“Are you saving them furrin stamps?”

In this strange day of complex living, it is worthy of note that many people are interested in stamps, who have no yen whatsoever for philately. At least a great many advertisers on WHO seem very proud indeed when their WHO mail-pull includes letters (and often box-tops, etc.) from strange lands as distant as New Zealand, Zanzibar, and “los Republicas de Sudamerica”...

Seriously, this mail-pull feature of WHO is one of the really remarkable things about our big, clear-channel station. The average day runs from 1600 to 4000 letters. Ordinarily, Iowa will furnish about half. The other half will include sizeable representation from states as far away as New York, Pennsylvania, Virginia, Florida— from California, Washington and Oregon. And there’ll be a very liberal sprinkling from outside the U. S.

If you’d like to see the proof of WHO’s unmatchable mail-pull, we’ll gladly send you typical mail-analyses, for numerous types of programs, and for various times of day and night. As a matter of fact, WHO can supply you with an amazing amount of factual data, on almost every detail of our audience and its habits, preferences, and productiveness.

... Receiving several thousand letters every day, we’re just bound to know our people. Would you like an introduction?

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives
THE POWER TO DO THINGS FOR ADVERTISERS

- KLZ jumps out of bed at six in the morning, eyes wide open and with a vigor that shows no sign of sluggishness.

Take the 6 a.m. KLZ show that pulled more than 1,600 pieces of mail in two days! Take the three-month KLZ mail count. 39% of the total mail response came from programs aired before 8:45 a.m. It is difficult to imagine any time commanding a greater listener attention than these early morning hours over KLZ.

Who starts spinning dials so early? A goodly part of the 629,000 urbanites in KLZ’s regular day-time listening area begin their day with KLZ’s Early Risers’ Club exercises and KLZ’s breakfast time tunes. Then there are 829,000 rural folk in this section who get up with the chickens. KLZ has educated these folk to start their day off by following its market reports, weather forecasts and direct-from-the-stockyards broadcasts...and to breakfast to KLZ's early morning melodies.

By specific program planning for its rural listeners, KLZ has turned the 6:00-6:45 a.m. time into a farm block to sell merchandise. This three-quarter hour period is recommended—and available—to sponsors who want to see rural sales swell in the Denver-Rocky Mountain area.
... not "Way Down Upon the Swanee River," but in populous, prosperous New England... where 7% of the country's population lives... where savings banks have 18% of the U. S. deposits... where 8% of all U. S. retail sales are made.

The "Sold Folks at Home" are people in the Colonial Network's 18-local-station, home influence areas, where your sales messages register and get response. When it's a question of getting the MOST for your money in New England sales promotion for 1940... The Colonial Network is the most logical answer.

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The Colonial Network

21 BROOKLINE AVENUE  BOSTON  MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative
You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED!

When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean just that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures... a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city! And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.

DON LEE

1076 W. 7th St., Los Angeles, Calif.

Thomas S. Lee, Pres.
LEWIS ALLEN WEISS, Vice-Dep. and Gen. Mgr.
Affiliated with Mutual... Represented by Blair
BROADCASTING SYSTEM

MUTUAL... THE NATION'S GREATEST REGIONAL NETWORK
Waste-free coverage of all New England

The Columbia New England Network consists of nine CBS stations; individually covering the nine major New England markets; collectively covering New England. That is what we mean by “waste-free coverage”. Nine stations—at nine-station cost, doing all the job.
In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.
KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,
With the present low rates still in effect,
You'd better sign today with KECA.

YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET

780 KECA NBC BLUE NETWORK
5000 watts day
1000 watts night
FREE & PETERS, Inc.
KECA National Sales Representative

640 KFI NBC RED NETWORK
50,000 watts clear channel
EDWARD PETRY & CO.
KFI National Sales Representative
The Magic Season is with us again. The jingle of bells and the bright eyes of children...the gaily colored lights and the soft scent of pine—Christmas is coming! The same old wonderful Christmas—yet one so different from a few years ago, so gloriously different—thanks to the miracle of radio!

Through NBC, radio today joins you with millions of others in far-away places for Christmas celebration. As you sit by the warmth of your fireside, radio speeds you on invisible wings to the President’s side as he lights the Great Tree of the nation...to the beautiful ceremonies and inspiring music in famous churches...to the court of a monarch sending Yuletide greetings to his far-flung empire...to still another distant land where you’ll hear a choir from Rome sing beloved Christmas Carols and age-old hymns.

Yes, radio has changed Christmas. It has lent new meaning to the joyous Bells of Bethlehem...helping them to ring in more hearts...banishing loneliness, doubt and fear...enriching more lives with the spirit expressed by Tiny Tim,

"God bless us, every one! Merry Christmas!"

NATIONAL BROADCASTING COMPANY
The World’s Greatest Broadcasting System • A Radio Corporation of America Service
NEW BRUNSWICK

A REGION WHERE OVER A MILLION CANADIANS SPEND $151,613,000 YEARLY THROUGH RETAILERS

THE FACILITIES of the CBC make radio in Canada an organized medium which not only links up Canada from sea to sea but, through strategically located key stations and regional networks, provides intensive coverage of each province in the Dominion.

In the Maritimes, for instance, over a million Canadians contribute to Canada's prosperity by producing goods worth $195,732,173 each year, and by spending $151,613,000 annually with retailers. There are nearly 100,000 Radio Homes in this wealthy region. CBC, through its 50,000-Watt Station CBA, and regional network, reaches over 80% of these homes.

This outstanding percentage is typical of CBC coverage from coast to coast and is increasingly important because a consistent record of the finest radio entertainment has built up a CBC audience unequalled anywhere outside Canada for its goodwill and loyalty.
You'd have thought those acorns were nuggets. The rush came not only from the Carolinas, but from as far away as Wisconsin and Iowa. The Mayor of Darlington, S. C., speaking on a WBT farm broadcast, casually mentioned that he had some thousand acorns lying in his orchards and if anybody cared to nurse a live Carolina oak, WBT would be glad to send the means whereby. Unaware that he had started an avalanche, he went on to the main subject of his talk, the delightful town of Darlington, in the state of South Carolina.

WBT's live oaks grow all over the country now. In Canada, too. A week after the broadcast, came a letter postmarked Saskatchewan (1,830 miles from WBT). Its writer said that where she lived there wasn't an oak tree for miles around. She owed her radio much, she wrote, but she never dreamed it would be the means of bringing real Carolina live-oaks to her door—for nothing! By the time WBT rushed off her trees-to-be, the Mayor's acorns were completely exhausted.

In such broadcasts WBT serves its listeners. It serves its clients, too, by planting the seed of their sales messages in minds made willing by just such brilliant radio as WBT creates each day. Sales grow, on WBT. Any Radio Sales office will help your sales too.

CHARLOTTE, N. C. • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis. Charlotte, N. C., Los Angeles, San Francisco
POWER... where it counts

50,000 WATTS
AT 820 ON THE DIAL
SELLING A
$2,214,269,000
MARKET

BASIC CBS OUTLET
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
OWNED AND OPERATED BY
The Courier-Journal  The Louisville Times
GO WEST...BY CBS

The 'Coast' is America's #1 per capita market.
Sell it ALL with the 'Coast's' leading network!

The spectacular long-range coverage of the Columbia Pacific Network richly matches the West's vast and far-above-average buying power; delivers all this wealthy market—at the lowest cost per thousand families.

PRIMARY COVERAGE—BY DAY:
100% of the West's seven major metropolitan markets and over 85% of the profitable (but hard-to-cover) towns and rural areas—where 2,637,207 families annually spend $3,495,000,000 at retail every year.

AND BY NIGHT: 100% of the West's seven major metropolitan markets plus over 97% of the towns and rural areas where 2,800,433 families, who spend $3,741,000,000 at retail every year, regularly listen to the Columbia Pacific Network.

PRIME RECEPTION—On the Columbia Pacific Network you are superlatively bracketed between the top-notch programs of radio's greatest advertisers. They use the Columbia Pacific Network so that they, too, can sell all the West—economically!

COLUMBIA PACIFIC NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis • Charlotte, North Carolina

www.americanradiohistory.com
FREE & PETERS is proud to announce that Lewis H. Avery, one of the most outstanding men in the radio industry, is joining our organization.

For the past six years Lew Avery has been Director of Sales for WGR-WKBW, Buffalo. During 1937 and 1938 he was Chairman of the Sales Managers' Division of the National Association of Broadcasters. With such experience, it goes without saying that Lew Avery will be a tremendous addition to the resources of all our agency and advertising friends who have spot-broadcasting problems of any kind.

He will be available in our Chicago Office, on and after January 2, 1940.

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

Pioneer Radio Station Representatives
Cox Purchases WSB, Slated For CBS

BY SOL TAISSHOFF

GETS 40% OF WAGA; FCC Grants Speedy Approval to Record Transfer; WAGA May Become Red Outlet

IN ONE of radio's biggest transactions, former Gov. James M. Cox of Ohio on Dec. 12 acquired control of WSB, Atlanta 50,000-watter, along with a 40% interest in its sister NBC station, WAGA, Atlanta regional, with the FCC's approval.

Now an important link in NBC's Red network, WSB is expected to shift to CBS as soon as contract adjustments can be made. WAGA will not be purchased outright by the Cox interests, and may eventually fall in the lap of the Atlanta Constitution, competitor of the Atlanta Journal, which Gov. Cox acquired in the transaction.

The former Ohio Governor and 1920 Democratic nominee for President, whose running mate was Franklin D. Roosevelt, bought 70% of the common stock of the Journal Co., including WSB and its minority interest in WAGA, for $1,825,125, along with all of the preferred stock for another $117,560 in an all-cash deal.

Speed Records Broken

No specific price was placed on the station, though the application approved by the FCC showed an investment in WSB of $392,849.91, and a replacement value of $286,507.90. It is presumed one of these figures constituted the basis of FCC approval of the transfer of the clear channel outlet. The price on 40% of WAGA was stipulated at $40,000.

So far as known, all existing speed records were broken by the FCC in approving the station. The application for transfer was filed Dec. 8, announced Dec. 11 in the routine releases received by Dec. 12. The contract carried a clause under which the all-cash sale would be void unless acted on by Dec. 29, which is said to account for the celerity in FCC action.

While the FCC was not apprised of it officially, the Cox transaction is reported to have included purchase also of the Hearst-owned Atlanta Georgian for $1,000,000. Should Gov. Cox acquire the remaining 30% of the outstanding common stock of the Atlanta Journal Co., at the established price of $450 per share, it is estimated he will have invested upwards of $3,

500,000 in entering the Atlanta newspaper-radio field. It is reported the Georgian will be discontinued and that Clark Howell, publisher of the Constitution, probably participated in this transaction.

Gov. Cox already is the owner of WIOD, Miami regional, and the Miami Daily News, WHIO, Dayton, and the Dayton Daily News, and the two Springfield, O., dailies — the News and Sun. WIOD is an NBC outlet, but WHIO, originally on NBC, joined CBS two years ago.

The switch of WSB to CBS is understood to be under active negotiation, though some question has arisen about the present NBC contract with the station. The duration of the contract with NBC was said to be for seven years, having been extended only six months ago. Gov. Cox, however, it is said, would insist upon the shift. The present CBS outlet is WGST, regional operated under lease from the Georgia Institute of Technology by a group headed by Sam Pickard.

CBS vice-president and counselor. WSB is the only clear channel station in its area. Of the other clear channel stations in the Old South, WSM, Nashville, is on NBC; WBT, Charlotte, is CBC-owned, and WVL, New Orleans, is a CBS affiliate.

No Personnel Changes

It is understood Gov. Cox plans to maintain the existing personnel of WSB, for the time being.

WSB, on WIOD's 507.90, was acquired by the Liberty Broadcasting Corp. but is managed by the Atlanta Journal. Lambdin Kay, veteran broadcaster, is manager of both stations. The Journal owns 40% of the common stock and about an equivalent amount of the preferred, with Norman K. Winston, New York realtor and associate of Arde Bulova, watch manufacturer and

JAMES M. COX

station owner, holding approximately 60% of the common stock, and about the same of preferred. Harold A. Lafount, former Radio Commissioner and Bulova radio executive, holds a qualifying share.

An option, however, was held by the Journal Co. for acquisition of additional stock, but its disposition is still under negotiation.

Gov. Cox, it is learned, has advised the FCC it is not his intention to operate two stations in Atlanta. Thus, it appears certain that WAGA will be disposed of to other interests. The Constitution, headed by Mr. Howell, has been seeking an Atlanta station, and conceivably it will wind up with WAGA's ownership or control, or perhaps the 40% minority now held by Gov. Cox.

Based upon the present outlook, WAGA is certain to remain an NBC outlet, and if the WSB affiliation is shifted to CBS swiftly, it is likely to succeed the bigger station as the Red outlet.

The financial statement of WSB filed with the FCC indicated current earnings of somewhat more than $150,000. On that basis, it is estimated the station could logically be expected to have a valuation of $1,500,000, if separately acquired, particularly since it is a clear channel outlet, operating on the favorable 507.90. The fact that no "going concern" or goodwill value was placed either on the station or on the newspaper accounts for the figures submitted to the FCC. The WBS financial report showed that for the year from November 1938 to November 1939, the station had gross receipts of $397,389.70. Gross disbursements were $245,071.18. The net, therefore, was $152,318.52.

One of the Largest

The all-time record station transfer transaction was CBS's acquisition in 1936 of KNX, Los Angeles, for approximately $1,250,000. One or two other clear channel sales have been around the $1,000,000 mark, including WMAQ, Chicago, purchased by NBC, and NBC's purchase of WENR, half-time Chicago clear channel outlet, for some $600,000.

The entire Atlanta transaction was consummated for the Cox-Journal interests through William Smith Davis, of Davis & Thompson Inc., Cleveland newspaper brokers. It is reported their commission on the Journal transaction, including the stations, is approximately $75,000.

The transaction has been under negotiation for some two years. Horace L. Lohnes, Washington attorney for the Cox interests, and Ben S. Fisher, WSB-WAGA attorney, represented the radio aspects of the Journal Co. affairs. John A. Bricc, vice-president and general manager and a minority stockholder in the Journal Co. and Gov. Cox himself handled the negotiations. Mervin B. France, of Atlanta, on Dec. 6 received in escrow the cash of approximately $1,844,000 involved.

Gov. Cox acquired, in the Journal Co. sale, 4,068 of 5,750 shares of the common stock at $450 per share, or an aggregate of $1,825,125, representing approximately 70% of the outstanding common stock. He agreed to purchase the balance of the stock at the same figure. He paid $117,560 for all of the preferred stock. The voting common stock was purchased from only 10 of the 30 stockholders.

The purchase was primarily from the Gray family, which for
Industry Awaits Next Move by AFM

IRNA Revival Urged; Convention Call Is Suggested

FEELING that nothing short of Government intervention can stave off a strike, unless union musicians completely sever their tie to the radio-broadcasting industry is awaiting the next move of the American Federation of Musicians which has already served notice that its members will be called out of all networks and stations Jan. 17 when current contracts expire.

While Independent Radio Network Affiliates, which carried the initial burden of attempting to negotiate with AFM, is practically dormant, a move to revive it has been launched within the industry by responsible broadcasters. A suggestion by Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal and Times, opening the discussion that a business convention be called if affiliates are ready to act one way or the other, is being seriously discussed within the industry.

No Federal Action

Though the plight of the broadcasting industry has been brought to the attention of the Department of Justice, there has been no indication as yet of any intervention by it. Samuel R. Rosenbaum, chairman of IRNA, informally discussed the situation with Government attorneys Nov. 29, particularly in the light of the recent statement by Assistant Attorney General Thurman Arnold, regarding labor practices [Broadcasting, Dec. 1]. Because of the failure of network affiliated stations to lend support to IRNA, that organization has since refrained from further contacts either with the Department or with AFM.

Meanwhile, Mr. Rosenbaum advised affiliated stations Dec. 6 the only development in the collapse of negotiations with AFM last month was an intimation by AFM officers that unless they get a proposition from the industry in the next few days, AFM will notify networks that after Jan. 17 every musician with whom they have a contract must be paid not only by the station at which he performs but also by all other stations which broadcast the music. This was vigorously denied, however, at AFM headquarters.

While AFM President Joseph N. Weber was ill at home and could not be reached for comment, a spokesman at AFM headquarters, in denying the Rosenbaum observation, said the situation has not changed and AFM is awaiting “whatever proposals the broadcasters care to make.” It was emphasized that union itself will originate “no more suggestions” for an agreement than the following withdrawal of its previously submitted plan coincident with the breaking off of negotiations with the IRNA Committee [Broadcasting, Dec. 1]. AFM had asked an additional $1,600,000 per year, amounting roughly to a 50% increase in present expenditures for musicians by network affiliates as well as a flat $60,000 per year increase for each network key.

As asked for details as to what the union expects to do about transcription and phonograph records, to which stations might turn for music if no satisfactory solution is reached and if AFM enforces its threat to stop its members working for the affiliate stations locally or on network programs, the AFM spokesman replied the matter had not yet been discussed by its International Board but would be handled when it arose [see story on page 51].

Ethridge's Views

Along with his letter to affiliates Dec. 6, Mr. Rosenbaum dispatched a letter written by Mr. Ethridge dealing with the musicians situation. Mr. Ethridge was largely responsible for the formation of IRNA two years ago, which handled as its first task the completion of existing employment contracts with AFM. The letter was written by Mr. Ethridge to J. Harold Ryan, vice-president of WSPD, Toledo, and an NAB director. Having participated in the discussions with the AFM board as a member of the IRNA executive committee, Mr. Ethridge observed that anyone who holds out the hope that the industry’s differences with the musicians union can be settled on a local basis “is indulging in an unreality.” He added it could not be accomplished even in case of a strike, in his opinion.

Pointing out that only 70 affiliates actually joined the reorganized IRNA, Mr. Ethridge said replies to questionnaires were unanimous in instructing IRNA’s executive committee to negotiate an arrangement that contemplated the expenditure of more money. The situation today, he said, seems to be that individuals have the sense that they must determine whether they want to strike or want to deal.

He pointed out that a strike would mean shutting off network service and possible sympathy strikes by other union groups. Transcripts and phonograph records would be shut off by AFM to whatever extent it is able. House bands and remote would be cut off. Music for stations probably would come from records and transcriptions already available and from whatever non-union or amateur source it could be culled.

Declaring that the alternative is to make a deal on some terms, Mr. Ethridge said it may be that this will be impossible in the long run because the union “will insist upon an unreasonable attitude such as it now maintains”.

Three Courses of Action

IRNA can deal for affiliates only if the stations want it, Mr. Ethridge said. He added that personally he was not going to try to sell stations something they don’t want. He referred to the hardships of two years ago when the musicians first confronted the industry. He said he did not propose to go back to every station or try to get any sort of negotiation until the executive board of NAB set through Jan. 15, 1940. Second prize will be a $250 scholarship and ten additional prizes of $40 each.

The jury selecting the winner includes: Clay Morgan, assistant to the president of NBC; Myron Everson, vice-president, president, Retail Jewelers’ Ass’n; Don Hobart, director of research, Curtis Publishing Co.; Roy Dickinson, president, Printers’ Ink; Howard Scott, poster artist, and Stanford Briggs and John J. McCarthy, vice-presidents of McCann-Erickson, New York, Gruen agency.

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CONTEST BY GRUEN

Watch Firm Offering Prizes For Ad Ideas

ADVERTISING student sending in the best suggestions for a radio program, a magazine advertisement or a poster to Gruen Watch Co., Cincinnati, will win a $500 scholarship in a copy contest to be run through Jan. 15, 1940. Second prize will be a $250 scholarship and ten additional prizes of $40 each.

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Must Have Complaint

While no formal word was forthcoming from the Department of Justice following Mr. Rosenbaum’s visit, it is by no means certain the Department will not act. Customarily the Department does not look into questions of this character without a specific complaint and, as far as anyone has been filed. Presumably the only other basis on which the Department might intervene would be on a charge of conspiracy to compel employment of useless labor. It was pointed out that Assistant Attorney General Gruen agency.

Attorney General Frank Murphy has supported the views expressed by Mr. Arnold that labor unions can be prosecuted under the anti-trust laws for illegal practices. The American Federation of Labor, of which AFM is an affiliate, has protested the Department’s position.

George Harn

GEORGE HARM, 55, owner of KARM, Fresno, Calif., died Dec. 11 after a heart attack that followed a brief illness. Born in San Francisco Jan. 12, 1885, he lived in Fresno for 54 years, starting with KARM on Jan. 15, 1938. Because of his wide holdings in the community and his civic interests, he was known as “the first citizen of Fresno.” A pioneer in the trucking and transportation business, he is survived by his wife and 10-year-old son.
Mexican Stations to Squat on U.S. Clears

Foresee Serious Interference in U.S.

REASSIGNMENT of several Mexican border stations now operating on Canadian channels to wavelengths used by U.S. clear channel stations in the United States, has been ordered by the Mexican Government, threatening serious interference with reception in this country.

It is learned by Broadcasting on unimpeachable authority that the Mexican Government has decided to shift the 180,000-watt XERA, at Villa Acuna, operated by Dr. John R. Brinkley, and the 50,000-watt XENT, Neuvo Laredo, operated by Norman T. Baker, to clear channels as used in this country. Moreover, it has just licensed a new border outlet, XERB, at Rosarito, across the border from San Diego, to operate with 50,000 watts on 15,000 kc., the clear channel assigned to KMOX, St. Louis.

Can Boost Power

The Brinkley and Baker stations, which in past years have wrought havoc with domestic reception, are authorized for even greater power than now assigned to them—XERA can go to 850,000 watts and XENT to 150,000, according to the latest Mexican logs. XERA, located across the border from Del Rio, Tex., now is operating on 840 kc., a Canadian exclusive channel used by the Canadian Broadcasting Corporation’s CBC, now operates on 910 kc., used by the CBC’s CFR, Montreal, with 50,000 watts, and by CRY, Winnipeg, with 15,000 watts, and CFT, Trail, B. C., with 1,000 watts.

The advice received by Broadcasting are that these stations will be shifted to two of four channels already selected. These are 710 kc., on which WOR, Newark, is the dominant station; 720 kc., the clear channel of WGN, Chicago; 750 kc., the clear channel of WJR, Detroit, or 1170 kc., used by WCAU, Philadelphia. Each of these channels is occupied by a 50,000-watt station.

The informed reports stated that the Mexican Radio Department, headed by Govea and Lebron Cineño, is studying the technical aspects of these frequencies to decide which two of the four it will assign, based on least interference factors to other Mexican stations.

Why the Mexican Government suddenly has decided to desert the Canadian frequencies and reassign these stations to “squat” on U. S. channels, was not explained. It was presumed, however, that interference between Mexican and U. S. stations, with Mexican receivers preponderating in the U. S., will cause much annoyance. Indeed, many U. S. stations have found it necessary to install special filters to prevent the occasional spurious reception of Mexican stations.

15 Cuban Stations Given Wave Shifts To Eliminate Interference on 780 kc.

A REALLOCATION of 15 Cuban stations has been effected to eliminate interference problems with the United States. The principal move, authorized by President Loredo Bru of Cuba, by official decree, was that of CMQ, Havana 25,000-watt, shifted from the 780 kc. channel to 690 kc., used by CFRB, Toronto.

The immediate result of the CMQ shift was to relieve WMC, Des Moines, WTA, Norfolk and WEAN, Providence, all on 780 kc., from interference which has troubled them for approximately five years, ordered by President Bru on Nov. 24, effective Dec. 1, and the resultant reallocation of bands has been hailed as an outstanding example of international unofficial cooperation, in which both the U. S. and Cuban governments participated.

Under the decree, CMQ is required to radiate not more than 5,000 watts in the direction of Toronto, employing the directional facilities installed recently under the supervision of Clyde E. Baker, WMC chief engineer. In the unofficial parleying in Washington, Slavick, general manager of WMC, represented the stations, while Campbell, as assistant manager, was liaison in the Washington conversations.

