research, but not required to render a service directly to the public, and the second to pursue program experimentation with definite public service requirements. The latter class would be permitted to broadcast sponsored programs, and funds contributed would be used primarily for experimental development of program service.

Conflict Noted
Because of an apparent conflict in the proposed regulations on sponsorship, it appeared evident that clarification would be necessary. A blanket rule, applying to both classes of stations, proposed that there shall be no charge directly or indirectly for transmission of programs, while the proposed rules dealing with Class II stations would permit the limited sponsorship outlined.

Because of the limitations of the law, it was thought the Commission might evolve a series of regulations permitting such limited sponsorship, under which Class II stations would be allowed to broadcast what amounts to commercial programs but not return to the correct return from them. In other words, film offerings containing advertising copy would be tolerated with the sponsor footing the bill for the production costs. However, he could not encompass the station directly for the television "time" used. A second provision might authorize televising of regular studio programs broadcast orally with the accompanying commercial credits on the sound channel. Still a third provision would include visual programs of a live nature especially developed for television, with the sponsor paying not only the production and talent costs.

Combination of this nature, it was pointed out, might readily comply with the propositions the FCC has in mind, however, permitting full-scale commercial operation. Television experimenters, on the other hand, have expressed dissatisfaction with such regulations and would prefer to see an outright lifting of the experimental ban with full-scale commercial operation allowed, with the licenses assuming whatever risk may be entailed.

In effect, it is pointed out that only by offering acceptable programs will the public be encouraged to purchase sets. Until manufacturers are in a position to...

FEURER'S DEGREE
Provides Prison Sentence for Foreign Listening

IT IS FORBIDDEN to listen to foreign broadcasts in Germany since Aug. 30, and this is the text of the Feurer's Ordinance contained in his order "for the formation of a Council of Ministers for the defense of the Reich": 1. Any interference with transmissions is forbidden. Those contravening this rule will be punished by hard labour, or, in cases less grave, by prison. The receiving sets used will be confiscated.
2. Those who spread the news received from foreign transmitters will be punished by hard labour, and in grave cases, by death. The above punishment will be applied in conformity with § 6 of the present ordinance.
3. The dispositions of the present ordinance are not applicable to acts committed in the performance of official duties.
4. The special tribunals are competent to examine, and give decision concerning infractions of the present ordinance.
5. The Reich Ministry for Education & Propaganda will publish the legislative and administrative prescriptions necessary for the execution and accomplishment of the present ordinance. No law can be published prescriptions concerning the confiscation of wireless sets.
6. The present ordinance will enter in force immediately.

Six Viewpoints
AS A SPECIAL forum discussion of contemporary European affairs, WBT, Charlotte, N.C., recently broadcast the man-to-man opinions of a group of six local persons, all natives of different European countries. The group, whose nationalities represented were French, Italian, Hungary, Germany, and Scotland, but all of whom were naturalized American citizens, participated in the program with William Winter, educational director of the station, as part of the Carolina Radio Forum series.

War News Levies Cut
DEARTH of war news has caused United Press to cancel the special war assessment levied against its newspaper and radio subscribers, while International News Service has reduced its assessment by 50%.

Early in October both of these news gathering organizations invoked temporary emergency measures to increase their rates, UP by 12 1/2% and INS by 15% [BROADCASTING, Oct. 15]. No such increases were levied by Associated Press or Transradio Press Service, although both of these organizations admitted that the topic had been considered and might be brought up again at any time.

New Idaho Station
CLARENCE BERGER, for 15 years identified with Pacific Coast radio, will be manager and consultant of the new KWAL, Wallace, Idaho, 100 watts night and 250 during Dec. 25th, which begins its operation Dec. 17. The station was authorized for construction in November, 1938. Partner with Mr. Berger in its ownership is James F. Howarth, Wallace broker. RCA equipment has been installed, together with a locally made 168-foot tower.

WENY, Elmira, N. Y.
Is Formally Dedicated
NEW 250-watt fulltime station on 1200 kc. in Elmira, N. Y., was formally dedicated with a special program Nov. 26. The station will be a companion outlet to the already established WESG, operating limited time with 1,000 watts on 850 kc. WESG is operated under lease from Cornell U. by the Elmira-Elm-Elm newspaper and manager.

Dale Taylor, manager of the Elmira studios of WESG since 1933, has been named manager of both stations. New department heads include Joseph Cleary, former assistant manager of WHDL, Olean, N. Y., as commercial manager; George Reid Clapp, formerly of WFLB, Syracuse, program manager, and Perry Esten, formerly of WDAN, Dubuque, Ia., chief engineer of WENY. The station will be affiliated with MBS and also will use NBC Thesaurus. Both stations are now operating in the auditorium in the Mark Twain Hotel. An entirely new set of studios, offices, client and audition rooms were completed recently.

Television Show Offered by WKY
Six-Day Showing Introduces Visual Art to Southwest
WKY, Oklahoma City, introduced television to the Southwest Nov. 10-15 with a six-day demonstration at the new Oklahoma City Municipal Auditorium. Using an RCA-NBC traveling television unit, the station displayed the new art to some 51,000 persons.

With the cooperation of Oklahoma Publishing Co., parent firm, WKY exploited the demonstration by using 11,200 agate lines of paid space in the Daily Oklahoman Times and received a large amount of publicity throughout the Southwest.

At the first showing Nov. 13, civic leaders, radio and technical guests were entertained. After that it was a "free show." A special demonstration for colored people was staged the night of Thursday, Nov. 16, a gesture that attracted wide publicity in the South.

Regular WKY performers took part in all shows, augmented by artists from other sections, including Nancy Callahan, Chicago's "most telegenic girl" Don McNeil, Nancy Martin and Jack Baker, of the NBC Breakfast Club, arrived the final day although their plane was grounded several hours on the flight from Chicago.

In charge of arrangements for WKY and the Oklahoma Publishing Co. were Edgar T. Bell, secretary-treasurer of the company; Gayle V. Grubb, WKY manager, and J. I. Meyerson, promotion manager of the parent firm. Richard H. Hooper was in charge of the traveling television unit.

WGN, New Albany, Ind., across the Ohio River from Louisville, has asked the FCC to authorize it to move its main studios into Louisville.
Choose the best available hour for your program to go into each city. Have it there when the listening habits are best suited to your localized sales appeal.

“Man alive, I can’t put my new product everywhere at once.”

1 Candid camera study of Advertiser explaining that his new product must creep before it can walk—or run.

4 “That’s what SPOT RADIO means,” he continues. “You buy any length program on as few or as many stations as you like.”

5 “And you SPOT each program into each city at the best time for each particular market.”
One station or a hundred—spotted to fit your distribution. Flexible in establishing a new product or adding pressure in areas where you want extra oomph.

Station break or a full hour—25 words locally read or a fifteen-minute strip—any length of program, live or transcribed, individually spotted for each market in each territory.

“I want to get my distribution territory by territory,” he murmurs plaintively. “How can RADIO help me on that?”

“Easiest thing in the world,” replies his Agency Man. “We’ll SPOT our programs by buying stations individually.

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.

EDWARD PETRY & COMPANY INCORPORATED
Representing leading Radio Stations throughout the United States—individually
Ofice: in: NEW YORK - CHICAGO - SAN FRANCISCO
DETROIT - ST. LOUIS - LOS ANGELES
This campaign is in the interests of SPOT RADIO is appearing in Time, Printers Ink Weekly, Advertising Age and Broadcasting.
SMILES beam among the top men in Western Electric's recently formed Speciality Products Division, they are welcomed to their new headquar ters by Mr. Lack, the manager, and J. F. R. Lack has been designated manager and will supervise all operations. The unit will be responsible for such by-products as telephone research as broadcasting equipment, sound systems, hearing aids, aviation, marine and police radio equipment made to specification for the Government.

Speedeer Production

"By bringing together at one location the personnel involved in development, manufacturing and commercial engineering, we expect to facilitate the fabrication and delivery of those products which normally lie beyond the scope of mass production operations," Mr. Lack said.

Mr. Lack has been associated with Bell since 1911, except for a period of active duty with the Signal Corps during the War. As a member of the Bell Laboratories research staff he figured prominently in early development of radio communications, particularly in control of radio frequencies by piezoelectric crystals. More recently he has been in charge of vacuum tube development and since last year has been general commercial engineer of Western Electric.

The organization reporting to Mr. Lack will include F. J. Feely, in charge of manufacturing; H. N. Willetts, assistant manager; E. W. Thurston, sales promotion manager; C. R. Hommoun, service manager, and J. W. Sprague, division comptroller.

More Judges, Clarity in Appeals Urged
By Justice Miller to Speed Up Courts

CONTEMPORARY problems of the appellate bar are brought into sharp focus in the review of actions of the various administrative agencies of the Government, including the FCC, as described Nov. 17 at the appellate Bar Assn. Institute on Administrative Law by Justice Miller, associate justice of the U. S. Court of Appeals for the District of Columbia.

In speaking to the quantitative growth of appellate litigation and the consequent increasing complication of judicial duties, Justice Miller indicated that "the quantity product of our appellate courts can be increased only by adding judges". He emphasized the importance of counsel hewing to the line in presenting administrative appeals, eliminating extraneous vexation and squeezing the clear cut contentions may "clash head on".

In Chambers

"When you consider the time spent on oral argument; reading the records and briefs; conferring after argument; writing the draft opinions; studying the draft opinions in chambers and ironing out differences; revising the drafts; perhaps holding additional conferences; preparing the opinions for printing; reading proof two or three times—all in addition to the other work of the court on motions, petitions, etc.—it should be obvious that the quantity product of our appellate courts can be increased only by adding judges," Justice Miller commented.

"In view of the fact that the Federal judiciary costs less than 1/2% of the total cost of the Federal Government; and that our courts are already in a condition of permanent arrears; it is apparent that such as Mark Twain's comment on the Western Commission and the Commerce Commission in the form of a book which, when published, will be so interesting to the general public as to cause it to cease publication."

B & W Using 48

BROWN & WILLIAMSON TOBACCO Co., Louisville, (Avalon cigarettes and Big Ben tobacco), is using 15-minute programs on its new satellite station at Sumter, S. C., 40 miles distant, but the application was denied by the FCC in July.

BROADCASTING  

The November issue of Broadcasting will feature special reports on the 30th anniversary of radio advertising. A new section, "Broadcasting Advertising," will be added to the magazine. The section will include articles on advertising research, programming, and sales promotion. The first issue of the new section will be published in November. The magazine will also continue to publish articles on radio programming, production, and technical developments. The November issue will feature an article on the use of radio in political campaigning. The magazine will also publish articles on the use of radio in education and entertainment. The November issue will feature an article on the use of radio in public relations. The magazine will also publish articles on the use of radio in business and industry. The November issue will feature an article on the use of radio in health and medicine. The magazine will also publish articles on the use of radio in sports and recreation.
50,000 WATTS

NBC BASIC RED NETWORK

Plus a Most Brilliant Record for Local Showmanship

With the Shows That Have Won The Nation

KSTP

Minneapolis-Saint Paul, Minnesota • Edw. Petry & Co., National Representatives
Show Cause Rule In Louisville Case
Kendrick Firm Named by FCC In Unprecedented Order

IN ANOTHER unusual action establishing precedent, the FCC Oct. 20 ordered the Kentucky Broadcasting Corp. to show cause by Dec. 7 why it continued to operate a non-facility station to be known as WINN in Louisville should not be recalled on the ground that it is not financially qualified to operate the proposed station.

The action grew out of the contention by the company, headed by D. E. (Plug) Kendrick, general manager of KITE, Kansas City, that the FCC in granting full-time operation to WGRG, New Albany, Ind., across the river from Louisville, had set up a competitive situation which “would result in such severe loss of operating revenue to petitioner's proposed station as to impair the service which it could render.”

The FCC Oct. 10 granted WGRG full time operation of daytime on 1370 kc. and the Kendrick company filed a petition for rehearing, asking which, if any, of the FCC's action in this matter should be reopened. In addition, the Kendrick petition stated that the full-time grant to WGRG would “deprive the ability of the Kentucky Broadcasting Corp. to render proper service in the public interest.”

The FCC pointed out that the Commission did not have jurisdiction to reconsider an action of another Commission, that, by reason of the Commission's grant of the WGRG application, the new station would not be financially qualified to operate the station in the public interest. It ordered the Louisville company to cease and desist on or before Dec. 7 why the construction permit issued to it last February “should not be recalled and said order granting the application of Kentucky Broadcasting Corp. for construction and operation set aside, on the grounds that Kentucky Broadcasting Corp. is not financially qualified to construct and operate the proposed station in Louisville.”

The FCC had granted the Kendrick application on Feb. 8 for 100 kc. with 250 watts day and 100 watts night, unsealed. On Oct. 10, without hearing, it had authorized WGRG to increase its operation from daytime only with 250 watts to unlimited time.

In its order, the FCC pointed out that it had found, in granting the Kendrick application, that his company had assets of $12,000 in cash on deposit in a bank and two demand notes of $5,500 each on which Mr. Kendrick paid 8% interest.

It stated an agreement had been entered into between the corporation and Mr. Kendrick whereby he would make loan to it up to $25,000 in cash in the event additional money is needed for the construction and operation of the station.

It said on the basis of this testimony, together with an appraisal of the available business of the Louisville market, that the FCC originally concluded that the applicant was financially qualified, the order said.

The FCC had decided to suspend the application of Gateway Broadcasting Co. of Louisville, for a hearing or rehearing on the WGRG application.

A PLEASING year of information dispensing via Information Please on NBC-Blue brought congratulations to Clifton Fadiman (center), m.c. of the program, from J. M. H. (left), head of the agency bearing his name, and Roy W. Moore, president of Canada Dry Ginger Ale. First Anniversary was celebrated in New York Nov. 14 with a party at the Waldorf-Astoria hotel for the program's participants and friends.

Grant of New Local Station in Denver Based on Purely Local Service Angle

FCC PRACTITIONERS are in a quandary over the grant by the Commission Nov. 16 of a new local station in Denver, the ruling having been pointedly directed at the conclusion that since all other stations in Denver were network outlets adequate facilities were not available for purely local service.

In a split decision, with a bare majority voting in favor of the application, the Commission concluded that it was desirable to have a purely local outlet in Denver unattached to any network. It pointed out that all stations operating full-time in Denver are affiliated with national chains and that the hours during which these stations may reach the greatest number of listeners “are not available for local broadcasting” and it was then concluded that local governmental, educational, civic, charitable, and community organizations “lack an effective means of reaching the radio public in the vicinity.”

Signal Strength

Considerable discussion developed over the split decision because the network aspect appeared to be raised for the first time in a new station application. From J. M. H. (left), head of the agency bearing his name, and Roy W. Moore, president of Canada Dry Ginger Ale. First Anniversary was celebrated in New York Nov. 14 with a party at the Waldorf-Astoria hotel for the program's participants and friends.

In its opinion, however, the Commission took cognizance of its previous decisions involving this principle and concluded that the proposed facility (250 watts local service, 100 watts night on 10 kc. unlimited) is capable of rendering service to substantially all of the city of Denver.

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Commissioners Case and Craven dissented from the decision while Commissioner Brown did not participate. Voting in favor were Chairman Fly and Commissioners Majors, Taylor and Lille. Voting against were Commissioners Case and Craven.

HEARING ORDERED ON WBHP RENEWAL

FOllOWING its course of demanding strict adherence to its technical regulations, the FCC Nov. 20 designated for hearing on license renewal WBHP, Huntsville, Ala., for alleged violation of one of its technical regulations. The hearing is designed to determine whether the station, owned by Milton C. Pollard “is capable of or willing to operate the station in accordance with the rules of the Commission.”

The Commission at its last meeting assigned Ralph L. Walker, principal attorney, to preside at a hearing on Los Angeles Dec. 7 on the renewal of the station's license to WORC, Glendale, Cal. The station was cited for alleged program violations and failure to provide the type of service it had pledged in its previous renewal. Complaints surmounted excess of phonograph noise.

The hearing is scheduled to be held in the office of the Federal Radio Inspector in Los Angeles.

Commissioner Norman S. Case was authorized Nov. 20 under a special order to preside at the hearing involving the application of WHDH, Boston, for full-time operation on the 830 kc. clear channel occupied by the station for some six years, scheduled for Dec. 11 in Washington, as well as to hear, consider and act upon petitions, responses and other preliminary matters in connection with the proposed hearing.

The application, for an increase from 1,000 to 5,000 watts on the clear channel, together with full-time operation, was filed in response to a four-year "down" of an established clear channel and raises a fundamental allocation issue.

Lewis-Howe Test


able local listener group consisting principally of Denver residents a more definitely delineated type of community service.

"On our "Take it", the decision said, "test by a too liberal assignment of frequencies to metropolitan areas, one district may, to the prejudice of other districts where there is a demand for facilities, have the benefit of an unduly large proportion of the limited broadcast channels available. But no such demand is shown here. In the nature of the radio service, the large population in the immediate vicinity of Denver, it does not appear that there is an overconcentration of stations in that city. It may be noted also that in the situation, the beneficial allocation in view of its limited range is unlikely to exclude a projected station at another point."

It also stated there is nothing in the Communications Act or its rules and/or policies or the findings of the Commission to indicate need to support the grant of an application." The words "public necessity", it said, are not to be construed narrowly, but rather as calling for the most widespread and effective broadcast service possible.
FREQUENCY MODULATION
(ARMSTRONG SYSTEM)


W1XOJ, Yankee Network's 2,000 Watt mountain-top Frequency Modulation Station at Paxton, Mass. REL now installing 50,000 Watts.

Same REL Frequency Modulation Transmitter as above, with doors closed.

Radio Engineering Laboratories, Inc. are the builders of Frequency Modulation Transmitters (Armstrong System). As pioneers in the field of "high-signal-to-noise-ratio" radio transmission, we have already equipped the following stations with REL Frequency Modulation Transmitters, where they are now in regular use:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>OWNED BY</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2XMN</td>
<td>Alpine, N.J.</td>
<td>Major E. H. Armstrong</td>
</tr>
<tr>
<td>W2XCR</td>
<td>Yonkers, N.Y.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XOJ</td>
<td>Paxton, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XOO</td>
<td>Boston, Mass.</td>
<td>Yankee Network</td>
</tr>
<tr>
<td>W2XKO</td>
<td>Washington, D.C.</td>
<td>Jansky &amp; Bailey</td>
</tr>
<tr>
<td>W2XQR</td>
<td>New York, N.Y.</td>
<td>J. V. L. Hoqan</td>
</tr>
</tbody>
</table>

In addition, we are at present building REL Frequency Modulation Transmitters for the following well-known stations:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>OWNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTMJ</td>
<td>Milwaukee, Wisc.</td>
<td>The Journal</td>
</tr>
<tr>
<td>W2XEC</td>
<td>Rochester, N.Y.</td>
<td>WPBC, Inc.</td>
</tr>
<tr>
<td>W2XAN</td>
<td>Portland, Me.</td>
<td>Portland Broadcasting System, Inc.</td>
</tr>
</tbody>
</table>

Within the next 6 months, pending final approval by the F.C.C., approximately a dozen other of the nation's leading broadcasters are also planning to use REL Frequency Modulation Transmitters (Armstrong System), ranging up to 50 Kw.
In the swanky Grand Ballroom of the Waldorf-Astoria, the NBC Blue Network, on November 14th, went to a First Anniversary Party for "Information Please."

Here are shown some of the pictures taken during the festivities. Note one thing in particular: Everybody's happy.

The principals of the "Information Please" program...the Canada Dry executives and the agency men from the Mathes Company...are all happy because they turned down the advice of opinionated radio "experts" who told them "Information Please" would never pay on the Blue Network—and now have increased Canada Dry sales mightily, with a far smaller expenditure than would be required for any other network.

The NBC'ers pictured are happy because "Information Please" is another in the long list of Blue successes—one more outstanding proof that you can reach the important two-thirds of the country—the "Money Markets"—on the Blue at lowest cost nationally!

The facts we can show you will make you a happy Blue booster! They're yours for a phone call!


On the air from the Waldorf-Astoria went "Information Please" the night of November 14th. With Jim Farley as guest "expert" the Board (John Kieran, Franklin P. Adams and Oscar Levant) is shown in background concentrating on Clifton Fadiman's (at small table, foreground) queries. After broadcast came First Anniversary Party. During its year on the air for Canada Dry, "Information Please" has been radio's outstanding quiz show.

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**MEET THE "INFORMATION PLEASERS"**

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---

**MEET THE "INFORMATION PLEASERS"**

"What's the Blue Network?" queried John Kieran over a glass of Canada Dry. And we always thought John knew all the answers!

"A clothes-line, maybe," suggested F. P. A., taking his eyes off the microphone in a determined effort to spear a very elusive "pin point" ginger ale bubble.

"No! No!" said Oscar Levant, rubbing a tell-tale circle from the piano top. "You're wrong, Mr. Adams. Now let me think. I have heard of it!"

"It's our network, you nit-wits—I mean, you nit-wits," said Clifton Fadiman with unusual delight, "and I ain't Blue about it!"

---

**NBC BLUE NETWORK**

**Better Buy Blue**

National Broadcasting Company - A Radio Corporation of America Service
Goes to a Party
first radio anniversary

Mounted on a chair, President Roy W. Moore of Canada Dry rears back to let the First Birthday candle on huge cake "have it." P.S. He blew it out! Congratulations, Mr. M!

The happy smiles belong to J. M. Mathes, head of the Canada Dry Ad Agency; Milton Cross, NBC Announcer; Major Lenox Lohr, NBC President, and Roy W. Moore, Canada Dry President. The laughter, which came just before the birthday cake was cut, is the result of a sly remark made by Mr. Cross about sweets. Later, Mr. Moore said to Major Lohr: "Speaking of sweets, Leon, the Blue is the sweetest buy we ever made!"

Said John Kieran to Major Lohr: "Roy Moore just told me that our program on the Blue has shipped Canada Dry sales far beyond his expectations." "Yes," agreed the Major. "At a national advertising cost far lower than any other network's, Canada Dry reaches the markets with the spending money on the Blue." In case you're curious, we understand the gentleman on the right—Jim Farley, works for the U.S. Post Office Dept.

We expect that the Messrs. Mathes, Padman and Moore, shown here, are congratulating themselves on the showing of the Blue. We don't pretend to be Sherlocks but the enthusiasm evident on their faces leads us to this deduction.

Caught here in a chin-fest are Director W. S. Brown of Canada Dry; Fred M. Thrower, NBC Sales Rep., and Radio Director W. S. King of Mathes. While Mr. King's gaze followed the rustle of an evening gown, Messrs. Brown and Thrower were discussing recent Blue Network technical changes that have greatly increased the network's coverage. Said Mr. Thrower: "Yeah, Bill—and the coverage has been increased without increasing advertising rates. Wanna buy some more time?"
Perhaps, of all the questions that have come to my ears since we started a radio campaign, the most frequent is—"Why has our program been so outstandingly successful?"

There are several reasons.

When we started our campaign, we knew we could not afford a show that would compete with the Jack Bennys, the Charlie McCarthy, the Amos and Andy, the Andy Kostales, etc. We wanted a program that would reach as many people as possible and, after much deliberation, we chose news. We knew that news was the one staple, day-in and day-out product in radio fare that was dished for, listened to...especially these days, with the world in such a chaotic state. We therefore bought Transradio News.

Then, we needed to make sure that our program would reach a maximum audience of adult listeners, and so we bought the nightly 10:45-11 strip on WIP.

Control of Continuity

When we had the program and program all set, we were particularly anxious to have a voice that would be authoritative, personal, and friendly, just as we have built the Morris Plan Bank to be. We wanted more than just a radio newscaster; we were after a voice that would be suitable for the program itself, and at the same time would reflect the stability of our organization. After extensive auditioning, we chose WIP newscaster John Faccenda, whose voice blended ideally with our scheme. I hope he won't add another size to the Stetson when he reads this, but I can say that a great deal of the success of this campaign has been due to his un-stinting efforts.

The next question that arose in our minds was that of commercial continuity. We, as radio listeners ourselves, recognize the much sponsor's copy in many other programs, and we were resolved to keep our copy down to a minimum, make it brief and solid; yet still have commercials easy and listenable. We have stuck to this code and it has more than proved its worth. The assistance and guidance of the John Faulkner Arndt Co., our advertising counsel, were valuable from the very beginning of this effort.

Since our broadcasts started, we've heard inquiries from listeners within a 75-mile radius of Philadelphia; in New Jersey; Delaware and, of course, through Pennsylvania.

We were told before our broadcasts started, that radio would reach a lower income group mass audience. However, we found that many of our new customers came from a highup group than our advertising had previously attracted. Supporting this fact, we found that in the first eight months of our campaign the size of the average loan increased 21%.

Furthermore, we discovered that our business increased from radio due to dealings with listeners in all walks of life; with cab drivers, accountants, housewives, lawyers, grocers, laborers, clerks, executives, mechanics, white-collar workers, yes, even our patients. This proved to me that our broadcasting did not reach only the low-income group mass audience, but rather a perfect cross-section of American folk in every income group, from low to high.