Interference difficulties first developed in December, 1928, when the CMQ signals suddenly began to boom into this country. Subsequently the directional antenna was jointly built by the Cuban and American stations, but did not function efficiently. Almost 30 days ago Mr. Slavick flew to Havana to launch new negotiations with Maj. Juan J. Govea, new administrator and Messrs. Miguel Gabriel and Angel Cambo, owners of CMQ. A series of conferences resulted in the promulgation and signature of the decree by President Bru, assigning the 5,000-watt CMBC to 780 kc. from 690, using a directional which will radiate more than 1,000 watts toward Memphis and Norfolk.

The move is made to give space for the return from Cuba, Mr. Slavick stated that the "earnest desire and determined efforts of Cuba's latest nationalistic government, led by Maj. Govea, was responsible for clearing up this complicated problem. His thorough understanding of the radio broadcaster's interference problem was his incentive to press his government into action and the final issuance of the decree"

Cooperation Launder

Praising also the cooperation of the owners of CMQ, Mr. Slavick pointed out that moving of CMQ to 680 kc. involved a complicated reallocation of 15 other stations in Havana and other provinces, prevent adjacent channel interference to nine new Cuban network stations recently assigned to frequencies near 690 kc. Moreover, it was necessary to find two new assignments for CMQ and its new network, comprising two 10,000-watt stations in Santa Clara and Santiago.

CMQ operated on 1010 kc., until about seven years ago, this channel having been allocated to Cuba for high power under the North American Broadcasting agreement (an American treaty). While the agreement has been ratified by Cuba, Canada and the United States, Mexico has given it the necessary sanction. During CMQ's operation on 1010 (Continued on page 75)
Decline Indicated In Preponderance Of Drama Strips

Growing Interest Is Claimed In Other Daytime Programs

INDICATIONS of a trend away from the use of script programs to daytime dramas are shown in recent reports emanating from stations that accounts are evincing an interest in other types of programs. Several network executives, when asked, are auditioning non-script programs, following the lead of Fran-Ame, Inc., the Purity Bakeries, which recently undertook sponsorship of daytime musical programs.

Meanwhile, the plea of John F. Patt, vice-president and general manager of WAGA, Cleveland, for greater diversification of daytime programs, away from "voodoo dramatics," continued to gather momentum. Many stations, according to Patt, are still relying on CBS, including network members and operated outlets, contributed their support, almost without exception. While networks themselves would make no formal announcement, they are said to be favorable to any development which would tend toward better program balance.

Lohr's Position

Asked to comment on the idea, Maj. Lenox Lohr, NBC president, asserted that while Mr. Patt had raised a question worthy of serious consideration, the point is only a small part of the whole problem of good programing and program balance. Pointing out that there must be a large audience which listens regularly and with enjoyment to script programs, or leading advertisers would not use them so consistently, he said he was sure these advertisers would as willingly sponsor other types of daytime programs if these could be shown to be equally potent in building audiences and sales.

"The whole problem of achieving a program balance that will please most of the listeners most of the time is one to which we at NBC have given a great deal of thought for a good many years," Maj. Lohr said. "Since only 30% of network programs are sponsored, it should be possible to produce a balanced program schedule through the proper selection of sustaining programs which occupy the remaining 70% of the day's broadcasting hours."

General Support

The practically unanimous support for the Patt suggestions continued without interruption during the ensuing two weeks. These supplemented the dozen prompt rejoinders received by the Cleveland broadcaster within a few days following his initial request for reaction from station management.

Stephen P. Willis, general manager of WPRO, Providence, employed the results of a local coincidental survey to illustrate that the daytime serials "are a hodgepodge in my mind." CAB, he pointed out, gives an essentially skewed daytime rating, an average of about 7%, with individual programs, rated as successes, having 3 and 4%. If it is assumed that three unusually successful programs are on the air simultaneously, he pointed out, it means 21% of available sets are in use and 79% are out of use. "Does that mean that a big part of the owners of 79% of available sets don't want serials?" he inquired.

Mr. Willis brought out that coincidental surveys conducted in Providence revealed that the serial lovers were all listening to one station. He explained that WPRO is CBS, WJAR NBC-Red, and WEAN NBC-Blue, comprising all the stations in the market. During a period when WEAN used its house band, WJAR a network serial and its own station a musical program, the serial got an 8.3% rating to the serial; 7% to WPRO, and 2.8% to WEAN.

These figures, he believes, are encouraging. He said, "The serial lovers were all pushed over to one station. But the percentage of sets in use was unusually high compared to national average figures. More listeners at the time were listening to music than to the serial, so the latter was equal to a good serial rating."

H. J. Quilliam, general manager

(Continued on Page 76)

Dozen Regionals Are Given 5 kw.

More Boosts to 250 kw. Also Awarded Local Stations

WITH more grants of power increases to 5,000 watts fulltime on Dec. 12, the FCC brought to 12 the number of stations now operating with 1,000 day and 5,000 night, that have been given preferred status by the FCC during the last fortnight. The Dec. 12 grants were to KOR, Portland, Ore. (900 kw. on 5,000 night), Kansas City (510 kw.) and KGMB, Honolulu. The latter is at present on 1,320 kw., but holds a construction permit for 3,900.

Earlier Grants

At its meeting Dec. 5, the FCC authorized eight power increases to 5,000 watts fulltime, WSBM, New Orleans, was granted modification of construction permit to increase its night power to 5,000, with completion scheduled in 90 days.

The FCC, on Dec. 11, increased two others to 500 kw., and three others on 1,220 were among those horizontally increased to the 5,000 watts fulltime output at the same meeting. On 950 kw. were KMBC, Kansas City, which will use a directional antenna for nighttime operation only; WRC, Washington, which will use a similar antenna, and KFCA, Salt Lake City, which received a straight modification of license with no special equipment. WCAE, Pittsburgh, was granted a construction permit to install a directional for night use with 5,000 watts fulltime, employing its directional system only; WMB, St. Petersburg, Fla., was granted a construction permit for 5,000 watts fulltime, employing its directional system only, and WOOL, Pullman, Wash., was granted a straight modification of license to increase to 5,000 watts fulltime.

WFBC, Greenville, S. C., on 1,300 kw., was granted an amended application for construction permit to install a directional antenna and increase its night power to 5,000 watts fulltime, employing its directional system only. Another power increase Dec. 5 went to KFCA, Salt Lake City, to increase night power from 500 watts to 1,000 watts.

Get 250 Fulltime

More stations were also raised from 100 watts daytime to 250 watts, giving them that power fulltime. On Dec. 5 grants were made to WTOL, Toledo; KWOC, Poplar Bluff, Mo., and WJPR, Greenville, Miss. On Dec. 6 the grants went to KOVO, Provo, Utah; WDWS, Champaign, Ill.; WMSL, Decatur, Ala.; KDNT, Denton, Tex.; WFMJ, Youngstown, O.; KRBM, Boise, Idaho; WABC, New York; KMOX, Redding, Calif.; KTUC, Tucson, Ariz.; KSLS, Salem, Ore., Dec. 13 grants increased in day power from 500 to 2,000 watts.

SIR JOHN REITH, former director general of the British Broadcasting Corp., now chairman of the board of British Overseas Airways, arrived in New York on the Statendam Dec. 5, presumably on an official mission.
TBS Offers 102 Stations; Plans Debut

First Accounts Listed; Baldwin Is Station Relations Head

By BRUCE ROBERTSON

WITH ONLY slightly more than two weeks before scheduled starting of operations on a 16-hour-a-day, basis, executives of Transcontinental Broadcasting System, working overtime and at top speed to get clients, programs, wire lines and personnel lined up for the New Year’s Day debut of this newest of nationwide networks. Plans are said to be progressing satisfactorily along all fronts, but a few details have been disclosed regarding any aspect of TBS activities.

No rate card has yet been published by the network. However, TBS has visited a number of major advertising agencies, offering a network of 102 stations for an hour a day, five days a week, evening time non-cancelable one-year contract, for a flat rate of $900,000. A half-hour program, on the same basis, can be purchased for $450,000 and a quarter-hour for $225,000. Time during the day is offered at half those sums.

These rates are far below those shown on the rate cards of CBS and NBC. For example, one major network rate card shows a 95-city hookup costing $16,867.50 per evening hour, with all discounts deducted, or $4,385,560 for that hour across the board, five days a week for 52 weeks. The average TBS station however, is far less powerful than the average NBC or CBS outlet.

Baldwin in Station Relations

Appointment of James W. Baldwin, former managing director of the NAB, as station relations director of the new network, was announced Dec. 11 by TBS. Baldwin is TBS chairman of the board. Mr. Baldwin, who has practiced law in Washington since his retirement from the NAB in February 1938, is the former chief owner of WGH, Newport News, Va. He was secretary of the Federal Radio Commission from 1930 until 1933.

Other additions to the TBS staff, announced at the same time, include Robert C. Wilson Jr., for eight years an account executive at CBS and more recently in the radio department of WJZ, New York, and Ralph Nordberg, veteran time salesman who came to TBS from the staff of WUXI, Des Moines. A. F. Adams has been named comptroller and Miss Dorothea Henninger purchasing agent. Gerald Lyons, formerly with CBS and ABC, has been named director of publicity under Mr. Adams. John L. Wamboldt, is publicity director for the network, with Miss Adele Purcell as his assistant. Miss Purcell has been named assistant to M. P. Wamboldt, program director.

Although the network is scheduled to begin operation two weeks hence, on Jan. 1, no details of the opening day’s program schedule have been revealed and the announcement that TBS will broadcast the Cotton Bowl game at Dallas. Reports that President Roosevelt, who is expected to head the new network, will speak at the TBS inaugural ceremonies, could not be confirmed as TBS officials, or those close to them, refused commenting.

Neither has any announcement been made regarding the general program plans of the network, although Mr. Wamboldt spent the weekend of Dec. 3-4 in Chicago confering with Midwest affiliates of TBS on the subject of program organization. Roy H. Holmes, TBS traffic director, accompanied Mr. Wamboldt, as did Percy Baldwin of AT&T. Station men present at the session included Ralph Atlas, president of WIND and WJJJ, together with Bert A. Sherman, W. F. Myers, Al Hollender and J. L. Allabough of the stations’ staffs.

The offices of WIND, WJBK, WJBX, WLAF and WMBO, have been named arbiters, or judges, of the networks program content. On the basis of their recommendations, heart programs, or those of the same type, would be selected by the network, although their designation as judges will not prevent them from appearing on the networks as well.

Mr. Baldwin told Broadcasting that the reaction of MBS to more than 20 of its affiliates joining TBS, Fred Weber, general manager of MBS, said, “Mutual may do a lot of talking — but we are not discussing them now as we have been told that anything we might say in advance might affect our legal position when the time for action comes. If we do decide to take action, it will not be until TBS has actually supplied these stations with programs.”

TBS affiliates have been officially notified of the 9-11 starting hours which will be used for TBS programs. Letter, sent out Dec. 2 over the signature of Mr. Adams, asks affiliates in the Eastern Time Zone for the following starting periods from Monday through Friday: 10 a.m.-noon, 2 p.m. and 5:45-6 p.m.; 9-10 p.m. Monday and 9-10 p.m. Wednesday and Thursdays.

Stations in the Central Time Zone were asked to clear each of the three programs except CST, the 5:45-6 p.m. spot. This program they are asked to record when it comes over the MBS Affiliate Network for broadcast casting an hour later, 5:45-6. Stations operating on Mountain and Pacific Time are requested to re-

(Continued on page 88)
Industry Supports NAB Music Project

Response Is Satisfactory Miller Says After Group Meetings

WITH nine of the 17 NAB districts already canvassed at special meet-
ings, generally satisfactory re-
sponse to the industry project for-
creation of Broadcast Music Inc.,
to set up an industry-owned music
supply was reported Dec. 11 by
NAB President Miller.

Looking toward a $1,100,000 sub-
scription from stations, supple-
mented by sales to record firms,
many of whom were already
marked from the networks, the
project net noteworthy support
in the several Eastern meet-
ings. West of the Mississippi, however,
the response, while not unanimous,
nevertheless appeared, in Mr.
Miller’s view, to indicate an “over
the top” subscription before the
Feb. 1 deadline. In several districts,
because of State registration re-
quivalences, some of the subscrip-
tions or pledges per se could not be ac-
cepted but resolutions were adopted
which were tantamount to pledges.

General Support

With Mr. Miller himself opening
the meeting and Mr. Smith in the
whirlwind swim around the coun-
try most of the attending broad-
casters supported the project, de-
signed to inject competition into
the music publishing field and to
offset the “monopoly” exercised by
ASCAP. The Broadcast Music proj-
ject envisages creation of a fully im-
plem ented organization which would
engage in the production and sale
of music in all its phases for broad-
cast use, with stations themselves
holding the stock along with ac-
ceptance of licensing agreements
for performance of the music.

Time is of the essence, Mr. Miller
repeatedly emphasized, since cur-
rent contracts with ASCAP expire
at the end of 1940.

The Broadcast Music “war-cash”
was already in motion, with initial con-
tributions, in the form of 20% pay-
ments to the NAB by subscrib-
ing stations. Contributions are
forward to the acquisition of stock in
Broadcast Music Inc., with the balance
callable after Feb. 1 as licensee fees.
The assessments are on the basis of 50% of stations pay-
ments to ASCAP in 1937 and the con-
tributions for stock thus represent
one-tenth of what stations paid
ASCAP during that year.

As BROADCASTING went to press,
It was reported that more than $100,000
already had been paid into the fund.
This was based on the $80,000 contribution from NBC
and CBS (representing one-fifth of
their flat $400,000 contributions) plus
upwards of $20,000 received from subscrib-
ners thus far.

Discussion at the district meet-
ing was not confined to ASCAP and
Broadcast Music Inc., who for the
musicians’ situation, which appears
headed for a strike next Jan. 17,
came in for criticism. Discussions,
with broadcasters almost unin-
mune in the view that no increase
in assessments, as proposed by
AFM, should be considered. Meet-
ings in a number of cases were at-
tended by representatives of the
transcription companies, including
M. M. Blink, for Standard Radio;
Maurice Wetzel for NBC The-
aurus, and Ralph Wentworth for
Langlois & Wentworth. They
supported the Broadcast Music plan
and Standard Radio, through Mr.
Blink, for the first time disclosed
that his company would sell the
fee-free portion of its library, ap-
proximately 69%, separately.

Approved in New York

The Broadcast Music ball started
rolling at the district meeting held
in New York Nov. 28 when the
project was unanimously endorsed.
Managers of 16 of the 29 stations
represented signed stock subscrip-
tions after Paul W. Moren
WTIC, Hartford, district director,
and Sydney M. Kaye, general coun-
sel for Broadcast Music, described
the project. Another 15 managers
pledged subscriptions or stated
they would recommend them to
their station owners. Save for
WDNY and WQXR and the net-
work outlets which were already
pledged, other New York City sta-
tions did not make outright pledges
at the meeting and have not been
heard from since. Subscribing sta-
tions announced by NAB were, in
addition to those mentioned, WICC,
WTC, WATF, WAAB, WBZ,
WBZA, WCQX, WMEX, WNBC,
WSBS, WILH, WDBK, WMAS,
WTAG, WEAN and WJAR.

At a combined meeting of Dis-
tricts 8 and 9, comprising Indiana,
Michigan, Illinois and Wisconsin
on Dec. 6 at South Bend, the ma-

Mike Fright

RCA Mfg. Co. played a hero role recently when one of its
Victor recorded transcri-
pions, prepared in advance,
had to be used at the last
minute before a broadcast
when a nine-year-old mon-
grel dog, Duke, lost his voice
from stage fright. Seems
Duke was to bark his thanks
on WCM, Camden, N. J., to
New Jersey’s Gov. Harry
Moore, who awarded him a
medal for his bravery in rout-
ing three armed burglars
from the store of his master,
Gustav A. Swewich. Duke
lost his “voice”, and RCA
stepped in with the transcrip-
tion of Duke’s barked “ac-
ceptance” speech.

IN OMAHA and South Bend representatives of NAB member stations
met in early December with President Neville Miller to talk over stock
subscriptions to Broadcast Music Inc. At top, during the 10th District
meeting in Omaha, Foster Mayor (left), of KOW, interviews Mr. Miller
while Rainey T. Wells, general counsel of Woodmen of the World, and
William Russel, personnel director of WOW and chief auditor of the
insurance company, listen. In center is another group at the Omaha meet-
ing (clockwise) Sumner Quainton, WMJ, Waterloo, Ia.; Jack Todd,
KMMJ, Grand Island, Neb.; John Schilling, WHB, Kansas City; R. L
Rose, WCIOS, Jefferson City, Mo.; Bill Quarton, WMJ, Cedar Rapids;
Ben Holve, 60%; Guatemala, Ia.; F. C. Ewing, KAGM, Mason City, Ia.;
Among the officially 31 stations at the South Bend meeting, for Dis-
tricts 8 and 9, was the group at bottom, greeted by Franklin D. Schurz
(right), manager of WSBT and WFAM; Mr. Miller and John Fetzer, manager
of WKZO, Kalamazoo, Mich., NAB director for Michigan and Indiana.

Competition Issue

Is Granted Review

In Supreme Court

Highest Tribunal Decides to

Rule on Economic Problem

THE BROADCAST station owner
will get a final word on how he stands
on the question of competition from
new stations licensed in his area by
the court on Dec. 11 by the U.
S. Supreme Court of that issue,
as raised in the so-called Sanders
case, which the FCC rejected last
year. The District Court of Colum-
bia had reversed its deci-
sion authorizing a new station in
Dubuque, Ia.

The Supreme Court should
sustain the Commission’s conten-
tion that unlimited competition is
permis sible even to the point of
destroying existing stations, it will
open a new era in radio regula-
tion. Present regulation by the US
Commission would be restricted to exercising
only technical “policies” powers, igno-
ring all other phases of station
operation.

On the other hand, should the court finally conclude that existing
stations must be protected from de-
structive competition, FCC attor-
neys have expressed the view that the industry will be sub-
ject to rigid regulation in all its pha-
ses, including excluding pro-
gram and rate regulation. The theory is that if it must determine
whether competition will be de-
structive, it must know the basis
on which stations charge for their
service, whether their programs meet
specific standards, and whether a
reasonable profit could be earned
under varying circumstances.

Appellate Rulings

Coincident with the high est
court’s action on the Sanders
appeal came three opinions from
the U.S. Court of Appeals of the
District of Columbia, dealing with
the economic issue. In two of the
cases, decided in a combined
opinion, the court affirmed the ap-
peals of WOKO and WABY, Al-
bany, from the FCC decision grant-
ing the Syracuse station a license
to operate a new station in nearby Troy, N. Y.

In substance, the court held in this
opinion, which Chief Justice Asso-
ciate Justice Miller, and concurred in by
Chief Justice Groner and Justice
Edgerton, that an appealable inter-
est is not necessarily shown when
introduction of new facilities will
simply cause “deterioration of service.” It affirmed its previous
view that when economic injury
will result to the degree of destroy-
ing the shock of an existing li-
Censee to serve public interest, it
is sufficient to show an appealable
interest. This was the conclusion
reached in the Sanders case.

In another opinion, however, in-
volving appeals of WJAX and WMNR, Jacksonville, from the FCC deci-
sion denying the Metropolitan
Radio Co. a new local in Jacksonville,
the court held that the appellants
had stated sufficient reasons to fit
the case under the statute and there-
fore denied the motions of the FCC
to dismiss the appeal on the same
economic grounds.

The unlimited competition the

(Continued on Page 79)

Page 18 • December 15, 1939
BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
for the Past Year
... and the Years to Come

One hundred forty-two spot advertisers used WLS, Chicago, in 1939. 58% of them had advertised on WLS at least one year previously. 43% have used WLS three or more years. 24% have been with us five years or more, and one has used WLS every year for eleven consecutive years!

We don’t need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there’s only one way to satisfy an advertiser: Get results. That’s what WLS does.

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

JOHN BLAIR & COMPANY, New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco
Way Cleared for Census Radio Count

Bureau Will Make First Actual Tabulation
In Decade

By LEWIE V. GILPIN

FIRST actual count of radio homes in the United States since 1930 will be made during the 16th Decennial Population Census, starting early in 1940. With Census Bureau approval of the question, "Is there a radio in this dwelling unit," as part of the regular schedule of the Housing Census, the way has been cleared for a factual survey of radio set distribution that will reach every home in the country.

In addition to furnishing an accurate inventory of the actual number of radio homes, the 1940 census, through its various divisions, will yield information valuable to broadcasters covering population, manufacturers, merchandising, distribution and other matters pertinent to national economics (Broadcasting, Oct. 15). Among the various schedules of the Decennial Census are included censuses of manufacturers, business, mines and quarries, to start Jan. 2, 1940, and the regular population census, along with surveys of agriculture and housing, in the late spring or early summer, 1940.

Housing Census

An appropriation of $45,000,000 has been authorized by Congress and some $21,000,000 actually has been appropriated for the population census. An additional appropriation of $8,000,000 has been authorized specifically for the Housing Census, and it is expected the actual appropriation will be included in the first Deficiency Bill.

The Housing Census, through the radio question, will supply the first concrete figures on nationwide radio ownership since the last population Census in 1930, although various estimates have been made from year to year by the radio industry on both radio homes and number of sets. The Census canvassers will ask only if each home in the radio equipment and how many sets. This survey will not attempt to investigate the ownership of more than one set by any family, according to the Census Bureau, partly to avoid cluttering up the scheduling and merchandising, as the Bureau pointed out, many cases multiple ownership exists only in fact and not practically, since old "bloomer" sets and out-of-commis- sion receivers would necessarily be listed although not actually in operation. The coming Census will not include automobile radios as such.

Officials of the Census Bureau have estimated that some 33,000-occupied dwelling units will be reached in the 1940 census. According to the 1930 Census there were 12,048,782 U. S. homes with radio sets and about 13,500,000 sets in use in the country. This represented about 46% of the dwelling units covered, according to the Census Bureau.

Trade estimates of radio set ownership have indicated a rapidly mounting percentage of radio homes since 1930, and 1938 estimates show 28,000,000 radio homes in the country, with 40,800,000 sets in use [1938 Radio Yearbook]. The latter figure points to an accompanying increase in the ownership of two or more sets.

Broadcasters in recent years have had to rely on industry estimates such as those arrived at by the Joint Committee on Radio Research and other trade groups. Figures furnished by the coming Census will afford a factual base upon which the radio industry can calculate coverage and circulation data, along with marketing and merchandising statistics that heretofore have resulted largely from independent surveys or estimates.

All About Houses

It is estimated the 1940 Census will cover 132,000,000 people, 83,000,000 homes, 8,000,000 business concerns, 170,000 manufacturing establishments, 7,500,000 farms and about 12,000 mines and quarries in its various divisions. In 1940, for the first time, the Census will include a separate housing schedule designed to give detailed information concerning, among other things, whether occupied or vacant, rural or urban. For each dwelling unit data will be secured as to number and type of persons, water supply, bath and toilet facilities, and light equipment, along with refrigeration used, presence or absence of a radio, heating equipment and the principal heating and cooking fuels used. In addition to investigating the individual characters of homes, the Census is to include information on outstanding mortgages or land contracts, amount and periods of payment, interest rates charged, and type of corporation holding the mortgage.

The business schedule covers retail and wholesale trade, service businesses, theatres and amusement places, hotels and tourism camps, construction contractors and finance companies. It also includes the primary distribution of manufacturers' sales to wholesalers and industrial users, and will provide data for tracing the sales of commodities through wholesale and retail channels. Data will cover the year ended Dec. 31, 1939.

Among new features included in the population schedules are inquiries concerning employment and wage status, migration and education. On the basis of a 5% sample—every 20th respondent—the following subjects also will be covered: Usual occupation, industry and worker class as a supplement to information obtained concerning present occupation, in order to determine avaliability of men and shifts to various kinds of labor; whether respondent has a Federal Social Security account number, the number of children ever born to women who are or have been married, to make studies of differential fertility, native language obtained by a question asking what language was spoken in the home in earliest childhood; status of all veterans of foreign wars and their wives, widows and children; and information concerning birthplace of father and mother of all respondents.

Stations Not Included

Radio stations have not been included in either the Census of Business or Census of Manufactures. According to the Census Bureau, since information that would have to be covered by Census questionnaires already is available through the FCC. However, the radio and phonograph manufacturing industry is included in the Census of Manufactures. Included in its schedule are questions covering a description of the plant, officers and employees, salaries and wages, cost of materials, power equipment, fuel and electricity used, expenditures for plant and equipment, inventory, and a detailed analysis of products made and work done during the year.

It is expected the field work on this survey, which is to begin Jan. 2, will be completed within four months of the fact that the basic facts will be published by States and by industries during 1940. Statistics also will be published by industrial areas, counties, cities and towns as rapidly as they are tabulated and prepared in report form. The Census will extend to about 200,000 establishments, classified in some 400 separate industries.

Remington Spots

REMINGTON-RAND, New York, on Nov. 30 started a Christmas campaign in the WGN, New York, for its portable typewriters using six quarter-hour periods of Art Green's afternoon and evening musical programs Monday through Saturday and for daily participation in the George McCarthy Early Bird program six times weekly. The General Shaver Co., division of Remington-Rand, is using 18 spot announcements a week to promote its Close Shaver for Christmas sale. Leeford Adv. Agency, New York, handles both accounts.
New RCA Transmitter
New Blaw-Knox Vertical Tower

Located 7 air miles from Detroit City Hall.
Penetrates deeply into Southeastern Michigan with new daytime power increase.
Adds more listeners to 1000-watt night-time coverage.
Letters, telegrams, and 'phone calls praise the improved WXYZ reception. New coverage map now being prepared.
WXYZ today gives more market and more good service area, at no added cost until after January 15, 1940.

KING-TRENDLE
BROADCASTING CORPORATION

5,000 WATTS
Chase & Sanborn Shifts Programs

Cuts Sunday Program in Half;
General Mills Changes

STANDARD BRANDS Inc., New York, curtailing production costs, following the Dec. 31 broadcast will cut its weekly syndicated program, "Chase & Sanborn Hour" to a half-hour. The show will be heard on 82 NBC-Red stations, 9:30-10:30 p.m. (EST) effective Jan. 7.

Dropped from the weekly program will be Don Amence and Dorothy Lang, who will continue to be heard on their Sunday night spot to the half-hour period vacated by Chase & Sanborn. It will begin next Sunday night at 7:30 p.m. (EST), with a possible re-broadcast, 9:30-10:00 p.m. (PST).

The sponsor, which has already dropped "Chase & Sanborn" on Thursday night One Man's Family broadcast, it was said, will but continue to sponsor "The Royal Descent" on the second half of the Thursday hour, 8:30-9:00 p.m. Both programs were heard on the Thursday hour when Rudy Vallee's program was discontinued on Sept. 28 of this year. J. Walter Thompson Co., New York, is the agency.

To Cut Good News

General Foods Corp., New York, has been reporting its December Thursday night full hour show Good News, being cut in case General Foods Corp. wanted another show, but those in the know declare that General Foods Corp. it was said, will retain the balance of the hour network time for a new program to be announced soon.

11-Month Net Sales Above 1938 Total
As November Reaches All-Time Record

WITH December figures still to come, time sales of the major network stations for 1939 have already surpassed those for the full year of 1938, establishing 1939 as another year of breaking year in network history.

Cumulative gross time sales of NBC, CBS and MBS for the 11 months of 1939 total $74,969,360, an increase of 15.4% over the $64,974,899 total for the same period of 1938 and above the $71,782,400 gross total billings for these networks for the full year of 1938.

In November combined network time sales amounted to $5,018,352, up 15.4% from the November 1938 figure of $4,713,258. The month, incidentally, is an all-time high in network billings, topping October's total by $4,000. NBC time sales in November totaled $4,234,984, a gain of 7.9% over the figure for the same month of last year. Red Network sales accounted for $3,277,529, up 11.1% from November 1938, and sales for $575,455, up 0.5%. For the year to date, NBC time sales have been $40,735,622, 3.7% above last year's 11-month total for 1938 of $37,576,079 by 9.4%. Cumulative Red Network sales are so far for 1939 $71,695, but while Blue Network sales total $9,244,947.

CBS NBC November time sales of $3,402,753 topped those of the same month of 1938 by 40.9% and by more than $1,000,000, largest gain both percentage and dollars of all nationwide networks. For 1939 to date, CBS has sold $30,992,671 worth of time, an increase of 24.9% over the $24,816,373 time sales total for the same period of 1938. MBS November billings of $327,046 represent a 10.4% decrease from those of the same month last year, but for the January-November period MBS has sold time to the extent of $3,012,083, up 16.6% over the $2,582,056 figure for the first 11 months of 1938.

Gross Monthly Time Sales, 1937-1939

<table>
<thead>
<tr>
<th>Network</th>
<th>1937</th>
<th>1938</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$11,512,000</td>
<td>$10,968,800</td>
<td>$12,153,000</td>
</tr>
<tr>
<td>CBS</td>
<td>$6,238,000</td>
<td>$5,970,000</td>
<td>$7,280,000</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,766,000</td>
<td>$1,520,000</td>
<td>$1,850,000</td>
</tr>
</tbody>
</table>

KOIN-KALE to Hold Drive
For Discovery Fund

ANNOUNCEMENT of Mr. Buckendahl, 36-year-old Pacific Coast representative for GM, Nielid & Ruthman, newswire representatives, as director of commercial relations of KOIN (Vt. 1) and KALE, Portland, a newly-created post, was announced Dec. 11 by C. W. Myers, president of the two stations, effective Jan. 1.

Mr. Buckendahl, an innovation in station executive management, said the new post was created by Mr. Myers because of the peculiar qualifications of Mr. Buckendahl and apparently has no counterpart in radio. He will become active in a new series of promoting the story of America, and as part of his work will seek to develop advertiser-agency cooperation as one of a medium.

Mr. Myers, former president of the NAB, first met Mr. Buckendahl 16 years ago when he was an 18-year-old salesman in New York and at which time Mr. Myers was a newspaper publisher. He worked in Chicago seven years, representing West Coast newspapers and subsequently was appointed Pacific Coast manager for the firm, with headquarters in San Francisco, and is well known to advertising agencies and advertiser on the Coast.

Cavalcade Returns

E. I. duPONT de Nemours & Co., Wilmington, Del., Jan. 2 will return to the air its four-year-old program of America of America on 96 NBC-Blue and Red stations, Tuesdays, 9:30-10:00 p.m. (EST). The series consists of the story of America, will be under the supervision of a research board consisting of representatives of the Pulitzer Prize; Carl Carmer, noted author of books about America, and Dr. Frank Monaghan, professor of history at Yale. The program, winner of several radio awards in the past, will be directed by Homer Fickett, and Don Voorhees will again arrange and direct the music. Four stations, because of program conflicts, will broadcast the program via transcription, as follows: WAVE, Louisville, Tuesdays, 6:30 p.m.; WSM, Nashville, Fridays, 6:30 p.m.; WOW, Omaha, Fridays, 9:30 p.m.; WOR, New York, Saturdays, 4:30 p.m.; BBDO, New York, is the agency.

Paramount Spots

Paramount Pictures, New York, is sponsoring a series of 50-word spot announcements promoting the current attraction at the Paramount Theatre, New York, on a week-to-week basis on several New York stations. Late in November the "Cat and the Canary" was featured in the announcements on WJZ, WNEW and WOR, and the first two weeks in December, spots for "Great Wahoo!" and "Herbert" on WJZ, WQXR and WMCA.

Hirsute Splendor Emerged
Gen. Man. Message

The GCC program, "Great Wahoo!" is being scheduled for 15 spots for the first two weeks in December, spots for "Great Wahoo!" and "Herbert" on WJZ, WQXR and WMCA.

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HERALD GOODMAN—composer of "Lamp Lightin' Time in the Valley," "Little Mother of the Hills" and other famous songs—member of the celebrated network Vagabond Trio, Herald, Dean and Curt—favored talent of some of the biggest advertisers in radio and popular star of phonograph records—yes—we give you Herald Goodman, Master Salesman at the Mike!

Herald Goodman, with his cowboys and hillbillies, have pulled over 30,000 pieces of mail since coming to KVOO a few months ago! 8 broadcasts pulled 9,806 recipes from women listeners recently. 2 broadcasts pulled 620 entrants in a word building contest. Almost every promotion that Herald handles pulls mail into the thousands of pieces. His KVOO Saddle Mountain Roundup has played to 100,000 paid admissions in Oklahoma theaters.

If you want to reach folks, just plain folks, in the middle income bracket, let Herald Goodman do it in this territory. Within 75 miles radius of Tulsa lie 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively and in addition has primary coverage counties in Kansas, Missouri and Arkansas!

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

EDWARD PETRY AND CO., Inc.
National Representatives
Labor Relations Unit in FCC Is Considered by Chairman Fly

Supreme Court Ruling in Railroad Case Leads To Study of Its Affect on Broadcasting

Creation within the FCC of a labor relations unit, to keep abreast of labor conditions in all aspects of communications and even of broadcasting, has been given preliminary thought and may be proposed shortly by Chairman James Lawrence Fly.

Chairman Fly said Dec. 8 that some thought had been given to the matter but that it has not yet been formally taken up by the Commission. While emphasis has been placed on the desirability of such a unit with respect to common carrier operations, such as telephone and telegraph companies, Mr. Fly did not entirely discount the possibility of certain activities in the broadcast field.

Supreme Court Ruling

Thought on the subject apparently developed following the Supreme Court ruling Dec. 4, in the so-called Rock Island railroad case. In this case, the Supreme Court upheld the ICC order that the Rock Island pay dismissal wages and transfer expenses of accounting employees on the Rock Island, against the ICC. It upheld the right of the ICC to establish standards to protect employees who are subordinated by virtue of consolidations. Since the legislation relating to common carriers under the jurisdiction of the ICC is similar to that delegating authority to the FCC over communications carriers, it was thought the ruling had a direct bearing on future FCC functioning.

While broadcasting is clearly exempted from the common carrier category in the Communications Act, there nevertheless was the view that the Supreme Court opinion has a bearing on broadcast employment. Even so, for the Rock Island decision, the FCC has been petitioned by labor groups to consider the purported plight of broadcast employees who might suffer as a result of consolidations or deletions. The question was raised in connection with the Bulova acquisition of WPG, Atlantic City, and its consolidation with WOV and WBIL in New York into a single fulltime station.

The potentialities of labor jurisdiction loom large in another quarter also. A situation such as that raised by the threatened strike of the American Federation of Musicians should be unable to negotiate wise employment contracts with the broadcasting industry when the current contract expires next January, might present a situation in which the Commission would inject itself.

A musicians strike, it was pointed out, obviously would have a bearing upon the matter. It would serve the public interest, convenience and necessity, as the law requires. Wherever possible, a compromise is believed to be in order. It should be noted, nevertheless is conceivable that the Commission might seek to arbitrate this situation in some way and prevent the shutting off of service which would render operation in the public interest almost impossible.

In individual station cases, resulting from consolidations or deletions, it was thought the FCC, on the basis of the Rock Island decision, might seek to take jurisdiction in order to insure proper treatment of employees.

Chairman Fly did not elaborate on his views but indicated the matter would be broached to the FCC in the near future. Presumably before any tangible action is taken, a thorough and of $1,850,000 that the Supreme Court opinion will be undertaken by the Law Department.

Proposed FCC Budget Increase May Permit New Inquiry Unit

With a budget recommendation of $2,100,000 for the 1940-41 fiscal year, which budget begins next June 30, the FCC may be in a position to expand its operations to include a new Investigation Division, which would be responsible for hearings and proceedings on qualifications of new station applicants.

The U. S. Budget Bureau, according to responsible sources, has recommended an appropriation for the FCC of $2,100,000 for the forthcoming fiscal year as against a total of $1,850,000 that the Commission had asked for $3,115,000 — about a million dollars more than recommended for it.

Defense Budget

Because of the plan of President Roosevelt to set aside a so-called "B" budget for national defense purposes, it is thought possible the FCC will be accorded additional funds at a later date in connection with expansion of its monitoring activities due to national defense and neutrality requirements.

The FCC is seeking funds for a number of modern mobile monitoring units, capable of checking shortwave operations, and it is thought that this material and personnel might well fall in the national defense category.

The plan for an Investigation Division, assuming that the $2,100,000 appropriation is finally forthcoming from Congress, could be carried out with those funds. However, it is thought within the discretion of the Commission to decide whether it should use a portion of that money for the purpose or expand it for purposes of expenditure in other branches of the agency. It has been estimated that an appropriation of $60,000 would be sufficient to retain a dozen or 15 expert investigators for this service [Broadcasting, Dec. 1].

Hennessey Named Head of FCC Bar

Philip J. Hennessey Jr., Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 1, for a one-year term. He succeeds Frank W. Roberson, former FCC general counsel.

Horace L. Lohes was elected first vice-president and Philip G. Loucks, second vice-president.

Mr. Hennessey is vice-president of Herbert M. Bingham, local sales manager, and Paul A. Porter, CBS Washington attorney, was named treasurer. Elected to the Executive Committee for three-year terms were Judge E. O. Sykes, former member of the FCC, and Frank W. Wozencraft, general counsel of RCA, New York.

Holdover members of the Executive Committee are Louis G. Caldwell and Ralph M. Kimball, whose terms expire in 1940, and Duke M. Patrick and Swager Shirley, who serve until 1941.

New Albers Series

Albers Bros. Milling Co., Seattle (Frisbies Dog Food), through Erwin, Weinberger & Co., Los Angeles, on Jan. 14 starts for 26 weeks, a weekly quarter-hour mystery series, The First Vice-President, which is to be carried on 9 CBS Pacific Coast stations (KNX KARM KSFO KROY KINO KVI KFPP KSL) Sunday, 2:30-3:45 p.m. (PST). Firms, for its cereals, is currently sponsoring the weekly half-hour series, Good Morning Tonight on 5 NBC-Pacific Red stations, the broadcast emanating from San Francisco.

Maine Potato Series

Maine Development Commission in November started its annual campaign in the interests of State of Maine trade-marking potatoes using twice-weekly programs titled Girl From Maine on the Marjorie Mills participating series on the Yankee network. Campaign will continue until early spring and is handled by Brooke, Smith, French & Dorrance, New York.

Radiumen's Hobby

RADIOMEN'S HOBBY turned into a fascinating feature on KGVO, Missoula, Mont., where the Model Makers Club has attracted dozens of entries from ages 11 to 60, Jack Burnett (left), co-chairman, and Marion Dixon, local sales manager, are here shown with some of the model airplane and seacraft entered in the display. It all started because the KGVO duo are themselves master builders of model planes.
A maker of beverages came to WOR in the summer of 1939. Using a half-hour evening show, this manufacturer lifted his sales 100% in thirteen weeks and increased his dealers from 5,000 to 50,000 in that same length of time. Though his product was originally sold in New York City only, a checkup made three months after he began using WOR showed that he had expanded his territory to Greater-New York, New Jersey, Westchester and Lower New England. It was also found that customer demand created by the WOR broadcasts, had forced two prominent New York grocery chains to place his product on their shelves. Interesting, too, is the fact that the WOR broadcasts enabled this manufacturer to successfully launch and build acceptance for a new product in a field that has been discouragingly competitive for years.
F-M Broadcasting On Three Relays Proves Successful

Armstrong and Doolittle See Widespread Radio Changes

WHEN the first triple rebroadcast of the new frequency modulation broadcast was accomplished Dec. 3 without the use of telephone wires at WDRC, Hartford radio experts at the demonstration predicted important changes in radio within a decade.

"It is just the beginning in the start of chain broadcasting of frequency modulation," said Mr. Edwin H. Armstrong, inventor of frequency modulation, which was picked up by Maj. Armstrong's station, W2XMN, at Alumni Tower, which frequency modulated strong's station, WOR, New York.

Eventually other stations might be added to this radio chain, and others, were heard.

It happened thus: W2XCR, Yonkers, N. Y., broadcast a special frequency modulation program which, in turn, was picked up by W1XPW, Meriden, Conn., owned by Frank H. Doolittle, general manager of WDRC, Hartford.

W1XPW again rebroadcast the special program, and it was received in W2XCR studios before a special group of engineers, technicians, experts, and newspapermen.

Progress Noted

K. B. Warner, managing secretary of the American Radio Relay League and editor of QST, amateur radio publication, said after the demonstration:

"I thought it was just technically unbelievable with three relays, yet the program was still better by far than the present conventional system at its best. In 10 years there won't be any orthodox brand of broadcasting remaining as it is now, the lowest grade of local service." Mr. Doolittle said: "I think frequency modulation gives the finest quality we ever had in broadcasting. The triple rebroadcast was a marvelous success." The programs originated in the private home of C. R. Runyon, Yonkers, who has been working on the modulation process for two years.

Two RADIO pioneers, Maj. Edwin H. Armstrong, inventor of frequency modulation, left, and Frank H. Doolittle, general manager of WDRC, Hartford, discuss the first frequency-modulation broadcast in history of frequency modulation broadcasting without use of telephone wires. Major Armstrong said Mr. Doolittle was one of his earliest "disciples" in the frequency modulation experiments. Mr. Doolittle owns W1XPW, Meriden, Conn., an F-M station.

Two radio pioneers, Maj. Edwin H. Armstrong, inventor of frequency modulation, left, and Frank H. Doolittle, general manager of WDRC, Hartford, discuss the first frequency-modulation broadcast in history of frequency modulation broadcasting without use of telephone wires. Major Armstrong said Mr. Doolittle was one of his earliest "disciples" in the frequency modulation experiments. Mr. Doolittle owns W1XPW, Meriden, Conn., an F-M station.

F-M Demonstration

OFFICIAL Washington gets its first practical demonstration of frequency modulation Jan. 13 when Maj. Armstrong demonstrates the system under the picket of the National League Football Club at the National Museum. The Washington chapters of both the National Football Association and of the American Institute of Electrical Engineers have been invited. Assistant general manager of WJW and WYAD, F-M station to demonstrate the transmitting medium. FCC officials and staff have been invited.

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There are as many kinds of SPOT RADIO as there are advertisers and problems.

Whether a sponsor wants a minute or an hour, a 25-word announcement or a fifteen-minute strip, live or transcribed, he can buy it on as few or as many stations as he likes. He can fit his coverage exactly to his distribution when he buys his stations separately, whether they are independent or network affiliates.

This oldest form of commercial broadcasting lets him pick his time in each city, buy stations separately, localize his sales appeal and gear his radio advertising to his plans in every particular.

**SPOT RADIO**

*IS BROADCASTING WHICH YOU CAN SPOT*

**ANY TIME** **ANY LENGTH** **ANY WHERE**

**EDWARD PETRY & COMPANY**

INcorporated

Representing Leading Radio Stations throughout the United States—individually

Offices in NEW YORK - CHICAGO - DETROIT - ST. LOUIS - SAN FRANCISCO - LOS ANGELES

---

1. "I wish I could use SPOT RADIO," said the Advertiser, "but I don't manufacture watches.

2. "You don't run a department store, either," replied his Agency Man. "But you often use newspapers."

3. "Just because a certain type of advertiser uses a certain medium in a certain way," he went on, "doesn't mean that everybody must."

4. "Time signals are just one effective form of SPOT RADIO. It can be 25 words or 15 minutes or an hour—any length."

5. "But the important thing about SPOT RADIO is that if it is you buy your stations individually—separately—not linked together."

6. "Hmph, that fits my sales plans like a glove," humphed the Advertiser. "Let's get out the maps and SPOT our RADIO!"
New NBC Maps
Reveal Coverage

Day and Night Coverage Areas
Are Charted Separately

ALTHOUGH NBC has just com-
pleted its first set of coverage maps to show separately the daytime and nighttime coverage areas of its
affiliated stations, these maps will not be distributed to advertisers and
advertising agencies, nor will they be individually available even to
NBC's own salesmen, according to
J. M. Greene, recently appointed
circulation manager of the NBC. Every
station gets a copy of its own maps
as fast as they are received from
the printer, Mr. Greene said, with
the distribution about half com-
pleted at present, but there will be no
further distribution.

In explanation of this policy, which
is in direct contradiction to that of CBS,
Mr. Greene declared, "If we make maps
available to advertisers, we shall not have
our salesmen in a position to be
in contact with the advertisers and
the advertising agencies. We shall only
be able to sell NBC's advertising.

Not for Spot

"If we make our maps avail-
able to advertisers," he said, "they will inevitably be used in planning spot campaigns,
and they are not designed for that purpose. Each station has its own
coverage map and data which the advertiser or agency can obtain
from that station or its representa-
tive and NBC has no place in that picture.

"We use these maps and the data underlying them," he con-
tinued, "to make network presenta-
tions, showing advertisers the coverage available with any specific
network setup, either present or prospective. With this information,
we can tell a network client how
many radio homes the addition of any station on his group to his
present network will add to his au-
dience. These figures are not al-
ways constant, any time a particular
station, as the overlapping of its
coverage area with those of nearby
outlets will vary with the in-
clusion or exclusion of those other
outlets in the proposed network.

"Individually, our maps general-
ly, although not always, show cov-
erage areas more limited than
would coverage maps based on the
station’s own signal strength and
mail response when considered as
an individual entity and not part of a
network," he added, "which is another reason we are not going to distrib-
ute them generally."
ENGINNERS:

Here's the sure cure for your Directional Headaches!

Ready-made Antenna Control Units that meet all F.C.C. requirements

Western Electric Antenna Control Units will solve your directional problems painlessly and permanently!

These equipments are capable of operating at any one predetermined frequency between 550 and 1600 kc. — are suitable for 2 or more element arrays. Shift between day and night patterns can be made by single push button operation.

Combinations of the 33A (combined line branching and phase shifting unit) and supplementary 34A (phase adjusting unit for outdoor mounting) and 35A (line branching unit for outdoor mounting) are for output powers up to 5 KW. The 33B, 34B and 35B units are for powers up to 50 KW.

If you're suffering from directional headaches, call Graybar quickly for a Western Electric unit. You'll find it's just what the doctor ordered!

Western Electric
**Intervention Rule Undergoes Shifts**

Trend Toward FCC Reversal Of Policy Is Indicated

A TENDY toward gradual reversal of its non-intervention procedure in broadcasting becomes more apparent with the FCC, though several anomalous situations have been created by the new trend. One of the strange situations affects KOA, Denver, 50,000-watt operating on the 850-kc. channel, which has been excluded from participation in a hearing on the application of WHDH, Boston, for full time on that channel. The hearing has been scheduled for Jan. 15 in Washington, having been postponed from Feb. 15, when the Clear Channel Group to intervene in the hearing on the ground that none of those channels is involved. He also denied the Group's motion to dismiss the WHDH application, and denied a KOA motion to dismiss observance of existing rules. Previously, another preexisting commissioner had denied the petition to become a party to the hearing.

**Motions Denied**

Commissioner Case, presiding at the motions docket Dec. 5, dismissed without prejudice of the Clear Channel Group to intervene in the hearing on the ground that none of those channels is involved. He also denied the Group’s motion to dismiss the WHDH application, and denied a KOA motion to dismiss observance of existing rules. Previously, another preexisting commissioner had denied the petition to become a party to the hearing.

More CBS Sustainers

From Hollywood Planned

HOLLYWOOD) will assume a more important place as originatiopn point of CBS sustaining programs during 1940, according to John F. Pat, vice-president of the Los Angeles station. When KCMP, Los Angeles, begins full-time operation in Dec. 15, under its cooperative pact with KIRO, Seattle, it will become an optional outlet of CBS, available to clients of that network as an additional station in the Los Angeles area to KNX, or as an alternative outlet.

**KMPC to Be CBS Optional Outlet; Signs Cooperative Compact With KIRO**

WHEN KCMP, Los Angeles, begins full-time operation Dec. 15, under its cooperative pact with KIRO, Seattle, it will become an optional outlet of CBS, available to clients of that network as an additional station in the Los Angeles area to KNX, or as an alternative outlet.

This was disclosed coincident with the working out of the KIRO-KMPC agreement out of the 710 kc. channel to which each was assigned on a regular basis. The new agreement includes the use of the FCC.