One of the unusual features of our broadcasting campaign was the fact that results not only kept apace of the time, but that each succeeding month produced greater results than the previous one. We started on WIP on Labor Day, 1938, and each succeeding month from September 15, 1938, to October 15, 1939, we found that savings increased 150%; loans 51.7%. We found that radio was directly responsible for nearly half the new customers. Mr. Pitman is a former president of the National Morris Plan Bankers Assn., and is an official of a number of local Morris Plan banks.

During this same period, our savings increased by the unbelievable total of 152.9%. Again I would like to make mention of the fact that since November, 1938, each

PRACTICAL BANK ADVERTISING

Requires Changing of Programs, Times and Stations, Says Morris Plan Official

PRACTICAL treatment of a bank's radio advertising as a selling rather than a continuing entertainment medium is advocated in an article in the American Bankers Association Bulletin for November, written by R. M. Meisel, advertising manager of the official news-broadcasting organization, the Morris Plan Bank of Detroit. Citing the success of his bank's use of radio time [BROADCASTING, June 15], Mr. Meisel stressed the importance of changing programs, times and stations in order to reach and sell a greater number of listeners on the bank's services.

"Our radio advertising job, as we see it, is based on the building of good will and informing the public about the various services our bank has to offer and selling them," commented Mr. Meisel. "We are not in the entertainment or the educational field, although we make use of both in our programs."

Two Years Enough

"For example: For two years we aired a program entitled Proper Pronunciation which, according to the listening public, was not as pedantic as it sounds," he continued. "We were amazed at the interest the public took in the program as was evidenced by the thousands of postcards and letters received through our bank. We were urged to continue the show. We felt, however, that in two years we had saturated the number of listeners that this program could gain. Therefore our job was not to continue to bring our message to the same people but to that group who had not yet heard it as frequently as they might.

"For our next show we chose to do a piece of research work on the nation's advertisers, which had been written by Detroiters. After several weeks of gathering material from all over the United States we started Song Hits by Detroiters. We changed the station but still kept to the 5 o'clock Sunday hour. We won many of our old Pronunciation listeners plus a host of others who had a primary interest in the musical field."

"After 13 weeks of that show we made a complete change of program, idea, station, day and hour of broadcast. The sudden and dramatic change in the European situation created an unusual demand for news. Therefore we sponsored Morning News Flashes every morning at 7:30 a.m.

"Concerning our programs we believe: That each radio station has its own particular and peculiar following; that varied program themes will win a varied type of audience; that every hour in the day has its own characteristics. Our advertising job then, as we see it, is to keep shifting programs to new focal points of interest through the use of new stations, varied programs, ideas and different time periods."

(Continued on Page 36)
MOVE MERCHANDISE IN MASS

- In early 1936 WKY advised Kerr's, a leading Oklahoma City dry goods store, "Follow the news and listeners will follow your announcements." Kerr's took the advice... bought a series of after-the-news announcements. Today, Kerr's is completing its fourth consecutive year of following WKY's newscasts... and preceding them, too, advertising specific items from their great stock, snug in the knowledge that "this service has paid us well for the advertising dollar invested"... positive in the conviction that "it is largely responsible for the substantial increases Kerr's is showing in sales."

It makes little difference whether the job at hand is the production of a variety show with a cast of twenty-five or the coupling of a single announcer to a WKY microphone, WKY goes about the task with an eye to producing sales for the sponsor who uses its facilities.

Its record of accomplishment in this direction is written in the long list of local merchants who have tested WKY's sales-making power... extended the trial over a period of years... proved by direct response to WKY-advertised merchandise that WKY has the listeners and that WKY's listeners have the buying power.

WKY Oklahoma City

NBC AFFILIATE * 900 Kilocycles

Morris Plan Bank Likes Radio
(Continued from Page 31)

in Philadelphia the cost of adequate display newspaper advertisements appearing daily is prohibitive, except in a very large advertising budget. On account of this high cost, (justified by large circulation), the newspapers have not made a favorable showing in our survey based on comparative dollar costs.

“I have found that radio brings in business that newspapers do not ordinarily reach? That’s a rather difficult query to answer in detail, but from my observation, I would say there’s no doubt about it.

Please remember this salient point. Up to the time we went on the air in Philadelphia, no bank had used radio regularly. This meant that we were sailing in uncharted seas, with no rudder at our command other than our judgment. There was no precedent to go by; we traveled our own lanes.

Word-of-Mouth Bonus

Interesting, too, is the fact that with our radio-brought increases, our personal recommendation business has also increased. We attribute a great deal of the latter to our broadcasting series and a concurrent carefully designed direct-mail program; a general word-of-mouth build-up, although not directly traceable to radio entirely, is, however, another factor not to be lightly dealt with in any summary of the success of our campaign.

Thanks mainly to our radio series, the Morris Plan Bank of Philadelphia is showing its heels to many similar institutions in the country in percentage of increased business. Already, we have received any number of inquiries from other banks requesting full information on our radio camps.

There are several points about radio broadcasting that have especially appealed to us. Previously, our newspaper advertising, using a quarter-page full-color ad, cost us $12,000 per week. With radio, we can reach 10,000 people for 10 cents a week, or 2,000 people for a penny.

The SMILE FLUSH recorded here may not win the chips, but it appears NBC President Lenox R. Lohr (center) was spinning a tall yarn when this group was caught in Philadelphia recently—(l to r) Allen Hellingsley, president of Fuller & Smith & Ross, and president of the American Association of Advertising Agencies; William S. Hedges, NBC stations vice-president; Major Lohr; Marvin W. Smith, vice-president of Westhouse, and Walter C. Evans, vice-president of Westhouse Radio Stations Inc., and manager of its radio division.

Europe Adhering To Usual Waves
Few Deviations Are Shown;
Montreux Plan in Doubt

DESPITE war hysteria in Europe, practically all nations, both belligerent and neutral, are observing their usual wave-length assignments. In Great Britain, however, there has been a minimum of up-setting of normal broadcast operations. That plan has been submitted to a committee of the European national broadcasting union in Brussels.

Dated Nov. 10, the letter from Mr. Braillard stated that his organization has been able to maintain its previously planned activities and program schedules and that they have been able to maintain their usual wave-length assignments.

As a result of this, the Montreux plan for the channel of the world is expected to continue as usual.

Express Spots

RAILWAY EXPRESS AGENCY, New York, on Nov. 27 started its annual Christmas campaign for its express services using spot announcements to five times weekly on stations throughout the country. Final spots in the campaign on Dec. 24 will feature L. O. Housden, president of the company, expressing Christmas greetings to his employees, and will continue into January.

New Wheatena Series

WHEATENA Corp., Rahway, N. J., on Nov. 20 started its Wheatena Radio Playhouse, a Jewish dramatic program, on WBNX, New York, Mondays, Wednesdays, and Thursdays, 2:30-3:45 p.m., and on WEVD, New York, Tuesdays, Thursdays, and Saturdays, 2:15-3:15 p.m. Under contract to the company, the series is an agency of the Red Bank, N.J., agency.

Page 36 • December 1, 1939
Like the photograph on the left, Blaw-Knox Vertical Radiators are unique in not being limited to any one type of design and construction. The following types can be fabricated to suit your needs or preferences:

SELF SUPPORTING CONSTRUCTION
- Bolted, galvanized
- Bolted, painted

GYYED CONSTRUCTION, UNIFORM CROSS SECTION
- Bolted, galvanized
- Bolted, painted
- Welded, galvanized
- Welded, painted

Any of the above can be supplied with base insulators for series excitation or without insulators for shunt excitation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
CALIFORNIA Fruit Growers Exchange, Los Angeles (Sun-kist oranges and lemons), is offering as high as 150 cash awards as well as a grand prize in a contest being conducted on its thirteen-weekly radio show program, Hedda Hopper’s Hollywood, on 31 CBS stations. Contestants are asked to fill out the statements like to have Sun-kist lemons always on hand because —— and also supply evidence of the form of six tissue wrappers from Sun-kist lemons. First prize, an expense paid trip to Hollywood from any part of the United States, for two persons. Contest which started Nov. 29 continues throughout December and winners announced on the Dec. 22 broadcast. Dealer display tie-ins have been distributed and the contest is also being promoted through 72 newspapers in 31 cities. Other contests as well as premium offers are also planned for the radio program during 1940, according to Russell Z. Eiler, advertising manager of the Exchange.

Badger Hobbies

MORE than 1,600 grocers were invited to attend the Wisconsin Hobby Show, which opened for four days Nov. 30 at the Milwaukee Auditorium, as guests of the show management. The show is sponsored by Dave Elman’s Hobby Lobby on CBS, and WISN, Milwaukee’s CBS affiliate. The show management and sponsors are preparing a program which will appeal to both hobbyists and a general audience. The program is being distributed to independent and chain grocers, the show management personnel. The show tie-in, the Hobby Lobby tie-in, was made by National Advertising Manager, Cyril Fox, Fels advertising manager, Philadelphia, and Richard Haidel, Fels Chicago manager for the soap campaign.

Maps for Survey

CANADIAN Broadcasting Corp., is making a coverage survey of its thirty stations throughout Canada with a multi-colored war map of Europe. The maps are two long line booklets with rich blue point finder cornes at the top corner, which when crossed to meet at numbers corresponding to those along a list of European cities on the side of the map, immediately locate the place sought. The CBC is sending these maps, in either French or English, to all listeners writing for them and enclosing 15 cents to cover actual cost of map and handling.

Wedding Invitations

ENGRAVED invitations to a wedding on Nov. 29 of Joan Field and Harry Davis, stars of the CBS serial program “Men Are Only Men” were mailed to the sponsors of the newlyweds by the sponsor, Prudential Insurance Co. of America, New York, as a promotion stunt, through Benton & Bowles, New York, the agency handling the account. The program, which started last May, has been featuring the troubles the young couple have had in arranging the marriage date.

Merchandising & Promotion

Wisconsin Show—Sugar Coated—More Copper—Plane Prizes—Strip Salesmen

KYA Open House

KYA, San Francisco, held open house at its studios Nov. 27. The evening was called “Jean Fay’s Open House” and admission was by ticket distributed to those who wrote for them via Miss Fay’s commentary program. A variety show was staged. Guests were taken on personally conducted tours of the various departments. A sound motion picture, “The American Way”, was shown. Manager Reiland Quinn acted as m.c.

Mikes of Sugar

LOLLYPOPS, wrapped in cellphone and decorated as a microphone, cushioned in tissue and individually boxed, have been sent to a list of 300 local club agents, prospects and their children by WCCO, Minneapolis. With compilation of the list left to the discretion of the WCCO sales staff, the promotion is reported as so successful that an additional 200 lollipops are being distributed.

KMPC Trailers

WHEN Fred Henry and Clote Roberts, Hollywood news commentators, switched their nightly Let’s Talk Over the News feature to KMPC, Beverly Hills, the sponsoring Downtown Newswater Theater prepared the stations channel with screen trailers and is continuing promotion of the feature with trailers at every station change.

Clock Stuffer

FIFTY thousand red-striped stuffers promoting RCA Victor records and the Musical Clock recorded program on KTW, Philadelphia, are being slipped into all record shipments by Raymond Rosen & Co., RCA Victor distributor for the Philadelphia metropolitan area.

Copper Cash

URGING advertisers “in cash on the copper market”, KGIR, Butte, Mont., has sent out a promotion letter lithographed on sheet copper, along with a solid copper watch charm, bearing no radio advertising but boasting Montana as a vacation land.

A FOOTBALL window in Pittsburgh’s Bond’s Clothing Store, sponsoring an early-morning program on WCAE, proved a sidewalk magnet. Photos of the three local college teams and of Atlantic Co. announcers were included.

Little Planes From Big

TAKING advantage of Armistice Day and the Big Clarke, chief engineer, KROC, Rochester, Minn., worked out an unusual and fascinating prize plan for WROO Radio Network shows, Captain Midnight and Jack Armstrong. Inviting all children in the community to Soldier’s Field to see a special Armistice Day party, the station sent Clarke aloft in his plane, where he surveyed cardboard planes bearing printed plugs for the Shell Petroleum and Weather shows. To make the search for planes more interesting, some were keyed so finders would win 500 special prizes, including cash awards, autographed photos of Bernie Bierman, Minnesota U football coach, large aluminum airplanes and a hundred theater tickets.

Printing Awards

SERIES of seven mailing pieces and a humor contest, used as a Christmas greeting, issued by NBC and three promotional releases of the CBS radio show department were given awards of special merit in the Fifth Annual Exhibition of Printing held in November by the New York Employing Printers Assn., New York. The show contained one of the large posters bearing the campaign slogan “It’s a Merry Christmas” and was addressed to the high points of available shows.

How to Merchandise

COMBINING success stories and a description of the various steps the merchandising department follows in promoting a particular enterprise or product, WHK-WCLE, Cleve- land, has published a leave-of-leaf brochure, “Merchandisers Guide, Booklet & Halftones and using a blue- and-white motif. Extra copies of this piece, which has been distributed to all NBC-Blue stations by the network, are available to advertising agencies and others.

Kate’s Own Team

ALL-COLLEGIATE football team, as selected by the nation’s outstanding coaches, will be announced Dec. 8 on the Kate Smith Hour, an annual feature of the CBS program, which is sponsored by General Foods Corp. Six of the nation’s outstanding coaches comprise Kate Smith’s committee, which checks the ballots and determines each of whom receives a specially designed and engraved gold watch.

Local Wires

WJBK, Detroit, early in November dispatched 1,500 telegrams over a period of 13 consecutive days to 98 advertising agency account executives and their offices in department stores, combining a description of the high points of available features and general sales talk.

One Cent Sale

AFTER successful inauguration last Christmas, KFRO, Longview, Tex., is offering an interesting promotion to time listeners in its second annual One Cent Sale, to be held in January, 1940. Advertisers may buy one unit of KFRO broadcast service and for one cent additional may receive a duplicate unit, both to be broadcast the same day. No contract will be accepted for longer than 13 weeks, and contracts must start next January.

 Selling by Serials

SALES executives and actors of NBC-Chicago addressed the Women’s Extension Club of Chicago on Nov. 21 on the sales potentials of radio script shows. Using Girl Alone, five-weekly strip show sponsored by Prudential Insurance Co., as an illustration a complete sales presentation was made by S. N. Strotz, general manager of NBC-Guest Show; H. C. Kopf, network sales manager; Emmons Carlson, sales promotion manager; Paul McClure, assistant network sales manager and Gayelette Krum, author of Girl Alone; Betty Winkler and Pat Murphy, stars of the daily program.

Texas Blow-ups

KFRO, Longview, Tex., is mailing a blow-up of liner cards currently appearing in trade journals to about 500 advertising agencies and clients, in addition to other regular monthly mailings. The station gets out KFRO is planning a new direct mail series to call attention to its lower rate, to come in Feb.-

BROCHURES

NBC-Red: Ad-reprint brochure, "... and graves of Red New users", emphasizing the "counted audience".

UNITED PRESS: Large folder with headline montag promoting UP’s claim to a two-hour beat on the German "beer cellar bombing".

KFBR, Sacramento: Direct mail folder built around baseball broadcasts on the station and naming of Chicago League of Tony Koester, of KFBR, as "most popular and effective baseball announcer in Pacific Coast area.


CBS Pacific Network: Two-color geographic-commercial coverage brochure.

KFDB: Folder: Illustrated large magazine-size offset-printed brochure covering station personalities and call signs, with simulated Time cover.

WBT, Charlotte: Twenty-page brochure, "They sell these...", telling how WBT broadcast children on WBT, boosted sales of Norwegian refrigerators and appliances to record numbers.

KKKO, Fort Worth: "Brochure based on theme, "The Blue Ribbon Station of the Blue Ribbon State,"

OKLAHOMA NETWORK: Two-color direct mail piece, "OK for Oklahomans", containing station statistics, etc.
KVOR does MORE than "cover"

...it PENETRATES its market!

Coverage, says Webster, is the portion of a group or of a community reached by a particular advertising medium. KVOR offers more than coverage. For KVOR does more than reach or extend out to the cities in its listening area. A better word is penetration, for surely KVOR enjoys the faculty for entering or piercing its market area.

Reduced to people and dollars, KVOR's market is 219,007 people who spend nearly $54,000,000 a year in its retail stores. People in Castle Rock, in Canon City, in Walsenburg, and in Pueblo enjoy KVOR's entertainment, respond to KVOR's product exploitation with an enthusiasm equal to that in KVOR's home town, Colorado Springs.

Giddings, Inc., Colorado Springs department store, for instance, after three years on KVOR, writes: "It is not uncommon for us to complete many orders from Cripple Creek, Canon City, Pueblo and many other cities as a direct result of our KVOR advertising." And Waymire Clothing Company testifies: "We have used daily advertisements over KVOR the past two and a half years and have been advised of its far-reaching effects by customers who come from outlying territories and nearby towns as well as from customers in our own city who have heard our advertisements."

Evidence is abundant on all sides that KVOR is the home station of Southern Colorado. The way into the homes of this Pikes Peak region is through its home station.

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I am depending on KVOR as one of the most effective mediums of reaching the public. It is gratifying to see our machinery working full time and KVOR is due much credit as it had the responsibility of most of our advertising program.—Johnie Foust, Dr. Pepper Bottling Company.

We bought KVOR program to convince the public of our superior service—and it has worked. In the face of price cuts, which we did not meet, nothing has fortified us so well; nothing has carried the letter and spirit of our message so completely as KVOR.—Orvil Potts, Ideal Cleaners.

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KVOR Colorado Springs

CBS Affiliate
1000 Watts
Full Time
Radio Set Production, 9 Million, Breaks Record

WITH a production of over 9 million radio sets, 1939 will break all records for the number of radios manufactured, according to Dr. O. H. Caldwell, former Federal Radio Commission who is now editor of Radio Today. So far, factory reports show an increase of 25 to 30% over 1938, when production exceeded 7 million radios, according to Dr. Caldwell. Unit values are up, and console sales in some cases are double last year's.

With radio dealers' reports indicating that only half of the 1939 radios will replace existing sets, this means that nearly five million new "listening posts" for broadcasting will have been added in American homes, offices, automobiles, etc. This will bring the U. S. total to 46,000,000 radios.

WNEW, New York, on Nov. 27 signed a new five-year contract with Martin Block to continue his Make Believe Balloon program as an exclusive feature of the WNEW artists bureau. The contract is retroactive of Nov. 1 when Block's six-year contract ended.

Continued Temporary Time Extensions
No Longer to Be Granted by the FCC

COINCIDENT with termination of special temporary authorizations to operate additional hours held by a half-dozen stations, the FCC announced Nov. 21 that it will strictly enforce its rules governing such temporary authorizations and that continued extensions will not be granted.

Not Recurrent

Formal notice to all stations was given Nov. 21, following individual notification to the stations holding such authorizations, that the practice would be condoned no longer. At its meeting Nov. 14, after a full discussion, the FCC decided to enforce its rules in this connection [Broadcasting, Nov. 15]. It did this with the full realization that past grants of that character usually resulted from pressure from various quarters.

In letters to the stations previously holding such authority, dated Nov. 17, the FCC pointed out that requests for additional time must be limited to temporary periods for transmission of programs which are not recurrent. It specifically mentioned that requests for network or similar programs which extend over a long period of time cannot be granted under this provision of the regulations.

Stations which were notified of the new policy in considering future extensions include WDGY, Minneapolis; WMAZ, Macon, Ga.; KEX, Portland, Ore.; KOB, Albuquerque, N.M.; WMPC, Lapeer, Mich., and WSPR, Springfield, Mass. The stations have been operating under special temporary authority for additional hours for varying periods ranging from 1937 through this year.

In its notice Nov. 21, the FCC pointed out that two provisions are particularly called to the attention of licensees on special temporary authorizations. These specify that requests must be made ten days prior to the time of desired operation or in special cases where the request cannot be made on time, a full statement must be made as to why that was the case.

It was pointed out that a program concerning a community chest drive, the dedication of a public building, an address by a prominent citizen, or a sports event may be considered under the regulations providing that only the actual time required for such operation is involved.

Formal Applications

"Additional time for holding the audience or for the convenience of the licensee is not in order", the notice stated. "Requests to carry programs which are recurrent and extend over considerable time, particularly when such a program is a definite 30-day interval, cannot be considered as proper basis for a request for temporary operation. Requests for such operation should be made by formal application in accordance with the rules governing the same."

Last June, Commissioner George H. Payne granted WDGY authority to operate full time in lieu of its limited hours on the air, controversy developed in connection with this practice. A possible new breakdown of allocations fundamentals was seen at that time. Following this grant, a number of other station requests were accorded similar authority and the issue came to a head at the Nov. 14 meeting of the Commission, at which time the rigid enforcement policy was agreed upon.

WHO Gives 10% Bonus

DIRECTIONS of Central Broadcasting Co., the owner of WOR, Des Moines, have authorized the thirty-five employees who have been with the station six months or more, to receive a bonus of 10% of annual salary; four years, 9%; three years, 8%; two years, 7%; six months, 5%. Checks are to be distributed Dec. 22.

WOR to Pay Bonus

CHRISTMAS bonuses will be paid Dec. 5 to all employees of WOR, Newark, who have been with the station six months or more. It has been announced. Those on WOR's payroll for one year or more will receive two week's extra salary if they make $30 a week or less and $50 extra pay if they earn more than $50 weekly. Those employed between Jan. 1 and July 1 of this year will receive half bonuses.

Suicide

DOUG ARTHUR, program director of WIBO, Glen Ridge, N.J., who has been living on the air in a new form of double-talk commercials. His listeners have been given shows of his recorded one, to demonstrate the quality of recording. The Wilcox-Gay Recordio, sold by the sponsors of a portion of his daily Daybreak program.

The Ears of Kansas
—mean profits for you!

Just one more example of WIBW’s audience-building service... the only COMPLETE broadcast of National Cornshucking Contest Finals.

When one single station can reach the listening ear of the entire state of Kansas and well over half of all adjoining states, it’s bound to be a productive buy.

But when that station is so firmly entrenched in the daily life of those people that is a dominant factor in guiding their purchasing habits... it belongs on the "must" list of every advertiser who wants immediate action... results.

Such a station is WIBW... friendly, neighborly and homey in speech and programs. A new, ultra-modern transmitter operating on the choice, productive frequency of "580" assures peak reception.

Let us show you how we can produce the same profitable results for you as we have for hundreds of other enthusiastic advertisers.

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

Ben Ludy, General Manager
Represented by Capper Publications, Inc.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco
Lottridge manages WOC

Appointment of J. Bury Lottridge as manager of WOC, Davenport, is announced by Mr. Lottridge. He was formerly manager of WOR, a score of 1,140.

Mr. Lottridge.

Mrs. Swabey appointed

As CBC American Rep

Some text missing or not visible in the image.
“There’s a funny little popping noise right next to Raymond Gram Swing”
things are forever popping on this network!"

For 18 Consecutive Months, Mutual billings have outstripped every corresponding month in Mutual history.

88% of all Mutual 1938 coast-to-coast campaigns are back in 1939. This is the highest percentage of coast-to-coast renewals on any network.

75% of all current Mutual coast-to-coast programs started as sectional accounts and grew because of results.

Twice as many new network accounts have been, and are being, developed by Mutual than by all other networks combined.

The net return to the stations on Mutual commercial programs is the largest in network broadcasting.

Yes, indeed, Dear Lady, while it is quite true that Mutual maintains permanent organizations in the war capitals (not to mention two front-line correspondents!) what you hear is not the stutter of machine gun fire but the astonishing facts and figures that are forever popping up on Mutual’s peace-time progress.

THE MUTUAL BROADCASTING SYSTEM
Radio's Platform

As a New Year approaches, it behooves all in radio to take inventory, reviewing the past and contemplating the days ahead. In American radio, happily, there are two basic components—the public and the broadcaster. In between are such essential factors as the client, the advertising agency and the Federal regulatory authority. As long as the broadcaster satisfies the listener, he meets his service obligation.

American radio, in its 19 years of stewardship, has more than met all challenges. It was born here, nurtured and developed under democratic precepts, and it has outstripped its contemporaries in this troubled world. Temporary obstacles have been thrown in its path, bred by perhaps well-intentioned but misguided people in some cases; by crackpots and blue-nosed reformers in others; by political zealots with dictator-complexes in yet other instances; and by those who feared its competition for the advertiser's dollar.

The path is not yet clear, which may be all to the good. If all were milk and honey, the broadcasters might become smug, satisfied and decadent, rather than the virile, aggressive group they are. It is true that broadcasters, because of their overall success and the allegiance of the public, are harrassed by more plain and fancy problems than have confronted any other art or industry. Yet they have solved all of them in the past through good programming and intelligent and resourceful management. There isn't any reason it can't be done in the future.

Radio's platform of service has moulded itself over the years. We think it advisable, however, to set down in type the immediate objectives of the industry, as a sort of creed in which it dedicates itself not only to the public service but to a vigorous defense of those principles for which it must stand to perpetuate that service.

It was President Roosevelt himself who remarked last May in his first transcribed address on radio that, except for policing of the air to prevent allocation confusion, "radio is as free as the press". In any radio platform, that tenet must take the No. 1 niche. It is all-inclusive. Radio could ask no more than that which its colleagues of the Fourth Estate have established as a cherished principle and kept inviolate since the days of the founding fathers.