Operated by the Richards-Fitzpatrick-Patt combination and managed by Leo B. Tyson, veteran Southern California broadcast executive, the new full-time KMPC will relocate at the former KECA site, subject to FCC approval of the Airline, which has been vacated by the expansion contemplated by Mr. Tyson in view of the prospective full-time schedule. Together with separation of studios and transmitter, both studio and transmitter are located on Wilshire Boulevard.

Under the KIRO-KMPC agreement, Dec. 1., the station will seek 10,000 watts power placing it in a 1-B status, while KMPC will be recognized as equivalent to a Class II station with 5,000 watts or more.

The FCC on Nov. 14 assigned KIRO to 710 kc. with 1,000 watts unlimited time, in lieu of its previous special experimental authorization. KMPC herebefore has been a limited time station on 710 kc., and on the same date was authorized to 6,000 watts unlimited time, only daytime and 1,000 watts at night on that frequency. WOR, Newark, is the dominant station on the channel, using 60,000 watts, and will be protected by KIRO through use of a directive antenna.

**Promise Cooperation**

Contribution of the agreement came following several days of negotiation in Washington among the principals. Leo J. Fitzpatrick, executive vice-president of CBS, and Morris Pierce, associate vice-president and executive of KIRO, signed the agreement. Others who participated included John F. Patt, vice-president of the Richards-Fitzpatrick stations; R. Morris Pierce, WAGR chief engineer, W. M. Patrick, counsel for KMPC, and W. Theodore Pierson, counsel for KIRO.

The agreement sets out that the two stations desire to cooperate with each other to improve service in their respective service areas, and, by the modern engineering methods, to improve the broadcast quality and coverage of their respective services. It was agreed that neither station will perform or otherwise object to the action of the other in selecting the transmitters and time applications. KMPC then agreed to file an application for authority to operate with 6,000 watts "or more", unlimited time, employing an antenna system at a site in or near the metropolitan area of Los Angeles in such a manner as will prevent objectionable interference. During daytime within the 500 uv/m ground-wave contour of KIRO or during daytime within the 100 uv/m ground-wave contour of KMPC. The agreement is identical with that afforded I-B stations under the new engineering standards.

**KIRO to File for 10 kw.**

KIRO agreed to file and prosecute an application to operate with power of 10 kw. or more, unlimited time, employing an antenna system, conventional during daytime and directional at night, at a site in or near the metropolitan area of Seattle in such a manner as will prevent such operation from causing objectionable interference within the 100 uv/m ground-wave contour of KMPC when KMPC. The contracting parties further concluded each would file initial applications within 90 days, and that neither party "will do any act that will jeopardize the status, or the expediency of prosecution, of the applications filed pursuant to this agreement." It was agreed that KMPC may apply to the FCC to procure authority from the FCC to operate with 5,000 watts day and 1,000 watts night at its present directional antenna, provided this would not jeopardize the status or impede the expediency of prosecution of the higher power applications of the two stations, and provided the operation with 1,000 watts at night with the antenna will not cause interference to KIRO beyond the limits established.

**Carnation on MBS**

CARNATION Co., Milwaukee (milk), has been sponsoring WOR, Newark, for a 39-week period, Monday and Friday, 9-9:15 a.m., on Jan. 10. MBS will also sponsor WSNY, WSAY, WSYY, WKNR, WCTW, WGN.

**LANG-WORTH CHECK STOPPED BY MPPA**

MUSIC Publishers Protective Assn., which formerly certified and checked the musical compositions contained in the musical library of Lang-Worth Feature Programs, has discontinued this service, Broad- casting is informed, following advice of Counsel Harry Fox, MPPA's general manager. Service consisted of examining each title issue by the Lang-Worth service and certifying that it was in the public domain and therefore available for use without payment of a fee to MPPA.

C. O. Langlois explained that the MPPA service was used chiefly as a convenience to save time, as its location in New York enabled Lang-Worth to check and clear numbers by telephone, but said it was fortunate to have real legal advice on the company, as they would examine all titles at the U. S. Copyright office, where all copyrighted numbers are registered. This registration is the source of the MPPA files, he said, and Lang-Worth had checked most of its selections directly with the Copyright Office and made less use of the MPPA service. Lang-Worth will probably employ a law clerk at the Library of Congress to make these examinations in the future, it was stated.

Loss of the MPPA certifications that the Lang-Worth numbers were free from the Library of Congress's insurance policy carried by the company to protect users of these numbers from copyright infringement suits, Mr. Langlois said, citing the clause in the policy which did not mention MPPA but merely requires that the titles be cleared by "a reputable record keeping agency in the industry".

Action of the MPPA is no surprise, he said, but has been expected by Lang-Worth ever since that body took the Library of Congress' services before the FCC to find a way to cut some of the work previously done by the broadcasters in building up a supply of music which may be used in the broadcasting industry's fight against ASCAP's demands.

Page 30 • December 15, 1939

BROADCASTING • Broadcast Advertising
POOR ALGERNON! For years he's tooted ice on his back, and ideas in his noggin. (We mean the kind of ideas that win prizes.) He's entered every contest, and by saving wrappers has won everything from an auto to enough Pansy foam soap to handle all Saturday nights from now to his old age pension. He's a hero to his wife—and a headache to the rest of us.

And now comes a contest that's a cinch, with five hundred smackers of fresh folding money as the prize—and he can't enter!

Nope, only advertising men or women can participate! Just suggest a descriptive name for the primary area covered by The Cowles Stations. The best one takes the $500.

So just forget your ice man, and start thinking of a name today. We'll send any additional information you want. Just ask for it.

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

IMPORTANT FACTS TO HELP YOU SUGGEST A NAME
Livestock raising is an important factor in the 385 primary counties served by The Cowles Stations. One-third of the nation's hogs, one-fourth of the horses, and one-fifth of the farm cattle are found here. Although the farms number but 10.7 per cent of the nation's total, the farmers in the area receive more than 22 per cent of the farm livestock income of the country.

Contest Closes December 31, 1939...Mail Entry Now!
Educator Groups to Merge Sessions

Over 1,000 Present at Chicago Conference Held Dec. 6-8

By PAUL BRINES

HIGHLIGHT of the Third Annual School Broadcast Conference held Dec. 6-8 at Chicago's Congress Hotel was the announcement by Leonard Power, assistant chairman of the Federal Radio Education Committee, S. O. of Education, that FREC will likely merge its convention with the Fourth School Broadcast Conference, to be held in Chicago next December. The announcement received national recognition to the Chicago conference, which is subsidized by dollar registration fees under auspices of the local Board of Education's radio council, of which Harold Kent is director.

The third annual conference was attended by 1,000 educational directors and supervisors of radio from various universities and colleges, and school teachers from grade and high schools of 120 local districts. Among the observers to the conference, on Dec. 5, both CBS and NBC held network educational conferences at their Chicago headquarters. Having held a conference for 18 of its affiliates in early October [Broadcasting, Oct. 1], CBS on Dec. 5 entertained educational directors of its 176 affiliates and conducted a roundtable under the direction of Lavinia Schwartz of CBS Chicago, and Sterling Fisher, radio director of CBS-New York. Attending the roundtable discussions were Mrs. Helen Swabey, Minneapolis; Irwin Johnson, WBNS, Columbus; Harriet Edwards, KMOX, St. Louis; Kenneth Graham, KMBC, Kansas City.

NBC Conference

The NBC conference of Dec. 5 was attended by 75 radio educational leaders representing NBC and 35 NBC affiliates, including Miss Helen Thedford, director of broadcasting for the Canadian Broadcasting Corp. NBC executives attending the conference included R. L. Harlow, NBC president; Dr. James Rowland Angell, educational counselor; Sidney N. Stroz, manager of NBC-Chicago; Franklin D. Lohr, director of education; Walter G. Preston, supervisor of educational programs; Judith Waller, education director of NBC-Chicago; Jennings Price, educational director of NBC-San Francisco.

At the conference, Dr. Angell said, "We are particularly impressed by the increasing disposition of the great industrial and business interests that make use of radio to render a genuine public service by incorporating into their programs material of distinct educational value. We welcome this trend not only because of its intrinsic significance but also because it will help us to dispel the common impression that all educational material must be dull and that only the bespectacled recluse should be concerned with it. Business is...

(Continued on page 58)
Now WCCO's 50,000 watt voice is booming out from its new six hundred and forty foot antenna to a 78.5% larger minimum service area . . . to nearly three million radio listeners. Here's unique one-station coverage of the Northwest and the Twin Cities. WCCO, Minneapolis-St. Paul, is owned and operated by CBS; represented by Radio Sales.

50,000 WATTS WHERE IT COUNTS MOST.
Copyright Boost In Canada Argued

The Canadian Association of Broadcasters and the Canadian Broadcasting Corporation appeared before the Copyright Appeal Board at Ottawa Dec. 7 in regard to the increased rates for 1939 asked by the Canadian Performing Rights Society Limited (Canadian ASCAP). No decision was given by the Board on the plea by the CPRS for a rate of 14 cents per set as against the 8 cents per licensed set levied at present by broadcasters. The CPRS claims that "Canada is the only country in the world where musical authors are underpaid".

In describing the increased rate as unfair, the broadcasters argued that CPRS has never published where its money goes, that most of it goes to music publishers instead of to musical authors, and that most of the money goes out of Canada. CPRS for a number of years has endeavored to have a basic rate of 8 cents per licensed receiver, set by the board in 1926, increased to a higher rate levied in Great Britain, where the parent society of the CPRS is located. Canadian broadcasters, both private owners and the Government corporation, have fought this increase because they have felt that broadcast- ing in Canada did not warrant such a high rate per set. Last year Canadian broadcasters on the 8 cents per set received $386,432 to CPRS. Under the new rates the amount would be $188,096, or a difference of $198,336.

In arguing against the fee of $16,800 for commercial receivers used in hotels, restaurants, etc., asked by the CPRS from the broad- casters, the latter reminded the Copyright Appeal Board that last year the CPRS had asked $36,370 for these commercial receivers, and that the board had decided on a tolerance of 8 cents per set which the broadcasters had paid under protest as they did not feel the CPRS had a right to collect from the broadcasters the per set receivers under the Copyright Act.

Representing the CBC as counsel was Mr. Henry Warde, and representing the CAB was Samuel Rogers, counsel for CAB, and T. Arthur Evans, CAB secretary-treasurer.

B & W Coast Test

Brown & Williamson Tobacco Corp., Longview, Tex., in early December auditioned a new half-hour man-on-the-street question and answer idea which, if accepted, will be fed to NBC Pacific Coast shortly after Jan. 1. Audition transcriptions were cut in both English and Spanish under supervision of Jack Smalley, coast manager of BBDO, agency servicing the account which is advertised by the tobacco company for consideration. Weekly program would tie in with United Press radio, emanating from Union Air Terminal, Burbank, Calif., and include airport activity chatter, character interviews and interpolations of musical numbers, and may be repeated when questions submitted by listeners, airport visitors would be given a free plane trip to Pacific Coast points.

Name Walter Thompson

War Information Chief

WALTER THOMPSON, Canada's chief censor since the outbreak of war, was appointed on Dec. 8 to be Director of Public Information, to have general supervision and direction of all information. Su- ceeding him as chief censor is Col. M. A. Pope of the Department of National Railways.

Rumors of an information bureau has been current for some time, with W. L. Brockington, Winnipeg lawyer, as chairman of the board of the Canadian Broadcasting Corp., at one time mentioned as possible director. Mr. Thompson's appoint- ment was announced at Ottawa on his return from a visit to Florida. He is best known in broadcasting circles in Canada and the United States as director of press relations of the Royal Tour in May and June, 1939. He is also director of publicity of the Canadian National Railways.

It is understood Liet. Col. R. P. Landry, secretary of the CBC, and Comdr. C. E. Edwards, director of air services, Department of Transport, under which comes broadcasting, will remain on the censorship board, as well as the super- visor of censorship of broadcasting and all radio communication.

Texaco Continues

TEXACO Co., New York (gasoline), has renewed its weekly Texaco Star Theatre on 94 CBS stations for 13 weeks this winter, Sun. Dec. 17, 9-10 p.m. (EST). There will be no change in the set-up. First half hour of the program will continue to emanate from Hollywood with Ken Murray as master-of-ceremonies; Frances Langford and Kenny Bas- sel with the Bently-Noblet orchestra, comedienne, and David Broekman's orchestra. Jimmy Wallington con- tinues as announcer with Ed Gardner, agency producer. The 30-minute dramatic half of the hour will originate from New York, according to a telegram from Steve Mantle, Daily News dramatic critic for Texaco Star Theatre & Television Corp., New York, re- mains in charge of dramatic produc- tion. The voice of Wallington is by Buchanan & Co., New York.

Elliott Joins CBS

HERBERT ELLISTON, financial editor of the Christian Science Monitor, has been added to the CBS European staff as correspondent on the Russo-Finnish front. His first brief, giving an eye-wit- ness account of the war was on Dec. 2 from Helsinki. Mr. Ellis- ton has been correspondent for the Manchester Guardian and the London Observer, as well as the Monitor, formerly assistant director of research of the Council on Foreign Relations.

suspension process. At present, Henry Warde's residence had been speeded up and made more efficient, so the rivalry between the press and radio has greatly diminished.

Returning now to Los Angeles to write a column for the Times, Henry expects to get back to France and the war in the spring to cover whatever action may develop by then for his paper's readers and his CBS audience.
WHP chooses COLLINS 5000 watt 21D

Central Pennsylvania’s pioneer chain station WHP chooses Collins 21D 5000 Watt Transmitter to do a better job for their listeners. WHP, the most powerful station in Pennsylvania outside of Philadelphia and Pittsburgh, has been shrewd in selecting Collins Equipment.

Disregarding the high operating efficiencies in the 21D, emergency facilities alone assure broadcasters of uninterrupted high fidelity performance. And by uninterrupted we mean JUST THAT.

These are some of the contributing factors to 21D supremacy:

1 Low tube operating cost. (Less than 19 cents per hour.)
2 Low power consumption. (Average daily for 1 and 5 kw output 15.7 kw.)
3 Excellent audio characteristics. (30-10,000 c.p.s. ±1 db.)
4 Standby facilities. (Automatic switch-back to 1 kw in case of 5 kw failure.)
5 Complete accessibility. (Easily and quickly removable front and rear enclosures.)

We think the above speaks for itself.

R. S. Duncan, Chief Engineer WHP says of his 21D:
“the operation has been very good. Distortion and frequency response still remain better than any other transmitter I have ever seen.”
HAVING authorized the construction of 54 new broadcasting stations so far this year, of which several are in suspense due to litigation, the FCC discloses in its current records that the total number of stations in operation or authorized for construction as of Dec. 1 was 812. This marks a new high in the number of broadcasting outlets in the United States and its territories and possessions.

When broadcasting first came under regulation at the end of 1921, there were exactly 30 stations. By March 1, 1923, with the Department of Commerce granting licenses to all comers, the total reached 566. It dropped to 350 by Oct. 1, 1924, but jumped to 751 as of June 30, 1925; then dropped to 528 by June 30, 1926. When the Federal Radio Commission took control on Feb. 3, 1927, the figure reached 793.

With stricter control and the reallocation of 1928, there was gradual diminution in the number of stations until Jan. 1, 1934, when a new low of 391 was reached. The summer of 1934 the FCC took over, and henceforth the total kept climbing as follows (figures are for end of Jan.): 1935, 605; 1936, 632; 1937, 686; 1938, 2,119; 1939, 746; Dec. 1, 1939, 812.

KNEI, Brady, Tex., on Nov. 29 was authorized by the FCC to increase from daytime to fulltime on 1560 kc., using 250 watts day and 100 night.

Several to Start Transmitter Sales

GE, Westinghouse and Other Firms Will Enter Field

ENTRY of General Electric and Westinghouse into broadcast transmitter equipment manufacture and sale, by way of new licensing arrangement worked out with RCA effective Jan. 1, has been announced by the companies. In addition a number of other equipment manufacturers — including Collins Radio Co., Cedar Rapids, La., Gateways Corp., Quincy, III., and Hitco & Kaufman Ltd., San Francisco — effective Jan. 1. It is possible also that some future and self-broadcast transmitters and associated equipment under RCA arrangements, whose full details have not yet been announced.

Westinghouse will manufacture and sell standard broadcast transmitters and associated equipment, according to Walter C. Evans, general manager of the company’s radio operations with headquarters at the Baltimore plant. Herebefore Westinghouse simply has manufactured broadcast transmitters and associated equipment for its own broadcast stations.

F-M Equipment

General Electric will manufacture frequency modulation transmitters in five ratings, along with television transmitters and associated equipment. It has made no announcement concerning standard broadcast equipment. GE announced that after more than three years of intensive research, it will begin marketing of frequency modulation units, based on the system developed by Maj. E. H. Armstrong. No detailed statement was made regarding its television plans but the sales campaign for visual radio likewise is expected to get under way early this year.

General Electric said that frequency modulation, still an experimental underground service, is characterized by exceptionally high fidelity, freedom from distortion, nearly complete freedom from interference and better coverage of primary service areas with reduced operating costs. As opposed to the Armstrong system, the GE transmitters were said to include several features, such as simplified circuit design, fewer tubes, greatly reduced power consumption and accessibility to all parts without disassembly. The equipment reduced distortion to less than 1% from 30 to 7500 cycles and less than 5% to 15,000 cycles.

Simultaneously, GE stated that since standard broadcast receivers are unable to receive programs transmitted by F-M, it has announced regular production of a full line of receivers for frequency modulation programs. Several time-sharing experimenters already have begun distribution of such sets.

Approximate prices on F-M equipment announced by General Electric are about $5000 for 250 watt units; $9500 for one kw. transmitter; $13,000 for 3 kw. transmitters; $20,000 to $25,000 for 10 kw. units; $47,500 to $60,000 for 100 kw. units. The approximate prices include one crystal and two sets of tubes. Studio and control room equipment, transmission lines and antenna are not included.

54 NEW STATIONS

Authorized in 1939; Total Rising to 812

To Demonstrate Toys

AVIATION toys for the Christmas season and, on the more serious side, many terrain clearance indicators developed cooperatively by Western Electric Co. and Fairchild Aircraft Co. were demonstrated Dec. 2 during the sixth Wings of the Nation telecast on W2XBS, NBC's video station in New York. Series, designed to promote interest in aviation, is presented by NBC through the cooperation of a number of airlines and manufacturers of aviation equipment.

Don Lee's New Unit

NEW RCA mobile television unit, recently acquired by Don Lee Broadcasting System, Los Angeles, will be put into use for the first time Jan. 1 when the annual Pasadena (Cal.) Tournament of Roses pageant is televised over W2XAO. This, according to Thomas S. Lee, president, will mark the first big outdoor event to be given visual treatment. Eddie Albright and Dave Young of the KJH, Los Angeles staff, will describe the pageant for the television broadcast.

CBS Continues Tests

CBS television engineers are returning the network's television transmitter, W2XAB, New York, at least for a few cycles on a new allowed channel and for the station's other transmissions. They expect to be back on the air with tests signals by the first of the year. There is still no official word as to date when actual program transmission will begin, although general opinion has set the time as early as Feb.

Handbook for Hams


More Pepsi-Cola

PEPSI-COLA Co., Long Island City, N. Y. (soft drink), on Dec. 4 added three New York stations to its campaign of spot announcements and features featuring the Pepsi-Cola theme song now on WOR, WINS, WHN, WNWE and WMCA. New participations are on the half-hour 40 Winha Club programs six times weekly on W6AF, and on Breakfast in Bedlam, a 30-minute program six times weekly on W2Z. The company is also sponsoring a 10-minute program of songs six times weekly on WABC, Newell-Emmett Co., New York, handles the account.

Television News Notes

NEW and much smaller RCA video transmitting equipment was demonstrated Dec. 1 to the FCC. Standing at camera in upper left photo is FCC Chairman Fly, with (1 to 7) Commissioners Brown, Case, and Craven watching. At right are Ted Smith, RCA head of television sales, and Harry Sadewasser, in charge of television development engineering. Below at receiver are Ralph R. Beale, RCA research director, Chairman Fly, and C. B. Jolliffe, RCA chief engineer of the frequency bureau and former FCC chief engineer. It was the first public showing of the newly perfected apparatus [BROADCASTING, Dec. 1], with its 3-camera hookup. FCC chiefwatchers will be interested in the iconoscopes which were focused on downtown Washington scenes. Equipment, of which the highest portion consists of wire and coaxial cables, is one-tenth the weight of previous transmitters. Newly-perfected RCA tubes permit use of frequencies around 300 megacycles.

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Yellow Cab's first broadcast over WKY was presented in 1930. By early 1939, Yellow Cab had grown to the position of WKY's biggest local sponsor...and curiously enough, Yellow Cab has become the biggest selling gasoline in Oklahoma City.

All this happened in a market that has always been highly competitive...where price wars are the rule rather than the exception. In face of such conditions Yellow Cab is the city's biggest selling gasoline and at top prices for standard grade.

Yet it is more than a coincidence that Yellow Cab's climb to top position among gasolines in its market has accompanied a constantly increasing use of WKY time.

For a cross-section survey among 803 Oklahoma City homes in May, 1939, establishes the fact that seven out of ten of those having radios prefer WKY...that station B is preferred by less than two out of each ten homes in Oklahoma City.

Listeners in the Oklahoma City market like WKY's vitalized type of programming. They show their appreciation with the kind of applause a sponsor likes to hear.

WKY Oklahoma City

NBC AFFILIATE * 900 KILOCYCLES

Owned and Operated By The Oklahoma Publishing Company: * The Daily Oklahoman
Oklahoma City Times * The Farmer-Stockman * Mistletoe Express * KVOR, Colorado Springs
KLZ, Denver (Under Affiliated Management) * Represented Nationally By The Katz Agency, Inc.
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.
LIST OF MEMBERS IN RADIO GALLERY

Thirty-three Are Included in Congressional Directory

FIRST listing of all members of the Radio Correspondents Galleries of Congress, contained in the Congressional Directory now being printed in preparation for the coming session, includes 33 radio reporters, announcers and contact men, representing NBC, CBS, MBS, Yankee Network, Transradio Press Service and two individual stations — WQXR, New York, and WMAL, Washington, D.C.

Although the radio gallery idea gets its first full-scale session of Congress, operation with full gallery facilities in the Senate as well as the House of Representatives will begin when the next session convenes early in January. Robert Menaugh, supervisor of the House gallery, also will have charge of the Senate quarters until a supervisor is appointed.

Recent Admissions

The admission to membership of Francis W. Tully Jr., of Yankee Network, soon after formation of the organization, marked the first entry on the Washington scene of a full-time representative of a regional network. The recent admission of Dorothy C. Rockwell, of WQXR, makes her the first correspondent for an individual station located outside Washington. Miss Rockwell’s daily reports are to be used by the station as flash and news programs as well as background material for the station’s newscasts and programs.

Membership as listed in the forthcoming Congressional Directory includes:


Yankee Network (Boston)—Francis W. Tully Jr.

Two New Larus Series

LARUS & BRO, Richmond, Va., which has been sponsoring a half-hour transcribed program Main- moth Minutes on WRVA, Rich- mond, through the summer months, Dec. 4 added 12 stations to the program, heard in most cases in the 9-11 p.m. period, in the interest of Edwards Bros., which manufacturers Domino cigarettes. Stations are: WLSR KGT WEBR WUSH WJAX WSBM WOR, WOR, WERE, WOR, WJIR WDR, WQXR WOR, Warwick & Legler, New York, is the agency.

UNUSUAL Thanksgiving Day broadcast was carried by WROK, Rock- ford, Ill., when Morey Owens, the Burna Farm Visitor, went to the home of Mr. and Mrs. Crandall in Rockford and interviewed members of the family as they ate their Thanksgiving turkey. The program started with Mr. Crandall asking the blessing and went on from there with requests to phase past the pie and all the rest of the table talk. Owens, wearing glasses at left, chats across the table with Mr. Cran- dall, in striped overalls. Burna Farm Visitor, sponsored by the Burns Seed Co., Davenport, Ia., features visits to various farms and agricul- tural classes and interviews with farmers. WROK uses its mobile transmitter to relay the broadcasts from the country.