So with that introduction we outline our platform for American radio—a platform which henceforth we will publish in our masthead on this page, to be modified as conditions change:

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Provisions providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 50,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Daytime Rut

Daytime radio is in a rut. There is almost an unbroken monotony of network serial strips—network dramas, they have been called. All told, there are some 15 daytime hours on the major networks alone, most of them con-tiguous.

Last April we essayed to point out editorially that the situation was becoming serious; that the daytime drift was to follow the leader. The situation today is such that broadcasters are becoming fearful of losing audience because of the sameness of the radio fare. Greater diversification of daytime programs has become necessary.

Sensing this situation, John F. Patt, aggressive young head of WGAR, Cleveland, is doing something about it. A new daytime musical for Franco Spaghetti, featuring Lanny Ross, has been sold by CBS. He is pushing it with extraordinary merchandising, in the hope of attracting other sponsors. Stations contacted by him have given his plan enthusiastic endorsement.

Advertisers will switch to new program themes—music, comedy, and even mystery stories—if they are shown results comparable to or better than those now accorded the network dramas. For radio's sake, the networks should encourage overloading of their schedules with so much daytime sameness. The formula is made to order.

Hodgepodge Economics

Skeleton-rattling and looking under beds is a pet pastime of industries subjected to increasingly stringent Government regulation. It has been so in radio practically since the first law affecting it was enacted in 1927. And as broadcasters get a bit grey about the temples, it hasn't abated appreciably.

We are not given to spreading of alarmist views. Yet we see in recent developments in radio litigation, and in policy pronouncements of the FCC, harbingers of real danger to the freedom of movement granted to radio by law. Serious undermining of commercial radio is in the offing unless the trend is checked.

In recent weeks there have developed a hodgepodge of regulatory ideas and actions which seem to be inconsistent and at variance with the intent of the law. The U. S. Court of Appeals, which sits over the FCC on matters of law, unfortunately hasn't clarified conditions in its recent rulings.

The crux of the present situation goes to station competition. The FCC, through its aggressive young general counsel, steadfastly espouses the view that the broadcaster is not different from the butcher, baker or candlestick maker, and is not to be protected against any degree of competition through licensing of new stations. It's the survival-of-the-fittest theory. The court, in a recent ruling, did not subscribe to that view all the way, but it said that unless existing stations could show they would be utterly destroyed by the new competition, and proved it, they could not have a day in court. The Commission's grant then would have to be vacated.

Beyond that, the FCC recently adopted what appears to be an utterly arbitrary and indefensible policy by closing the door to interventions by existing stations in proceedings before it unless it feels so disposed. In quick succession it denied dozens of petitions to intervene. Then, evidently feeling the action too drastic, it let up for a spell.

There have been other instances of radical departures from orthodox procedure. In a case granting a new local station, the FCC held that network affiliates are, in effect, precluded from rendering a local service. In the same case, it deviated from what appeared to be established allocation policy by granting a local station to a community which, under its rules, required regional power for effective coverage.

We do not oppose the competition theory if it is consistently applied and kept within reasonable bounds, and if the natural concomitants of such a policy likewise are observed. If the FCC be required to regard a private business subject to all the hazards of competition, then the Government's regulatory jurisdiction should be confined to that of a licensing authority and a "traffic cop" of the air. Indeed, the President himself observed that only such controls necessary to prevent complete confusion on the air have been set up.

But it is difficult to reconcile the FCC's present policy pronouncements—that new competition just short of actual death of existing stations is permissible—with the mandate of Congress that all stations be required to serve the public interest, convenience and necessity. Unrestricted competition breeds cutthroat tactics. History is replete with examples of what happens in such cases.
We Pay Our Respects To...

Franklin Malcolm Doolittle

Punts, laterals and blocked kicks are the order of radio business during fall and winter Saturday afternoons, with the broadcast spectrum transformed into a thousand gridirons. But Franklin Malcolm Doolittle can tell you a different story.

The story was on Nov. 13, 1921, when Yale and Princeton were fighting their annual gridiron battle. Franklin Doolittle, an instructor in communications engineering at Yale, operated an amateur station, W1ASI. Believing fellow amateurs might be interested in the epochal event, he put on a "play-by-play" account—perhaps the first football broadcast in history. Seated at his home-made microphone—a reformed stand-up telephone—he repeated the plays as read to him over a telephone line by a reporter of a local newspaper. He received many enthusiastic letters of appreciation.

Franklin Malcolm Doolittle today is president and manager of the successful and civic-minded WDRG, Hartford, the pioneer offspring of amateur station W1ASI. As a matter of fact it was only 13 months after that epoch-making football broadcast—on Dec. 10, 1922—that WDRG became a regularly licensed commercial outlet. This month WDRG observes its 17th anniversary.

Dr. Doolittle, while a practical broadcaster, nevertheless is first and foremost a radio engineer. He built his first station in 1906, and he is still building them. His newest offspring is the experimental frequency modulation station WXIS, on Meriden Mountain in central Connecticut, utilizing advanced engineering methods which Dr. Doolittle is convinced will become the transmitting system of the future. The station began regular operation Oct. 1, and it is the first frequency-modulated outlet to be built by an independently-owned commercial broadcasting station. About three years ago the possibilities of frequency modulation, as opposed to the conventional amplitude method, were demonstrated to Dr. Doolittle by Maj. E. H. Armstrong, its inventor. Now called "technicolor radio," F-M so fascinated him that he immediately set out to test its merits. He is one of the leading experimenters in the field today.

Franklin M. Doolittle has spent nearly all of his 46 years in his native Nutmeg State. He was born in New Haven, June 16, 1875, son of a wholesale druggist. While still a grammar school youth of 13, he built his first "wireless." It consisted of a Ford spark coil for transmission and a coherer for reception. Over several years the station was improved and rebuilt several times, and was finally used by the United States Telegraph Co. for communicating with ships plying the waters of Long Island Sound.

After elementary school work in New Haven, young Frank Doolittle entered Sheffield Scientific School at Yale University, but continued his radio work as a commercial wireless operator, pounding brass on merchant ships during vacation periods. At the same time, despite his youth, he was teaching "wireless" at evening classes at the New Haven Boys' Club. During this period, a quarter-century back, he constructed an arc transmitter which was used for actual broadcasts of music that were heard around New Haven and by ships on Long Island Sound.

Graduated from Yale in 1915 with a degree of Bachelor of Philosophy in Electrical Engineering, the youthful radio scientist joined Bell Telephone Laboratories in New York City and for two years applied his training and experience to the embryonic radio field. With the entry of the United States in the World War he became an ensign in the Naval Reserve, and later transferred to the regular Navy as a radio officer and completing a training course at Annapolis. During his naval tenure, he acted as radio officer of the 4th Squadron, Atlantic Fleet under Admiral Hooper.

The war ended, Ensign Doolittle was mustered out of service and returned to his native New Haven. In 1919 he began to teach communications engineering at Yale on a part-time basis—probably another first, though he does not claim it. For six years he taught at Yale, at the same time starting in the radio business, first manufacturing loudspeakers and amateurs' equipment. With the advent of broadcasting in 1920 he opened a small outlet for the sale of sets and parts.

Like many another pioneer who started "commercial" broadcasting as an adjunct of the set business, Mr. Doolittle was a member of the Institute of Radio Engineers and of the Radio Manufacturers Assn. Committee on Frequency Modulation. His fraternity is Sigma Psi. Aside from radio, Dr. Doolittle's hobby is boating; he operates a ship-to-shore radio telephone aboard his Fairline Flyer Dustiel.
HERBERT I. ROSENTHAL, general manager of Columbus Artists, New York, has been appointed executive vice-president of the organization, and L. S. Becker, business manager, has been made vice-president, maintaining his former activities. Two new positions have been created for Columbus Management of California, with Murry Brophy, former managing director, promoted to executive vice-president, and Rudolph Polk becoming vice-president.

TOM WOLF, formerly of Time and Life magazines and the New York Post and contact man for WOR’s WNBC-News & Negatives, has been added to the board of KOY, Phoenix, Ariz., as manager. He will handle the winter. He was accompanied by George Cook, WLS treasurer, who plans to return to Chicago in early December.

HARRY F. WALSTRUM, director of Associated Transcripts of Hollywood, and Eleanore Bosworth, radio actress known professionally as Eleanor Cogado, were married Oct. 25, it has just been revealed.

Shaw WMCA-V.P.

APPOINTMENT of Donald S. Shaw as executive vice-president of WMCA, New York, in charge of personnel and station operations in addition to his former duties as the station’s sales manager, was announced Nov. 24 by Donald Flam, president of WMCA. In making the announcement, Mr. Flam stated that “Mr. Shaw’s reputation in this field is broadcast first as eastern sales director of NBC and later as the executive in charge of radio at the McCann-Erickson advertising agency, together with the splendid record he has made at WMCA during 1939, eminently fit him for the added responsibilities.”

Mr. Shaw is, of course, the car owner and driver. Immediately, Mr. Shaw joined WMCA last February as vice-president in charge of sales, drawing the fairy for as assistant to the President of McCann-Erickson. He also had associated with him. He then became Walker Thompson Co., and as radio director of Lennen & Mitchell.

Rogers in Crash

J. ELLWOOD ROGERS, president of CFRB, Toronto, narrowly escaped death Nov. 12 near Madison, Wis., when his car was flying capsize during a lake landing. After the poncho hit the water they found the plane turned upside down, with the wings resting on the lake bottom. Rogers was able to extricate himself with the safety belt and escape through a window, then swam around to try and rescue his companion, Col. R. J. Shore, the latter also being saved. When Rogers felt he could stay under water no longer, he came up to the surface and was able to get on shore, where he was still showing above water. His companion on the hunting trip drove alone to the lake and got a boat of the party on shore rescued Rogers from the icy water. The accident was caused by ice forming on the rudder controls.

BEHIND THE MIKE

LAWRENCE TRELKHER, on Nov. 16 was appointed program director of WMPS, Memphis, by Manager James C. Haanah. He is also known editor of WHB, where he was with Scripps-Howard Radio for several years, and station has been having with WNOX, Knoxville, and WCIO, Cincinnati.

ERIN GROBE, former member of the radio department of Bentol & Bowles, New York, has gone to spend Christmas vacation with his former home. Traveling by air to Arizona, he will broadcast the Phoenix-Tucson high school football game in the afternoon. From there he will return to New York.

IRVING REIS, CBS writer-producer, has been promoted to Hollywood from New York two years ago by Paramount Pictures Corp., for film assignments, and is being groomed to direct. The former Columbia Workshop producer is taking a 10-second cut from film writing assignments to permit concentrated study of picture production methods.

A Busy Day

LOU ROKIEC, Arizona Network's purse-man, has returned from a vacation in Phoenix, claims a record. Piloted by Hal Lines, and personal operator, in the latter’s airplane, Kroeck left Phoenix recently in the morning and flew to Tucson where he broadcast the Phoenix-Tucson high school football game in the afternoon. From there he flew to New York Oct. 25, and broadcast the State Teachers’ College game in the evening. Then he hopped to Phoenix to handle the broadcast of Gus Arnheim’s orchestra from a local hotel.

GAIL NORTHE

BACK in 1932 Gail Northe was telling fairy tales to KNX, Los Angeles, Tex. En route to New York one spring, she stopped over in Dallas to do a guest appearance on WFAA. A station executive heard the program, gambled on her ability to sell merchandise as well as she told fairy tales, and hired her. After five years with WFAA and the Texas Quality Network, Gail joined the Texas State Network as director of women’s activities—the third person Elliott Roosevelt hired out of the ranks was the woman of organization. In this capacity she does a thrice-weekly fashion program for the WABC network, one of the most popular in Texas. A sister of C. R. Smith, president of American Airlines, Mrs. Northe (she was christened Mildred Smith) has a decided flying complex. She “specializes,” says Miss Northe, “on promotions from airplanes—1,000 to publicize the 1957 Pan-American Exhibition in Dallas, and 1,500 to handle the opening of TSN in 1958. Early this year Miss Northe married Charles Maloney, a boy scout who is grand prince now conservator of art for the Dallas Museum of Fine Arts and Crocker Galleries of Sacramento, Cal.

RUBBY COWAN, who left NBC two years ago to join Paramount Pictures in Hollywood, announced Dec. 1 to rejoin the NBC artists service division in charge of vaudeville, motion pictures, and television. George Engles, vice-president and manager of the artist division of the service has announced. On the same day A. Frank Jones, of the division, became director of the NBC Arts Bureau, to handle bookings on the Pacific Coast and in the Southwest.

RHEA DIAMOND, secretary to Leon Goldstein, publicity director of WMCA, New York, was married recently to Arthur Director.

BERTHA CURRAN, of the educational department of NBC-Chicago, has resigned, to become manager of J. Newmark, production director of Chicago Public Schools. The wedding date is Dec. 25.

GEORGE FAULKNER, CBS script writer of the Sunday afternoon program "Pamorama of Happiness," has been forced to give up the assignment temporarily due to illness.

JOHN GRAHAM, former trade news editor of NIO, has joined Fade Magazine as editor.

JAMES P. BEGLEY, program manager of KYW, Philadelphia, was taken to Lankenau Hospital, Philadelphia, Nov. 14 for two blood transfusions. Kirby Oullette, KYW script editor, is also a graduate of a girl born Nov. 15, his own birthday.

DON MORRIS, former announcer of WMBD, has joined Lucy Vaught, CBS script writer, has joined WDJ, Detroit.

J. ROY CORCORAN, radio commentator and newspaper writer, has joined the announcing staff of WPEL. Philadelphia, and has added a thrice-weekly quarter-hour series.

LUCILLE CUMMINGS, who handles at KQO, San Francisco, has returned after a lengthy absence and is now a control on the WVL network's staff.

HARRY L. LUNDQUIST has joined the production staff of WEEI, Boston, as associate director.

PAT KELLY has returned from a six-month leave of absence to handle publicity and production at KFRC, San Francisco.

RICHARD WEAVER, formerly advertising manager of Big Ben Self-Service, has joined Col. WARD, Brooklyn, to handle special promotion for a radio show, which specializes in foreign language programs.

FLORIDA STEVENS, actress for KFRC, has been signed by a Hollywood motion picture studio.

EVELYN WILSON has joined the continuity department of WOL Washington. Miss Lacey, drama editor, and Dorothy O’Donnell, Mrs. Edna Alhoush has been named WOL receptionist.

TOM D’ALEY, sportscaster of KYO, Tulsa, Okla., is handling high school basketball games from the local pool and broadcasting them live on the network.

ROY JASON, sports announcer for KOGO, San Diego, Calif., is also handling "Marge Peggy Chase during the Christmas holidays.

BUD CHISHOLM, formerly program director of WACO, Waco, Tex., has joined the announcing staff of KARK, Arkansas.

HUGH ASHPOW, in Midwest radio during the last 15 years and most recently in WOC, Minneapolis, has joined the program department of KMOX, St. Louis.

JAY MURPHY, staff pianist of WGN, Chicago, since 1934, has returned to his duties at WGN following a year’s study in Europe.

Page 46 • December 1, 1939 • BROADCASTING • Broadcast Advertising
By tradition the people all through WTIC’s New England have a reputation for being pretty practical, down-to-earth folks. The sort who can take their French lessons—or leave them.

Yet, within one week after the first announcement we received requests for 10,000 lesson sheets—offered in conjunction with a new series of French Pronunciation Lessons over WTIC.

Such a handsome response to an educational feature shows that our 50,000 Watts reaches a big audience of consistent listeners. The experience of scores of advertisers shows that it pays to reach this audience of ours—because it’s friendly as well as big.
DON WILSON, Hollywood announcer of the NBC Jack Benny Show, sponsored by General Foods Corp, has been added to the film "Buck Benny Rides Again," which features the comedian and is being produced by Paramount. Other members of the weekly radio show in the film include Phil Harris, Hildred Chester, Anderson, Andy Devine and Dennis Day. Bill Minden and Ed Edlin, gag writers for Benny, are also writing the screen script.

JOHN S. HAYES, production manager of WOR, Newark, is the father of a boy born Nov. 16.

HUGH ASPINWALL, formerly of WOWO-WGL, Fort Wayne, Ind., has returned to his native city from injuries received in a bus accident.

TROY JACKSON, of the CBS San Francisco production department, has been transferred to KSFO, San Francisco.

ETHEL BERMAN, formerly of WTOP, Toledo, O., has joined WJKB, Detroit, as continuity writer and publicity director.

MRS. FRANCES FARMER WILD, CBS Pacific Coast director of education, Hollywood, joined Radio and Education for Democracy Nov. 18 at the dedication of the station's new studios and offices in the Hotel Gibson. The three new Hotel Gibson stations are WCCO, Minneapolis; WCCN, Cincinnati and KAYO, Kansas City, where the main studios were moved Nov. 11, for pickups of Kentucky programs. Opening of the new Hotel Gibson quarters was announced by formal engraved cards.

PROUD was L. B. Wilson, president of the Service Club of WCKY, Cincinnati, as he delivered a one-minute talk during a special musical program Nov. 18 dedicating the station's new studios and offices in the Hotel Gibson. The three new Hotel Gibson stations are WCCO, Minneapolis; WCCN, Cincinnati and KAYO, Kansas City, where the main studios were moved Nov. 11, for pickups of Kentucky programs. Opening of the new Hotel Gibson quarters was announced by formal engraved cards.

William R. Tedrick, chief of the continuity staff of KWCO, Poplar Bluff, Mo., is the father of a girl born early in November.

JANE WESTON, home economist of WOWO-WGL, Fort Wayne, Ind., has returned to her native city from injuries received in a bus accident.

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On His Record

BOB PROVAN, announcer of WOR, Hartford, Conn., has been elected Republican alderman from the 10th Hartford ward without writing a single personal speech. Shortly after his nomination, Provan went to the hospital for an appendectomy. He recorded a speech at the WDRC studios a day or so before the operation, and the platter was played at a ward workers' meeting. Before leaving for the hospital, Provan said to a friend: "Democrat reelected for third term. Amid mutual con
gratulations, Provan added: "We both won on our records!"

ROBERT PATT, promotion manager of WHN, New York, has been placed in the Hearst Broadcasting System. He is the fourth man to be named to the position. He will report to Ted Kwolek, general manager of WHN, and has been assigned to the post of promotion manager of WHN, Allentown, Pa.

EDGAR B. NITZHEN, production manager of KGB, San Diego, Cal., has announced his engagement to Frances Shimps, 21.

FRANCES MINTON, formerly of KGCO, San Francisco, has been appointed to the position of news writer under WOR, New York. She is the fifth woman to be named to the position. She is a graduate of the University of California, where she majored in journalism.

JEWEL FOSTER has been added to the staff of KMO, San Francisco, as receptionist, and Betty Nelle Garrett has joined the accounting department.

AP NEWS SELECTED FOR LATIN SERIES

UNITED FRUIT Co., New York, first advertiser to sponsor a series of shortwave broadcasts to Latin America, announced Dec. 1 on NBC's international stations WNBL and WRCA. Programs will be broadcast seven nights a week for nine months, with fnormed content being picked up in Spanish. There will be no product or service advertising. Stations will be identified by E. S. Whitman, advertising manager of United Fruit Co., who said the series will be "sympathetically and exclusively the personal interests of the Auditory audience in Latin America where the company does business and has extensive investments."

Associated Press will supply the news for the broadcasts. Mr. Whitman stated, with NBC's international divisional service handling the preparation and translation into Spanish, subject to the sponsor's editorial supervision. AP executives declined to discuss the arrangement, but it is understood that United Fruit is purchasing the news service through the subsidiary local Radio Telegraph Co., to which AP supplies news for dissemination in Latin America. Series is placed through the promotion of P. Colton Co., New York.

BROADCASTING • Broadcasting Advertising

Freeman Settles

SETTLEMENT of court costs was announced recently by Freeman, who filed in New York Federal Court against Charles Henry Freeman Jr. by Cecil, Warwick & Legler and NBC. Freeman alleged that the agency of the Metropolitan Auditions of the Air programs for NBC, which he launched. Sherwin-Williams & Co. agreed to pay $116,719 to NBC, the agency which handled the ads. Sherwin-Williams and NBC have agreed to pay $116,719 to NBC, the agency which handled the ads. The agreement of NBC was filed in court on May 1, 1935. NBC had filed suit against him for $62,308 damages, and Nelle agency had sued him for $58,388.

READ WIGHT, manager of the Chicago office of World Broadcasting System, is the father of a baby boy, Anthony.

Gene Hargrave

Gerald Cansens, formerly of WOR, New York, has been appointed chief engineer of WTAD, Quincy, Ill., to join the engineering staff of WSOY (formerly WJRL). DeTurk, Ill. Milburn Stuck, chief engineer of WSOY for the last year, has been named technical supervisor of the station.

Olive Jones, formerly of WFTH, Winston-Salem, North Carolina, has been appointed director of Commerce Air communications service, and he is stationed near Grant, N.C.

Charles Phillips, formerly of the staff of Eccles Disc Recording Co., Hollywood, has joined KNTR, a new station.

A. A. Sovereign, formerly of KPAB, Lincoln, Neb., has joined the engineering department of WNAX, Yankton, S. D.

Charles W. MASON, formerly of WGR and WKBW, Buffalo, N. Y., has joined WMAL, Lansing, Mich., as chief engineer.

Vern Milton, engineer of KGB, San Diego, Cal., is the father of a girl born in early November.

Eustace H. Taylor, formerly in charge of the centralized sound system in the I. S. Capitol in Washington, has been appointed engineer of the Studio Service Engineering Co., Washington, has been appointed manager of the research and production department of the Graybar Co., Chicago.

Owen J. Ford has joined Keob, Price, Utah, as chief engineer, replacing Gilbert S. Andrews.

B. R. Reddixdale, NBC New York audio-visual engineer, is in Hollywood to install RCA Orthovis
t recording equipment.

Carl Adams, graduate of Midland Television, has joined the engineering staff of Fort Smith, Ark., and Wesley Xodine, also a Midland graduate, has joined the technical department of WNGC, Guntersville, Ala.

Joe Chambers, Washington consulting engineer of the firm of McCormick & Chambers, has joined the staff of WJAP, Raleigh, N. C. as transmitter operator.

J. P. NELSON, chief engineer of KFPL, Denver. is the father of a baby born Nov. 22.

Richard H. Guidi has left WTAW, Lawrence, Mass., to join WJNO, West Palm Beach, Fla.

Honex Isberg, HAR, Denver, has been transferred to the NBC, New York television division. Isberg is a student of television and has been the writer of numerous articles on the subject for various publications.

Christo Hargrave

Gene Hargrave, 27, recording engineer of the Hollywood House of Music, died Nov. 27 at his home in Hollywood. He was a native of Sumter, Mo., where he had resided in Hollywood since 1928. Mr. Hargrave started his radio career immediately ten years ago, designing and building automobile radios. Surviving are his mother and a sister.
SPOTTER FOR FOOTBALL GAMES

Electrical Indicator Used by WHO, With Flashing

Lights Showing the Names of Players

NEW electrical spotting device for football broadcasters has been developed by WHO, Des Moines, through the efforts of Bill Brown, WHO sports editor, and John Beeston, of the station’s research department. The apparatus is designed to eliminate constant reference to the customary written lists of players names and numbers, presenting this information through a system of light signals.

The apparatus is contained in a wooden case 14 x 10 x 6 inches, built with a sloping top, which becomes the indicator board. Set into the sloping top are 26 lights—11 green and 11 red—each color set four in line to represent the backfield and seven in a row for the line. The board also contains an extra green light in the upper left hand corner and a white light in the upper right hand corner.

In each end of the cabinet is a small drawer with 11 pushbuttons in positions corresponding to the lights on the panel, along with another button for the corner green light. The drawers are removable, and the pushbuttons are connected to the panel by two-foot cables so each drawer may be pulled in front of a spotter on either side of the announcer, who sits before the signal panel.

Under each light is a black cylinder about the size of a thread spool, mounted on an independent shaft. Before the game the name of every man eligible to play in each position is written with an aluminum pencil on the spool under the light representing his position. Then the spools are turned so the names of the members of the starting teams are uppermost. In case of substitutions, the spool is turned to bring up the name of the substitute player.

In operation, Brown sits in front of the cabinet with his spotter on either side of him. The spotter pushes the push buttons as plays are executed, and lights flash over the names of players involved. If a spotter makes an error, he presses the button flashing the extra green light and then pushes the correct button. The white light is operated by the engineer who keeps track of intervals at which Brown is to take a station break.

WJBO, WAPO Favor

PROPOSED findings, under which WJBO, Baton Rouge, La., and WAPO, Chattanooga, Tenn., would acquire increased facilities, were recommended Nov. 21 by the FCC. WJBO’s tentative grant is for 1120 kc. with 1,000 watts unlimited time instead of 500 watts. WAPO seeks a shift in frequency from 1420 kc. with 100 watts night and 250 watts day to unlimited time on 1120 kc. with 500 watts and 1,000 watts day, employing a directional antenna. Parties in interest have 20 days in which to file exceptions and request oral arguments.

Armstrong Honored

MAJ. EDWIN H. ARMSTRONG, professor of electrical engineering at Columbia U and inventor of the superheterodyne circuit, and pioneer in frequency modulation, was awarded a medal for “distinquished engineering achievement” by the University’s School of Engineering. Twelve outstanding graduates of the school were named as first winners of medals, established this year in memory of Prof. Thomas Egleston, founder of the school. A medal also was awarded to Irving Langmuir, associate director of the General Electric Research Laboratory, Schenectady. Dr. Nicholas Murray Butler, University president, presented the medals Nov. 21.

AFRA Post to Arnold

EDWARD ARNOLD, Hollywood film and radio actor, was elected president of Los Angeles Chapter of AFRA Nov. 21 by the local board to fill the unexpired term of Frederick Shields, resigned. Arnold is also an AFRA national board member and serves as third vice-president of Screen Actors Guild. Five new board members were added to Los Angeles Chapter: Howard McNear, Eric Nowdon, Elizabeth Wilbur, actors; Ken Carpenter, announcer, and Allan Watson, singer. Agreement has been reached on provisions of a contract between NBC and Radio Producers Guild of America, representing the network’s nine Hollywood producers. Although details were not revealed, producers will share in salary increases and improved working conditions, it was said.

New Canadian Local

A NEW 100-watt station has been authorized by the Department of Transport for Campbellton, N. B. The station will operate on 1210 kc. with call letters CKNB. The licensee is Dr. Charles Hode, owner of CHNC, New Carlisle, Que. License has not yet been issued, pending approval of the station site and technical equipment by the Controller of Radio, Walter A. Rush, at Ottawa. The station, it is understood, will be ready to go on the air early in January 1940.

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

December 1, 1939 • Page 49
SPECIAL GIFT RATES

$ 3.00 ........................................ ONE annual subscription
$ 5.00 ........................................ TWO annual subscriptions
$ 7.00 ........................................ THREE annual subscriptions
$10.00 ......................................... FIVE annual subscriptions
$ 1.50 ......................................... each for TEN or more subscriptions

The 1940 YEARBOOK Number, a distinguished gift in itself, is included with each subscription.

PLEASE USE ORDER CARD ATTACHED

Santa COMES 25 TIMES A YEAR

when your gift is a subscription to BROADCASTING

Broadcast Advertising
Independents Ask Set Manufacturers To Discontinue Inefficient Receivers

INDEPENDENT stations swung into action Nov. 20 against the four push-button sets and inferior quality receivers which do not pick up low-power transmitters faithfully, with the dispatching of identical letters by National Independent Broadcasters Inc., to leading set manufacturers, asking cooperation in the solution of the problem.

Mr. Lafount, executive of the Bulova radio stations and president of NIB, wrote the manufacturers and the Radio Manufacturers Assn., that the plight of independent stations was such that many of them in the larger cities may be "forced out of business". To supplant the four push-button receivers, which are usually adjusted to network or high-powered stations, Mr. Lafount asked that manufacturers get together in an effort to produce at least ten push-button sets for larger cities, and that the sale of the other units be discontinued. He offered the cooperation of the local stations, possibly through sales aids for the manufacturers.

Favors 10 Buttons

"It is my sincere belief," Mr. Lafount stated, "that if many of these four and five push-button receiving sets are sold in cities that have 10 or more broadcasting stations, many of the smaller local independent stations will soon be forced out of business. I therefore, respectfully urge that you build receiving sets with at least ten push-buttons and that you discontinue the sale of sets with less push-buttons in the larger cities."

"I am sure that if you will place on the market in these larger cities receiving sets capable of reproducing the programs broadcast by the smaller local stations—in other words, sets that will without discrimination provide equal opportunity and tuning convenience, the local stations will cooperate with you in their distribution and sale."

The immediate reaction of larger set manufacturers, while sympathetic with the problem, was that progress cannot be stopped. It was pointed out any customer can have push buttons pre-set to the stations they select but that usually the listener selects the larger stations.

Mr. Lafount suggested that the question be considered by the executive committee of the RMA set division, offering to appoint an NIB committee to meet with the group. He pointed out that the FCC is authorizing new local stations throughout the country, indicating it believes they serve public interest. He said he made his plea in behalf of 400 such stations.

For competitive reasons, the NIB president stated, many set manufacturers are offering small inexpensive sets capable of receiving and reproducing programs broadcast by high-power chain or clear channel stations. Frequently, he said, the first stage of amplification is omitted, along with other refinements "which render these sets incapable of receiving and reproducing low-power stations without static or other interference. The sale of hundreds of thousands of these sets, he declared, has been very detrimental to the local broadcaster and in many large cities where noise level is high "is directly responsible for the partial loss of his listening audience." Thus, he asserted, the listener desiring to hear the local station without interference "must purchase a high-priced receiving set."

Citing the push-button set as adding to the locals' problem, Mr. Lafount declared that in a city like New York, the sets usually are adjusted or tuned to chain or high-powered stations. "The other 15 or 20 broadcasting stations must depend upon the listener to use the manual control," he declared.

One solution to the problem is that worked out by WMCA, New York, in cooperation with Bushwick McPhilen, New York distributors of Spartan radios, and the League of Metropolitan Appliance Dealers, organization of some 500 retailers in the metropolitan area. The station puts on a half-hour musical broadcast each Saturday evening, with the commercials devoted to the League's code of ethics and to urging listeners to patronize their local League members. The distributing company sponsors 20 spot announcements weekly advertising the League in addition to its own weekly broadcasts of the commentaries of Leonard Lyons on WMCA. The dealers see that each pushbutton set sold has one tab reserved for WMCA and the League has given Spartan radios its official endorsement.

A decalomania window insignia, designed by Al Rose, WMCA promotion director, identifies each member with the League and, in a box, also lists Spartan radios.

To Reach One of America's Most Receptive Markets

MORE PEOPLE Live within 150 miles of "SHREVEPORT" than in the Entire State of Louisiana

With 50,000 watts power KWKH gives you clear, powerful reception for your advertising message, reaching more people within 150-mile radius of Shreveport than in the entire state of Louisiana.

Put KWKH to work for you in Shreveport and this rich trading area ... in one of America's most receptive markets.

50,000 WATTS

KWKH

50,000 WATTS

A SHREVEPORT TIMES STATION ... in the heart of the world's greatest oil and gas area

ABC

THE BRANHAM CO.

December 1, 1939 • Page 51
GEORGE C. SPITZMILLER, vice-president and general manager of Best Foods Inc., New York, has been appointed to the newly-created position of vice-president and general manager of the company's national advertising division in New York, C. B. McCord continues as vice-president and central division sales manager, while K. A. Delil- ligham, formerly assistant to Mr. Spitzmiller, becomes assistant division sales manager in New York.

L. M. VAN RIFTER has been appointed advertising manager of McKeeven & Roblin, Bridgeport, Conn., having been with the company since 1929, and previously advertising manager of Conde Nast Publications, vice-president and general sales manager of Avis Roche Co., and Chicago manager of U. S. Tire & Rubber Co.

KENNETH GRAHAM, national advertising manager for the Los Angeles Downtown Shopping News, recently resigned to join the advertising department of Kellogg Co., Battle Creek, Mich.

A. L. MARTIN, formerly promotion manager of the Woman's Home Companion, has been promoted to advertising manager, taking over two months as assistant advertising manager.

COOK PRODUCTS Corp., San Francisco (Giant Health Bread) has signed for promotion on home economics programs to carry on KXK stations, starting Jan. 1. It will use Housewives Protective League on KNX, Hollywood; and Guide to Good Living program on KDKK program on KPO, San Francisco. Agency is Rus Fowler Rhones Co., San Francisco.

SEARS ROEBUCK stores in Wilming- ton, Lancaster, Harrisburg, York, and Wheeling are scheduling over Mason-Dixon stations in those cities the Kasper-Ford Feature Adventures in Christmas Tree Grove, with special holiday sales promotion. Other sponsors include Casa & Bohl, Pitts- burg, over KFY: Stonies-Hickshorg, Youngstown, WFBJ; Sears, Roebuck, Toledo, WSPD, J. P. Sorrell Co., Portland, WOR, Port Huron, Mich.; WLS: Boston Store, Wilkes Barre, WORF; WGB, A. Kirven Co., Columbus, WMEL.

K容量-Gordon also reports aommercialized by Thornton Laundry, WFMF, Youngstown, and R. W. Thomas, Mason, WMBZ, Steubenville, Pa., Commonwealth Baking Co., WTAG, Warren,

In Detroit, Alfred-Miller Co., a big department store, is sponsoring Armed Forces of the United States over WJRE.

NATIONAL DRUG Co., Montreal (Giin Pile), is sponsoring a daily British United Press newscast, 11:10 to 11:15 p.m., on CKAC, Montreal. A. McKinnon Ltd., Montreal, is agency, Saladin Tea Co. of Canada also is sponsoring nightly quarter-hour RUP newscasts by Jean Nolin, 10:10-10:45 p.m., on CKAC.


HAMLIN RED CROSS DRUG Stores of Binghamton and Johnson City, N. Y., have started the five times weekly news analysis program by Fulton Lewis Jr., MBS Washington correspondents, on WXYK, Binghamton. Mr. Lewis is sponsored over WXYK by Detroit Radi- dio Corp., Detroit (fradials) but is available on other MBS outlets for local sponsorship.

REGAL BAND INSTRUMENT Co., Chicago, has started three-week quarter-hour programs on WDJ, Tus- cola, to promote its guitars. Newbery-Perino-Klitsch, Chicago, is agency.

CANADA PACKERS, Toronto (Mo- polo Leaf Soup) is testing a 15-minute two-piano team five mornings weekly on CJBL, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

GILLETTE RUBBER Co., Enn- ville, Wis., is using quarter-hour Sunday morning programs for 20 weeks on the following stations: WLS WFFA WHO WDAY WDPF WTAQ WATO WDAY WYWA, WMAK-Cramer-Kassel Co., Milwaukee.

DARL WHEELLOCK has been appointed advertising manager of Langendorf United Bakers, San Francisco, succeeding J. G. Campbell, resigned. Wheelock has been in the firm for some time.

WHEN Dr. Miller McClinton (right), head of the Traffic Audit Bureau of New York City visited Kansas City in mid-November as a speaker at the annual convention of the Outdoor Advertising Associations of Missouri, Kansas, Ne- braska and Colorado, he also made a guest appearance on KMBC ar- ranged by Arthur Church, KMBC president (left), showing chatting with the outdoor advertising ex- pert just before he went on the air in a quarter-hour interview with Neal Kuhn, KMBC's special events director.

SPONSORSHIP of the home basket- ball games of Loyall University, St. John University and Ford- ham is now being sought by the teams for broadcast in the New York area through National Radio Sports Serv- ice, New York, an agency acting as a "clearing house" for amateur and professional baseball, basketball and football games in the metropolitan district.

RELIABLE TOY Co., Ltd., Toronto, (dolls) started on Nov. 10 on CČRI, Toronto, and on Dec. 1, on CFCF, Montreal, a weekly half-hour all- child talent theatre show and quiz contest, tickets for which were made available in the toy departments of department stores. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

P. R. O. F. Corp., Southampte, Cal., (bleaching solution), thru Lord & Thomas, Los Angeles, is in a campaign which started Nov. 13 is using from 6 to 12 spot announce- ments weekly on three San Francisco stations, KPO, KFRC, KSF, and in addition participation twice a week in home economics programs.


LAURA SIEGARD Candy Shapes, To- ronto (chain stores) on Nov. 11 started In a Drawing Room musical musical net- work program Mon. and Friday 11 p.m., on CBL, Toronto; cub: Ottawa; CBM and CBF, Montreal, and on Cockfield Brown & Co., Toronto.

"Dear King George:—Sure, we’ll feed England for you!”

If you’ve noticed what’s happened in the wheat mar- ket this past couple of months, you automatically know that our Red River Valley farmers are now more “in the money” than ever. . . . The most prosper- ous great agricultural group between the Lakes and the Rockies, these million-plus people live almost exclusively to WDNY, the only chain station in the territory. If you’re not reaching them, you’re missing the best bet in America. Write for the whole story!

W D A Y , I n c .

N. B. C. Affiliated with the Forum Farm

FARGO

Free and
PETERS, Inc.
NATIONAL REPRESENTATIVES
N. D.
1440 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

OMAHA'S BASIC STATION FOR ALL COLUMBIA NETWORK STATIONS
DON SEARLE-GENERAL MGR.
KATT AGENCY-NAIT REPR.
Last Call

Advertise in the Year-round BUYERS' GUIDE Adverting Forms
for Copy
for the
Best Buy
of the Year!
Close December 15th
N. PORTER SADDLE & HARNESS Co., Phoenix, is sponsoring the weekly quarter-hour Junior Broadcasters on Arizona Network. Program is conducted by Roberta Bregdon, KOY pianist.

LOS ANGELES & Suburban Gas Companies, Los Angeles (gas ranges), in a Christmas campaign which terminates Dec. 21 is using an average of three spot announcements daily on KXX, KFI, KHJ, KECA, KFIM, KTMS, KTKC, McCaull-Erickson, Los Angeles, has the account.

CFCF and sive it's Metropolis!" is prised to find rates and available publicity. Consult CFCF.

Weed Representatives: the product will be advertised and operated by U. S. A.

Raleigh on Blue

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on Nov. 26 started Home Town Unincorporated, Sunday 10:30-11 p.m., on 19 NBC Blue network stations. Originated in Chicago, the program is a variety show with a small town locale. Fort Pearson, of NBC-Chicago, will announce the series. Virginia Verrill, movie actress, will be featured. Agency is Russell M. Seeds Co., Chicago.

TO PROMOTE the thrice-weekly transcribed series "The Adventures of Pinocchio," produced by Radio Attractions, New York, local "Pinocchio Clubs" are being organized by the companies sponsoring the program in various cities. Sponsors now using the Clubs include: Litt Brothers, Philadelphia (WFIL); Maison Blanche, New Orleans (WNOL); Bernard Kofsky's, Hartford (WTIC); Con- don's Dept. Store, Charlotte, S. C. (WCR); Loose-Wiles Biscuit Co., Detroit (WWJ), Bay City (WBCM), and Grand Rapids (WOOD); Ideal Pure Milk Co., Evansville, Ind. (WGBF). New sponsors of the Pinoc- chio program have been arranged by Radio Attractions, as follows: Globe Dept. Store, Los Angeles (KECA), through Milton Weinberg Ad., Co., and Streich Brothers, Asheville, N. C. (WWNC). The company's first production, The Shadow of Puss, Mandora, was recently bought by Moore & Quinn Brewing Co., Syracuse, for broadcast on WFRL.

Announcement:

THE Soybean Center of the World Now Served by Station

Decatur, Ill.

- FORMERLY STATION WJBL
- POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us $32,000,000. Total market amounts to $140,845,000. Population of area served by WSOY-750,000 people-95% native white. Retail busi- ness up 15%. Farm business excellent. State of mind—very good.

QUICK STATION FACTS: A local station with regional average because of ideal ground conditions—a good channel—and excellent equipment. One of oldest radio stations in America (among first 12 of 41), formerly WJBL. 250 watt. 1310 on your dial. Air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.

DAVIS & SCHWEGLER, Los Angeles music publishing firm and tax free transcription library service, is building its own recording and pressing plant in that city. The firm has taken over and is remodeling the plant formerly operated by Cinecolor Inc. at Occidental and Council streets. Representing an investment of $60- 000, it will be in operation by Jan. 1, according to Paul Schwegler, exec- tive of the firm. The concern will pro- duce 10, 12 and 16-inch records as well as make its own transcriptions.

PHOTO & SOUND Inc., newly or- ganized California corporation head- quarters in Larkspur, has pur- chased Kennedy-Kut Recordings, elec- trical transcription firm, and expanded into the industrial motion picture and slide film field by affiliation with Col- orlume Products of All Kennedy-Kut personnel, including David W. Ken- nedy, engineer, John Wolfe and Michael Le. Williams will continue with the new firm, which has leased quarters in the Monudock Bldg., where it maintains projection and re- cording studios and a film laboratory. Firm has on its advisory board Harry F. Anderson, former sales manager of NBC Pacific division; Douglas G. McBee, president of Oakland Advertis- ing Club, and Lindey Spight, Pa- cific Coast manager of John Blair & Co.

News of Business

THE quarter-hour weekly program The Business Magazine of the Air, covering domestic and foreign news and comment, is currently heard on KDYL, Salt Lake City; WFIL, Philadelphia, and WTNJ, Trenton, with negotiations pending with other stations, according to Thomas G. Sabin, 5 E. 57th St., New York, who is in charge of the program's distribution. It has erroneously been reported that Business Week magazine is sponsoring the pro- gram. Mr. Sabin states that he has contracted with McGraw-Hill Pub- lishing Co. and Business Week for use of their editorial and research facilities as sources for news ma- terial, which is then rewritten by radio writers for the weekly pro- gram.

Remington on WOR

REMINGTON RAND, New York, on Nov. 20 started a five week pre-Christmas campaign for electric shavers and typewriters using par- ticipations on Don's Monday thought-Saturday program on WOR, Newark, with Wednesday as the "predominant" night. Commer- cials urge children to buy one of the two products for "Dad's Christ- mas" present. Ledford Adv. Agen- cy, New York, places the account.

HALIFAX, NOVA SCOTIA

WHERE MORE radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

HNS

JOS. WEDD & CO.
350 Madison Avenue, New York
Representatives

www.americanradiohistory.com
Tip on Tremor

IT TAKES more than an earthquake to shake the aplomb of Al Botzer, announcer of KIRO, Seattle, as he demonstrated early in November when the city felt a passing tremor. Immediately after the quake in Seattle, which occurred at 11:47 p.m., KIRO was deluged with telephone calls, all directed to the control booth with Botzer on the receiving end. Between flipping discs on the midnight Concert Hour, Botzer completed a telephone call to Prof. Howard Coombs, assistant professor of geology and in charge of the seismograph at the University of Washington and assured listeners, on the professor's authority, that a recurrence of the quake was unlikely.

Roberts Rejoins NBC As Head of Production;
Rainey to Transamerican

WILFRED S. ROBERTS, who recently rejoined NBC after a six-month leave of absence to work as an actor with Paramount Pictures, has been appoint-

ed manager of the NBC production division, replacing William S. Rainey, who has

re-signed to become executive in charge of programs of Transamerican Broad-
casting & Television Corp., New York.

Mr. Roberts, a graduate of Wisconsin, began his career in the theatre as actor and director, and later joined the Aluminum Goods Mfg. Co. in an executive capacity. Joining NBC in February, 1936, as a member of the production division, Mr. Roberts produced sustaining and commercial programs, including the March of Time. He was transferred to the commercial program division in September, 1938, where he was associated with Bertha Brainard, manager of the division, until he went to Hollywood in April of this year.

Mr. Rainey, who has been with NBC since 1927, organized the network's production and sound effects division, and recruited the pres. Mr. Rainey staffed of 32 NBC producers and directors. An actor, singer, director and theatre manager at various times in his career, Mr. Rainey has played in Shakespearean and modern dramas, and has sung in grand opera.

Studebaker Champion

(Continued from Page 19)

high honors in radio polls, popularity contests and commercial surveys.

many of today's radio stars appeared as guests on this program.

In May of 1934, the half-hour evening program was aired on 55

NBC-Red stations on Sunday and the same program was repeated

on 55 CBS stations on Tuesday evening. Both networks were used until

the spring of 1936.

The thrice-weekly screenings which ran on a national group of stations April, May, June, October and November of this year followed the format of this network show using the symphonic, modern music of Richard Himmer.

Of Studebaker's success in radio advertising through the years, George D. Keller, vice-president in charge of sales, says, "With a good program, radio is an effective and dramatic advertising medium. If there's more to radio advertising than just programs. Our 1939 campaign is turning out so well because our Champion programs were carefully and widely promoted through dealer and station merchandising activity."
Agencies

H. K. McCANN, president of McCann-Erickson, New York, on Nov. 17 married Dorothy Barlow, radio executive of the agency, who has been handling the Dr. Christian series, sponsored by Cheesborough Mfg. Co., since 1937 from the agency's Hollywood office. Married in New Mexico, the couple are at present on their honeymoon.

JACK VOTION has resigned as associate of the M. C. Lewes Agency, Hollywood talent service, and is en route to New York on personal business. He will announce his new affiliation upon his return to Hollywood.


DON DOUGLAS, formerly of Koin, Portland, Ore., has joined Raymond R. Morgan Co., Hollywood, as a producer. He succeeds Cyril Ambrose, who resigned to join Benton & Bowles, New York.

JOSEPH SILL JR., formerly account executive and copy chief of Botaford, Constantine & Gardner, San Francisco, has joined the Los Angeles staff of Emil Brissacher & Staff.

MARCE SMITH, formerly an account executive of R. H. Alber Co., Los Angeles, is now associated with L. Raymond Co., that city, in a similar capacity.

Agency Re-Formed

ATHERTON PETTINGELL and Fleur Fenton have resigned as executive vice-presidents and directors of Hartman & Pettingell, New York, effective Dec. 1, to re-form their agency of Pettingell & Fenton, which was discontinued in December, 1937. New agency will be located at 673 Fifth Ave., with telephone number Plaza 3-5850, and will handle the same accounts as in 1937, including Phillips Jones (Van of Hartman & Pettingell), Turner Shoe Stores, Kleinherr Rugger Co. (girdle division), and Propper-McCallum hosiers. H. H. Hartman, who continues as president of L. H. Hartman Co., former name of the agency, at 50 Rockefeller Plaza, handling the following accounts: Hair & Haig, Somerset Importers, Houbigant, and Fleischmann Distilling Corp. (Black & White Scotch Whiskey).

BOARD of directors of N. W. Ayer & Son, Philadelphia, recently announced the election of three vice-presidents to succeed Harry D. Bankos, manager of the media department, named vice-president in charge of media; William R. Clark, vice-president in charge of service in the Chicago office; and Douglas M. Propper, vice-president in charge of new business in the Chicago office.

W. H. SCHAEFFER, former field manager of Radio Transcription Co. of America out of Hollywood, has organized Radio Features Adv. Agency in the Carew Tower, Cincinnati, and is also carrying a library of transcribed shows.

MAXON Inc. on Nov. 15 announced the opening of a branch office at 120 Boston Ave., Bridgeport, Conn., to supplement its New York office in servicing the General Electric Co. account, all radio for which will continue to be handled out of New York. Personnel of the new office includes W. Ray Whiner, vice-president; Paul Foley, R. C. Richardson and Karl Firth.

BYRON H. BROWN has been made Los Angeles manager of Gerst-Knollin Adv. Agency, having been transferred from the San Francisco office where he was account executive. He succeeds Mortimer W. Means, who left the agency to form his own advertising firm in Los Angeles.

MARKS & NEBEE Advertising Inc., has been formed as a new agency in Jackson, Miss., with offices in the Medical Bldg., supplanting the former Nebbe Ad. Agency. Gordon W. Marks is president; T. Lloyd Nebbe, secretary. Other personnel includes D. F. Farrar and A. Kenneth Watkins, commercial artists.

W. I. TRACY, New York agency will move its offices to 315 Madison Av., shortly after Jan. 1, 1940.

CECIL & PREBREY, New York, has appointed Russell Birdwell & Associates, Beverly Hills, Calif., public relations firm as its west coast representative. Firm is headquartered at 206 S. Beverly Drive, that city.

JACK WHITE, Lord & Thomas, Hollywood producer of the NBC Bob Hope shows, was appointed by Personnel Co. and Virginia Clifton, of West Point, Va., were married Nov. 23 in Washington.

GILBERT RALSTON, formerly of NBC electrical transcription department, has joined the radio department of Compton Adv. New York, as a program manager.


ROBERT TEMPLE, formerly sales manager of the Cosmary Products Division of Los Angeles Soap Co., has joined Raymond Morgan Co., Hollywood, as account executive.

HERBERT E. STATS, formerly manager of Paradise and Commodore Hotels, St. Paul, has been named vice-president of Great Adv. Agency.

UNITED BROADCASTING Co. (Chicago agency, has moved to larger quarters at 201 N. Wells St.

LISLE SHELDON Adv., Los Angeles, has moved new offices at 4510 Beverly Blvd., that city.

ROBERT L. NOURSE Co., Los Angeles, has moved to new offices at 844 West St., that city.

LOOKING FOR A PARTICIPATION PROGRAM IN BALTIMORE?

Here are four "ACES":

EARLY MORNING:

"MORNING IN MARYLAND"
Conducted by RALPH POWERS—6:30 to 9 A.M. Full of pep and personalities—commercially delivered with real "oomph." Class D rates apply. On non-cancellable contracts as low as $6 per 75 word spot.

DAYTIME:

"EVERYWOMAN'S HOUR"
Conducted by Martha Ross Temple—spotlighting "beauty, food and fashion." Three 15 minute transmission broadcasts. Rates as low as $12.50 per participation—subject to frequency discount. 30 minute afternoon "Studio Party" permitting display of products—$25 per participation.