BROADCASTING • Broadcast Advertising

Better Procedure Is Sought by Fly

Tells Bar of Plans to Effect Gradual Improvement

PHYSICAL streamlining of the FCC, to accompany evolutionary development of regulation and policy, is the immediate order of business of that agency, according to Chairman James Lawrence Fly.

Addressing the Federal Commu- nities Association in Dec. and the FCC’s annual banquet, the chairman revealed to the radio bar a brand of truth that is not all on paper. "In that "speech of the FCC" which we will have to follow in order to improve conditions generally," he predicted a more consistent and whole- some approach to the law as a whole.

The physical streamlining will occur with the taking on of a court- room aspect. A horse-shoe shaped bench, he said, will be built at a height of about 18 inches, he said, "which is about how far we can stand at the moment." The immediate result will be, he pointed out, that procedures would be in the same position of "looking down" on the FCC.

No Kidibites

Discussing recently introduced FCC practices, such as the non- contentious, he said the FCC proposes to admit as parties to hearings those who can contribute to the public good of a well- known and adequate record. Such factors as electrical interference and com- mercial issues, he pointed out, would be entitled to the court’s consideration.

"The effort was to home better and more adequate rules," Mr. Fly good-naturedly observed he felt sure that "all of you will grow to love our rules in- tensely."

Chairman Clarence F. Lea (D-Calif.) of the House Interstate Com- mission, which has worked with radio legislation originates, the told the at- torneys that agencies such as the FCC tend to Congress itself and function for Congress. But as such, he asserted, such agencies should not be subjected to "threats and intiminations." As- serting that a small minority in Congress sometimes may un- duly attempt to influence such agencies, he said Congress itself should not be criticized for the sins of this group. Independent Commissions, he said, should not be responsible to political considerations." "If they do, they sacrifice their own usefulness."

"In the House of Representa- tives there is a warning that Congress expects the FCC to adhere to rules of proper practice, fair hearing, complete records and decision, the possibility of the right of the interests under commis- sion, along with a judicial re- view of questions. He urged com- mission to carry that out with specific reference to the FCC, to elimi- nate internal jealousies and feuds. Speaking the Interstate Commerce Commission as an independent agency, which has carried out the ideals of inde- pendent operation with prestige, Rep. Lea urged other government- al agencies to follow the same course.

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To the radio advertising industry
on another year of meritorious
public service

Congratulations and
Season's Greetings

BROADCASTING
UNIQUE promotion of KGO-KPO, San Francisco, is this animated Woman's Magazine of the Air broadcast in miniature in a window of the downtown Emporium department store in a Lilliputian studio setting, uses foot-high caricatures of KGO-KPO personalities appearing on the network program. They talk, sing and play musical instruments, their rubber faces and one electrical recording through an intricate system of springs, wheels and wires. Watchers hear the 10-minute broadcast through a public address system outside the window. The broadcast will remain in the Emporium window through the Christmas season, after which it will be sent on the road for appearances in other Western cities.

WNEW Granted Intervention Right In License Case

RCA Motion to Drop Station From Case Is Dismissed

RADIO was victorious in the first skirmish in its fight to secure reversal of the trial court decision giving the manufacturer of phonograph records the right to control the stations recording artist as well the right to restrict or control the use of these recordings on the air, when the Circuit Court of Appeals in New York dismissed the motion of RCA to dismiss the appeal of the WNEW, New York, dropped from the case. Argument was presented Dec. 4 by David Mackey for RCA and by Coi. Joseph M. Hartfield, of White & Case, co-counsel for WNEW with Stuart Sprague, both retained by the NAB.

RCA's contention was that since WNEW had accepted a license issued by RCA on the authority of the lower court, the station had admitted the right of RCA to issue such a license and that any appeal to the station was therefore a moot point and not subject for consideration by the court. Coi. Hartfield noted that the station had taken out a license for only one year, while the injunctions of the court are permanent and that the station has every right to appeal.

May File Suits

Although attorneys for all parties in the appeal—RCA, WNEW and Paul Whitman—agree that they are doing all they can to speed proceedings, it will probably be March, or February at the earliest, before the case is heard by the appellate court. Meanwhile, RCA put its licensing plan into effect on Dec. 1 and is considering filing a number of infringement suits against continuing to play Victor and Bluebird records without licenses in the near future, without waiting for the court's decision.

RCA reports that a number of broadcasters have taken out licenses, but denies to state the number or to identify them. A check of New York stations on Dec. 8 revealed that no station in the city, with the exception of WNEW, has taken out an RCA license, including WEAF and WJZ, which are owned by NBC, itself an RCA subsidiary. These stations reported, however, that the subject was under consideration.

Learning that some stations had been doubtful about permitting Victor and Bluebird records to be played on programs advertising these records, sponsored by local music dealers, BROADCASTING asked RCA if provisions could be made to permit such broadcasts. RCA replied that dealers requesting permission to sponsor programs of this nature would be given it, provided that only records approved by RCA be used and that the commercial advertise only Victor and Bluebird records. No blanket permission will be granted, it was stated, but individual dealers will be permitted to broadcast specific programs over specific stations as requested. The station will be subjected to its licensing plan, RCA said, are for the broadcasting of its own programs: Music You Want When You Want It and RCA Victor Musical Varieties.

RCA announces that, effective now, it will issue a $100 per month license fee for stations, "inadequate and excessive," says an executive. An executive of the National Independent Broadcasters and former radio commissioner, Dec. 4, wrote Frank Walker, RCA vice-president in charge of its recording activities, urging further discussion. He said the company's record policy had been overlooked in the imposition of the license of importance to independent stations and that he felt obligated to urge that a conference be held in the near future.

Plight of Small Station

Mr. Lafount said that he had been advised by NAB early in November that it expected to persuade RCA to postpone further the effective date of the license until a final decision had been rendered in the court case. He added he was not advised until very late in November that the decision was to the contrary. Declaring that the license policy helps the larger stations and that any other large record manufacturer impose a similar license policy would "cripple the independent station completely out of business or necessitate their securing programs from some other source not now known or available," he said the plight of the smaller station required immediate attention.

It was learned that a copy of the NIB letter had been sent by Mr. Lafount to the Federal Trade Commission to keep it abreast of developments.

Stores Take Book Gifts

LIGGETT DRUG CO. and Bond Clothing Stores, New York, cooperative sponsors of Phil Cook's Morning Almanac program on WABC, New York, have announced their stores in Manhattan, New Jersey and Connecticut will accept books contributed to Phil during his annual Christmas book drive through Dec. 23. Other Cooperatives are the Newark Star Ledge program on WJZ, New York, and the National Bank in Kansas City, in addition to CBS headquarters at 485 Madison Ave., New York.

Bill for Baby

ROMA WINE CO., San Francisco, prominent radio advertiser on the West Coast, for the past year has been awarding $30 to each employee who becomes a father or mother. On Dec. 1, Art Linkletter, who presides over the company's weekly network show, became a father and promptly sent a bill to J. B. Cella, president of Roma. The bill was for $34.50—the extra $4.50 representing Linkletter's regular 15% commission to his radio agent, Renee Cesana.

NAB Publishes Booklet Designed to Encourage Loyalty by Listeners

HAILED as an effort to re-awaken the "sleeping loyalty" of listeners for American radio, samples of a 16-page retogravure booklet containing the story of American radio, "Radio's Riches—How You May Bring the Riches Home," are being mailed to stations Dec. 11 by the NAB. The booklets, designed for mailing to listeners, will offer suggestions for distribution to listeners at a price of $11 per thousand.

In a letter announcing completion of "Radio's Riches," Edward M. Kirby, NAB director of public relations, commented: "The radio industry is going through one of its most trying periods. There is, at the moment, an undue alarm about the radio industry. But for a variety of reasons, there does exist an urgent need for the radio industry to reawaken understanding of radio by the greatest number of listeners. While ignorance continues, those who wish to attack the industry for selfish reasons, find a juicy opportunity to do so, because of the condition of the unified public."

Victoria, Tex. Outlet

SCHEDULED to begin operating on or about Jan. 1, the new KVIC, Victoria, Tex., authorized for construction last summer, will operate 100 watts night and 250 day on 1310 kc., will be managed by Mr. George Shea, chief station manager. Mr. Shea, an attorney, will also hold the title of commercial manager and will operate with a staff of five. Executive thus far appointed is Paul Wolf, chief engineer. Staff will include Elizabeth Clarke and Limmon English, salesmen; Richard Harn and Kay Porter, announcing and production; Kay Porter, engineer. Western Electric equipment is being installed along with a 17-foot Blaw-Knox radiator.

New Texas Station

THE NEW KXXO, Sweetwater, Tex., 250 watts daytime on 1210 kc., went into operation Dec. 3 under the general managership of Russell Bennett, co-publisher with his brother George Bennitt of the Sweetwater Reporter. The Bennitts are controlling stockholders in the license application. Allen Brumley, recently with WHMA, Anniston, Ala., is commercial, production and production manager; George W. Woodson, former with WMC, Memphis, is chief engineer; Ken Krug, in charge of station's advertising and promotion; Carl Carrigan, formerly with KRKC, Beaumont, engineer.
MORE POWER ON 590 KC TELLS THE STORY

MORE POWER—5,000 watts full time on 590 kilocycles—means many thousands of new listening ears will be happily added to the coverage of this station for the benefit of the advertisers.

Engineers have agreed that 5,000 watts on 590 kilocycles delivers as much actual coverage as 80% of the stations operating on 50,000 watts power. The answer to this apparent paradox is in the inherent carrying power of the WOW frequency of 590 kilocycles.

Complete coverage of the rich Omaha market requires coverage of parts of six states along the Missouri River. No other station, alone, can give this coverage. If you want the Omaha market, you want WOW.

John J. Gillin, Jr., Manager...
Owned and Operated by the Woodmen of the World Life Insurance Society... John Blair & Company, Representatives...
On the NBC Red Network... Write for Comprehensive Surveys and Maps
EDUCATIONAL directors of CBS stations on Dec. 1 attended an all-day educational conference held at the CBS American School of the Air, according to William Fisher, CBS director of educational programs. At a recent meeting in New York of CBS educational directors. Under the plan, students listening to and cooperating in the production of such programs as "Of Men & Books, Americans at Work, People's Platform and Ball Session" could be credited for college activities.

Sterling Fisher is considering plans to develop special regional programs on the CBS Pacific network of an educational nature, following a conference between Dr. Ray Lyman Wilbur, an official of the University; William S. Paley, CBS president, and Mr. Fisher.

Would Equalize Control

TRANSFER of one share of stock in the corporations licensed to operate KOIL, Omaha, and KFAB and KFOR, Lincoln, Neb., is sought in applications just filed with the FCC. The Sidles Co., now owning 50% of the stock in each of the companies, would transfer the share to the Star Printing Co., publisher of the Lincoln Star, which now holds 24.9%. Its sister newspaper company, the State Journal Printing Co., publishing the Lincoln State Journal, owns the other 25% of the stock. If these papers are units of the Lee Syndicate, a newspaper chain, which thus would become co-equal owner with the Sidles Co. in the three stations.

STWP Takes the Air

FRED BUGG, formerly general manager of WTM, Ocala, Fla., has been named manager of the new WSTP, St. Petersburg, Fla., which went on the air in late November with 100 watts night and 250 day on 1370 kc. Sam H. Mann Jr., attorney, controls the license corporation. The staff was announced as follows:

Ralph Feather, formerly of WJAX, Jacksonville, program director; Heidt Swearingen, formerly with the advertising department of the St. Petersburg Times, commercial manager; Keeta Martin, of WAAT, Jersey City, and WNEW, New York, musical director; Carl Carrier, of WFLA, Tampa, and WFTL, Orlando, business manager; Jack Swift of WSUN and WURF, Gainesville, chief announcer, and Don Bell, of WHO, Des Moines, WFLA, Tampa and WFTP, Raleigh, N. C., announcer.

Iowa Station Starting

AUTHORIZED for construction last July, the new KVFD, Fort Dodge, Iowa, is scheduled to begin operation on or about Dec. 15, using 100 watts night and 250 day on 1370 kc. Edward Breen, attorney, is the owner of the Station, and one at Des Moines, who is chief stockholder, will be manager of the station. Charles A. Kennedy, formerly with KYSM, Man kato, Minn., is the commercial manager, and Mel Galliam, former manager of WKBB, Dubuque. Ia., will be program director. RCA equipment and a 210-foot Wincharger tower have been installed. UP news service and Standard Radio Library have been ordered.

Hawaii Station Plans

DELAYED in construction plans since it was authorized in October 1938, the KHJ, Honolulu, Hawaii, will not begin operating before April 1, 1940, according to C. D. McGehee, president of Garden Publishing Co., Ltd., publishing the Garden Island & Kauai Filipino News, which will be the licensee of the station. Mr. Fern will become general manager of the station, with Dean Stephens, attorney and commercial manager; William Parsons, program director; Robert Glenn, chief engineer. Collins transmitter and a 130-foot Lehigh tower have been ordered. Staff will include A. Abayase and S. Hamura as salesmen, Charles, Alfred and Kikue Naito as continuity writers and Raymond Sasaki, engineer.

WSPD Seeks Station

FORT INDUSTRY Co., which operates WSPD, Toledo, and other stations in Ohio and West Virginia, Dec. 4 filed with the FCC an application for a new daytime station in Toledo, operating with 1,000 watts day and 250 watts nighttime. The channel is occupied by WCCO, Minneapolis, 50,000 watt clear channel outlet, with WNYC, New York, operating on it as a daytime outlet.

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They might have been the "FORTY-EIGHTERS"

Gold was discovered in January, 1848 in the tail race of Sutter’s Sawmill in Eldorado County, California. Because of poor communications, word spread slowly and not until 1849 did the ensuing “gold rush” reach its height.

How the Family of RCA Would Speed Up the Gold Rush

Hardly before the echoes of the first shout of “gold” died out along Sutter’s Creek, NBC engineers and announcers would be on the spot with portable broadcasting equipment developed in RCA Laboratories and built by the RCA Manufacturing Company. Out over the two great NBC networks, which provide the broadcasting service of the Radio Corporation of America, would flash the discovery news in a thrilling program featuring a personal interview with James Wilson Marshall, the finder of the first nugget.

Both in America and abroad listeners would turn the volume a little higher on their RCA Victor receivers so that not one precious word would escape them.

Then as the rush started for Eldorado County, police in cities and towns throughout the nation would direct the flow of traffic with 2-way RCA Police Radio Systems. And songs improvised by the gay “Forty-Eighters” to make the going more pleasant would, of course, be recorded on Victor and Bluebird Records and reproduced everywhere by RCA Victorolas.

In lieu of any present discovery of gold, RCA stands ready to serve you in every respect in every field of radio.


Radio Corporation of America
RCA Manufacturing Co., Inc. - National Broadcasting Company - RCA Laboratories
Radiomarine Corp. of America - R.C.A. Communications, Inc. - RCA Institutes, Inc.
WITH cover simulating a school slate, complete with sponge eraser attached by string, NBC's recently published second volume of "How Schools Can Use Radio" presents suggestions on how radio can be fitted into the school curriculum. The colorful book includes information emphasizing radio's educational function by David Sarnoff, RCA president and NBC board chairman, and Dr. James Rowland, NBC educational counselor, as well as a brief explanation and listing of the network's educational programs. In addition to the programs, the booklet lists supplementary listening aids, equipment and a specimen student's worksheet for Dr. Walter Damrosch's Music Appreciation Hour.

**Funds for Toys**

DEDICATION on Dec. 4 of the "Doll House" located on the Willard Hotel corner in downtown Washington opened the fifth annual campaign for Christmas toys for needy children conducted by Gordon Hittenmark, Timekeeper of WRC, Washington. Speeches by prominent local officials and entertainers, as well as a special dedicatory program Dec. 4. During the campaign Hittenmark will broadcast from several spots in the city, and the city's educational programs will include a number of special spots throughout the holiday season.

**Charleston Queries**

PHRASING its sales message in question-answer form under the title of "Charleston Queries," one reports that a few questions and answers are being received concerning window displays and the display section of the Charleston, W. Va., recently mailed a printed letter to prospective and present clients. Queries are phrased to answer themselves by suggestion, while the answers are executed with a light touch.

**Balloon Reminders**

TO BOOST early Christmas buying, WCHS, including KGIR, Butte, KFPA, Casper, and KRBM, Bozeman, Mont., publicized Dec. 1 as "Balloon Day" and for the occasion distributed tiny balloons imprinted with a shop early message. Distribution was accomplished in cooperation with local drugstores, which handed out a balloon to each customer during the day.

**News Timetable**

AS AN inducement to chart mail response and stimulus for the station's ten daily broadcast programs, KNX, Hollywood, is offering a news broadcast timetable to Southern California listeners. Starkly turned out in green and black, the one-fold piece includes a short sales talk on radio's rapidity in transmitting news and the KNX news-gathering facilities.

**Show on Tour**

ROMA WINE Co., San Francisco, sponsors of the World's Fair Party with Art Linkletter as master of ceremonies on CBS Network's "Radio Trans- mission," has completed arrangements with the San Francisco Division of the Golden Gate theater chain, whereby sound trailer are being run in their theaters promoting KSFO programs and personalities.

**Merchandising & Promotion**

School Aids—News Finder—Bonuses for Sponsors

—Answering the Critics—Weekend Reminders

**Contests on KNX**

TO FACILITATE the presentation of complete information on all contests and offers being featured on CBS network and KNX, Hollywood local programs, the station has inaugurated a weekly 10-minute period which provides a round-up of such data. The weekly synthesis is a part of the station's regularly heard program KNX-tna, and rules, closing dates and other information on premium offers is presented. This service to clients is in addition to the regular monthly bulletining of the wholesale and retail trade in regard to new contests and offers.

**Turn About**

IN ADDITION to premium bonuses for members of the staff, KFRO, Longview, Tex., is planning to present gifts to all advertisers. While in the past gifts went only to clients on the station during every week in the year, this year clients will receive more pretentious presents, while the non-regulars and prospects will get small gifts.

**Playbacks for Dealers**

PETER DOELGER BREWING Co., Harrison, N. J., is presenting its 12-weekly program on WHN, New York, by equipping each salesman with a recording and playback machine to use on dealer calls. Recordings, made through WHN Transcription Service, give excerpts of programs with four-minute commercials.

**Campbell's Program**

HUGE red and gray mounted posts calling attention to four programs which Campbell Soup Co. is currently sponsoring on the Z-Bars network have been placed in all Southern California A & P Markets through cooperation of the advertising manager's Los Angeles office and the network's Hollywood sales promotion department.

**Golden Gate Trailers**

KSFO's merchandising department in San Francisco received post cards from all participating radio stations. The appointment of the "Satellite Sales Team," which was formed for the purpose of promoting KSF0 programs and personalities.

Druggists Interested

MAILING of complete information by the KPO-KGO commercial department in San Francisco on drug products advertised on radio, has received favorable responses heard on the two stations, brought replies from druggists in all sections of Northern California who desired help in linking window displays and other merchandising activities with radio. Representatives of the Owl Drug Co. in San Francisco made the KPO-KGO Bulletin the subject of a memorandum to sales personnel in its 130 stores.

**Offer to Churches**

PROCTOR & GAMBLE Co., for the first time on the air, is using its cash redemption of coupons with the offer started to religious organizations. On its script shows for Oxydol and Ivory Soap, the firm offers a half-century for each coupon mailed in through a religious organization. The offer closes Jan. 2, 1940, and is being made by Mr. McGraw, Mary Martin, Ma Perkins, Trouble with Marriage, What's My Name.

**Bombs and Dollars**

KTKO, Oklahoma City, used fireworks bombs and cardboard silver dollars to promote the Tums Quick- silver show. The bombs were set off on downtown office buildings, with permission of the local police department, and KTKO staff members standing on other buildings tossed down the cardboard dollars as the bombs exploded.

**Advertising Apologist**

TO COMBAT a anti-advertising propaganda, Consumer Information started Dec. 13 on Yankee Network under auspices of the Advertising Federation of America. The first six programs of the feature, heard Wednesdays, 6:15 to 6:30 p.m. (EST), feature talks by Philip J. McAteer, vice-president of AFA.

**Party Souvenirs**

AS SOUVENIRS of its 19th anniversary and to celebrate dedication party Nov. 4-5, KDIA, Pittsburgh, sent guests an eight-page offset photo booklet, together with a striking black and-dial ashtray designed by W. B. McGill, sales promotion manager.

**Annual Album**

FOR each of the last five years, WLS, Chicago, has sold more than 50,000 copies of its WLS Family Album to its listeners at 50 cents each copy. The 50-page album for 1940 has just been published, carrying for the first time in its forward a statement on the American War of broadcasting by Burdette D. Butler, president of Prairie Farm-WLS. Mr. Butler's explanation of the plan contrasts European systems of broadcasting, points out the significance of free radio in America. The WLS Family Album, 1940, contains dozens of artist pictures and a complete description of operations and personnel. It is dedicated to Miss Grace Cassidy, WLS traffic manager, who was a member of the Prairie Farmer staff before WLS went on the air in April, 1922.

**Big PA Network**

ONE of the largest public address networks ever to be superseded in New Jersey was lined up Dec. 11 by WQR, Newark, for a marketers' league convention held in nine New Jersey towns by the WQR Co. of New Jersey. Through the facilities of the p.a. network, employes of the 10 towns went to the city nearest their homes to hear the entire program originating in early offices in Newark and piped on telephone lines to p.a. loudspeakers in hotels in Trenton, Parsippany, Elizabeth, Asbury Park, Jersey City, Patterson and Newark.

**BROCHURES**

WDBX, Utica, N. Y.—Booklet on how to spend advertising money.

WBBM, Chicago—20-page brochure titled "The Music of Chicago," which analyzes the station's local and national spot business with no reference to network business.

WENR, Chicago—Folder, titled "You Get More For Less," advertising new discounts together with the station's new transmitter. When piece is unfolded, a cardboard transmitter tower pops up from the center of the WENR coverage map.

WING, Dayton, O.—Printed letter, illustrated, with a personal touch, pushing "Polly's" programs as an advertising medium.

CBS—"The Magic of Radio Transmission" shows as the story of how a radio program get's from a CBS studio into the listener's living rooms, and how programs are picked up over seas.

WCKY, Cincinnati—Two-color offset folder promoting two early morning programs on the station, featuring pictures of Joe Graham, Al and Lee Bland.

KDAL, Duluth—Client testimonials in a simulated sheet-music broadsheet under title of popular song "They Say"

WHO, Des Moines—Map folder illustrating each broadcast area using, if response to a picture offer by the station.

KGIR, Butte, Mont.—Promotional material promising M. Cooper.

KZL, Denver—Eight-page brochure presenting sponsor-promotional for the Turtles' B's program heard on the station.

NAB—Two NAB Bureau of Radio Information brochures, with stories of radio's use by laundries and a jewelry-optical firm.

WOAI, San Antonio—Four-page folder, "a sales talk," with figures from a Ross Federal survey of San Antonio listening.
MOST POWERFUL:

On November 15, W-I-R-E increased its nighttime power to 5,000 Watts, becoming Indiana's most powerful FULL-TIME station.

NEW STUDIOS:

W-I-R-E will soon announce the formal dedication of new studios and offices on the ninth floor of the Claypool Hotel in downtown Indianapolis. With these new facilities, W-I-R-E will have one of the most modern and complete broadcasting establishments in the Middle West.

THE RIGHT COMBINATION:

Aggressive local programming, intensive coverage of local special events, local community service PLUS a full roster of N.B.C. Red Network shows are the reasons why Central Indiana keeps tuned to W-I-R-E.

The combination of ranking N.B.C. shows with complete local programming makes it unnecessary for W-I-R-E listeners to turn to out-of-state stations for service.

*W-I-R-E is the only Basic Red station in Indiana.
NOW  Look to
for
TELEVISION TRANSMITTERS

G-E TRANSMITTING TUBES

GENERAL ELECTRIC has pioneered the design and production of radio tubes since 1913. Many of the outstanding advancements in the radio industry during this time are directly traceable to vacuum tubes developed in the G-E Research Laboratory.