EVENING:

"DINNER RHYTHMS"
Conducted by George Van Dorn and his 14-piece NBC network orchestra. (The only Baltimore orchestra performing regularly on network.) At the peak listening period of 6:30 to 7 P.M. 50 word participation $25; 6 times weekly $150.

"THE NIGHT WATCHMAN"
Saturday night only. 11:30 P.M. to 1 A.M. Class D rates prevail for announcements or spot programs.

WEBR
Baltimore
National Representatives
EDWARD PETRY & COMPANY
WHEN McMurtry Mfg. Co., Denver (paints), for the fifth consecutive year renewed Nov. 8 its weekly half-hour Golden Melodies on KOA, the event was celebrated with a special birthday party. Among those attending were (l to r) John G. McMurtry, executive of the firm; Robert H. Owen, KOA assistant manager; Lloyd E. Yoder, KOA general manager; W. K. McFarland, president, McMurtry Mfg. Co., and A. W. Crayon, KOA sales manager. "The salesmen, on the firing line" have brought back enthusiastic approval from dealers each time the program has been renewed," Mr. McFarland said. "Dealers throughout the Rocky Mountain region trace direct sales to this weekly broadcast. This approval is all the more meaningful when the product is an infrequent repeater such as paints." The sponsor stresses "fine music", using old-time popular melodies with music which is tuneful and melodious.

**Petersen kurzweiler**

WALRTER COMPTON, MBS, presidential announcer and newscaster of WOL, Washington, claims the commercial newscaster championship of the world with his 35-stored newscasts per week. Broadcasting six times daily—from 7:30 a.m. to 6:30 p.m.—complete sponsors range from an optical company to a fish dealers association.

**Wkzo awarded 1 kw.**

**Ending Long Litigation**

COINCIDENT with authorization to WOW, Ohio, to operate 5,000 watts full time on the 590 kc. channel, the FCC Nov. 20 granted WKZO, Kalamazoo, a construction permit to increase its night power from 250 to 1,000 watts on the same channel, terminating a half-dozen years of litigation involving the stations.

Under the decisions, WKZO, hereafter a part-time station, will use a directional antenna system for night-time operation, to protect other stations. WOW was granted a modification of license to operate full-time with 5,000 watts as a Class III-A regional, pursuant to the FCC’s new classification rules. WKZO was granted modification of its construction permit to make changes in its directional antenna system to accommodate the full-time power increase. It hopes to begin operation with its new equipment within three months, according to John E. Petzer, president and general manager.

**Third Boxing Contest Is Arranged by WHO**

THIRD annual WHO Golden Gloves amateur boxing tournament is to be held in the Des Moines Coliseum Jan. 24-26 and Feb. 12, according to announcement by Bill Brown, sports editor of WHO, Des Moines, the only radio station sanctioned by the Chicago Tribune and Amateur Athletic Union to conduct a Golden Gloves contest. Benny Leonard, reigning lightweight champion, is to be in Des Moines for seven weeks to assist in preparations for the box and train the WHO team for Chicago competition.

Emphasis this year will be placed on team entries, and sectional tournaments are being held throughout Iowa. A change in entrance requirements for the WHO tournament makes it necessary for an entrant to compete in his sectional contest before filing for entry in the Des Moines bouts, although defeat in a sectional match does not disqualify boxers for the WHO contest. Preliminary will be held Jan. 24-26, and the finals on Feb. 12, after a two-week interval to allow additional training periods for finalists.

**Norge Starts Drive**

NORGE DIVISION, Borg-Warner Corp., Detroit, on Nov. 19 started a 26-week campaign for Nor-Serv refrigerators on WMCA, New York, using six times weekly participations on WOR-FM. For a special program and 15 quarter-hour news periods weekly, Sternfeld-Godley, New York, is agency.

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**Another Help to Advertisers**

- 16-page Grocer’s Manual
- Showing Food Products Advertised in Syracuse

First in food advertising in Syracuse—WFBBL constantly reminds the leading grocery stores of the products it is advertising on the air with a special mailing piece sent to them every month.

Now—WFBBL has just published a beautifully illustrated 16 page brochure called "45 Hours—45 Minutes" that explains in detail how 56 grocery products are merchandised over WFBBL. Every product is included together with photographs of announcers and candid shots of all the radio stars conducting the campaign.

This outstanding piece of merchandising service has been enthusiastically received by advertisers—and, even more important, by their wholesalers and retailers. It has enlisted their support behind the products advertised. Another typical example of the effective merchandising service rendered by WFBBL.

WRITE today for your copy of "45 Hours—45 Minutes." Also ask about rates and time available.
AFRA, WMCA Sign Contract for Two Years

A TWO-YEAR contract covering announcers, actors and singers employed at WMCA, New York, has been signed between the station management and the American Federation of Radio Artists, following lengthy negotiations which at several points appeared on the verge of being abruptly concluded by a strike or lock-out. In addition to the usual clauses calling for an AFRA shop, a 40-hour, five-day week, vacations with pay, this contract stipulates a base pay of $45 for announcers, with a $5 increase, plus the provision that announcers are to be paid extra for all commercials. Contract, which runs until Nov. 15, 1941, was signed by Donald Flamm, president of WMCA, and George Heller, associate executive secretary of AFRA.

Another long series of negotiations has been concluded between AFRA and KSD, St. Louis, with the signing of a standard AFRA contract between George Burbach, manager of the station, and Emily Holt, executive secretary of AFRA in St. Louis. Contract includes a special clause stipulating that AFRA does not represent writers employed by KSD.

WPEN and ACA Renew Labor Contract for Year

ONE-YEAR contract renewal between WPEN, Philadelphia, and its employees who are members of the American Communications Assn., affiliated with CIO, was signed Nov. 20, under which all employees are retained, with a general increase going to all departments. Under the agreement, wage increases are promised to be given every six months until stipulated maximums are reached.

A statement issued jointly by Arthur Simon, WPEN manager, and Saul Waiss, attorney for the union, declared, "Although relations between the ACA and WPEN have been strained and unpleasant during a considerable period, after busy afternoons, a discussion and negotiation both parties have succeeded in ironing out all misunderstandings and difficulties. We have reached a most amiable and mutually satisfactory agreement."

WTAM, Cleveland, is the first NBC affiliate to install the new RCA-Orthacoustic system of transcription in its studios under the direction of S. E. Leonard, chief engineer.

A MIGHTY MIDGET
Is KSFO's New Pack Outfit
For Remotes

KSFO Engineer and Assembly CLIMAXING a year's research for the KSFO engineering department, on a unified high-frequency relay broadcast transmission assembly for KSFO, San Francisco, Chief Engineer Royal V. Howard presents the "mighty midget" for an airing.

The transmission assembly, designed for maximum utility with minimum weight, is made of three units. The pack-back transmitter and cee receiver has a power output of 2 watts, and operates on 33,380 kilocycles. Total weight of the transmitter unit is only 27 pounds. Operation is entirely automatic.

The second unit is the specially designed all-wave battery operated receiver which only weighs 14 pounds.

The third unit, sitting on top of the receiver in the picture, is the direct reading frequency monitor, designed to meet the requirements of FCC Rule 981. This unit has provision for three frequencies, is battery operated and has an accuracy much greater than the allowed FCC tolerance. The completed frequency measuring unit weighs 16 pounds, according to Engineer Howard.

New Oregon Outlet

THE NEW KBK, Baker, Ore., authorized for construction in June, 1938, will start operating Dec. 3, according to Louis P. Thompson, licensee, who announced that Elwood W. Lippincott has been appointed manager, Fred Pelger, assistant manager, and Robert B. Sutton, chief engineer. The station will operate with 100 watts night and 250 day on 1500 kc. It will employ a composite transmitter and a 164-foot tower.

Covers a continuous market of more than 300,000 population.
20th City of the U. S.
1000 watts 680 Kilocycles

INSPIRED PLUG

FIN HOLLINGER, production chief of GILS, Yarnouth, N. S., takes a regular turn on one of the station's newscasts, a nightly session for a local furniture concern. Preceding it on the schedule is a studio game in which listeners contact the announcer by writing a special studio telephone. One night recently the phone switch accidentally was left connected. On came the newscast. In the middle of the commercial the telephone rang. Hollinger's first gasp of amazement gave way to the inspired plug, "Yes, Simpson's furniture values ring the bell every time!"

Would Replace Deleted KWTN

WITH the deletion of KWTH, Watertown, S. D., which formerly operated with 100 watts on 1210 kc., the FCC on Nov. 17 received an application from Midland National Life Insurance Co., of Watertown, asking for a new 250 watt on the same frequency. KWTH was eliminated for violations of regulations, the court upholding the Commission's order of May 21 (BROADCASTING, Nov. 1).

ROB ELSON, sportscaster of WGY, Schenectady, recently aired the World Series on MBS. Celebrates also being under the direction of Bob Elson, will broadcast the game against the Chicago Black Hawks/New York Rangers hockey match from Chicago's Stadium.

PICK A PULLER!

Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFCAC CALGARY, ALTA.
- CJOA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.
WHEN modern Canadian youth, the boys and girls in their last year at high school, think about under present war-time conditions, will be the subject of a series of discussions by the boys and girls themselves over a nationwide network of Canadian Broadcasting Corp., starting Dec. 2. Talks in the series will be quite extemporary, without script, but the producers have found by experience that the young people cannot start "cold." A half-hour of argument before broadcast time is necessary to get the boys and girls warmed up.

Sports Stumpers
LISTENERS and sports fans try to stump the experts on the weekly Sportswriters Quiz, heard on WAAB, Boston, and the Colonial Network. Boston sports scribes, including Victor Jones, of the Globe; Arthur Sampson, of the Herald, and Arthur Siegel, of the Traveler, are regular members of the quiz board, with an outstanding appearance as guest each member week. George Carens, Boston Transcript, sports columnist, is m.c. of the program, feeding sports queries to the board.

Plan News
EACH morning and evening KPAB, Fairbanks, Alaska, broadcasts the latest schedule of airplane departures and arrivals for various points throughout the territory on the Alaska Airway. In keeping with sponsoring the airline companies serving Alaska. With Fairbanks classed as the aviation center of Alaska—more planes per capita, one plane for 300 persons, than any other city in the United States or territories—the program is a unique public service feature, and many mining communities, trappers and prospectors within a radius of 300 to 400 miles depend entirely upon aviation for transportation and supplies.

Prompt Facts
WHISTLING tea kettles and 4-in-1 cookers are given listeners submitting home economics questions used on the twice-weekly quarter-hour Homemakers' Quiz, sponsored by Michigan Consolidated Gas Co. on WWJ, Detroit. Senders of questions are surprised by delivery of their prizes only a few seconds after the close of the program—gas company salesmen, notified of winners in advance, wait near each residence until the program is completed and then immediately make delivery.

Wage-Earners Dilemma
NEW educational series, The Pay Envelope, produced in cooperation with the U.S. Department of Labor, is to start Dec. 4 on MBS. The program dramatizes the problems of a modern American wage-earner family in living within its pay envelope income. All facts and figures used in the program are checked by the Bureau of Labor Statistics. The series, to be heard Mondays, 11-11:15 a.m., will originate in Washington on WOL.

Hotel Interviews
CONTRIBUTED to the twice-weekly Miss Niccollet program on WDGY, Minneapolis, during which Marian Jung, Niccollet Hotel publicity director, interviews celebrities from the hotel's Minnesota Terrace, Greg Donovan has started Lobbying in the Niccollet, heard on WDGY Tuesdays and Fridays, on which he carries on intimate chats with prominent visitors to the hotel's Minnesota Terrace. The program is produced in cooperation with the hotel's Niccollet lobby—most of whom turn out to be "average man" types rather than celebrities.

Spanish Lessons
SATURDAY morning series designed to teach Spanish to radio listeners has started on WCBR, Chicago. On its first program a booklet of Spanish grammar was offered and 54 Chicago listeners wrote for it together with 11 out-of-state listeners, according to Dick Kross, program director of WCBR.

For the Handicapped
COLLECTING and distributing to needy persons such items as wheel chairs, crutches and braces is the purpose of the five-minute Human Needs Clinic, heard five days weekly on KGKO, Fort Worth. Names of persons making donations are not identified.

SPORTS
CJOR broadcasts all major sports, with Canada's ace commentator, Leo Nicholson, at the mike.

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Sunday Variety
UNREHEARSED and with commercials ad-libbed throughout, the Edna Mae Variety Hour, sponsored on WMRO, Lansing, by manufacturers of Edna Mae Potato Chips, provides a full hour of Sunday afternoon music and variety entertainment. Originated in a suburban night club, the program starts with 15 minutes of dance music, continues with 30 minutes of variety, and concludes with a quarter-hour of music, after which the audience is invited to continue dancing for several hours to the band's music. Russ Salter, of WMRO, is producer. m.c. of the program, heard Sundays, 3:30-4:30 p.m.

Missoula Santa
SANTA CLAUS will be on the air daily from Thanksgiving until Christmas in a quarter-hour program of KGVO, Missoula, Mont., with news from his headquarters and reading mail written to him. Opening each program, an operator calls St. Nick at the North Pole, and the ensuing broadcast is by imaginary telephone. Popinjay, Santa's chief of staff, appears on the program, using his voice created by running a 33 rpm transcription at 78 rpm, with Santa translating the jabber. Sponsor: Missoula Mercantile Co. also has Santa in person at the store each day.

Music Scholarships
SCHOLARSHIPS in Indianapolis talent schools are offered the three juvenile winners of the Arctic Ice Co., team, among teams representing 30 Louisville business and industrial firms in the Butter-Up quiz series on WHAS, Louisville. Jake Schmidt receives the winners' trophy from George Walsh, WHAS sportscaster. The program, a sustaining feature heard during the last seven months, pitted teams against each other in eliminations, with competition revolving around sports questions posed by Walsh. Scores were counted in basketball, base hits given for correct answers and runs resulting from a series of base hits. Each team's "pitcher" selected the questions for the opposing team. Such interest was shown in the program that Jeweler Mitchell & T. R. Roe donated eight Grumos watches and a trophy to members of the winning team.

Sinkers Free
PUTTING new life into the man-on-the-street question-and-answer game, the local Toeliner Bakery on KWQ, Poplar Bluff, Mo., the Babby Reporter hands out fresh hot doughnuts and other of the sponsor's choice to a lucky member of the audience who baked goodie to interview he Babby Reporter Truck parked on a downtown street. Answering the "main question" wins a large loaf of bread, as does listener supplying the "question" and interviewee are given a sales ticket good for a loaf of bread at their grocer's.

Alimentary Tips
DEFINING food and fodder, Educationally Speaking, sponsored by the local restaurant association on WIBC, Indianapolis, three-weekly presents Dick Stone, well-known food authority, in quarter-hour addresses on how, what, why and when to eat.

We "Can" What We Can't
St. Louis KWK listeners hear every major network cultural, educational and religious feature available to us.

Third rate Men's Trousers—$15
Dress pants in an all-wool material, with matching belt. Available in all sizes and colors.

Mack Trousers—$25
Super quality, with matching belt. Available in all sizes and colors.

Direct from the Factory
We specialize in tailor-made suits and dress pants. Choose from a wide selection of fabrics and colors. All suits are made to order.

INSURED RECEPTION

McCLATCHY

STATIONS

COVER INNER
CALIFORNIA

PAUL H. RAYMER COMPANY
NEW YORK

CHICAGO SAN FRANCISCO

BROADCASTING • Broadcast Advertising

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Copyright Clearance by Networks
(Continued on Page 80)

Paramount on MBS PARAMOUNT PICTURES, New York, on Nov. 25 sponsored a special premiere broadcast of the new picture "Geronimo" from Phoenix, Ariz., on 65 MBS stations. Stars of the picture, to be released for the Christmas holidays, and Gov. Robert Jones of Arizona participated in the broadcast, heard 10:30-10:45 p.m. Buchanan & Co., New York, handles the account.

ROY S. PROTHINGHAM, San Francisco research specialist, has acquired the research business known as Facts Consolidated, established in 1933 by the late Anne Elisabeth Newell. Facts Consolidated publishes monthly reports on radio program preferences as revealed by personal interviews with families in major Pacific Coast cities.

Copyright Clearance by Networks
(Continued on Page 80)

Don't ask us what backwoods folks are like—we don't know!

Our folks down here came out of the backwoods long ago. They keep up with what's new in the papers, on the screen and on the air!

They are the folks who, through their sales reaction, provide the reason why KARK is carrying more hours of network commercial and non-network commercial programs than any other station in the state. There are more listeners in the state under the influence of KARK's broadcasts than any other station in Arkansas!

KARK LITTLE ROCK ARKANSAS
1,000 Watts—Day and Night—890 Kc.
N.B.C. AND TRI-STATE NETWORK:
WMC - KARK - KW/KH - KBBS

Copyright Clearance by Networks
(Continued on Page 80)

The most powerful daylight station in Puerto Rico

WNEL covers all U.S. territory in the West Indies.

Copyright Clearance by Networks
(Continued on Page 80)

What does BWA mean in business in Baltimore?

DURING the recent "Apple Week", KFPY, Spokane, cooperated with the Washington State Apple Commission in a publicity campaign climaxied with a half-hour broadcast dramatizing the story of the apple, carried by KIRO, Seattle, as well as by KFPY. The apple program was part of the KFPY series, Wealth Producers of the Inland Empire, boosting Washington industries. Before the program went over the air KFPY staff announcers invaded a nearby Washington orchard and gathered a box of apples and a lot of atmosphere—(to r) Bob Hurd, Joan Schafer and Ed Butherus.

Copyright Clearance by Networks
(Continued on Page 80)
Television News Notes

Rotarians to See

ROTARY'S first television meeting will be held Dec. 3 from the television studio of the new General Electric video station, W2XO, when three ranking executives of Rotary International will make a televised broadcast to Rotarians at dinner meetings in Albany, Troy and Schenectady. At each meeting GE engineers and dealers will set up receivers, and following the addresses of the three officials—Paul Harris, Rotary founder; Walter Head, International president, and Chalessey Perry, international secretary—GE representatives at each meeting will briefly explain the art of television and answer questions. The program, scheduled for an hour, is believed to be the first meeting of its kind, where a speaker from a single platform has addressed and has been seen at meetings in more than one city.

Crosley Plans

LATEST broadcast operators to apply for new television stations are the Crosley Corp., operating WLTW and WSAI, Cincinnati, amending a previous application to ask for 50-56 mc. and WDRC, Hartford, Conn., asking for 66-72 mc. with 1,000 watts. The former proposes to establish the station in Cincinnati's Carew Tower, the latter on the summit of West Peak, Meriden, Conn.

Historical Effect

TO SWITCH emphasis in NBC's televised version of the Broadway success, "The Farmer Takes a Wife," from the characters to the story itself, Erie Canal itself, Thomas Riley, NBC television producer, used a narrator, whose poetic script was accompanied by still pictures of the old canal and movies of the new-fangled railroad that, at the time of the play, was beginning to displace the canal as a main artery of commerce. Success of the innovation indicates a new use for the networks' ability to deliver the industry to ASCAP.

Ed Crane

K GIR Inc., Butte, Mont.

November 22

Discussion

ELLSWORTH C. DENT, education-director of RCA, addressed the closing session of the recent third annual Southern Conference of Audio-Visual Education, on the relationship between television and other types of audio-visual instruction such as radio, motion pictures and recordings. Mr. Dent used for illustration a new moving picture on television produced by RCA.

What Station?

is the predominant station in a city whose population has increased 10.6% in only three years... from 150,000 to 165,183... and is still growing.

Why W 100 KC

at 1000 W Day 1800 W Night

Knoxville, Tennessee

Scripts: Howard Radio, Inc.

Reprentative

THE BRANHAM CO.

BROADCASTING • Broadcast Advertising

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ANNOUNCER of the future is typified by Bill Allen, with the electric eyes of television over his shoulder, shown here during an outdoor audio-video pick-up on NBC's W2XBS, New York. A former Golden Gloves champion and captain of New York's 1934 football team, Allen is well qualified for the assignment of television's first regular sports expert. In spare time he coaches crew at Manhattan College and teaches public speaking.

Baird's American Plans

Baird Television, subsidiary of Gaumont British Picture Corp. of America, "lans to start manufacturing operations for its American model television sets shortly after Jan. 1, 1940, according to Arthur Lee, American vice-president. Indefinite plans call for concentration on television theatre with use of its 15 x 20 foot screen.

Helps Sell Seals

TO AID the sale of Christmas seals for the American Tuberculosis Assn., the Don Lee Broadcast- ing System, Los Angeles, is tele- casting over its television station W2XO, that city's educational sound film, Let My People Live. The film was produced by the NTA in cooperation with Tuskegee Institute and government agencies.

Synonymous

25,000 WATTS

Both N.B.C. Networks

EDWARD PETRY & CO., Inc.

National Representatives

www.americanradiohistory.com
45 Million tons of Iron Ore!

One of the heaviest seasons in the shipment of Iron Ore, in recent years, has meant Peak Payrolls for the Head of the Lakes and Mesaba Iron Range regions that are given blanket coverage, day and night, by the ARROWHEAD BROADCASTING SYSTEM

PROMOTED solely by WOL, Washington, the WOL Concert Hall, held Nov. 14-15 in a Washington theatre, drew an estimated attendance of 8,000 housewives. Conducted by Frances Troy Northcross, chief of the station's home economics division, each of the three Concert Hall sessions drew capacity audiences, members of which won prizes ranging from $250 electric refrigerator to a basket of groceries. Participating with Mrs. Northcross in the event were Art Brown, of the WOL announcing staff, and Walter Compton, WIBC presidential announcer.

Radio Family

WHEN Ernest Winstead of WXYZ, Detroit, married Ada Card Nov. 18, he married into a radio family. Her father is Fred Sullivan, of NBC's Career Wife, and her mother is Kathryn Card of NBC's Story of Mary Martin.

JOSEPH RIES, education director of WLB, Cincinnati, has been named chairman of the Adult Education Work Group of the Chicago Radio Council, which meets in Chicago Dec. 6-8. On Dec. 5 education directors of NBC stations are to meet with Dr. Rowland Angell, education consultant of NBC.

TRADITIONAL pre-Christmas program, Rillie the Brownie, promoting the toy department of Shuster's department stores, has returned to WTMJ, Milwaukee, for its eighth consecutive year. The program, which has drawn approximately 50,000 letters from children annually, continues daily for six weeks and is climaxd by a mummith parade, with floats on electric flat cars, through Milwaukee's downtown streets.

WRITTEN by Bernard S. Dryer, student of the drama department of Yale University, "Flight Number Two" was broadcast Nov. 24, the first drama in the Mutual Listener series presented, on Colonial Network from WCC's New Haven studios.

ENGRAVED stopwatch, the gift of WLB-WSAI co-workers upon his departure for New York to join Knox Reeves advertising agency, is received by Rikel Kent (left), for eight years directing dietary of WLB, Cincinnati, from E. P. Bauer (right), business manager of WLB-WSAI, as Eldon Pack of the advertising service department, looks on.

ENJOYING the WIBC spot announcements (WIBC, Indianapolis, recently conducted a test, urging its listeners to keep listening. The first survey was conducted soon after the station went on the air, music, newscasts and special events were listed as favorite programs, and incomplete results of the survey indicate a similar lineup for favorite listening. The first survey pulled more than 8,000 letters, and the new contest exceeded that figure.

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Radio Network stations on Nov. 27 started a new series of full concerts by Texas State University orchestra on a broadcast of the opening concert of the University Symphony, which also was its first performance on the air. Concerts by other symphonies in the state are to follow periodically during the winter season.

NEW Sunday afternoon program, 2:15-3:30, on WNYC, is the new \" territory program S*nm* Swing Club\" opened at that time sponsored by Palmer Bros., which, in addition to Bankhouse and McNamara included women's news by Nola Luxford and sports by Bill Stern.

FOLLOWING a successful test on the Don Lee Network, the weekly comedy luncheon variety program \" S*nm* Swing Club\" started on WNYC, Nov. 21, Saturday, at 9:30-10 p.m. The program features the musical team of Mabel Todd and Tony Romano, with Money Amsterdam as host.

'TO CELEBRATE the end of the musical season, WIZ, Tuesdays, 11th, held an all-day celebration, the first Broad Jubilee, at which 6,500 farmers and their families ate five tons of bread, beans and coffee and competed in amateur auctioneer contest and a women's decorating competition. Listeners were invited to bring anything they wanted auctioned, and the amateurs started selling with all sorts open to win prizes paid for out of a small percentage charged WIZ for the auction. The station also awarded a car to the champion woman commenter.

The Average Wichita Family Has $248 More to Spend than the average American family, in total retail sales volume the nation's No. 2 ranking city (250,000 class) is:

The only complete coverage of Oklahoma's wealth at one low price for Oklahoma Nationally represented by BURN-SMITH COMPANY, INC.

New York Chicago Detroit Atlanta

KQV, WNBC Improve KQV, Pittsburgh, and WNBC, New Britain, Conn. Nov. 22 were authorized by the FCC to operate fulltime on 1380 kc. with increased powers, using directional antennas, in an action adopting proposed findings announced Nov. 3. KQV will operate with 1,000 watts, using a directional antenna at night, in lieu of its previous 500- watt night operation at night with 1,000 watts until local sunset. WNBC will operate with 1,000 watts, also using a directional antenna, in lieu of 250 watts night and 1,000 watts local sunset.

CB Symphony Plans HOWARD BARLOW, musical conductor for CBS since the network's inception in 1927, will continue to conduct the Columbia Broadcasting Symphony. Among other programs, this season, at the same time fulfilling his recent appointment as director of the Baltimore Symphony for its entire season of 11 concerts. Mr. Barlow succeeds Werner Janssen, who has resigned as director of the Baltimore Orchestra to become music director for a Hollywood studio.
Validity of Mayflower Corp. Charter

At Issue in FCC Hearings in Boston

CLIMAXED by the possibility of revocation of the charter of Mayflower Broadcasting Corp., grounds of alleged fraud, a stormy three-week hearing on the license application of that organization and license renewal of WAAB, Boston, ended Nov. 28 in Boston. The hearing, conducted by George S. Porter, FCC assistant general counsel, was called Nov. 8 to consider the license renewal application of WAAB and the application Mayflower Broadcasting Corp., for a construction permit for a new station on WAAB's present facilities.

Court Action

The charter revocation threat developed when it was brought out in testimony that the financial assets of the Mayflower corporation, listed in the corporate articles approved in January, 1939, as $100,000 cash, in fact consisted of two demand notes of $50,000, drawn by George S. Dunham, president, and John J. McCann, treasurer of the organization. When this angle was revealed, Henry F. Long, State commissioner of corporations and taxation, advised the three Mayflower stockholders and officers—Messrs. Dunham and McCann and Lawrence J. Flynn—that if this were the case, he would revoke his earlier approval of the articles of incorporation.

Following Mr. Long's action, Attorney General Paul A. Dever on Nov. 25 filed an information in the nature of a quo warranto proceeding in the State Supreme Judicial Court, in which it was alleged that approval of the articles of organization was secured through fraud and that the corporation be dissolved. The case is understood to be returnable early in December.

Testifying at the hearing, Mr. Long stated that the Massachusetts statutes prohibited the issuance of a broadcasting corporation organized under the laws of that State for a promise to pay, such as a demand note, where such note was given by one of the purported stockholders. Earlier in the proceeding it had been brought out that one of the notes was signed by Dunham as maker and endorsed by McCann, and the other vice versa.

With presentation of the WAAB renewal case occupying only the attention of Nov. 28, attention of the hearing was concluded by Mr. Porter, examination and cross-examination of witnesses. The Mayflower application consumed all the time from Nov. 8 to Nov. 28. The proceedings included appearance of several former Mayflower and State officials, particularly in connection with discussions centered around oral comments not delivered by Leland C. Bickford, editor of the Yankee Network News Service, and W. H. O'Brien, representative Mayflower Broadcasting Corp., while Richard M. Russell and Arnold Farrow, of Boston, and Paul D. P. Spearsman, Roberson and Frank U. Fletcher represented Yankee Network, licensee of WAAB.

While in no way associated with the Boston hearing, FCC Chairman James Lawrence Fly Nov. 20 observed that the Commission should give more attention to ownership, financial and public service considerations in connection with station applications of the Mayflower type. This observation coincided with contentions made by Yankee Network counsel in connection with the Mayflower application. Chairman Fly's observation came in connection with the whole broad subject of FCC scrutiny of broadcast licensees in which he tentatively concluded the FCC is not responsible for service of licensees.

Codrin in New York

CODRIN Corp., New York, is using a weekly Italian program on WBNX, New York, for diabetic tablets and Vichy powders and is planning a daily program on WOV, New York, starting in December. For Tarsen cleaning powder the firm is using a weekly Polish program on WBNX. Agency is Brenlen Co., New York.
Political Programs Under Code To Be Decided by State Lines

NAB Compliance Group Adopts Policy; Requests Board's Instructions on Free Offers, Inquiries

STATE AUTONOMY in the determination of radio policies governing sale of time—a fundamental consideration of political broadcasting and campaigning was authorized Nov. 28 by the NAB Code Compliance Committee at a special session in Washington.

Simultaneously, the Committee took up the problem of free offers, cost-per-inquiry and contingent business, and petitioned the board for instructions on future policy in connection with such business, barred under the code and generally frowned upon within the industry. The committee also approved plans for distribution by NAB of a loose-leaf binder for code interpretations by which stations may keep complete records of program acceptance and code information interchange between stations.

Variations in Laws

In acting on the political provision, the committee took cognizance of the existence of different laws and practices governing elections in the various States and communities. It was concluded that no national deadline could be established for launching of local and State campaigns and that, as a consequence, broadcasters in each State should handle such matters independently. It was recommended that stations in the different States hold meetings of their State organizations or through their district directors to determine "(1) when an individual becomes a legally qualified candidate for public office, and qualified for the sale of time under the code, or (2) to decide the date for the opening of a campaign for election of public officials or for discussion of public proposals which are subject to the committee's request for further information and elucidation of this policy.

The question "when does an issue become controversial?" was raised at the meeting and it was concluded that a controversy generally classified itself. Total membership of the NAB as of Nov. 27 was 287, as against 344 when the code became effective, seven stations having resigned, it was stated.

Present at the Nov. 28 meeting were E. R. Caroll, WMCA, New York; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore Streibert, vice-president, MBS; F. M. Russell, NBC vice-president; Gilson Gray, CBS, as proxy for Edward Klauber, CBS executive vice-president, and E. M. Kirby, NAB public relations director.

In discussing the free offer problem, the committee felt that it constituted a serious threat to radio's prestige as an advertising medium and to the economic position of the independent broadcasting industry. Branding acceptance of such business as bad practice and contrary to advertising ethics, the (UP) THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE UNITED PRESS

BROADCASTING • Broadcast Advertising

PROMOTION PRIZES Award'd Canadian Stations by
Sponsor of Drama

TO PROMOTE its new radio program, Conduct of Drama, Western Canada Flour Mills, Toronto, staged a contest among the 31 stations carrying the program in its best promotions and merchandising in connection with the campaign. The contest was judged on the record of the work done on the campaign as sent by the stations to Don Henshaw, radio director of A. McKinnon Ltd., Toronto agency.

The grand award went to CKOC, Hamilton, Ont. in the 1,000-watt class first prize went to CFY, Charlottetown, P. E. I.; second to CJCA, Edmonton, Alta.; third to CFAD, Calgary, Alta. In the 100-watt class, first prize was given CFCH, North Bay, Ont.; second to CJCS, Stratford, Ont.; third to CJIC, Sault Ste. Marie, Ont. Honorable mentions were given CKCK, Regina, Sask.; CPNB, Fredericton, N. B. CKAB, Sudbury, Ont.; CKOV, Kelowna, B. C.; CHNC, New Carlisle, Que.; CKNX, Wingham, Ont.; CPCO, Chatham, Ont.; CKLN, Nelson, B.C; CKWX, Vancouver; CHSJ, St. John, N. B. Awards were framed parchments plaques.

To promote the show Western Canada Flour Mills invited broadcasters to attend regional meetings with the sales staff and supplied the stations with literature and promotion ideas. CFY's report was in the form of a book covered with large Western Canada flour bags.

Seeking Jersey Outlets
FRANK FALKNOR, chief engineer of WBWM, and Rex Speck, WBWM salesman, are disclosed as vice-presidents and 25% stockholders each in North Jersey Broadcasting Co., Inc. which applied to the FCC Nov. 21 for a new 1,000-watt station on 900 kc. in Paterson, N. J. James V. Cosman, of Haledon, N. J., is president and 49% stockholder. Another Jersey applicant for a new station—a 250-watt outlet on 1500 kc. in Vineland— is South Jersey Broadcasting Corp., of which A. Harry Zegel, employed by WPG, Atlantic City, is president and 10% stockholder; Benjamin Chew, WPC technician, 10% stockholder and director; Max Luchter, publisher of the Vineland Times, 10% stockholder and director.

The loveliest radio station in America...

WFMJ Youngstown Ohio

HARTFORD COVERAGE INSURED AT LOW PREMIUM

WNBC antenna only 3 miles from Hartford and directional toward Hartford

HARTFORD NEW BRITAIN

HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta

December 1, 1939 • Page 69
EDUCATORS and broadcasters from a half-dozen States were guests and speakers at the third annual Northwestern Regional Conference on educational broadcasting conducted early in November in Minneapolis by KSTP.

In the conference discussions special emphasis was placed on the planning and production of educational programs, with the work of 6 radio workshops organized as a result of the KSTP conferences, on display. Among prominent attendees were (standing, 1 to r) Thomas D. Rishworth, KSTP educational director and general chairman of the conference; Clarence B. Wright, public relations director, Fargo, N. D., public schools; Harold C. Engel, director of public relations, WHA, Wisconsin; Don G. Williams, Stanford U.; E. W. Ziebart and Tracy Tyler, Minnesota U.; Harold B. Mcarty, director, WHA, Wisconsin U.; David G. Hefferman, assistant superintendent, Cook County schools, Chicago; Miles Abbott, WBUR, Boston; U.; Prof. Sherman P. Lawton, Stephens College, Columbia, Mo.; Milford Jensen, manager, WACL, St. Olaf College, Northfield, Minn., and Alvar Sandquist, WCAL; (seated 1 to r), G. S. Petterson, chairman, Mankato State Teachers College; R. Keith Tyler, bureau of educational research, U. of Wisconsin, chairman, Research Project on School Broadcasting, Wisconsin U.; Judith Waller, central division educational director, NBC; Allen Miller, University Broadcasting Conference, Chicago; radio expert, REA, Washington, D. C., and Harold Kent, director of Chicago public schools radio council.

DR. LEONARD POWER, assistant to the chairman of the Federal Radio Education Commission of the Office of Education, Washington, has published the first issue of its monthly Service Bulletin, designed to help coordinate educational efforts of broadcasters and the government at the local level. The publication is circulated to radio stations, educators and various service and educational organizations, and is edited by Kenneth Jones.

E. JENNINGS PIERCE, with the NBC Western Division office in Los Angeles, has been named NBC educational director on the West Coast. He is to leave San Francisco early in December to attend the third annual meeting of the School Broadcast Conference at Chicago, and later will come to New York City to assume the duties of Rowland Angeli, NBC educational counselor, before returning West.

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NEW ENGLAND Education series, presented in cooperation with the Harvard Graduate School of Education was resumed Nov. 23 on a special CBS network under the direction of Louis L. del Castillo, CBS New England educational director. The weekly half-hour programs are heard on WEEI, WPRO, WABY, WPTY, WGON, WMAS, WBIX and WOR.

DEMONSTRATIONS of elementary school music education in choral singing and instrumentation are the subject of the new series of MBS programs, titled The Southern School of the Air, is heard twice weekly on MBS under the auspices of the University of Kentucky. On Tuesdays at 2:45 p.m. Chapters That Live is broadcast, featuring outstanding chapters from the works of noted American writers and on Thursdays, a two-part program is presented at 2:30 p.m., the first part consisting of Polka Music of America, and the second part, talks on Propaganda in a Contemporary World by Dr. J. B. Shannon, associate professor of political science at the University.

WBIG, Greensboro, N. C., has distributed its teachers’ manuals in seven neighborhood communities. The manuals tell that more than 1,000 teachers in the listening area are using the radio manuals in class work.

One More
WFAA, Dallas, helped North Texas State Teachers College, Denton, push its enrollment to the 3,000 mark for the first time in the school’s history when on Nov. 6 the station broadcast a story on a recruiting needs drive that the enrollment had reached 2,999 and that officials of the school expected to have one more student. A girl in Breckenridge, Tex., heard the story and promptly wired her registration fee to the college becoming Student No. 3,000.

Radio Takes Heavy Role
In British School Work
Radio has been called upon to aid teachers as the juvenile population of London and other large British cities has been evacuated to the rural districts of the British Isles. As a result of the demand for radio in the educational curriculum has advanced sharply within the last month from the city to the country, where the new schools are manned by thousands of teachers from evacuated cities.

Radio has been brought into service to fill the gap left by abandonment of the city libraries, the motion picture, the museum and picture galleries, since the majority of the youth of Britain have become “country scholars”, the British Broadcasting Corp. has stated. The city teacher, who heretofore had never been “sold” on radio as an educational supplement, is now learning the value of the urban school cut off from facilities ordinarily available in the larger cities, especially the radio’s potential as a “microphone education” technique.

TRANSERIBED and broadcast on eight school radio stations in Virginia, Massachusetts, Ohio and New York, the conference is:

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Third Educational Meeting Arranged
Chicago Council to Discuss Technique of Programs

THIRD annual School Broadcast Conference, given under auspices of the Chicago Radio Council, will be held Nov. 13 at Chicago’s Congress Hotel Dec. 6-8. According to Harold Kent, radio director of the council, approximately 750 are expected. The conferences for school teachers and educational leaders have become progressively important with larger attendance each year.

NBC is calling a conference of its educational directors and those of its affiliated stations to meet in Chicago Dec. 5 and it is understood that members will attend the other meeting.

Actual broadcasts, demonstrating network and local educational programs, will be made from the conference. The only network show scheduled for origination at the conference is American School of the Air on CBS Dec. 8.

Conference Schedule

Schedule for the conference is Dec. 6, opening session conducted by Paul Reed, supervisor of radio, education, Rochester, N. Y.; panel discussions featuring Starling Fisher, CBS director of education; Franklin F. Dunham, educational director of NBC; Harold Kent, director Chicago Radio Council; R. Keith Tyler, radio director of ABC; Ethel L. L. N. Lardiere, department of radio education, Detroit. The dinner and evening session features addresses by William Günther, coordinator of tele- vision and facsimile of WLW, Cincinnati, Ohio; Mrs. Harry M. Mulberry, president of Illinois Congress of Parents and Teachers in Education, Bountiful, U. S. Office of Education, Washington.

On Dec. 7, radio demonstrations are to be given by workshops will be followed by high school panels. Prof. Carleton Wheeler, of Tufts College, Boston, will discuss foreign language radio programs. Thomas D. Rishworth, educational director of KSTP, will head the panel discussion of workshop directors. The afternoon discussions will include a talk by Dr. Leonard Power, chairman of the Federal Radio Education Committee. That evening, Prof. Wheeler will conduct a panel program in French designed for teachers of Romance languages.

Final Day’s Program

The last day of the conference, Dec. 8, will start with program presentations by children of two kindergartens and elementary school age. In the afternoon, Harold B. G. Carter, director of WGN, Chicago, will conduct a panel for high school students. A panel on news analysis will feature Prof. L. H. Power, director of the Chicago Council on Foreign Relations. This panel will discuss propaganda and news analysis with representatives of government and the WPTF educational programs. A special panel of college farm agents, also will discuss the station’s various farm educational features.

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Broadcasting • Broadcast Advertising
Radio-Educational Meeting on Coast
Weiss to Preside at Second California Roundtable

SEEKING closer coordination and a clearer interpretation of common problems, California radio executives and educators will hold their second annual Institute of Radio Dec. 7 on the campus of Southern California U in Los Angeles. Lewis Allen Weiss, general manager of Don Lee Broadcasting System, that city, will preside as chairman and director. The one day session, starting at 1:15 p.m., will be divided into two sections, professional and general.


Panel Discussions
Three panel discussions are scheduled as part of the general session. Dr. A. S. Rabinowitch, dean of the College of Letters, Arts & Sciences, University of Southern California, will be chairman of the group considering How May Radio and Education Best Serve Each Other? A second panel, An Exchange of Viewpoints Between Broadcasters and Listeners, will be under chairmanship of Harry S. Hollaway, manager of KFI-KECU, Los Angeles. What Is Radio's Position as a Factor in a Democracy, will be discussed by the third group over which Don E. Gilman, NBC western division vice-president, Hollywood, will preside.

Donald W. Thornburgh, CBS Pacific Coast vice-president, is to be the principal speaker at the dinner meeting which will climax the one day meeting. He is to discuss Radio's New Code. Dr. V. R. Keyser, superintendent of Los Angeles City Schools, will also speak, having for his subject, Radio in Education.

The Institute of Radio was inaugurated last year by the University of Southern California at suggestion of radio station executives and educators, to serve as a medium for consideration of professional problems and the relation of radio to society.

Executive committee working with Mr. Weiss includes John Driscoll, manager, KRKD; Harrison Hollaway, manager, KFI-KECU; Harry Maizlish, manager, KPFW; Calvin J. Smith, manager, KFAC; Leo B. Tyson, manager, KMPC; Donald W. Thornburgh and Don E. Gilman.

Dramatic Contest
WJSV Sponsoring Trophy for Local Thespians

WITH a WJSV Dramatic Award trophy to go to the winner, along with the chance for continuing dramatic experience on radio stage, WJSV, Washington, will sponsor a competition among 10 local dramatic clubs to determine the best half-hour dramatic broadcast production. Under direction of Lloyd Dennis, WJSV program director, each of the groups will produce a 30-minute radio drama, with the dramatic critics of the four Washington daily papers acting as judges.

Contestants may use either scripts loaned by the station or their own adaptations for radio, and all WJSV production facilities will be placed at their disposal. To facilitate judging, a recording of each performance will be made available to each of the judges—Don Craig of the Daily News; J. A. Carney of the Washington News; the dramatic critics of the four Washington daily papers acting as judges.

Influence of Broadcasts From Europe Analyzed
A STUDY of the influence in this country of shortwave broadcasts from Europe is to be conducted by the Princeton U School of Public and International Affairs, Dr. Harold W. Dodds, president of Princeton, announced Nov. 20. Describing the project as the investigation of "a new and significant weapon in international politics," Dr. Dodds explained the study will be carried on for three months experimental period under a Rockefeller Foundation grant and may continue if it proves practical.

For 10 hours each day foreign programs, particularly news bulletins and topical talk, will be received and analyzed as part of a program of research in the field of radio and its influence on the policy and opinion of radio conducted by the School of Public and International Affairs. The study project, to be known as the Princeton Listening Center, will concentrate on broadcasts originating in France, Germany, Great Britain and Italy.

KDKA Makes Shift
NEW 50 kw. KDKA transmitter at Allison Park, Pittsburgh, dedicated Nov. 4, was placed in regular operation Nov. 21 at 7:11 p.m. during a special broadcast arranged for the event. A KDKA mobile unit and a group of six dials circulated during the broadcast, while a committee of several hundred members of the Radio Service League, along with 26 publishers of Allegheny County daily and weekly newspapers, reported increases of from one to six times the signal strength of the former Saxonburg transmitter in home receivers. Wives from individual listeners were read in a special round-up program.

Here is a turntable designed for practical operating conditions in broadcasting stations where from two to five different makes of records are used daily. In place of the ordinary tone controls this Presto turntable is equipped with a compensating network accurately calibrated to reproduce the full range of NBC-ORTHACOUSTIC, WORLD, A.M.P. and R.C.A. transcriptions, COLUMBIA, DECCA and R.C.A.-VICTOR phonograph records.

A definite setting of the compensator is specified to take care of the individual characteristics of each of these makes of records as well as Presto instantaneous recordings. Thus you obtain a perfect, uniform reproduction of the full range (50-9,900 cycles) of the finest lateral recordings.

In addition to this valuable feature the Presto 62-A turntable employs a radically new drive system. The turntable rim is equipped with a heavy, live-roller type driven by a steel pulley on the motor shaft. With this design vibration is negligible and the speed is as steady as the finest Presto recording turntables. Speed may be changed instantly from 78 to 33 1/3 RPM.

The pickup is equipped with a permanent diamond stylus which may be removed if damaged by accident and replaced for a few dollars.

Attractively finished in two tones of gray and chromium, the Presto 62-A turntable will improve both the appearance and performance of your station. Write today for descriptive folder.

www.americanradiohistory.com
Compact Portable Video Transmitter Demonstrated by RCA in Washington

A NEW portable television unit, containing three cameras and all the equipment necessary to make an out-of-studio telecast and compact enough to be carried in two small trucks or station wagons, was introduced by RCA Nov. 30 and Dec. 1 in Washington, where a special demonstration was put on for members of the FCC.

Not only is the new unit much more compact than the pair of television trucks which comprise the mobile television unit used by NBC during the past year, but its cost is only one-fifth as much, approximately $25,000, as contrasted with a cost of about $125,000 for the larger outfit. Furthermore, it is claimed for the new outfit that it can more than duplicate any pick-up possible with the older apparatus.

Fading System

Included in the portable equipment are three scanning cameras, with their monitoring units and a master control panel, a power rectifying unit that uses ordinary house current (110 volts) so that it can be plugged into a power source almost anywhere. The transmitter, an antenna, and the coaxial cable to connect each camera with the transmitter. Total weight of the apparatus without the cable is about 900 pounds, while the new type of cable weighs slightly under 500 pounds. Incidentally, it is 3/4 of an inch in diameter, an inch less than the cable previously used. In addition to the lower weight, this factor is important in New York, where the electrical code permits cable less than an inch thick to be laid on the ground. In the case of the old cable a larger thickness of insulation was necessary to prevent shorting overhead on special supports.

Another advantage incorporated into the new system is a device whereby two or more cameras can be used simultaneously if so desired, by means of the master control switch. Thus, if the signals simultaneously, permitting an operator to make one telephone call to another by simply lowering power on the one and increasing it on the other. Previous changes of scene necessitated sharp cutoffs, with fading impossible.

Uses Sharp Beam

The transmitter is built to operate on frequencies from 260 to 342 meters, or roughly a wavelength of 8,000 cycles per meter. With its 25-watt signal focused into a search-light beam by means of a new shaped antenna, this portable unit is said to be able to transmit a signal farther than the ten-ton truck equipment could, giving it a practicable range of over 25 miles from the station's own transmitter.

If telephone lines are available to carry the remote signal to the main transmitter, the remote equipment is reduced to compact cases, plus a camera, and the whole unit may be stowed easily into a taxicab. At present lines can be cleared only on an experimental basis, but it is anticipated that before long every city in which there is a television station will have a permanent network of telephone circuits available at all times for remote telecasts.

The new portable units have already been ordered by NBC, CBS and the Don Lee network, it is reported.

Compact Portable Video Transmitter

FCC Television Plans

At a press conference Nov. 29, FCC Chairman James Lawrence Flynn asserted the Commission is now considering its policy on television but is not yet ready to declare or rule on a large number of specific applications. He declared the Commission planned to decide policy expeditiously and would not in any fashion impede introduction by procrastination. He pointed out that the obsenessence factors involved in both transmission and reception were important considerations and that public hearings on the whole subject probably would be held, either on the Television Commission report itself or on proposed new rules dealing with the visual art.

Shoe Firm Tries Music

THOM McAN SHOE Co., which operates 645 outlets in 350 cities throughout the country, is testing wired music as an aid to the selling of shoes in two of its stores, in New York and in Washington. D. C., wire broadcasting is being used to furnish the service for the New York store, and Tele-Vision-Music, a unit of the music for the Washington store. Although preliminary tests show patrons liking the concert type music supplied with no announcements, the activities of the music may be increased or decreased at the discretion of the store. Reactions of both customers and sales staff are being noted with a view to extending the service to other cities.
Miller Is Pleased At BMI Meeting

Says New York Stations Gave Music Plan Fine Welcome

UNANIMOUSLY endorsing the NAB Broadcast Music Inc. project as the proper industry move at this time, more than 20 New York State broadcasters on Nov. 28 gave an enthusiastic reception to the plan as outlined by Neville Miller, NAB president; Sydney M. Kaye, attorney in charge of the organization of the new corporation, and Stuart Sprague, attorney representing NAB in New York, who assisted Mr. Kaye in this talk.

All station men who had authority to sign contracts obligating their stations to house stations of the new company, reported as numbering eight or ten, did so on the spot, while all other station representatives said they would urge similar participation from their principals on their return home.

To Announce Pedeges

Names of stations that signed at the meeting were not disclosed, Mr. Miller explaining he would release a complete list of New York stations pledging themselves to purchase stock in a week or so, after time had been allowed for similar action by the other members of the group. Mr. Miller was delighted, he said, with the reception to his first attempts at stock selling and at such an auspicious beginning for his itinerary of similar district meetings throughout the country. Nine more such meetings, beginning with District 7, including Ohio and Kentucky broadcasters, in Dayton on Dec. 5, are scheduled between that date and Dec. 16, when he will return to Washington to catch up on his other NAB duties before starting out on his second barnstorming tour after the Christmas holidays.

Several of the broadcasters present at the all-day session, held at the Ritz Towel Hotel in response to the call of Harry C. Wilder, WSYR director from the NAB District 2, including all broadcasters in the State, represented stations not at present members of the NAB, but they were just as enthusiastic about the music project as the members, it was reported. Meeting also discussed the NAB code, the AFM’s new demands, the phonograph record license situation and other current industry problems, but took no formal action on any of these topics.