All new G-E transmitters are equipped with G-E transmitting tubes to assure optimum performance. Be sure you get the most from your present equipment by specifying G-E tubes whenever you need replacements.

A complete listing of standard G-E transmitting tube types for both amateur and commercial applications is now available. Get a copy through your dealer, or write direct to General Electric.

This is the new G-E 1-kw television picture transmitter. On the opposite page, the new G-E 1-kw frequency-modulation transmitter.

GENERAL ELECTRIC—whose Research Laboratory is the home of many basic television developments—now offers television broadcast equipment. Here is a new standard in high-definition picture transmission.

Transmitters, tubes, studio and control-room equipment—all bear the unmistakable mark of G-E radio engineering, of quality that has meant top performance for more than 20 years.

Whether you examine the smart new styling or the most minute detail of technical design, you will find this new apparatus built to give satisfaction every step of the way.

Investigate G-E television through the nearest G-E sales office.

EQUIPPED WITH G-E TUBES
Frequency modulation—radio at its best—is now made available with all its advantages by General Electric's five new frequency-modulation transmitters. Their output ratings range from 250 watts to 50 kilowatts.

Based on the system originated by Major E. H. Armstrong, this outstanding equipment engineered by G.E. hits a new high in high-fidelity broadcasting. Think of it—distortion less than 1\(\frac{1}{2}\) per cent from 30 to 7500 cycles... less than 3 per cent up to 15,000 cycles! Almost complete freedom from interference—both natural and man-made—throughout the service area!

The new G-E transmitters are marked not only by superior performance, but by simplicity, dependability, and economy of operation as well. Look into the advantages which frequency-modulation offers for your service area. General Electric will gladly help you do so.

Look to G.E. for These Radio Products, Too

- Receivers—standard broadcast, frequency-modulation, television, carryabouts, auto-radio, record-players, radio-phonograph combinations
- Pre-tested Receiving Tubes
- Emergency Radio—for state and local police, public utility and transit companies, fire departments, ambulances, forest service
- Receiver and Tube Checkers
- Radio for School Systems
- Oscillographs for Television
- Supplies—capacitors, instruments, transformers, wire, insulation materials (Mycalex and fused quartz), tube parts, crystals, antennas, studio equipment
- Carrier-current Equipment—for telephone communication over power lines, protective relaying, telemetering, supervisory control, and low-frequency control of street lighting and water heaters

For further information on G-E radio, television, and frequency-modulation equipment, and G-E transmitting tubes, contact the nearest G-E sales office, or write to

General Electric, Radio and Television Department, Schenectady, N. Y.
WANT TO KNOW Why?

Again in 1939, KDYL carried more local advertisers than any other local station. Would you like to know why?

It isn't because KDYL has a lower local rate. KDYL's local rate is as high or higher than that of other Salt Lake stations.

It's because KDYL is recognized by local business men as the result-getting station — and everybody is interested in results. Audience-holding showmanship does it.

The station that has been getting results for advertisers for years, is the station to include in your 1940 sales plans.

EDUCATION MERGE

(Continued from Page 32)

thus taking its place besides the schools and other similar agencies in training youth for life and the service of the nation.

Typical of this new type of program, he said, is Cavalcade of America which resumes Jan. 2 on 100 NBC stations under sponsorship of Du Pont. He pointed out that this public service program has gained added authority through the addition of three American authorities to the Cavalcade staff: Carl Carmer, Marquis James, and Dr. Frank Monaghan.

Among NBC affiliates at the conference were R. L. Harlow, vice-president of Yankee Network; Homer J. Bliss, WHAM, Rochester; Clarence Moore, KOA, Denver; John W. Tinney, KDKA, Pittsburgh; T. C. McCray; WTIC, Hartford, Conn.; Ben H. Darrow, WBEN, Buffalo; Harry J. Kaufman, WDAF, Kansas City; S. D. Gregory, KDWR, Clifton Daniel, WCAE, Pittsburgh; H. Metzger, WTMJ, Milwaukee; Harry Burke, WWJ, Omaha; Miles Reed, WCFL, Chicago; Dr. Lee Norvell, WIRE, Indianapolis; Franklin Tooke, WOWO, Ft. Wayne; Edward Linean, KSGK, Des Moines; Woody Woods, WHO, Des Moines; Joseph Ries, WLS-WSAI, Cincinnati; Thomas D. Ashby, WSTP, St. Paul; P. E. Fitzimonds, KYFR, Fort Wayne; William Webb and Earl Mullin, NBC-New York and Russell Gilling, WSPD, Toledo; Franklin Tooke, WOWO, Ft. Wayne; Frank Mullen, vice-president of RCA, New York.

TO PUBLISH ANALYSIS

The three-day schedule of the School Broadcast Conference as listed in Broadcasting, Dec. 1, was followed without exception. Edward M. Kirby, NAB director of public relations, spoke Dec. 7 at a dinner party given for the 40 members of the executive council. Mr. Kirby explained the NAB program code in light of educational broadcasts. Leonard Power, assistant chairman of the Federal Radio Education Committee of the U.S. Office of Education, spoke to the advisory committee on "Research Activities of the FREC." He told of his recent swing around the country during which he called on 30 of the 346 universities and colleges that now have radio departments. He praised broadcasters for the time given and the privileges extended to college workshops in educational radio. Mr. Power added that five analyses of educational radio will soon be published by his office and distributed to all U.S. stations and 5,000 educational leaders throughout the country. At the close of his speech he suggested that FREC might join the Chicago Broadcast Conference next December, as well as the Columbus conference next May. The advisory committee of the Conference voted approval of this plan.

RADIO DEMONSTRATIONS

Many radio demonstrations were held during the three-day conference with pupils and teachers from

WHEN the 30 members of the WLS Prairie Farmer bowling league warm up for weekly sessions, hecklers are all over the place. Harold Safford, WLS program director (left) and T. L. Rowe, WLS chief engineer (center) are not only telling George Cook, WLS treasurer, how to hold the bowling ball but keep yelling "foul!"

Chicago schools participating. On Dec. 8, CBS originated its American School of the Air program from the conference hall. Exhibitors at the conference included: RCA Mfg. Co.; Electro Recording Co.; CBS; MBS; Office of Education, Washington, D.C.; Service Center for Modern Languages Teachers, Tufts College; Radio Council of Chicago Public Schools; WGN; WLS; WBMM.

Another broadcast from the conference was Let's Tell a Story, a weekly educational program aired on WJJD, Chicago. Al Hollander, educational director of WJJD, was in charge of the program's presentation at the conference. WLS, Chicago, also broadcast its weekly educational series titled Young Chicago Stages. George Lowery, WLS producer, directed the 120-vote high school girls' chorus.

Other radio educators attending the conference were: Robert E. Allen, Indiana U; L. A. Astell, Illinois U; Homer J. Bliss, WHAM, Rochester; Mrs. Harriet Henderson, WLS, Chicago; Dr. Lee Norvell, WIRE, Indianapolis; Franklin Tooko, WOWO, Ft. Wayne; Edward Linean, KSO-KRTN, Des Moines; Woody Woods, WHO, Des Moines; Joseph Ries, WLS-WSAI, Cincinnati; Thomas D. Ashby, WSTP, St. Paul; P. E. Fitzimonds, KYFR, Fort Wayne; William Webb and Earl Mullin, NBC-New York and Russell Gilling, WSPD, Toledo; Franklin Tooko, WOWO, Ft. Wayne; Frank Mullen, vice-president of RCA, New York.

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RADIO DEMONSTRATIONS

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1057 lines of FRONT PAGE NEWS for WKRC in 1939! All in Cincinnati newspapers! All local program stories!

WKRC rates page one in Cincinnati because it is NEWS to the thousands of responsive listeners it continues to hold through presentations of the Timely, the Unusual and the Dramatic!

WKRC's effectiveness as a "result getter" is proved by the record of sales successes its dynamic local originations produce!

And NOW, WKRC has the plus value of Times-Star ownership, management and good will . . . convincing evidence that more than ever you need WKRC's clear, top-of-the-dial signal to do your complete selling job in a rich Cincinnati coverage area of 134 Ohio, Kentucky and Indiana counties.

WKRC
National Representative • WEED & COMPANY • New York • Chicago • Detroit • San Francisco

BROADCASTING • Broadcast Advertising
And the engineers of these same stations prefer vertical quality over lateral, 12 to 1.

Other interesting preferences were revealed... a 3 1/2 to 1 preference for World reproduction of speech; a 12 to 1 preference for World pressings because of durability factors; and a 4 to 1 preference for World's shipping and delivery service on pressings.

Here's what World's Western Electric vertical-cut Wide Range recording means—quoting an advertiser: "Your flawless recording gives our program a brilliance, a naturalness which makes the listener forget he is hearing a broadcast... he is pecking in on the real scenes being enacted."
Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service Stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

World, always proud of its designation as producer of highest quality transcriptions, now offers further concrete evidence of its leadership. In an important recent survey, all the leading independent network stations were queried regarding their transcription preferences.

119 station managers out of 132 having both vertical and lateral equipment, voted for World vertical-cut Wide Range recording for faithfull reproduction of music... a 9 to 1 preference for vertical versus lateral recording.*

These broadcasting men are vitally concerned in giving the advertiser the result he expects... big audiences and broad coverage. Perfect sound transmission is the answer. And the most life-like mirror of sound that science knows today is a World vertical-cut Wide Range transcription.
Will AFM Strike

A STRIKE of musicians on Jan. 17, at this writing appears inevitable. Network stations, through Independent Radio Network Affiliates have made a proposition for continued employment of union musicians. This has been flatly rejected by the international board of American Federation of Musicians. The next move, says AFM, is up to the broadcasters; otherwise there will be a strike.

Broadcasters should condition themselves for the impending emergency. Things, of course, can happen in the month that remains. But IRNA has dropped its role of negotiator because of non-support of affiliates. As things stand now, rank and file broadcasters, outraged over the untenable position of AFM, appear to be willing to let the issue go by default.

The public will not stand for stoppage of broadcast service. The Government is not likely to sit back and let the "public interest" go by the boards. The Department of Justice in recent weeks has done something more than sit on the sidelines in cases where labor has coerced and intimidated. Broadcasters, in spite of the unfairness of the agreement signed two years ago, certainly have shown a willingness to sit across the table and negotiate. But AFM evidently sees anything save complete capitulation to its wholly excessive demands.

The outlook is dark. Yet the broadcasters have gone the limit with the international board of AFM. They cannot be bled white. Perhaps AFM, or at least a substantial number of its autonomous locals, will see the light before that Jan. 17 deadline. Be that as it may, broadcasters nevertheless should cushion themselves and their clients for the shock.

Contrast: Radio Version

THE HOLIDAY season approaches. Abroad, totalitarian governments have plunged Europe into ruthless warfare. Government radio spreads the gospel of hatred and destruction. Innocents in neutral countries listen for the signals that will plunge them into the cataclysm. Compare that to America in this season. War news, to be sure, but uncensored and uncolored. Campaigns for the needy, Community Chest drives, clothes and food for the less fortunate, shoes and dollies for the kiddies, even solicitation for refugees in those beleaguered nations. There was never a more moving, rewarding and yet horrifying example of radio's force for good and for evil.

Futile Fracas

LOSS OF TIME and money through the conduct of hearings on irresponsible applications has long been a justifiable complaint of station licensees. It is not only the money of the taxpayer, who foots the bill for all governmental operations, but also of the station licensee who must hire lawyers and engineers and take time out to defend himself against cases which in many instances are futile for the applicants. There are applications which are trivial and frivolous; others founded on vindictiveness against existing licensees; still others arising from financial incompetence. Yet all have gone to hearing because the FCC did not have sufficient preliminary information.

Although he has been at the FCC only a few months, Chairman James Lawrence Fly appears to have detected this evil. He thinks more study should be given to new applicants to determine their financial responsibility, citizenship, character and other necessary prerequisites.

The FCC would like to have an Investigation Division [see page 24] to undertake this work. If it gets a substantially increased appropriation, it probably will create such a unit. Presumably each applicant would be thoroughly investigated by such a field force, rather than rely upon statements made only in the application forms.

Certainly there could come naught but approval from the industry if such an operation were established. Yet we cannot help but perceive in it the latent danger of something more than an investigational unit dealing only with qualifications of applicants and kindred matters. There would be the usual bureaucratic temptation to go beyond those limits; perhaps into programs and other operations which under the law cannot concern the FCC. While the thought is abhorrent, there might even be a sort of espionage system—for which there already has been precedent. We recall several instances in which inspectors in the field have reported program matters and deliberately attacked station operations much to the later chagrin of the FCC.

Thus we think the industry would welcome any move by the Government to nip frivolous and futile hearings. But we hope that if and when it undertakes the field investigational system, it keeps its minions within legal bounds.

Pea Shooting

WE WERE both amazed and amused to note a Good Housekeeping display ad the other day which essayed to defy all other media—radio, newspapers and billboard—to do the job of that single sheet. It was a feeble, ill-timed, pea-shooter type of attack, in an effort where even the heaviest artillery of that medium wouldn't work.

Irrespective of that, it ill behoves any medium, let alone a single publication, to indulge in sniping and sharpshooting of that kind. It only tends to start up the opposition. And, to use the vernacular, the bully, whose own house might not be kept in good order, usually winds up with a sock in the pusz.
We Pay Our Respects To — Personal Notes

JOHN H. NORTON, Jr., manager of CBC Blue network division of station CHNS, has been named manager of the station by William Hedges, CBC-vice-president in charge of the station department, in addition to his other duties.

FRED A. McCABE, formerly in the Atlanta office of United Press who recently was transferred to New York, has been placed in charge of all advertising and promotion for UP.

E. P. H. JAMES, CBC advertising manager, has discussed "Radio Advertising" before the Advertising and Selling Course of the Advertising Club of New York.

LEWIS ALLEN WEIS, general manager of Don Lee Broadcasting System, Los Angeles, was recently made Field Service Director of Delta Theta Phi, professional fraternity of Southern California. In recognition of his activities, he is known in behalf of radio jurisprudence.

MILT HILL, formerly continuity editor of WHK-WCLE, Cleveland, has replaced John Vorpe as public relations director.

DUDLEY ROLLINS, a member of the sales staff of CBC-Chicago for the last five years, has been transferred to the sales staff of CBC-New York. Before joining CBC, Mr. Rollins was associated with Blackett-Sample and was once a newspaperman. Late last November, Rollins’s clients gave him a surprise party in his honor.

ALAN BRANNEN, formerly of WGAU, Athens, Ga., and WKEU, Rome, Ga., has joined WJW in Cleveland, Ohio, as commercial manager, succeeding J. Allen Brown, who recently was named commercial manager of KXON, Sweetwater Texas.

JACK HARDER has joined WAXY, Waycross, Ga., as commercial manager.

GRIFFITH B. THOMISON, sales manager of KKW, Philadelphia, has been named assistant general manager of the station by Leslie W. Joy, general manager. He will act as manager during the absence of Mr. Joy, who is recovering at his home in a sickness.

PERRY L. DEUTSCH, president of World Broadcasting System, is winning in a case, after having recovered from a siege of pneumonia.

KEITH KIGGINS, director of CBC-vice-president and chairman of the radio committee for the Department of New York of the American Legion.

RALPH L. GALE, United States Publicity representative of Macquarie Broadcasting Network, Sydney, returned to Los Angeles in December from a four-month business trip to Australia and New Zealand.

ALBERT E. (Hoot) GIBSON, of the Eastburn-Siegel Advertising Agency, has recently been made manager of WGN, Chicago.

CHARLES E. TOWTON, formerly with the Rocky Mountain News, and Arthur J. Weaver, of a Denver packing company, have joined the sales department of WGN.

ROBERT SMITH, sales manager of WTAG, Faribault, Minn., married Mary Hector in mid-November.

HENRY M. JACKSON, San Francisco, one of the CBC’s vice-presidents, has recently been transferred to his desk after an appendicitis operation.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected vice-president of the Oklahoma City Kiwanis Club.

“MAJOR BORRETT is not in just now,” they'll tell you if you inquire for the managing director of CHNS, Halifax, Nova Scotia. For William Coates Borrett is once more in the Army, the first of Canada’s broadcast station managers to join the Canadian Active Service Force, the day after Canada declared war on Germany.

Bill Borrett is known in radio circles throughout Canada and much of the Atlantic seaboard in the United States. He is known not only for his job with CHNS, but also as a director of long standing on the board of the Canadian Amateur Broadcasters. He is known in amateur radio circles throughout the world because of his own station, VE1DD, closed since the war started, and for his work with the International Amateur Radio Union, to whose first convention in Paris he went as Canadian delegate in 1925.

It was during the last war that Bill Borrett, then serving overseas, became interested in radio. On demobilization in 1919 the wireless germ had bitten him hard and as soon as possible he got together a spark coil and necessary apparatus.

In a few years a tube transmitter replaced the noisy “rock crusher,” and it was not long till he was the second Canadian to have worked all continents by shortwave. Then came the formation of the International Amateur Radio Union, and on his return from Paris came the operation of a commercial broadcaster, CHNS, which was then owned by the Northern Electric, Canadian subsidiary of Western Electric.

Bill Borrett took over the 100-watt CHNS as manager. He had only to operate it two or three days a week for a few hours a day. But he saw opportunities. Within two years his staff had grown to four, the station was on the air daily, and in 1928 the Northern Electric closed down its station, selling the equipment to a western Canadian broadcaster, Bill Borrett and the Halifax Herald opened a new 500-watt station in the then just completed Lord Nelson Hotel.

So successful was the new station, that in the midst of the depression — in 1933 to be exact — the 500-watt transmitter was replaced with a 1,000-watt station at Bedford, ten miles outside Halifax. Today CHNS is on the air 16½ hours daily, has a staff of 17 people, has a remote control truck, shortwave transmitter — CHNX, portable transmitter, and all the other equipment of an up-to-date broadcasting station.

Because of his shortwave contacts through his amateur station, Major Borrett was one of the first to see the value of rebroadcasts of European stations. Since the beginning of rebroadcasting, CHNS has been on the job, and now claims to have done this work longer on a regular daily basis than any other station in North America. As recognition for his services in rebroadcasting the British Broadcasting Corp. programs for many years, Maj. Borrett was selected to speak for the three Atlantic Coast provinces on the first British Empire Broadcast on Christmas Day, 1932.

First Chairman of the Canadian Radio Commission and later on the Canadian Broadcasting Corp., Bill Borrett had his sphere of activity widened. While first and always keeping in mind the welfare of his own station, he gave the new Government organization every reason to cooperate, and, in fact, even allowed speakers to use the facilities of his station to tell the Maritime radio audience why a Government system should be installed in Canada, believing that by such an attitude commercial stations would make friends and not enemies of officials who had their duties to perform, and that a more thorough understanding of the radio situation was in the public interest.

Until the CRC had its own production studios in Halifax he produced their Halifax broadcasts and, according to an article written by Lt. Col. Steel, a former commissioner, was the originator of the idea which gave the original CRC one of their most useful services and popular programs in the field of Government broadcasting in Canada, the Canadian Mutual Service, a weekly late broadcast for the special benefit of the Royal Canadian Military Police and workers in the Canadian Northland.

Since Maj. Gladstone Murray became general manager of the CBC five months ago, there has been an opportunity for the CBC officials to cooperate on many occasions in bringing broadcasts from Nova Scotia to the network, and he strongly believes that both the Government system and the local commercial stations have a definite place in the pattern of Canadian broadcasting.

Bill Borrett has been an Army man practically all his life. He was born at Dartmouth, N.S., just outside Halifax, on April 21, 1894, the son of Maj. and Mrs. J. W. Borrett of the Royal Garrison Artillery. He joined the regiment after spending two years in the centers at Halifax; in the West Indian islands of Bermuda, Barbados and St. Lucia; at Woolwich, London, England; Cairo, Palestine; and Constantine, Algeria. He even went to Royal Army schools before taking high school graduation for entrance to Royal Military College. When he was 19 he came back to Dartmouth, and joined the Canadian non-permanent militia. Just before the 1914 war started, he had earned a commission, and saw services from the outbreak of war at the Halifax fortress and later overseas with Imperial forces.

For diversion, besides his amateur radio, he takes an interest in camping, fishing and cartooning. And for exercise you can often see his tall, lean, straight, military form on courses of the Ashburn Golf Club and other clubs in and around Halifax. He used to play football, lost one toe as a result, and until, as he says, he got “too fat and lazy and round golf more comfortable,” he rowed stroke with a Halifax club crew.

Maj. Borrett’s marriage in 1917 to Muriel Hazen Bould, of Halifax, who was a nursing sister in the Canadian Army Medical Corps at that time, is another tie with his native city.

Since the last war he has not lost contact with the Army. Besides his operation of one of Canada’s commercial stations, he has kept actively interested in the Canadian militia. Thus it was no surprise to his fellow broadcasters when it was after war was declared Maj. Borrett was once more wearing his uniform, this time in an administrative capacity with the headquarters staff of the Canadian Active Service Force at Halifax, where he finds one ultimate goal to keep an eye on CHNS.

BROADCASTING • Broadcast Advertising

December 15, 1939 • Page 57
Proper Finnish

THERE'LL be no pronunciation errors if WJBK, Detroit, can help it. Announcer Charles Sterritt called in three Chinese students for pronunciation training during the Japanese-Chinese conflict. With two polish hours per day on the station, polish names were not trick at all. And now Edward Barkarke, WJBK engineer, has been root for help on the present Finnish news. Barkarke’s parents came from Vasa, Finland, and he knows the right and wrong of Finnish names and places.

Meet the Ladies

MARGARET FOSS

NEW home economist and director of women's shows at WDAY, Fargo, N. Dak., is Margaret Foss (Peggy to her) a North Dakota U. student, who was selected from a field of nine applicants. Miss Foss is the daughter of Mr. and Mrs. George Foss of Bismarck. She has been associated before joining WDAY with KGAB, Bismarck, and has resigned as the daughter of Mr. and Mrs. James Foss of Bismarck, and with KGAB, Bismarck.

Finished

WAYNE MACK, chief announcer of WCB, Cleveland, recently resigned from his position as the director of the Engineering Department of the Cleveland Press, for which he was associated before joining WDAY in December. Mr. Mack is the son of Wayne and Emma Mack, of Cleveland. He has been with the Cleveland Press for nine years, and was associated before joining WDAY with KGAB, Bismarck.

Lionel J. W. Benison

LIONEL J. W. BENISON, 33, president of the Benison Co., Montreal advertising agency, who is v.p. of the company, died Dec. 4 at Montreal after a short illness. Mr. Benison was born in Ireland, and came to Montreal 33 years ago, entering the Scoggie department store of which he was subsequently the advertising manager. He operated his own agency for a short time, then joined the present firm of Benison, Eastman Co. as vice-president and manager of the Montreal office. In 1954 he received his second degree. He is survived by his wife and six children, his father, two brothers and six sisters.

George Rosenberg, Hollywood film critic, is the author of a Columbia Management of California, that city to handle radio and picture personalities.
DEC. 15, 1939.

BROADCASTING PUBLICATIONS INC.,

NATIONAL PRESS BUILDING, WASHINGTON, D. C.

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1940 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time--tell your story in

Full page $192
Half page $108
Quarter page $60

Frequency discounts apply
"Colossal" indeed is the Red's regular listening audience—day or night, male or female. It's by far the biggest in the business. "Stupendous" too, is the number of families who "listen most" to the Red. Nevertheless, they're facts proved by radio's most complete circulation study—the only one ever made which covers both halves of the radio audience!

With your own future profits in mind, consider two facts. First, among the many Red Network boosters are the beauty aid makers, who preferred the Red by a two-dollars-to-one margin over any other network during the first nine months of this year. Second, 79 national advertisers last year appropriated more money for the Red Network than for any other single advertising medium in the world—over $31,000,000!