Present at the meeting were: William Fay, WHAM; Robert Soule, WPBL; Carl C. Cal, WINS; John T. Calkins, WENY-WEES; Clarence Wheeler, WHEC; E. H. Twamley and Cliff Taylor, WBEN; G. N. Woodman, WJZ; Cecil Masten, WNB; Julius P. Seebach, WOB; John L. Hogan and Elliott M. Sanger, WQXR; Colin Hager, WGY; Richard E. O’Dea, WNEW; W. C. Alcorn and S. W. Crawfield, WBNX; Donald Flamm, Edwin W. Schenning and Joseph Haupt, WMCA; E. K. Johnson, WIBX; Irving Collins and S. Reuman, WWRL; H. C. Wilder, WSYR; Samuel J. Gelhard, WLTH; L. K. Loanheddy, WGB; E. N. Steir, WINS; William S. Hedges, WEAF; Harold E. Smith, WOKO; John A. Kennedy, WCHS, legislative chairman of the NAB, and Messrs. Miller, Kaye and Sprague.

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WSAL Hearing Is Set; Competing Application

HEARING on revocation proceedings against WSAL, Salisbury, Md., alleging failure to make full disclosure in connection with financial responsibility, was ordered Nov. 27 by the FCC following a request to that end made in behalf of Frank M. Stearns, licensee. The station was given a 60-day temporary extension of license.

Simultaneously, an announcement was made of receipt of an application from the Delmarva Broadcasting Co. for a new station in Salisbury to operate on 1500 kw. with 250 watts full time. The principals were described as Robert N. Rogers, announcer and employee of WSAL, who would hold 50% of the stock; Paul E. Watson and William H. Morton, Salisbury bankers and businessmen, who would hold 25% each. Mr. Rogers is the son of Naylor Rogers, former general manager of KNX, Los Angeles, and a veteran broadcaster.

Sermon’s Power

A SERMON on WLW, Cincinnati, by Rev. E. Howard Cadle, of Indianapolis, is reported to have caused Floyd Waters, of Dayton, O., to surrender to police Nov. 21 and allegedly profess participation in a $21,000 holdup last June at the Beverly Hills Country Club, near Cincinnati. A message broadcast Nov. 19 by Rev. Cadle, whose sermons are aired daily by WLW, brought Waters to Indianapolis to talk with the radio evangelist and prompted him to confess. Waters said he listened to the sermon at Dayton, O., where his wife is employed at Wright Field. He was one of five men participating in the holdup, according to officials. Three others are in custody at Newport, Ky., while the fifth is still at large.

FIRST in Montana with 5,000 Watts Full Time

KPFA, Helena and KRBM, Bozeman—bonus stations on your KGIR contract

BUTTE KGIR MONTANA

December 1, 1939 • Page 73
A BLAZE AT WGY
Quenched by Engineers After
10-Minute Fight

PRESENCE of mind of operating engineers at WGY, NBC's Sche
nectady outlet, and the shortwave stations of General Electric, is held
responsible for preventing a serious fire in the building housing the
50,000-watt station and its associated shortwave transmitters.
Saturday, Nov. 25, at 6:19 p.m., Robert Millham, engineer on
WGEA, shortwave outlet, discovered flames leaping 15 feet from
a control cable. The cable led through the transmitting vault, with
its many thousands of gallons of oil. Despite the strong impulse to main-
tain service at any cost, all the engineers on duty immediately sus-
pended service, shutting off all power inputs and went to work on
the fire which might easily have gone beyond control. In ten
minutes, the fire was extinguished, and five minutes later, after 15 minutes
suspension of service, WGY re-
turned to the air. The shortwave
stations WGEA and WGEO were restored to service Sunday noon.
Prior to the fire WGY had lost only 90 seconds this year. Engi-
neers who fought the fire were
Robert I. Millham, Donald McEl-
haney; Harry V. Vert, Ralph Tend-
nel.

FTC Order
THE Federal Trade Commission on
Nov. 25 ordered America Clinical
Laboratories, Official Research Bu-
ey of New York, Federal Re-
sarch Corp., and Sheller Dra-
man, an individual, all of New
York, to cease and desist from al-
ceded misrepresentations in radio
continuities and other advertising
media pertaining to the sale and
distribution of "Retardo," a pro-
cracy. The FTC has issued a
complaint against Fannie P. Fox,
trading as Sure Laboratories, Chi-
cago, for alleged misrepresenta-
s of "Sure," namely, a breath purifier, in
radio and newspaper advertising. On
Nov. 30 the FTC issued a
complaint against Charles H. Phillips
Chemical Co., New York, for al-
ceded misleading misrepresenta-
s of the sale of "Phillips' Milk of
Magnesia Cleansing Cream" and "Tex-
ure Cream".

ENGROSSED in testing the RCA
Orthacoustic recording equipment
they installed in the NBC Holly-
wood studios as part of the new
transcription service recently in-
agurated on the West Coast are
A. H. Saxton, NBC Western divi-
sion engineer (left), and B. F.
Fredendall, the network's New
York audio-facilities engineer.

SCRIPTS BY NAB
Promote Giving of Radio Sets
—As Christmas Gifts

POINTING out that nearly 50% of
the radio receivers in use today are
more than five years old and
that new sets are used more hours
daay than vintage sets, the NAB has
offered its members three
original 'quarter-hour' dramatic
scripts and a series of spot an-
nouncements designed to promote
the purchase of radio receivers for
Christmas gifts. The scripts, a part
of the NAB's drive to increase list-
ing and improve the quality of
radio reception, were produced un-
der the supervision of Arthur
Stringer, of the NAB headquarters
staff in Washington.
The quarter-hour dramatizations,
each with a Christmas motif, are
authorized for performance by
NAB member stations. One drama,
"Three Into One Will Go", has a
cast of four; the second, "Who's
Radio Is This?", a cast of nine,
and the third, "Dialer's Choice", a
cast of six, in addition to an an-
nouncer for each. The spot an-
nouncements, also built around the
Christmas idea, are confined to one
or two voices.

Canada No. to Prohibit
Newscast Sponsorship

Rumors current for some time in
the Canadian broadcasting indus-
try that an attempt was being
made to stop the use of sponsored
newscasts have now been definitely
settled as the result of a meeting
Nov. 17-18 between the board of
governors of the Canadian Broa-
dcasters Association and execu-
tives of the Can-
dian Association of
Broadcasters at Ottawa. The CBC
board told the CAB, it was
learned, that there is no ban on spon-
sored newscasts. No official state-
ment was issued as to the results of
the meeting.
The CAB asked a hearing on the
subject, the result of which was a
meeting with the CBC board to
visually demonstrate that there is no
intention of stop-

ing the use of sponsored news-
casts on privately-owned stations.
It is understood that newspaper
interests have been endeavoring to
confine the broadcasters to the
four-daily Canadian Press news
bulletins, which cannot be spon-
sored. Canadian stations also use
The Canadian Broadcasting
Association's British United Press
and the Christian Science
Monitors news services. The CAB
firmly maintains that the meetings
conducted by Harry Sedgwick, CFB,
Toronto, president; Joseph Sedgwick,
K. G. Toronto, CAB counsel; and T. A.
Evan's, CAB secretary-treas-
urer, Toronto.

WSAI, Power Boosted,
To Build New Radiator
SIMULTANEOUSLY with an
announcement by the FCC Nov. 27
of WSAI, Cincinnati, to increase
nighttime power from 1,000 to 5,000 watts, General Man-
ager Dewey Long announced that
construction was to start immedi-
ately on a new directional
antenna system, estimated to cost $35,000.
The new antenna system—com-
pounded of three 360-foot towers
erected in a straight line 600 feet
apart—located north of Mount Healthy, adjacent to the
Cincinnati city limits, and will re-
place the existing antenna in Union
Height. The present WSAI trans-
mitter, built several years ago,
will retain its present location in the new tower.
With addition of a phased circuit
to control the directive strength of the
signal.

Mr. Fixit Honored
RECOGNITION of valuable com-

munity service through his Mr. Fixit program on WIL, St. Louis,
to Raymond Schroeder and the station through a
resolution adopted Nov. 17 at the regular meeting of the Board of
Alcoholics of the City of St. Louis. The resolution, pointing to
Schroeder's faithful attendance at Board meetings and his willingness
to dispense accurate and useful information concerning all depart-
ments of government, expressed appreciation for his "use-
ful, fair and interesting accounts"
on the radio and other civic services as well as "the hope that this
valuable service may be continued".

HOWARD WILSON, head of Howard H. Wilson Co., representative firm, killed a
bull during the shooting of a
hunting party Thanksgiving Day. Horace Hig-
ness, head of the firm's New York office,
Harlan Osborn, of the firm's Chicago office,
and Mrs. Wilson attended the Wacin
hunt.

Covers 90% of the population of
the PROVINCE OF QUEBEC
C K A G
CANADA'S BUSIEST STATION
in
CANADA'S MOST UNIQUE MARKET
THE COLUMBIA STATION IN MONTREAL
U. S. & TORONTO, CANADA, JOE. H. MCGILLVRA—MONTREAL, PHIL LALONDE
Fly Holds Balance of Power
(Continued from Page 15)

He had been forewarned in high Administration quarters of the anti-
ties he might expect, and, to date
has used the information adroitly.

‘Green Hornet’ Roundtable
DEPARTING from the usual format
of radio mystery dramas, the Green
Hornet program, heard twice weekly
on NBC, has started a regular monthly
feature with “The Law and Order
Round Table”, a forum discussion on
racketeering in America. Britt Reid,
crusading young publisher in the
comic strip, speaks directly to the
radio audience in the forums, asking
them to participate in the sessions by
writing in their views on existing
conditions, and by contributing facts
on local rackets which may flourish
in their communities.

ATTENTION, PLEASE!

MEMO:
We have about completed the
all tabulations of our
1940 YEAR BOOK Number... thanks
to your faithful response to our
guestionnaires. If any changes or
corrections should be made since
you filled out your questionnaire,
please rush us a memo so
that we may catch them
on proofs. Thank you.

The Editors

ask
HEADLEY-REED CO.
about
KRIC
Beaumont, Texas
They Know
FACTS

| BROADCASTING | Broadcast Advertising | December 1, 1939 • Page 75 |
Impasse Reached
In Discussion of Music Contracts

Negotiations Collapse After
AFM Withdraws Proposal

Continued from Page 14

AFM wanted an increase of $1,500-
per-year for musicians, a measure by affil-
iates for staff musicians.

Nov. 6, IRNA sent notice of this develop-
ment to all affiliates and requested
views for guidance, and asked that figures of last year's gross be certi-
fied by Ernst & Ernst.

In response IRNA has received only about 40 letters and the account-
ants have received about 80 statements. However, IRNA directors have been indicated to by a phone call.

The general tone of these communica-
tions has been to criticize IRNA for approaching AFM, to de-
mand that all dealings be left between sta-
tions and locals, to complain of the open letter of the other stations and to state their wish, from a newsstand, to see a loose-leaf "Negotiations report" in the future.

"Nov. 17, the IRNA board met in New York and issued its orders to communicate substantially the same views to AFM." IRNA's letter was for the following:

"[Executive Committee] investigated the AFM's activities and concluded there is no position to negotiate for the industry.

"Nov. 29, IRNA sent its reply to the Chairman of IRNA. Copy is ex-
cused hereof, but withdraws the de-
mand made on IRNA.

"IRNA now feels therefore that it has carried out the wishes expressed by the majorities of affiliates who were opposed to IRNA's current ac-
tivity.

"As you will see from the AFM re-
sponse, they are evidently not going to come from another front. AFM gives notice that a new proposal will have to be worked out by the industry to follow the deal which expires Jan. 1, 1940. Other terms IRNA sent its orders to both stations and networks.

"In response to the demands of affiliates, it was encour-
ed to re-open the future negotia-
tions be left be station.

"If carried out it means a termina-
tion of all network music on that date.

"The IRNA Executive Committee feels it has now left the matter be-

dependently in the shape in which it most affiliates want. IRNA will therefore do nothing further and withdraws from participation in AFM negotia-
tions.

"The next move, if any, is up to you."

* * *

What Arnold Said

The observations of Assistant Attorney General Arnold, mailed to the Nov. 19 in a letter to the Central Labor Union in Indianapolis, while directed to the building trades, neverthe-
less contain a reminder of the ex-
position of legitimate rights of labor unions, whatever their na-
ture. The questions arose follow-
ing recent indictment of a number of building union leaders
under the Sherman Act.

Mr. Arnold pointed out that only
such boycotts, strikes or coercion
by labor unions having no reason-
able connection with wages, hours,
health, safety, the speed-up sys-
tem or establishment and mainte-
nance of the right of collective bar-
ing, which is a matter of economic
utility, will be a matter of working
that union, required to have quotas of musicians whether they perform or not. She asked an instance in which the performance requirement did not consist of "reporting at the correct hour and playing cards back stage".

Traffic Silence
AS PART of the campaign to
prevent traffic accidents in St. Louis, inaugurated by Mayor Bernard F. Dickman, all radio stations of the city observed a "traffic silence" on Thanksgiving Day at 2:35 p.m. as a memorial to traffic victims in the city during the last year. During the em-
ergency campaign, which runs until Jan. 1, 1940, the seven St. Louis stations are also using special spots warning drivers and pedestrians not to drive. "Traffic is your life," the authorities in dramatizations of special traffic cases.

LOCAL No. 75. American Federation of Musicians treated WHO employs to a five-pound box of candy as an Thanksgiving expression of coop-
eration shown by Central Broadcating Co. who has a con-
tract with the local to only union musi-
can.

Hooper Reports Extended
EXTENSION of the Hooper Radio
Reports for the Pacific Coast Ter-
ritory becomes effective in December following choice of Hooper's proposal to the Oregon coast branch of the AAAA. Conven-
tional technique will be used, cover-
ning Los Angeles, San Francisco, Seattle, Portland.

enforce systems of craft and ex-
tortion; those designed to enforce illegally free services, and those de-
signed to destroy an established and legitimate system of collective bargaining."

Dorothy Thompson, syndicated
newspaper columnist, analyzed the
Arnold letter in the light of the AFM situation as it affects the
theater, calling the musicians' union a "notorious case in point."
Producers of plays, she said, are currently being "held up" by the union, required to have quotas of musicians whatever they perform or not. She asked an instance in which the performance requirement did not consist of "reporting at the correct hour and playing cards back stage".

GETTING PRESS COOPERATION
WPTF Conducts Mail Survey Among Papers and
Obtains Many Favorable Replies

TO CLOSE the gap between radio
and newspapers in its listening area, WPTF, Raleigh, N. C.,
recently conducted a mail promotion
which increased its potential news-
paper cooperation by 360%. In a
pair of letters mailed to 90 news-
papers, both dailies and weeklies, B. Walter Huf|fington, WPTF public-
ity director, called attention to
the findings of the recent Fortune magazine survey of readership
habits regarding radio columns
[Broadcasting, April 1] and of-
fered editors their choice of stories
about stars back progreso, weekly
program releases, or mats.

The letters, designed so editors
could simply check off their choice of copy to be furnished by the sta-
tion, were accompanied by a
stamped self-addressed envelope. Of 90 papers contacted, 22 replied. Of the 22 replies, 18 (73%) were favorable to the idea of helping pro-
gram in WPTF's and new pro-
gram in their columns, and only six were unfavorable.
The application as a reply-

tively, four said they would use pro-
gram schedules; two, schedules and
newspapers; one, mat only; three, program sched-
ules only; and one, program sched-
ules and stories. Including the two that said they had already made
some plans and two other daily papers included among the 16 favorable replies, the new promotion appears to have pro-
gress in radio cooperation that it now has the definite cooperation of 18 papers in its listening area—five dailies and 13 weeklies located in 12 North Carolina counties.

Court Rules Gives
CBS Appeal Right
FCC Is Denied Dismissal of
Appeals in KSFO Case

AFTER a year of consideration, the U. S. Court of Appeals for the District of Columbia on Nov. 29, denied motions of the FCC to dis-
miss the appeals of KSFO, San Francisco, and CBS, from an FCC decision refusing assignment of the KSFO license to the network. The case now will be tried on the merits.

In a 2 to 1 opinion, with associ-
ate Justice Cardozo dissenting, the court held that stations can appeal from FCC decisions on transfer applications. The majority opinion was written by Associate Justice Miller and concurred in by Chief Justice Gruber, had the effect of overturning a prior opinion in the so-called Pote (WMEX) case in Boston, involving a transfer, in which the court had held that an appeal could not be taken under the law as it was then written and prior to amendment in 1939. Since that time, however, the majority pointed out the law had been amended and that that the idea that the Pote case may be in conflict with the new con-
clusions, "it is overruled".

Basic Issue Untouched

The majority's action does not dispose of the basic issue—whether CBS can acquire KSFO under a $25,000 per year lease plus one-
seventh of AFM's network's gross an-
ual income above $175,000. The Commission on Oct. 20, 1938 denied the license application on the premise that the lease car-
ed a provision for return of the license in the event the lease at the expiration of the lease period.

The majority said that if CBS had filed an application for a construction license requesting the same facilities used by KSOF, denial of the application would, without ques-
tion, have caught the attention of the FCC, which might be reached within the range of the law. The practical result of the Commis-
sion's decision, then, the court said, is that by arranging for an assign-
ment, frankly revealing the ar-
rangements which the Commission had violated consisted of "reporting at the correct hour and playing cards back stage".

Page 76 • December 1, 1939
BROADCASTING • Broadcast Advertising
WHEN seven of the Army Air Corps' flying fortresses departed from Langley Field, Va., recently on a goodwill flight to Rio de Janeiro, WRVA, Richmond, carried a special event feature an account of the air scene direct from the field and conversations between ground officers and those in the planes after the takeoff. The program was recorded and later fed to MBS. As part of the program Brig. Gen. Arnold Krogsdor (right), commanding general, 8th Wing, GHQ Air Force, was interviewed by Irvin Abeloff, program service manager of WRVA.

Saved by Plambeck
Who Farm News Editor Goes
To Rescue at Fire
HERB PLAMBECK, farm news editor of WHO, Des Moines, is eligible for at least an honorary commission in the Rural Firefighters League, if there be such an organization.

Last month while he and Mrs. Plambeck were cruising along Iowa country roads, Mrs. Plambeck noticed a small spot of fire on the roof of the house on the Fred Hummel farm in Jasper County. Rushing up the drive, the Plambecks found only an elderly hired man at home.

Snatching a flashlight and a bucket of water, Plambeck hurried to the attic while his wife filled all containers available to assist in the firefighting and called the Monroe fire department. The joint efforts of WHO's farm news department and the professional firefighters extinguished the blaze with little damage done.

Jett Orders F-M Study
FOLLOWING a conference Nov. 28 with Maj. E. H. Armstrong, on his system of frequency modulation, FCC Chief Engineer E. K. Jett ordered an engineering study which will compare F-M potentials with amplitude modulation. Consideration will be given to allocation aspects and band-width requirements; in relation to improved quality, since the system requires a substantially wider channel. The study also will cover prospective use of F-M for services other than broadcasting to which high frequencies already have been allocated, such as police, aviation and marine.

Duck Season Promotion
TIME for distribution coincident with the opening of Tennessee's duck hunting season Nov. 22, WHBQ, Memphis, waded a promotional slip into empty shotgun shells, along with the usual literature by Western Union messenger directly to local gunners. Illustrations shown flying with 8-marked pocketbooks in their hoods, headed the slip, whose text pointed out that it was open season for customers, as well as ducks, and that WHBQ's radio messages could bag these customers.

Late Personal Notes


J. W. Deitmar, formerly of McCann-Erickson, New York, has established his own advertising agency, J. W. Deitmar, Inc., at Fifth Avenue, New York. Telephone number is Long-

William Merketh, Chicago, is named producer of the Rabbit-Purina action series titled "Checkboard Time." The films are being broadcast by World Broadcasting System. Mr. Merketh succeeds M. P. Wombold, who has joined the production staff of Transcontinental Broadcasting System, New York.

Leonard Kaper, general manager of WCAE, Pittsburgh, is the father of a baby born in November.

Bernard L. Schubert, sales representative of Prentiss H. Lord organization, on Dec. 2 will marry Doris E. Schuhmann at her home at 275 Park Ave. in Westchester.

Clair Hull, manager of WIZ, Tuscola, Ill., expects to return to his new home early December following an attack ofappendicitis.

Jack Burnett, of the sports and continuity departments of WGN, Chicago, has resigned and announced no future plans.

Tom Johnson, commercial manager of KTOK, Oklahoma City, recently was appointed captain of the 120th Quartermaster Regiment of the Oklahoma National Guard, and an honorary colonel on the staff of the Governor of Oklahoma.

Ben K. Pratt has resigned from NBC's New York publicity staff, where he has been in charge of publicity for the Blue Network, effective Dec. 2, to become director of publicity for the Thomas E. Dewey Campaign for President.

Ross Evans, formerly in charge of radio publicity for the United Council during its Bowl of Rice Party, is now with the radio division of the Committee for the Peabody Awards, of the President's Birthday, 50 E. 42nd St., New York City.

Ralph Royal Gippen of Stor- men, Calif., and Albert P. Burke, of Boston, have joined the staff of Kas- per-Gooden Co. Boston—the former writing Little by Little House, a new young adult series for furniture stores, and the latter writing humurous scripts.

A. J. Ralph, formerly of CKK, Bridge, Idaho, has been appointed manager of CIT, Trail, B. C., according to an announcement by R. A. Stimmel, president of CIT.

Charles K. Feinberg, formerly of WQXR, New York, American Federation of Musicians--Worshipers, New York, has been appointed vice-president of A. W. Lewis Co., New York advertising agency.

John Kucera, formerly of WEA, New York, has joined the time-buying department of Young & Rubicam, New York.

Charles Stevens, formerly of the Cleveland office of Radio Adver- tising Bureau, has been transferred to the firm's New York office. His successor in Cleveland has not been named.

Barr T. Rumble, chief statistician of the NBC research department, has been appointed administrative head of the department.

Ohio Valley Santas
A MECHANICAL SANTA Claus is helping WCKY, Cincinnati, promote the Christmas spirit. Operated by remote control, the puppet utilizes a concealed interoffice communicating system, the operator hearing questions and answering them through the puppet dummy. The miniature Santa is three feet high and appears at Cincinnati gatherings. Another holiday stunt is the tour of towns in the primary area of WWA, Wheeling. Every evening a town is visited, sponsored by Coeey Benz Co., the State's largest furniture store.

Recordings of Toscanini Are Given to Library; NBC Explains Position
A SET of off-the-air recordings of the complete 1937-38 series of concerts of the NBC Symphony Orchestra under the direction of Toscanini has been presented to the New York Public Library. Gift was made by Eleetus D. Litchfield, Mrs. Vincent Astor, Walter M. Naumberg and Marshall Field. They obtained the records from Irving London and Gordon Macy who, with eight friends, recorded the programs from the air and made 12 pressings of each master. Of these extra sets, one was presented to the library.

In response to questioning, NBC issued the following official statement: "NBC has always attempted to protect its property rights in its programs. These programs are built with all the skill and experience of NBC technicians and use the expensive equipment developed by NBC. It has always been the policy of NBC, and we reaffirm it, that we will take whatever steps, which in our judgment may be necessary to protect any property rights which we may have in programs that are recorded and offered for sale."

While there was no official amplification of this statement, it was learned that since the gift had already been made and since the recording had been given and not sold to the library, NBC would not institute any action against the recorders, who, it is understood, have agreed not to make any further recordings of the Toscanini programs in the future.
ASSOCIATED RECORDED PROGRAM SERVICE
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street New York City

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

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.,
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7987

HERBERT LEE BLYE
Radio Construction Engineer
THIRTEEN YEARS EXPERIENCE
LIMA, OHIO

They Never Miss...
Station owners, managers, salesmen, and chief engineers comb every issue of Broadcasting.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
2351 North Hadnerville Avenue
Telephones 3-4093 and 5-2945
DALLAS, TEXAS

Riggio Tobacco Series
RIGGIO TOBACCO Corp., New York, on Nov. 15 started four spot announcements weekly for the new king-size cigarettes, Regents, on WCAU, Philadelphia, WGY, Sche-nectady, and WTAM, Cleveland. On Nov. 24 the company started a weekly program of songs by Ted Steel accompanying himself on the Novachord on WOR, Newark, and is also sponsoring six United Press news periods weekly on WHN, New York. M. H. Hackett, New York, is the agency.

‘Your Protege’
EVERYONE claiming he knows a protective ‘young hopeful’ who ought to be on the radio has a chance to exhibit his protege during new series of weekly programs titled ‘Your Protege’ on WNEW, New York, with Zac Freedman as m.c. Most popular performer on each program will be booked for a one week on the stage of the Adams Theatre in Newark, where the broadcasts originate, and the season’s winner will receive a screen test.

Military Grid Classic
A13JY and Navy men at Anacie stations are going to hear a play-by-play description of the annual Army-Navy football game for the first time this year. By special request of the authorities, the entire game will be re-broadcast to Asia the morning of Dec.

San Raffaele
Consulting Radio Engineer
Phone: Montclair [N. J.] 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

CLASSIFIED ADVERTISEMENTS
Help Wanted and Situations Wanted. 7c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 28th and 10th of month preceding issue.

Help Wanted


Expert sports announcer who is capable of handling regular studio shift for progressive Southern station with network affiliation. Give full particulars in reply. Box A619, Broadcasting.

Salesman: Experienced radio salesman for splendid opportunity in town of 250,000 location in the East. Wages or commission, the choice of the applicant. Box A612, Broadcasting.

Salesmen—Group of stations operating under same management has two positions available for experienced time sellers. Good opening for right men with opportunity for advancement. Write in full detail Box A620, Broadcasting.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A610, Broadcasting.

Announcer-Engineer, Press Operator. 11 years experience. Best references. Box A616, Broadcasting.

Announcer wants position with station. Write quickly. Letters and references. Box A611, Broadcasting.

Capable Announcer desires position with small station. Develop programs. Write quickly and references. Box A609, Broadcasting.

Commercial Operator, Radiophone first contact, can work over any network. Good references. Box A604, Broadcasting.

Chief Engineer—19 years experience—exceptional background—desires opportunity to present my qualifications. Box A607, Broadcasting.

Broadcast Engineer with 50 and 60 kw. transmitter and studio control experience. Good references. Box A618, Broadcasting.

Production Man, ten years experience, production, promotion, writing, employed, but wants to make change. Married. Will accept small salary. Box A614, Broadcasting.

Situations Wanted (Cont’d)

Salesman—Young, single, college graduate, experienced. CAN PRODUCE. Employed at present time by regional network. References. Go Anywhere. Box A616, Broadcasting.

Radio Engineer seven years experience, control room, recording and sound engineer, employed with network service opportunities with large station. Box A606, Broadcasting.

Four years experience announcer-engineer, Press College training. Present chief engineer. Desires advancement. Write in full detail Box A608, Broadcasting.

Announcer—All sports, special events, no staff announcing and singing. Successful service man and copy writer. Now with major midwest station desires advancement. References and personal interview on request. Box A608, Broadcasting.

WANTED to Buy

WANTED 5 kw Transmitter complete in good condition must be recent model not over five years old. Write full particulars and best cash price to Box A117, Broadcasting Magazine.

For Sale-Equipment

Field intensity meter— RCA 75 B. Latent model. Excellent condition, sacrifice for cash. Box A621, Broadcasting.

For Sale 2 Western Electric heavy-duty telephone transmitters, complete. $60.00 each. WCBC, Charleston, S. C.

4 RCA transcription reproducers. LIKE NEW (1 vert., 2 laterals)—$8 each. Filene’s, Boston.

For Rent—Equipment


ASSOCIATED RECORDED PROGRAM SERVICE
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street New York City

BROADCASTING • Broadcast Advertising

Walter Patrick Kelly
RKO Bldg. Radio City New York

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.
FURGASON, WALKER MERGE REP FIRMS

The two station representative organizations of Gene Furgason Com., New York, and Wythe Walker Co., Chicago, have amalgamated their interests, forming a corporation to be known as Furgason & Walker: Offices will be at 555 Fifth Ave., New York, and 360 N. Michigan Ave., Chicago, with arrangements for branch offices in St. Louis, Detroit and the West Coast and now under way.

R. L. Furgason, formerly with the Wythe Walker Co. in New York, and previously sales manager of WLW, Cincinnati, has joined the new company, while Arch Keyser of the Chicago office of Gene Furgason Co. will be associated with the firm in Chicago.

Stations to be exclusively represented by Furgason & Walker are: WHBB, Rock Island, Ill.; KTFI, Twin Falls, Idaho; KSEI, Pocatello, Idaho; WEAF, New Haven; WATR, Waterbury; WABY, Bangor, Me.; KGIN, Butte, Mont.; KPPA, Helena, Mont.; KBBM, Boxman, Mont.; WSN, Allentown; WTAD, Quincy, III.; WLAW, Lawrence, Mass.; WSGS, Fall River, Mass.; KOAM, Pittsburg; KRGB, KRGU, Siloam Springs, Ark.; WHB, Kansas City; KTRI, Sioux City, Iowa; WCOS, Columbia, S. C.; WBK, Pittsfield, Mass.; WND, Gary, Ind.; KMPC, Beverly Hills, Cal. Nonexclusive affiliations include WBJS and KQY, Pittsburgh; WHJB, Greensburg, Pa.

Modernization Campaign Is Planned for KMPC

With the FCC having authorized KMPC, Beverly Hills, Calif., to operate fulltime on 710 kc., with regional power, G. A. (Dick) Richards, owner, announced at a press conference that approximately $100,000 will be spent on station improvements. They will include studio and technical equipment, new towers, transmitter and other facilities.

KMPC has acquired the 360-foot Walkie Talkie transmitter system belonging to a radio station formerly known as KECA, Los Angeles, and has applied to the FCC to erect the equipment as well as the former tower site at 81st and Compton Sts. Stations and executive offices of KMPC will continue at Camino Drive and Wilshire Blvd. for the time being and the present staff will be augmented, according to Leo B. Tyson, general manager. With completion of improvements KMPC will join the group of all-weather stations that include becoming the second outlet for that network in Los Angeles County. CBS stations KSWL, KNX, Hollywood. Under the new authorization KMPC will operate on 7,000 watts night and 3,000 day fulltime [Broadcasting, Nov. 15].

Lulu Belle, Scotty in Movies

LULU BELLE and Scotty, singing hillbilly stars of WLW, Cincinnati, will be starred this week in the new talking picture, "The Village Barn Dance," on which production starts today at Shaw's Studio. It will be distributed, following their successful appearance in Honolulu's "Fly Out to Heaven Moon," earlier this year, the girls will have been under contract since August with Republic pictures to produce two productions. Portraying their regular studio roles in the new picture, the girls are to be directed by N. B. A. A. Wilson, announcer on the Jack Benny program, and Vern Vague, radio chatterbox.

Peoria Court Upholds Musico

(Continued from page 16)

received regarding legality of variations of the program. A number of the plans, it was indicated, are border-line and it is not unlikely that a slip will develop, in which an element of "consideration" would be involved, making it a lottery. In such event, the authorities unquestionably would step in. Among the new ideas are those contemplating use of city directorices, rather than telephone books, for selection of prize winners, while in yet another case, the proposition is to make everyone within the reach of the United States mail eligible for prizes. The Pot of Gold program is restricted to telephone subscribers in the case of the MUSICO program, the factor involved is song identification on a sort of "Bingo" variation basis [Broadcasting Oct. 15].

Violation Claimed

Clef, in its complaint, brought out that WMBD had refused to perform its 13-week contract unless compelled by order of the court, on the ground that the program violates the Federal laws relating to lottery broadcasting and the postal regulations. Clef added it had made preliminary arrangements to merchandize the MUSICO program in other areas and that if it is not permitted to fulfill its undertaking to broadcast the series over WMBD, it will suffer "irreparable injury in its ability to sell or produce its said program in other areas in the United States."

It brought out also that the service of WMBD was unique and could not be obtained elsewhere, since it is the only station in Peoria and since great numbers of people became familiar with MUSICO in that area. It asked the court to require WMBD to specifically perform its contract.

WMBD countered with an answer in which it admitted all of the allegations in the complaint and said that Clef would be entitled to specific performance of its contract if the program did not violate the Federal statutes. It contended that the program violated both the Communications Act and the postal regulations and specifically quoted the lottery provision of the Communications Act against broadcasting of any advertisement of or in connection with lottery, sweepstakes, or similar schemes offering prizes dependent on chance or in whole or in part upon lot or chance. It held that it should not be required to perform its contract in violation of the Federal statutes.

Clef then filed a motion to strike the answer, on grounds of legal insufficiency which the court followed.

Order of Court

The text of the court's decree is as follows:

This matter having come on to be heard upon the complaint of Clef Inc., a corporation, plaintiff, and the answer of Peoria Broadcasting Co., Inc., a corporation, defendant, to substantiate the motion to strike said answer on behalf of the plaintiff, and the court having heard the arguments of counsel and being fully advised in the premises, having heard the arguments of counsel and being fully advised in the premises, having heard the arguments of counsel and being fully advised in the premises, the court hereby orders that the allegations of the complaint are true and correct, and having found that all of said allegations of the complaint are true and correct, the court, upon consideration thereof, hereby orders that the arguments of counsel for the respective parties, finds that it is absolutely essential to the protection of the subject matter and of the parties hereto, and that the matters and things set forth in said complaint are true and correct. The court further finds that the MUSICO program and the radio program described in the complaint do not violate any statutes or laws of the United States of America, and that the contract relating thereto between plaintiff and defendant should be specifically enforced.

It is, therefore, ordered, adjudged and decreed by the court that Peoria Broadcasting Co., a corporation, and it is hereby required and directed to specifically perform its contract with plaintiff, Clef Inc., a corporation, setting forth the terms of said contract with authorized agent or agents, and to furnish radio broadcasting facilities to said plaintiff through its authorized agent or agents, for the 30-minute period beginning at 7:00 a.m. and continuing until 8:00 p.m. on Friday, Nov. 24, 1939, on Friday, Dec. 1, 1939, and on Friday, Dec. 8, 1939, and on Friday, Dec. 15, 1939, for the presentation of plaintiff's MUSICO program and the products of Kroger Grocery & Baking Co., a corporation, as the manner as provided by contract between said parties, and as specifically set forth in the complaint in that respect.

On Nov. 28, Judge Daily added to the decree the following paragraph, on the motion of the plaintiff:

The court further finds that no consideration is required to be received, directly or indirectly, from any person in any manner and in connection with the MUSICO program described in the complaint, the right to impose a fine or penalty on the plaintiff for violation of the law, constitutes a game of skill and not a game of chance.

Building New CBM Transmitter

GROUND has been broken at Marionville, Quebec, about 25 miles southeast of Montreal, for a new CBM transmitter of Ch. 13. A 25-foot vertical radiator is being erected at Canadian Bridge, where a radio and a modern building is being erected for a new 2 kw. RCA transmitter. The frequency used is CHW-960 kc. The tower is being set up and was due to be erected in the coming weeks, on the English-speaking population of Quebec Province, and because a 25-foot vertical radiator is being set up at Laprairie, present site of Ch. 13's transmitter, because Laprairie is on a main aviation route.

COSMIC ray impulses and a powerful radio signal from WOR, Newark, were utilized last week in the world's largest aircraft beacon at LaGuardia Field, Queens, New York. The event featured on a special broadcast on WOR, 710 kc., the cosmic ray signal produced by a cosmic ray counter striking an oscillograph was realized from the Phipps Plan at New York, to WOR so that the radio audience might hear the sound as well as the accompanying ceremonies.

BROADCASTING • Broadcast Advertising December 1, 1939 • Page 79
NOVEMBER 15 TO NOVEMBER 29, INCLUSIVE

**Proposed Decisions**

**November 21**

WAPC, Chattanooga; WBJO, New Orleans—WJBO granted 1 kHz. WJBO granted extension. New license to 1100 kHz.

**November 29**

NEW, Modesto, Calif.—Grant new license to 1250 kHz. WNOE, New Orleans, granted license to WHOE Inc.

**Applications**

**November 14**

WTC, Hartford, Ind.—Mod. exp. auth. Simul.—WJFG, 1120 kHz, directional N.

**November 22**

WAL, Beaumont, Texas.—Mod. license to 250 kw.

**November 24**

KGBM, Honolulu—Mod. license change PADDLE shapes designed to give greater definition to television pictures on a wide broadcast band are an unusual development in this field, using a specially designed antenna of four elements built in Los Angeles by Harry R. Lubeck (left), television director of Don Lee Broadcasting System, for Thomas S. Lee (right), president, and owner of the West Coast's only television transmitter, W6XAO, located in that city. The unusual device which differs greatly in electrical design from all previous antennas, is made of duralumin and will be set up on a high building roof so the horizontal paddles will spread signals over a wider ground area.

**December 1, 1939**

**BROADCASTING**

**Broadcast Advertising**
Network Accounts

All time EST unless otherwise indicated.

New Business

CHAMBERLAIN Laboratories, Des Moines (Iowa), on Nov. 19 started a panel program on 15 CBS stations in the Midwest, Sun., 2-30-2-55 p.m.; Agency: L. W. Ramsey Co., Davenport.


ROBIN HOOD FLOUR MILLS, Montreal, on Nov. 23 started weekly band concerts by His Majesty's Canadian Grenadier Guards from Montreal on 24 Canadian Broadcasting Corp. stations; Agency: James Fisher Co., Montreal.

NATIONAL LEAF Co., San Francisco (paints), starts at WABC, 11 a.m., and depletes Saturdays, on 12 CBS West Coast stations, Sat., 5-30 p.m. (FST); Agency: Erwin Wasey & Co., San Francisco.


E. L. duPont de Nemours & Co., Wilmington, Del., on Jan. 2, 1940, will resume "Cavalade of America on NBC-Blue, Tues., 9-30 p.m.; Agency: Ren- sen & Mitchell, N. Y.


The Crystal Specialist since 1925

NEW LOWER PRICES!
LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC

$30 each

Supplied in khác Air-gap Holders in the 600-1600 kc. band. Frequency drift guaranteed to be "less than three cycles" per million cycles for five degrees centigrade temperature. Accuracy "better than .01%." Order direct from:

Scientific Radio Service
124 Jackson Avenue
Uxbridge Park
Hyattsville, Maryland

Wrigley on Yankee
WILLIAM WRIGHT WIGLEY Co., Chicago (Double Mint gum), to start late Jan. 1 will start a half-hour Sunday evening show titled "Spending New England's Fannie on the Yankee Network. The institutional program will feature Billy B. Van, comedian, as ambassador of good-will. A variety program, outstanding local personalities who have contributed to New England's progress will participate. Neisser-Meyerhoff, Chicago, is agency.


Network Changes

MARS Inc., Chicago (Milky Way candy bars), on Nov. 27 shifted Dr. G. G. Dr. N. Q. to Beaver on 32 NBC-Red stations, Mon., 9-30 p.m.; Agency: Grant Adv., Chicago.

JOHN P. MORRELL & Co., Ottumwa, La., (Red Heart Dog Food), on Nov. 19 shifted Bob Bower's Dog Shows on 30 NBC-Red stations, Sun., 3-45-4 p.m. to 3-15-30 p.m.; Agency: Henri Hurst & McDonald, Chicago.

CHESTERBROOK MFG. Co., New York (vaseine products), on Dec. 6 shifts Dr. Christie, on 61 NBC-Red stations, Wed., 10-10-30 p.m. (EST); from Hollywood in New York for four weeks or more.

McClatchy Affiliates
Are Realigned by NBC
REALIGNMENT of the affiliations of the McClatchy stations on the West Coast with NBC (beginning, Nov. 15) has been completely worked out, to go into effect Jan. 1, 1940, it is reliably reported, although the official announcement is being held up pending actual exchange of contracts, expected momentarily.

Under the new arrangement KOH, Reno, now affiliated with CBS, on Jan. 1 will join NBC as an optional station, available with either Red or Blue Network.

The California Valley Group—KFBK, Sacramento; KG, Stockton, and KERN, Bakersfield—now affiliated with NBC, is available only as a group with Pacific Coast Red or Blue, on Jan. 1. They will be added to the Coast Basic Blue Network, and the special discounts allowed advertisers using Blue supplements will apply to these stations as well. They will, however, continue to be available to advertisers in connection with the Red Network, subject to a 28-day recovery clause for use by Blue advertisers.

KJW, Fresno, which was added to the Pacific Coast Basic Red last spring, will remain off the air.

New WBS Subscribers
WORLD Broadcasting System has announced the following 18 new stations which have come recently for its recorded library service: WGNW, Allentown, Pa.; WZAM, Atlanta, Ga.; WCIN, Cincinnati, WGBR, Cleveland; WNAC, Columbus, Ohio; WCVY, Elizabeth City, N. C.; WTVN, Grants Pass, Ore.; WZDB, Hopkinsville, Ky.; WXXY, Kingsport, Tenn.; WDMH, Morristown, N. J.; WQBF, Mobile, Ala.; WABC, Poplar Bluff, Mo.; KFAM, Port Arthur, Tex.; KEUR, Price, Utah; KWKH, Shreveport, La.; WYNN, St. Petersburg, Fla.; CKV, Toronto.

SINCE the earliest days of radio the skill and exactness of our processed records have told our story of a job well done. Today practically every well known transcription producer is a Clark client. If you are interested in quality transcription processing we are at your service.

ONE OVERWORKED EXECUTIVE
HAVING THE TIME OF HIS LIFE AT A COLLIERS HOTEL

YOU HAVE MORE FUN. Colliers knows more about Florida than almost anyone. That's why you find Collier Hotels at the smartest resorts...with magnificent beaches, wonderful sporting facilities and everything you want for a perfect vacation.

YOU GET MORE FOR YOUR MONEY. By operating TWELVE hotels under one management Colliers saves money which is passed on to you in the form of lower rates.

Send today for your copy of the fascinating new Collier Florida Folder, with all rates. It will help you choose the resort and hotel that will suit your taste and pocket book. Winns Hotels at 90 Fifth Avenue, New York City. Ask your Travel Agent.
Law to Prohibit Race Resultson Radio Is Studied
Wires Also Would Be Affected; Nationwide News Dissolved
By LEWIE Y. GILPIN

LEGISLATION to outlaw minute-to-minute broadcasting of horse races from all communications media, including radio, may be considered, Attorney-General Murphy indicated Nov. 17 when he announced that the Justice Department is studying the entire communications field with an eye on the use made of wires and radio. The department is looking into obtaining racing news. Mr. Murphy indicated the department will act swiftly and with full penalties against any communications agency trying to furnish such information to gamblers.

Although the FCC has announced no decision on its own right in the matter, it has been cooperating with the Justice Department in gathering information on the dispensing of racing news, particularly from the telephone angle.

Trial Scheduled

The announcement by Attorney-General Murphy followed the heels of dissolution in mid-November of the telephone system of Nationwide News Service, track tip service controlled by M. L. Annenberg and the publisher of the Philadelphia Inquirer and of Radio Guide. Mr. Annenberg and the wire service face five Federal indictments stemming from a raid on the system of Nationwide News Service. Trial is expected early in December.

Although he made no statement as to other proceedings against definite individuals, the Attorney-General declared the Justice Department would focus particular attention on racing executives convicted with the telephone system. He denied a report that the Department had any evidence about “certain broadcasting stations” sending out racing reports in violation of the law.

FCC participation thus far has been confined largely to an advisory capacity. Early in November Commissioner Walker conferred with the Attorney General, discussing developments in the light of the Annenberg case in Pennsylvania, but no official action or attitude of the FCC has been brought to light. It is believed, however, that stations devoting a good share of their broadcast day to reports of the off time, odds and results of horse races on tracks all over the country may be haled before the FCC. Despite dissolution of Nationwide News Service, Mr. Murphy’s statement indicates a back-up of the Justice Department that this alone does not solve the problem as well as a desire to move in and destroy other tipster systems which may arise before they can get a foothold. Although no definite legislation has been announced, some statutory solution probably will be set before Congress for consideration during the next year, likely resting on a provision prohibiting the dissemination of racing news in violation of State laws. However, since such a Federal statute would become ineffective if gambling interests succeeding in getting State legislatures to repeal State laws prohibiting distribution of racing news, some proponents of Federal intervention through statute favor an all-inclusive Federal law amounting to an all-out prohibition of all minute-to-minute racing reports on all communications media, including radio.

Lottery Angle

Another possible solution to the problem appears in one of the indictments charging Mr. Annenberg, according to the Justice Department. If the lottery indictment against the wire service holds up in court, it will be pointed out, distribution of all such race news could be classed as a violation of the Federal anti-lottery laws and could be prohibited with no need for further legislation.

Several plans of communication were being considered by bookmakers after discontinuance of Nationwide News Service, it was reported. Radio stations which have been transmitting racing news and results were being used in various sections of the country, but authorities have been quick to recognize that they were broadcasting this news merely to the general public and not to any gambling establishments. In Florida it is reported bookmakers received return signals from Cuba, and it was rumored several Mexican border stations might be engaged by bookmakers to supply racing news service for the West and Midwest. It is also known that portable short wave transmitters have been used at some tracks to send results to neighboring cities.

“Headlines of 1939”

TEN outstanding news events of 1939 will be broadcast again this year by the three networks. They were selected by local newspaper editors from cities all over the country. NBC will broadcast its Headlines of 1939 on Dec. 31 in CBS its Ten Best Stories of 1939 the following day. ABC is planning present in Review on New Year's Day. Winning selections will be announced shortly.

Hollister Named As Head of KFBF
To Supervise Shift to Wichita; Remains KANS President

HERB HOLLISTER, president of KANS, Wichita, on Jan. 1 also assumes the vice-presidency and general management of KFBF, Abilene, Kan., which has an FCC authorization to move to Wichita.

The popular young broadcaster will serve as executive head of both stations and will supervise removal of KFBF, a 5,000-watt limited time station on 1,000 kc., expected to be completed by mid-January.

Apparatus was made by the board of the Farmers & Bankers Broadcasting Corp., licensee of KFBF and subsidiary of Farmers & Bankers Life, headed by State Senator H. K. Lindsley. Senator Lindsley named Mr. Hollister was selected because of his standing in the Wichita community, which he joined three years ago coincident with the establishment of KANS, in which he is part owner. For the last several years, will continue with the station as Mr. Hollister’s chief assistant. Selection of the active manager of KANS has not yet been announced by Mr. Hollister.

One of the best known figures in the industry, Mr. Hollister is active in the NAB, and is the present director of the Kansas Press & Broadcasting Association, Kansas and Oklahoma. He is the former owner and manager of KANS, Kansas City, Kan., but sold the station three years ago to the Capper interests coincident with establishment of KANS. He has continued in the profession. KANS is owned in equal shares by Mr. Hollister, Don Searle, general manager of Central State Broadcasting, and Charles K. Theis, Wichita businessman.

Turner Heads Series
CONTINENTAL BAKING Co., New York, has named Col. Ross Turner, noted aviator and trophy winner, as host for Sky Blazers, the new weekly program for Wonder Bread dramatizing the exploits of flying pioneers, which is scheduled to start Dec. 9 on CBS, Saturdays, 7:30-8 p.m. Benton & Bowles, New York, is agency.

Radio Events Signs Dunas
RADIO EVENTS, New York, has announced that it will be exclusive American representative in the radio field for Lord Dunas, noted British playwright, effective immediately in announcing the appointment. Joseph Averbach, president of the company, stated that Lord Dunas is the first of a series of internationally known classicalists of the theatre to be handled by Radio Events.

New UP Subscribers
UNITED PRESS has announced the following new subscribers, some already operating a service and some still to start in December: WMAN, Mansfield, Ohio; WMC, Memphis; WPPB, New York; WWFL, Philadelphia, Pa.; WLW, Cincinnati, Ohio; WTOP, Washington, D.C.; KMBC, Kansas City, Mo.; KTVN, Portland, Ore.; KFNS, Wichita, Kan.; WYTH, York, S. C.; WOAI, San Antonio, Texas; WTVI, Richmond, Va.; WDR, Rome, Ga.; WAVO, Meridian, Idaho; WAPI, Birmingham, Ala.; KJWZ, Scranton, Pa.; WABI, Bangor, Me.; WQIC, Allentown, Pa.; KUMN, Madison, Wis.; WABC, New York; WHAS, Louisville, Ky.; WJR, Detroit, Mich.; KBOV, Boise, Idaho; WNYT, New York; WBBM, Chicago, Ill.; WITI, Milwaukee, Wis.; WHIO, Dayton; WSGF, Reading, Pa.; KRCA, Santa Barbara, Calif.; WFOR, Fort Lauderdale, Fla.; WMGI, Moniteau; WCAP, Worcester, Mass.; KWIT, Wichita, Kan.; KOMA, Oklahoma City, Okla.; KMST, Monticello, Ariz.; WSB, Atlanta, Ga.; KSL, Salt Lake City, Utah; WXMP, Key West, Fla.; Kivo, Fort Dodge, Iowa.

MBS on Nov. 27 started a new weekly program titled Foreign News, with tapes of some of the Chicago Tribune bing listening callers cabled reports filed by the newspaper’s European correspondents, Tuesdays, 10:15-10:30 p.m.
IT TAKES LISTENERS TO MAKE COVERAGE

First, coincidental surveys of listening habits were conducted by impartial, accurate research authorities—Ross Federal Research Corporation and Alberta Burke—in thirteen key markets in WLW's primary effective sales area—140,803 calls in all—showing the impressive scope of WLW's listening audience.

Second, seven additional important marketing centers were studied—18,496 more calls—with the same clearly shown result—WLW dominance.

NOW—just completed—a further coincidental study of five more cities—12,082 more calls—

FIVE more reasons why more advertisers are buying more time and SPENDING MORE MONEY currently on WLW than at any other time in our history.

---

**WLW WEEKLY AVERAGE OF LISTENING AUDIENCE**

**31.7%**

**73.4%**

**54.2%**

**56.4%**

**51.1%**

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All figures quoted are weekly listening audience averages. These five studies will be available shortly on request.
The RCA 78-B-1 Rack Assembly, a sturdy constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

The RCA 78-B-1 Console
Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V.I. meter is illuminated and may be set for "peak" or r.m.s. readings.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units—a cabinet rack containing amplifiers and jacks...control console with sloping front containing all mixing and switching controls...and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity—but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

Use RCA Radio Tubes in your station—for finer performance

RCA Broadcast Equipment
RCA Manufacturing Company, Inc., Camden, N.J.

www.americanradiohistory.com