This, we believe, is conclusive evidence of the confidence advertisers have in the Red Network's ability to sell goods. A confidence substantiated by facts unearthed in the only network survey ever made which covered not only the usual radio research territories, but the "Other Half" of the national radio audience as well—the previously "uncharted" areas where 51% of all U.S. radio-owning families are located!

New Light on Radio

The revelations in the "Other Half" story prove many things of greatest importance to advertisers. Facts are brought to the fore which no profit-minded advertiser can ignore.

Sure, NBC look "Hollywood"
Puzzling time-buying knots are unraveled. Proof is given that a CAB rating on the Red means a greater nationwide audience for a program than the same rating on another network.

In short, a completely new conception of comparative network circulations and values has been born! As one agency executive put it: "At last I understand how radio works, and why the Red Network produces extra results for my clients!"

**Missing Extra Sales?**
We believe that when you hear all of this astonishing story, you'll agree that there are reasons aplenty for the high regard in which the Red is held by present advertisers. You'll know why it is the country's No. 1 advertising medium... why, ever since network broadcasting began, it has aired the majority of the leading day- and night-time programs. The Red's extra national coverage means extra sales for you.

You are invited to join the Red's long list of distinguished, profit-wise customers!

**NBC Red NETWORK**
The network most people listen to most
THROUGH its Jungle Journal program on WPEN, the Philadelphia Zoo has been recognized for its educational work by the American Philosophical Society. Special listings of the Zoo program on WPEN now appear in the monthly publication of the Society.

WOL, Washington, on Dec. 11 observed its 15th anniversary. Although no special birthday program was presented, the event was publicized by station breaks throughout the day calling attention to the anniversary.

RECENT renewal contracts with WGAC have been signed by CBS, N.E. Texas State Network, McClatchy Group, Don Lee Network, Colonial and Yankee Networks, and WLW, Cincinnati.

KNX, Hollywood, recently claimed a scoop of nearly five hours over other Los Angeles county stations as well as local newspapers. When the United Press flash, “Russians Bomb Helselings Airfield,” came over the KNX teletype at 1:02 a.m., Nov. 30, two minutes after the station had signed off, Pete Pringle, news bureau chief, got into action. With assistance of Tom Hanlon, CBS Hollywood night supervisor, he phoned the transmitter 20 miles away. They had the station back on the air in two minutes. Using the four-word bulletin as a lead, Pringle ad libbed a five-minute commentary, giving background of the Russ-Finn dispute.

WHEN KCLW, Windsor, Ont., recently had its annual Sunday night party in aid of the Canadian Red Cross, 3,000 had to be turned away from the Capitol Theatre where the show was staged. The theatre, which seats 2,000, was jammed with 2,000 who started to fill it early in the afternoon, although the show did not start until 8:30 p.m.

Pete Flops

WHEN Youngstown College recently acquired a penguin, yelped “Pete,” for a football mascot, WFMI in Youngstown, O., planned a special radio interview with the bird to introduce him to the community, bought for $150, largely furnished by the Mahoning Natural Resources Council, and insured for his full purchase price, Pete promised to be an interesting subject for a radio interview.

Brought to the studio, however, he turned out to be as silent as a clam. He exclaimed gaily all over the floor, making an effort to reach the piano legs and other vertical impediments, but not once during the program would he give voice, much less ever sound a penguin makes, if any.

WHEN Johnny Morris Jr., diminutive caller of Phillip Morris Cigarette fame, paused briefly in Lawrence, Kan., recently, he was the hub of attention local WREN’s special five-minute program. Kansas radio fans flocked to the studio to hear “Call for Phillip Morris” as given by the expert Johnny, who also autographed hundreds of packages of cigarettes and posed for photographers. Smiling in real life as he does on the poster at his side, Johnny stands at least beside the WREN microphone while Verl Bratton, WREN manager, and John Bondeson (right), promotion director, stare.

WXLY, Syracuse, recently carried a unique “battleship” broadcast, sending a mobile unit into the midst of special training maneuvers of the 108th Infantry, New York National Guard. For the broadcast commanding officers staged a combat revolving about the mobile unit so that the WXLY special events staff, including E. R. Vaubel, director and Bill Rothrum, could describe the offensive and defensive maneuvers.

EIGHTH annual International Children’s Christmas broadcast, in which the sons and daughters of foreign diplomats in Washington send Christmas greetings to their respective lands in their native tongues, will be heard on WBG, Dec. 20 from 5 to 5:45 p.m. The program also will be shortwave throughout the world. It is expected that radio contracts will be represented in the broadcast, which is to originate from the Washington Hotel, and will feature the U. S. Marine Band, directed by Capt. Taylor Brannin.

WOL, Washington, cooperating with the local Loew’s Theatres and the C. C. Playgrounds, is organizing a Christmas competition to indicate the collection of toys and clothing for distribution to the city’s needy children. Boxes have been placed in the lobbies of three Loew theatres in downtown Washington, where contributions may be deposited, and WOL is pushing this idea with spot announcements on the programs of Art Brown, Tony Wakeman and Walter Compton. 

KFEL, Denver, will hold its 16th annual Good Fellow Club Christmas auction, at which merchandise donated by local merchants is auctioned to the highest bidders and proceeds are used to buy Christmas baskets for needy families, in mid-December, with three auctions scheduled for Dec. 14, 15 and 19. Under supervision of Gen. Gene O’Fallon of KFEL, Harry Rosenthal and Ed Freeman, veteran auctioneers, will conduct the Christmas broadcast.

WGAR, Cleveland, in cooperation with the Cleveland Public Library, is sponsoring a campaign to secure books for shut-ins. Manager John Fatt, who originated the idea, has enlisted the support of local women’s clubs and welfare agencies. In addition to announcements and other special broadcasts, there’ll be climaxd by a two-hour show featuring local celebrities. Each book distributed will contain a special pressed bookplate crediting WGAR and Sidney Andora, special events director and supervisor of the campaign.

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KVOO, Tulsa, Okla., is enlarging its music library and re-cataloging its music under supervision of Bert Baker, music librarian.

WRITTEN by and devoted to KFDA, Amarillo, the Amarillo Times has added a daily "Radio Roundup" column which includes daily program highlights, personal notes and items of general interest to radio listeners.

BUSINESS prospects in Canada radio look better than ever, despite Canada's active participation in the European war, Fin Hollinger, commercial director of CHL, Yarmouth, N.S., reported upon his return from a business tour to Toronto and Montreal for the station.

ANNUAL commission for funds to buy shoes for Washington's underprivileged youngsters, sponsored jointly by WJSY and the Washington Daily News, started early in December. Listeners and readers are urged to send in a dollar in a used shoe to buy a new one. Through large lot purchasing arrangements with local department stores, each dollar pays for a pair. On Dec. 2 WJSY carried an all-night request program, conducted by Arch McDonald, during which listeners requested numbers to forward a dollar worth.

FIRST attempt to furnish state-wide coverage of a sporting event in Georgia succeeded late in November when the four-station Georgia Broadcasting System carried the Georgia-Auburn football game under sponsorship of Nehi Corp. (Royal Crown and Nehi Beverages). Stations in the network include WAGT, Atlanta; WGCJ, Alabaster; WSBI, Columbus, which originated the grid broadcast. Please with the results, the sponsor is reported to be planning several similar state-wide broadcasts of games next season.

DAVID LOWE, conductor of the daily motion picture news program The Sound Track on WNEW, New York, on Dec. 4 started a regular five-minute review program of all New York theater shows, with a description of Maurice Evans' "Hamlet."

KOMA, Oklahoman City, late in November originated a two-part 66-minute broadcast of the celebration in Bartlesville, Okla., of the 95th birthday of Frank Phillips, Oklahoma oil tycoon and business leader, which was carried over a 44-station hookup created especially for the occasion.

A special event crew including Manager Neal Barrett, announcer Bob Oden and Engineer Orville Mills, along with Jack McGee, of KTUL, Tulsa, handled two separate pickups from Bartlesville, one heard from 2:30-3 p.m. and the other from 3:30-4:30 p.m. The 44 stations in the special hookup included KOMA and KTUL; KGNC, Amarillo; KWTI, Wichita Falls, Texas.; KOMJ, Pitts., Kan.; KGNX, Springfield, Mo., and stations of the Texas State Network and Oklahoma Network.

KDYL, Salt Lake City, is including among its Christmas features program for the Junior Chamber of Commerce's home-lighting contest, for which the KDYL mobile unit visits homes entered in the contest for descriptions of the decorations and lighting effects. Climaxing the contest, KDYL will present winners in each division on a special program from the KDYL Radio Playhouse. Arrangements were supervised by James W. Kenny, Junior Chamber secretary, and Dave Simmons, KDYL special events chief.

To secure monthly reports on its programs and service to the Telegraph service, WJSY, Norfolks, Va., has acquired arrangements with 35 local business and professional organizations to form an advisory program board.

KVOO, Tulsa, Okla., has started its annual "Past Children's Christmas campaign," during which spot announcements and special programs are used to encourage local businesses to help needy youngsters of the community.

K. K. HACKATHORN, sales manager of WOLE, Cleveland, has announced a 15% increase in the station's rates, effective as of Dec. 1.

KTSU, San Antonio, is conducting a drive for used books to be distributed to students during the Christmas season. The campaign, conducted by Charles C. Shaw, KTSU news editor, in connection with his three-weeks An Editor Views the News series, will be conducted with the support of the San Antonio Public Library.

KREX, San Francisco, has announced a 15% increase in the station's rates, effective as of Dec. 1.

KTFM, San Francisco, is conducting a drive for used books to be distributed to students during the Christmas season. The campaign, conducted by Charles C. Shaw, KTSU news editor, in connection with his three-weeks An Editor Views the News series, will be conducted with the support of the San Antonio Public Library.

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THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio announcements
- on-air announcements
- on-air promotions
- transcription announcements


American Cranberry Exchange, New York (Eatmor), as series, thru BBDJO, New York (WMT), WOR.


Wolin & Grinnell, Chicago, thru Bermingham, Castlemaker & Pierce, N. Y. (WNAX).


Katz Drug Co., Kansas City, 5 sp weekly, direct (KSO).

WOR, Newark


Modern Industrial Bank, New York, weekly thru Metropolitan Adv., Co., N. Y.

New Jersey Bell Telephone Co., Newark, dec 22, direct.

O'Hare & Co., Chicago, 3 sp weekly, thru Fresha, Fellers & Presha, Chicago.

WHO, Des Moines

Hooie Fruit Co., Des Moines, 6 sp weekly, thru H. J. Fotts & Co., Kansas City.

Folger Coffee Co., Kansas City, 200 t, thru Lord & Thomas, Chicago.

Peter Paul Inc., Naugatuck, Conn. (Gum crow), 32 oz as and 5 sp weekly, thru Platt-Forbes, N. Y.

McConnon & Co., Winona, Minn. (babe products), 2 sp weekly, thru McCord Co., Minneapolis.

Woodman Accident Insurance Co., Lincoln, 5 sp weekly, thru Fresha, Fellers & Presha, Chicago.

KGO, San Francisco


Larus & Bro. Co., Richmond, Va. (Domino Cigarettes) weekly 5, thru Wwick & Bellinger Co., N. Y.

WARD, Brooklyn, N. Y.


Aarons' Stein Furniture Co., New York, 2 sp weekly, 13 weeks, direct.

WNEX, New York


Sachs Furniture Co., Newark, weekly 26 sp, 26 weeks, thru Albert H. Newman, Newark.

Sabet Music Studios, New York (home study music courses), 52 weeks, thru Frank Kiernan Agency, N. Y.

CFCF, Montreal

Fruitatines Ltd., Toronto (Fruitatines), 5 as weekly, thru Lord & Thomas, Toronto.

S. H. Ewing Ltd., Montreal (seeds), 5 as weekly, thru United Radio, Montreal.


Salada Tea Co., of Canada, Montreal (tea), 5 sp weekly thru Thornton Perkins, Toronto.


National Drug & Chemical Co., Montreal (proprietary), thru A. McKibbin Ltd., Toronto.

KOMA, Oklahoma City

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 520 as thru Benton & Bowies, Chicago.

Household Magazine, Topkea, 6 sp weekly, thru Fellers & Presha, Chicago.

Northwestern Yeast Co., Chicago (Macs), 65 as thru Hays MacFarland Co., Chicago.

WABC, New York

Maryland Veterans Home, Chicago (Dept. of Veterans Affairs), thru Joseph Kat Co., Chicago.


WMCA, New York

King David Memorial Park, Putnam Valley, N. Y. (cemetery), 6 sp weekly 15 weeks, thru Austin & Specter, N. Y.

KROW, Oakland, Cal.

Goodrich Silvertone Stores, Oakland (tires), 3 as weekly, direct.

Buffalo Cheese Co., Oakland, 3 sp weekly, direct.

WHN, New York

Wax Museum, New York, weekly 52 sp, 26 weeks, direct.

KXN, Hollywood

Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn), 6 sp weekly, thru Long Martin Adv. Services, Los Angeles.


Helms Bakers, Culver City, Cal. 3 sp weekly thru Martin Adv., Los Angeles.

John Morrell & Co., Ottumwa, 1a (E. Z Cut Hams), 4 weekly thru Henri, Hurst & McDonald, Chicago.

Chubbe, Peabody & Co., New York (Sausage), 3 sp weekly thru Young & Rubicam, N. Y.


Parrott & Co., Los Angeles (blend pie crust), 6 sp weekly thru Barton A. Sheehan Adv., Los Angeles.

Coast Federal Savings & Loan Asn., Los Angeles (banking service) 6 sp weekly, thru Robert E. Dennis Adv., Los Angeles.

Thrift Drug Stores, Los Angeles (chain), 6 sp weekly, thru Milton Weinberg Co., Los Angeles.

KJJ, Los Angeles

Schein Products Co., Los Angeles (oranges, and lemons) 2 sp weekly, thru Heintz, Pickering & Co., Los Angeles.

Dr. W. J. Ross & Co., Los Alamitos, Cal. (soap and dog food), 5 sp weekly, thru Ray Adv. Agency, Los Angeles.

Saxo Roebuck & Co., Los Angeles (dept. store), 16 as thru Mayers Co., Los Angeles.

Household Magazine, Topkea, Kan. 6 sp thru Fressa, Fellers & Presha, Chicago.

Crown Pub. Co., New York (Woman's Home Companion), weekly 6 sp thru McCann-Erickson, N. Y.

KPO, San Francisco

The Purex Corp., South Gate, Calif. (bleach) 2 sp weekly, thru Lord & Thomas, Los Angeles.

Thomas J. Lipman & Co., Los Angeles (tea), 10 as weekly and Young & Rubicam, N. Y.


Cook Products Corp, San Francisco (salad dressing) 4 as thru Rufus Rhoads & Co., San Francisco.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (cold tablets), 80 as and 82 as thru H. W. Kastor & Sons Adv. Co., Chicago.


Procter & Gamble Co., Cincinnati (Dash) 5 1/2 weekly thru Feller & Ryan, Cincinnati.

Railway Express Agency, New York (shipping), 10 weekly thru Ceples Co., N. Y.

Ford Dealer Adv. Fund, Los Angeles (auto), 100 as thru McCann-Erickson, Los Angeles.

WKRC, Cincinnati

Wander Co., Chicago (Oratline), 2 as weekly, thru Blackett-Sampson Co., Cincinnati.

Consolidated Drug Trade Products, Chicago, 6 t weekly thru Benson & Doolittle, Chicago.

Northwestern Yeast Co., Chicago (McGee), 6 sp weekly thru Hays MacFarland Co., Chicago.

Reid, Murdock & Co., Chicago (monarch), 24 sp weekly thru A. M. Cannon, Erie, Cleveland.

Burger Bros., Cincinnati, 6 t weekly, thru Midland Agency, Cincinnati.

Red Top Brewing Co., Cincinnati, weekly 1p, thru Jesse M. Joseph, Cincinnati.

Hecker Products Corp., New York (Frost cake flour), 5 sp weekly thru Erwin Waste & Co., N. Y.

WTMJ, Milwaukee


Carter Products, New York (Aridor), 78 as thru Small & Seifer, N. Y.

Thomas, J. Lipton, Hoboken (tea) 50 as thru Young & Rubicam, 50 t thru Lord & Thomas, N. Y.

Lauder's Parisian Cloaks, 60 as thru J. M. Mather, N. Y.

Railway Express Agency, New York, 15 as thru Capers Co., N. Y.


KSFQ, San Francisco

Standard Beverages, Oakland (Par-T-Pak) 4 sp weekly, thru Emil Reinhardt Agency, Oakland.

Wood Briquettes, Oakland, Calif. (Prest-o-logs) 6 sp weekly thru Emil Reinhardt Agency, Oakland.

National Funding Corp., Los Angeles (loans) 5 sp weekly thru Smith & Baker, Los Angeles.

Purex Corp., South Gate, Calif. (Purex), 12 as weekly thru Lord & Thomas, Los Angeles.

KECA, Los Angeles

Larus & Bro., Richmond, Va. (Domino Cigarettes & Edgewood tobacco), weekly 1 thru Warwick & Legler, N. Y.


Union Pacific Stage of Cal, Los Angeles (transportation), 5 sp weekly thru Beaumont & Holman, Los Angeles.


"He's retired in Washington since they put the 'Keeperman' on WRC."

PH. ADV.

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www.americanradiohistory.com
WABC, today, is New York’s most familiar commodity: more thoroughly distributed among New York homes than any other product you can name!

We’ve prepared a special study of New York radio stations and audiences. Write to the Columbia Broadcasting System, 485 Madison Ave., N. Y.

WABC 50,000 WATTS • 860 KILOCYCLES

Owned and operated by the Columbia Broadcasting System. WABC is the key station of the world’s largest radio network.
Mr. Nathan Lebedeker, Manager of "Stephen's", one of Rochester's larger women's apparel houses, prescribes a good Sunday program over WHEC as a sure cure for a Rochester "Blue Monday".

Mr. Lebedeker speaks from experience. Stephen's have carried a half-hour program on WHEC, Sundays at noon, continuously for the past four and one-half years,—used WHEC EXCLUSIVELY to build Monday business. And big Mondays have helped in a big way to make Stephen's the big and progressive store that it is today.

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

**Radio Advertisers**

GRAHAM GLADWIN Radio Productions recently was organized in the offices of F.C., to provide the world's first and only national network of free-standing radio stations. The company will be responsible for the promotion, operation, and management of the network, which will consist of approximately 100 stations throughout the United States. The stations will be owned and operated by independent radio station owners, who will be paid a percentage of the gross revenue from their stations. The network will be financed through stock offerings to the public, and will be controlled by a board of directors consisting of representatives from the participating stations. The network will provide a unique opportunity for advertisers to reach a national audience with cost-effective and efficient broadcast strategies.
BIG birthday cake, commemorating the 1,000th broadcast of Cielan Card's *Almanac of the Air* for Northrup King & Co., on WCCO, Minneapolis, was presented Dec. 1 by WCCO General Manager Earl H. Gammons (left) to Vice-president Lindon King (right), of Northrup King. In the center giving wraps attention to the candle-lighting ceremony is Card, who has conducted the early morning quarter-hour of general horse-play for the last three years. The anniversary was observed with a special program in the WCCO studio auditorium, at which 400 Northrup King executives and employees were guests.

CROSLEY DISTRIBUTING Corp., New York, from Dec. 11 until Christmas will sponsor three quarter-hourly weekly of Martin Block's *Make Believe Ballroom* program on WNEW, New York, to promote Christmas sets of Crosley radio. Last use of radio by the company was a campaign this fall on WJZ, New York, of programs giving football scores and news following leading games. J. M. Mathes, New York, is agency.

MODERN INDUSTRIAL BANK, New York, Dec. 11 started Johannes Steel's news commentary program on WMCA, New York, through Fridays, 7:45-8 p.m. Metropolitan Adv. Agency, New York, is agency.

FLORIDA CITRUS EXCHANGE, Tampa, which recently started four-weekly participations on the Pure Food Hour on WOR, Newark, for Florigold oranges, is using one-minute spot announcements six times weekly on KYW, Philadelphia, and WSTR, Syracuse, Erwin, Wasey & Co., New York, handles the account.

KYW, Philadelphia, has signed *Singin' Sam*, formerly heard on the networks, for a new five nights weekly series sponsored by the local Coca Cola Bottling Co., placed through Feigenbaum Adv. Agency, Philadelphia. He started Dec. 11 and is heard at 6:45 p.m.

**A SELLING CREED**

Laird Cites Fundamentals of Merchandising

MERCHANDISING creed stressing the importance of sound facts and correct interpretations of fact was outlined Dec. 6 by J. Kenneth Laird, account executive of Young & Rubicam, at a meeting of the Cincinnati Advertisers' Club. Among "Opportunity Patterns" to help plan a fact-finding expedition and interpret the facts after they are found, he listed:

1. Find the elements of success in your field; combine them in a new way.
2. Don't fight a strong trend; climb aboard and ride it.
3. Locate the narrowss and build a fort.
4. Find out what's blocking your product; blast it out.
5. Find out why your present users buy your product; use the same story to get new users.

SCHNU PRODUCTS Co., Los Angeles, recently added its Siesta Pine Toilet Soap, on Jan. 7, will also expand coverage of that program to include the same 7 CBS Pacific Coast stations, Sunday, 2-3:30 p.m. Contract is for 52 weeks and broadcasts will be increased to five weekly, Monday thru Friday 5:15-6:30 p.m. (PST). The firm, currently sponsoring the weekly half-hour *Spelling Bee-Liner* on Tom Breneman on KNX, for its Sierra Pine Toilet Soap, on Jan. 7, will also expand coverage of that program to include the same 7 CBS Pacific Coast stations, Sunday, 2-3:30 p.m. Contract is also for 52 weeks. An extensive merchandising and promotion campaign will be launched in conjunction with both shows. Details are now being worked out by Raymond R. Morgan Co., Hollywood agency servicing the account. Los Angeles Soap Co., for its various products plans to continue the use of spot announcements in western states not covered by these programs.

PROCTOR & GAMBLE Co., Cincinnati, has started *Red Hot & Blue* on BAB Co., Los Angeles, and *Continuing Adventures* on WJZ, New York, and *Celebrity Gossip* on WOR, New York. Other stations which are carrying the programs across the country are WJZ, New York, KOM, Denver, and KERO, Los Angeles. 

**White King Soap Plans Pacific Coast Expansion**

LOS ANGELES SOAP Co., Los Angeles, currently sponsoring Phil Stewart's thrice-weekly quarter-hour philosophical program, *Dealer in Dreams*, on KNX, Hollywood, for Scotch Soap, will extend coverage of the broadcast to include 7 CBS Pacific Coast stations (KNX KSFO KARM KVI KFOI KIRO KFFY), and exploit White King Soap instead of the former product. Contract is for 52 weeks and broadcasts will be increased to five weekly, Monday thru Friday 5:15-6:30 p.m. (PST). The firm, currently sponsoring the weekly half-hour *Spelling Bee-Liner* on Tom Breneman on KNX, its Sierra Pine Toilet Soap, on Jan. 7, will also expand coverage of that program to include the same 7 CBS Pacific Coast stations, Sunday, 2-3:30 p.m. Contract is also for 52 weeks. An extensive merchandising and promotion campaign will be launched in conjunction with both shows. Details are now being worked out by Raymond R. Morgan Co., Hollywood agency servicing the account. Los Angeles Soap Co., for its various products plans to continue the use of spot announcements in western states not covered by these programs.

IRNA PHILLIPS, author of four headline NBC script shows, has completed advance scripts through Jan. 15 and is vacationing on the West Coast. Miss Phillips writes *Guiding Light*, *Woman in White*, *Road of Life*, *Right to Happiness*.

**WEED AND COMPANY**

**COLUMBIA AFFILIATE**

**WBIG in Greensboro, N.C.**

Edney Ridge, Director
George P. Hollingbery Co.
National Representatives
SUIT for $65,778 was filed Nov. 28 in New York Supreme Court by Austin & Spector Co., New York, against Eastern Wine Corp., a former client, which recently appointed H. C. Morris & Co., New York, its new agency. Austin & Spector claims its services were engaged Feb. 1, 1938, to handle advertising for Chateau Martin wines, and that, after placing announcements on three stations, it was discharged Oct. 1, 1938, when it owed the stations for time, together with commissions and other costs, a total of $65,778. The wine company has denied the charges, but asks, if payment is required, that the money be turned over to the stations, not to the agency. The answer also claims that it is customary when an agency is discharged, the 15% commission should be paid to the new agency, which the stations refuse to do.

AustraliaRestrictsDiscs

A CABLE Dec. 11 from the Macquarie Network, Sydney, Australia, to Ralph L. Power, its American representative, states that a drastic monetary legislation places transcription pressings and stampers from dollar countries on the prohibited list, but importation is permitted of mother matrices in proportion to the transcription purposes for the year ending June. Thus American producers are still permitted in law to press arrange of matrices of Australian importers of American transcriptions must apply immediately for licenses in Canberra. Australian capitol. These are the only terms under which the Government will permit future trade, the only deviation being permission for free sample discs. The prohibition does not apply to goods already ordered and paid for, provided they arrive in Sydney before Feb. 29.

Mail Display

NEW sales technique has been developed by Dan Dywer, of WSYR, Syracuse, N. Y. Peddling a participating program to a prospective additional sponsor recently, Dywer carried with him into the prospect’s office a basket full of fan mail for the program. Purely by accident the basket was spilled and letters sent over the top of the desk. Everybody in the office started retrieving letters and immediately began noticing remote postmarks and other evidence of the feature’s wide reception. The accidental spill did such an effective job of emphasizing the fan mail that now, whenever Dywer brings such items to a prospect’s office, he always manages to trip and spill them.

PIANO COURSE SPOTS

SEE-NOTE PUBLISHING Co., Hollywood (piano self-instruction), new to radio, has during a two-week test campaign which ended Dec. 15, used a thrice-weekly quarter-hour program featuring the George Anthes system of piano study on WHBL, Sheboygan, Wis. Following the Christmas holiday, the firm plans the same program on a group of 10 or more midwestern stations, placing through L. C. Cole Adv. Agency, Hollywood. List is now being made up.

New Program Service

ERICK DON PAM, vice-president and general manager of Ayers-Prescott, New York, has resigned to become president of his own company, American Radio Newsreel Inc., with offices in the RCA Bldg., New York, and studios in the General Electric Bldg. Mr. Pam will take with him the twice-weekly quarter-hour recorded interviews program American Radio Newsreel, formerly produced by Ayers-Prescott [BROADCASTING, Dec. 1]. The company will act also as a managerial agency and will offer script services and packaged network shows. S. Kirby, vice-president and treasurer, will take over all radio production of Ayers-Prescott, fulfilling Mr. Pam’s former duties.

E. A. BYWORTH, president of Associated Broadcasting Co., Ltd., Toronto and Montreal, has resigned to take over the Toronto Associated Broadcasting Co., complete with staff and offices, which will operate as Commercial Broadcasting Services Ltd. Officials in the new company re- Mr. Byworth, president; J. C. Tomlinson, manager; and Miss Marion C. Magnan, ABC, vice-president. Commercial Broadcasting Services Ltd. offers live and recorded music, custom recording, audience participating and quiz shows, time placement and other services.


AS OF Nov. 15, 3,101 selections were included in a listing of NBC Transcriptions, classified by types of music, this included 891 dance selections, 256 vocal and 33 instrumental selections; 34 religious; 377 instrumental group selections, 112 instrumental and 665 vocal solos in the concert music section; 161 symphonic selections; 381 hillbilly music selections, and 101 scene-setting and sound selections.

STANDARD RADIO announces the following new subscribers to and renews of its Standard Library Service: RKO, Hollywood; West Coast Network, Hollywood; KWKY, Oklahoma City; WIRE, Columbus; WCKY, Cincinnati; WBT, Atlanta; WLAW, Lawrence, Kan.; KWAL, Seattle; WGB, Detroit; WSNY, New York.

NEW subscribers to Charles Michelon’s Speedy-O sound effects library are Columbia University, New York, WCHV, Charlotte; WNYC, New York; WOR, New York; WHN, New York; WHBQ, Memphg; WXYW, Cleveland.

LEWIS Recording Studios Inc. recently was formed with offices at 1040 Geery St., San Francisco, and with Samuel Lewis, who formerly conducted his own transcription agency in that city, as president. Other officers of the company include Maurice Gunnsky, vice-president; Sam Moore, vice-president, and Ida & S. Berlin.

EARNshaw Radio Productions and Earnshaw-Yang Inc., Los Angeles transcription and program producers, have moved their offices to 1151 S. Broadway. Firms have appointed the Walter Biddick Co., Los Angeles, as exclusive sales agents.

CHARLES MICHELON, New York electrical transcription company, will move to 67 W. 44th St. about Jan. 1.

KMOX, St. Louis, for the fifth consecutive year is carrying on a campaign against the smoke evil in that city. Each Sunday evening Harry W. Flannery, special events commentator, interviews authorities to bring out the best methods of burning coal with an eye on smoke abatement, giving an opportunity to experts to express intelligent and experienced opinion on the problem.

Covering the only area in Montana in which there is any concentration of population

Gene Fortous & Co., Representatives

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

Tobacco Money!

Holiday Money!

Asheville’s big burley Tobacco market opening early in December, Industry in high gear. Full roll mounting. Holiday spending unleashed. So "trip" your sales message over WWNC’s only blanket radio coverage of this busy area. And hurry!
WHEN members of the Chicago Women's Advertising Club recently expressed a desire to learn just how a radio broadcast is developed and sold, NBC turned the Girl Alone show into a guinea pig for the club, and presented the complete story from the broodroom to the program's present status as a leading daytime commercial broadcast. Left to right are: H. C. Kopf, sales manager of NBC, Chicago; Pat Murphy, Girl Alone star; H. J. Ager, Yellen & Son Inc., Chicago Women's Advertising Club; Fayette Krum, author of Girl Alone; Paul McCluer, asst. sales manager, NBC; Sidney N. Stroitz, general manager, central division, NBC; Betty Winkler, Girl Alone star; William Weddell, sales counselor, NBC; Emmons C. Carlson, adv. & sales promotion manager, NBC.

H. CHARLES SIECK Inc., Los Angeles advertising agency, has established a new department specializing in food accounts, according to H. Charles Sieck, head of the firm, who simultaneously announced appointment of John Dingee as account executive and director of that division. Agency has also added Howard L. Tullis as account executive.

THURSTON G. MCGUFFICK, for several years space buyer and media analyst of McCann-Erickson, San Francisco, has been named sales development manager for Pacific Outdoor Adv. Co., Los Angeles. He will be succeeded at the McCann-Erickson office by John A. Nelson, who will be assisted by Philip Rasmussen on spot radio, Chester Tate on newspapers, and Al C. Nelson on outdoor and card advertising.

ROB MEYZGER, radio director of Ruthrauff & Ryan, Chicago, recently composed and published the song “One Cigarette For Two.” The popular tune was introduced by Dorothy Lamour on a recent Chase & Sanborn Hour program. Agie, Ridgewood & Kestenstein, New York, is the publisher.

RICHARD COMPTON, president of Compton Adv., New York, is director of the advertising division of the 38th annual Christmas Seal Sale campaign now in progress.

ADDISON SMITH, a member of the Hollywood staff of Benton & Bowles, has been transferred to the radio production department of the agency’s New York office.

WILLIAM B. DOVER has severed his association with the Orsatti Agency, Beverly Hills, Cal., talent service, and has gone to New York to establish his own business, handling talent and material adaptable to Hollywood. He will also handle radio for Hollywood talent and writers, as well as represent West Coast agencies who currently have no New York representative.

WESTERN ADV. Co., San Diego, Cal., agency, has established Los Angeles offices at 650 S. Grand Ave., with Harriet W. Kelly in charge as manager. Royal Ross, president of the firm, is now in New York establishing an eastern branch office.

J. C. COLE ADV. AGENCY, San Francisco, has established New York offices at 1635 Cosmo Building, with Irene Wighton in charge.

F. G. MULLINS, former vice-president of the Pacific National Adv. Agency, Seattle, has resigned to become manager of the Seattle office of Ruthrauff & Ryan, replacing Fred Duerr, who has been transferred to the agency's San Francisco office.

SAM WINGFIELD, formerly president of his own publicircy agency, Wingfield Advertising, New York, has joined the publicity department of J. M. Mathies, New York, to handle all publicity on Information Please, NBC program sponsored by Canada Dry Ginger Ale. Mr. Wingfield was previously with Kinyon & Eckhardt, New York, and handled radio publicity for the Canada Dry account when it was handled by N. W. Ayer & Sou, New York, and sponsored Jack Benny on NBC.

SEASON’S GREETINGS!

To you — who have helped make 1939 our biggest year—
the merriest of Merry Christmases and the most prosperous of New Years!

BROADCASTING • Broadcast Advertising December 15, 1939 • Page 69

But We Know

Don’t We, Doc!

OUR “Doc” is just an intelligentia-ridicule hill-billy, who can tear the lid off the question box better than the human for the “FAN LOYALTY CLUB”. A college psychologist is so much Greek to our “Doc”, but man alive, what a sock he’s got when it comes to box tops!

RATING? Sure, he’s got it—“Fan Loyalty” takes care of where he stands, that’s what he’s got aplenty!

HOW DOES HE GET IT? Hits ’em where they live! That’s the way every Mother’s son at WWVA does business.

If you want the clue to “Fan Loyalty”, turn your light our way!

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven Sixty on 2,085,666 Radio Dials
JOHN BLAIR CO. — NATIONAL REPRESENTATIVES
Canadians to Meet
THE SIXTH annual convention of the Canadian Assn. of Broadcasters will be held at the Mount Royal Hotel, Montreal, Jan. 22-24, according to T. Arthur Evans, CAB secretary-treasurer. No agenda has as yet been lined up, but among subjects to be discussed will be the Canadian copyright situation, network problems, and most likely special problems relative to the war. Harry Sedgwick, CFRB, Toronto, president of the CAB, will preside.

RECENT subscribers to United Press News Service are stations KVFO, Tulsa; NTRH, Houston; WMPS, Memphis; KXOX, Sweetwater. Tex.; WTBO, Cumberland, Md.

LOU STELLING, head of Lou Sterling & Associates, North Hollywood, Calif., advertising agency, who is also associated with the new XERB, Los Angeles, Mexico, has gone to Chicago to appoint a United States representative for the station. NED COSTELLO, of the New York office of the Katz Agency Inc., has been transferred to the firm's Chicago office.

WSVW, Harrisonburg, Va., has appointed Joseph Hershey McGilvra as its exclusive national representative, replacing Sears & Ayer.

HAROLD HIGGINS, head of the Chicago office of WOR, Newark, is the father of a baby boy, Harold Frank, born Dec. 2.

Dr. W. C. HOLLINGBERY, National representative firm, announces the exclusive representation of WIRE, Indianapolis, effective Jan. 1. WHK-WCLE, Cleveland, and WHKC, Columbus, O., has reappointed Radio Advertising Corp., as national representative for another year, effective Jan. 1.

MORAL: working constantly

DEER hunters stopped at WHBL, Sheboygan, Wis., the other day to exhibit the spoils. Howard Wilson, head of Howard H. Wilson Co., national representatives, bagged the deer. Left to right are Harlan Oakes, of the Wilson Chicago office; Mr. Wilson, Ed Culiff, manager of WHBL; Mrs. Wilson and Horace Hagedorn, head of the New York office of Howard H. Wilson Co.

Hearing Set for Dec. 18
On WSAL Revocation

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Hearing on the hearing on revocation proceedings against WSAL, Salisbury, Md., based on charges of purported lack of financial responsibility and transfer of license without authority, was ordered by the FCC to begin Dec. 18 in Washington. The licensee is Frank M. Stearns, Glenn D. Gillett, consulting engineer, was also named a party in view of financial interest in the station.

Hearing on the renewal of license of WBAX, Wilkes-Barre, Pa., was ordered for Jan. 15 under a tentative calendar. The station license has been held by John F. Ryan, Jr., but litigation developed over ownership and operation of the outlet. The hearing was ordered on the matter of control, with Mr. Gillett also a party.

Title Suit Dropped

SUIT of Beth Brown, author, seeking an injunction to restrain the broadcast of the Bristol-Myers Co. For Men Only program for Vitalia was discontinued in New York Supreme Court Dec. 4. Miss Brown filed suit against N. E. Pedlar & Ryan, Bristol-Myers Co. and the Crosley Corp., claiming she had created the title for a novel and had exclusive rights to it.

AAA's New Volume

VOLUME VIII of Market & Newspaper Statistics has just been released by the American Assn. of Advertising Agencies. It deals with only those cities in which newspapers were audited to March 31, and June 30, 1939. Included are latest figures on population, number of families, English reading persons, English speaking persons for Canadian cities, income tax returns, audited newspaper circulations, income, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC Audit Reports which deal with circulation inducements. Volume VIII, covering 45 cities in which newspapers were audited to Sept. 30 and Dec. 31, 1938, was issued last June.

SPECIALIZING IN RECORDED NEWS ANNOUNCEMENTS FOR LOCAL ADVERTISERS

We supply script • cast • sound effects

Walter Patrick Kelly
RKO 5th Ave. Radio City New York

Page 70 • December 15, 1939

BUY CHRISTMAS SEALS

The National, State and Local Tuberculosis Associations in the United States

BROADCASTING • Broadcast Advertising

STEUART & Son, Baltimore (Golden Crown corn syrup) to Courtland D. Ferguson in Washington for the distribution of announcements on WSAL, Baltimore. May extend radio to its southeastern territory.


FAIRYFOOT PRODUCTS Co., Chicago (foot remedies), to Simmonds & Simmonds, Chicago.


PRINCESS PAT LTD. (chocolates), to Frank E. Steel & Associates, Chicago.


FLORE MILLING Co., Bangor, Pa., to Wildrick & Miller, New York. Probably will fill all local spot radio for branch mills in Pennsylvania and New Jersey.

LEWIS BREWING Co., Cleveland, to BBDO, Cleveland.

AAA's New Volume
Bacon Named by BBC; Avery to Join Chicago Free & Peters Office

With resignation of Lew Avery as director of sales of WGR and WKBW, Buffalo, to join the Chicago office of free agents, local station representatives, announcement was made by I. R. Loundsbury, executive of Buffalo Broadcasting Corp.

Mr. Bacon Mr. Avery
of the appointment of John A. Bacon to the sales post. Both appointments are effective Jan. 1.

Mr. Avery for the last six years has headed the sales department of the Buffalo Times, a daily paper which is well known in industry and agency circles. He was chairman of the NAB Sales Managers' Division last year and was an important factor in the founding of the group. Free & Peters includes the BBC outlets among the stations it represents.

Mr. Bacon until recently was national advertising manager of the Exhibitors Times, a weekly Hollywood paper which post he held for seven years. During the preceding three years he was national advertising representative in New York for the Scripps-Howard Newspapers. He has been active in both Chamber of Commerce and Greater Buffalo Advertising Club activities and is well known in both national and local advertising circles.

Mr. Avery began in radio in 1917 when he became a station designer, announcer, engineer, manager and owner. In April of that year—three years before the advent of broadcasting as such—he went on the air with a half-kilowatt open-circuit transmitter with Leyden Jar condensers and a rotary spark gap. The station was closed under Federal Government orders. In 1926 he became an announcer and production man in WGR Schenectady, and in 1928 joined the Mohawk-Hudson Power Corp. as assistant advertising director. Early in 1930 he joined BBDO, New York, and was assigned to radio on all local accounts between Albany and Detroit. He joined WGR-WKBW in 1932 as manager of planning and service and became director of sales in January, 1933.

Utilities Use Air

The utility gas companies of metropolitan New York on Dec. 4 started a 13-week series of quarter-hour musical programs, Home Har- monies, on WJCA, New York. The program, featuring Ted Steele on the Novachord, is heard Sundays, 5-16-6 p.m., and Monday through Friday, 6:30-6:45 p.m. Sponsored by The Group of Eight Gas Utilities Companies, the account was placed through BBDO. Companies listed in the sponsoring association are Brooklyn Borough Gas Co., Con Edison Co., Consolidated Edison Co., Kings County Lighting Co., Long Island Lighting Co., New York & Richmond Gas Co., Public Service Co. of New Jersey, and Westchester Lighting Co.

FCC Show Cause Order Is Challenged

BY WINN Pending Ruling on WGRC

The authority of the FCC to issue an "order to show cause" why its construction permit should not be recalled was questioned by the Kentucky Broadcasting Co. of Louisville in its response filed Dec. 6 with the Commission. The FCC had cited the corporation, which tentatively has been assigned the call letters WINN, on the ground that it is not financially qualified to operate the proposed station, based on its own contention.

William A. Porter, Washington attorney for the proposed new 100-watt, fulltime station, pointed out that after the construction permit had been granted last May, WGRC, New Albany, Ind., across the river from Louisville, appealed from the decision and the appeal is pending. He contended that exclusive jurisdiction of the entire matter was thereby lodged in the U.S. Court of Appeals for the District of Columbia and that the Commission is without jurisdiction to issue a show cause order or take any other action affecting the status of the construction permit until there is a final adjudication.

Going Ahead

Issuance of the show cause order established another precedent in the regulatory procedure of the FCC. It grew out of the controversy over the prospective station, headed by D. E. (Plug) Kendrick, general manager of the Kansas City station, who argued that the FCC, in granting fulltime to WGRC, had set up a competitive situation which would result in severe loss of operating revenue to the proposed station as to "impair the service which it had rendered." [Broadcasting, Dec. 1.]

In his response, Mr. Porter produces affidavits from principals in Kentucky Broadcasting Co., including himself as counsel, designed to show that the corporation was actively proceeding with installation of the new station and that it would suffer severe financial loss if the construction permit were revoked or otherwise set aside. Moreover, he contended that the allegations made in WINN's petition for rehearing of the WGRC grant could not be construed as an admission or evidence of facts prejudicial to the rights of the Kendrick group. It was held that issuance of a license covering the construction permit for the operation of the new station is simply a "ministerial act" and that he believed the company as the holder of a construction permit may exercise "such substantive rights and such procedural remedies as are available to the licensee of a radio station."

Because the construction permit was issued to WINN prior to the granting of the WGRC application, fulltime on 1370 kc., the Kentucky corporation stated it believed it had the right to petition the Commission to exercise the same remedies against WGRC which the latter had been permitted to exercise against the company "so that the matter would remain in status quo until such time as the court of appeals has rendered its decision on the appeal of WGRC."

It was contention that WINN, in its petition for rehearing, in no way want to abandon the construction permit and operation of the new station and that since the construction permit was issued, the corporation had contracted for material, equipment and supplies amounting to $6,254.90 together with a site and location in the Tyler Hotel. In addition, it has spent another $6,808 in prosecuting its application and for other expenses, all of which would be a complete loss should the Commission recall and revoke the permit.

It was brought out there is $12,- 000 in cash deposited in a Louisville bank aside from the two negotiable promissory notes executed by Mr. Kendrick, each amounting to $6,500, which would mean that upon demand the corporation would have $25,000 in cash. In addition, it was stated Mr. Kendrick had agreed and bound himself to lend the corporation another $25,000 if and when called upon.

Mr. Porter mentioned that he had handled the Kentucky Broadcasting Corp. application for the W2XBF in daily operation at 1819 Broadway.

Finn Telecommunications, Inc.

Passaic, N. J.

New York Sales Office:
1819 Broadway
(Tel. Circle 6-9080)

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BASKETBALL "package" on WIRE, Indianapolis, including a comprehensive layout of prediction, commentary and play-by-play broadcasts, has been bought by Railroadmen's Federal Savings & Loan Assn. The contract includes Basketball Express, furnishing scores Wednesdays and Fridays, 10:15-10:30 p.m.; special programs of scores on Indiana high school sectional tournaments and play-by-play broadcasts from regional, semi-final and final state contests, handled by Vic Lund. The broadcasts run from Nov. 29 through March.

**Purely PROGRAMS**

Wildlife Week TO STIR interest in National Wildlife Restoration Week, March 17-23, the National Wildlife Federation is offering free a series of \( \frac{13}{2} \) transcribed dramatizations dealing with conservation and restoration of wildlife and natural resources. The series includes 12 quarter-hour and one half-hour concluding show. Scripts for the series were prepared under supervision of Bill McCormick, with production in charge of Stephen McCormick and Frank Blair, and special music and arrangements by Arthur Brown, all of WOL, Washington. The transcribed series is an outgrowth of the weekly Wildlife programs originated in Washington by WOL for MBS for the last 18 months.

... Party for Wives BUILT around a party that starts in the studio a half-hour before the broadcast, WMAIL, Washington, has started the new monthly half-hour, Affiliated Wives, Incorporated. Although only wives are admitted to full membership, single women are taken into the parties on probation. At the party-broadcast refreshments are served and two home economists act as advisers on each program. Visitors bring along questions which are answered by other women in the group.

THE STAFF of WWJ, Detroit, dressed these dolls for the Detroit Goodfellow's organization, which supplies Christmas baskets. Doll among dolls is Beth Emery, guest relations secretary.

Youth at Liberty BOYS and girls of high school and junior college age seeking employment are given an opportunity to tell of their hopes, aims and ambitions on the weekly half-hour program, Here Comes Youth, which is sponsored by the California Type writer Exchange, Los Angeles, on KPAC, that city. Sob stuff is barred. Participants respond to a series of questions pertaining to the particular job sought. Ted Williams, conducting the program, invites prospective employers to phone the station if they have a job to fit the need. Program is endorsed by social service and civic organizations.

Lotto Songs CASH prizes, ranging from $25 to $100, are offered listeners winning the sweep game sponsored on WIP, Philadelphia, by Nevins Stores. Calling at a Nevins store listeners pick up a "lotto" card with names of popular songs printed in the squares. On the program 18 to 50 songs are played. The first listener recognizing the songs whose names fill in a continuous line on the lotto chart and calling the station wins one of the varying cash awards. The $100 prize is given for a slogan in addition to the filled line. Account was placed by Philip Klein Agency, Philadelphia.

Fun at Auction MANY offers of cash for satisfaction of unpredictable demands, i.e., $4 for a look at the marriage license in the audience, or $2 for a set of knitting needles, are the backbone of Crazy Auction, sponsored on WTMY, East St. Louis, by Zerweck Jewelry Co. The half-hour show, held Friday evenings from the stage of the local Majestic Theatre, features Bill Davis as the Crazy Auctioneer and Fred Moegle as commercial manager.

Local Announcements SO MANY requests were received by WIBC, Indianapolis, for free civic announcements that the station has built a program specifically for gratis spots. The show, Community Corner, is broadcast twice weekly, Monday and Thursday, 2:15-2:30 p.m. The announcements are made against a background of transcribed music.

Musical Breaks STATION breaks in verse and music are being developed by WOL, Washington, to relieve the droning monotony of station identification. Sung to snatches of original tunes come such gems as: "How is this for a station yell! Washington! Washington! WOL! WOL!" (for Tony Wakerman's Sports pages of the Air) or "Next comes the news, we're here to tell. First in Washington is WOL!"

The Religious Side PROTESTANT, Catholic and Jewish churches of the Twin Cities are cooperating with KSTP, St. Paul, in the weekly Religion Looks at Life program. On each of the Sunday programs a priest, a rabbi and a Protestant minister participate in an informal discussion of some current topic. The programs are conducted without script or rehearsal. St. Paul and Minneapolis clerics are presented on alternate weeks.

Praises at Night CONDUCTED by a woman commentator pseudonym Martha Gale, also the name of a line of women's dresses, A Bouquet to You, sponsored on WJSL, Beckley, W. Va., by Rahall's dress shop presents a bouquet five nights weekly to some lady selected from the store customer list. The flowers are delivered while the program is in progress.

**WE HAVE THE "GO" SIGNAL**

Ready in About Two Weeks

5000 WATTS NIGHT Already

5000 WATTS DAY

**KTUL**

TULSA'S Friendly

CBS STATION

Santa Answers
A DAILY quarter-hour program, Calling the North Pole, audience participation Christmas series directed to youngsters, is sponsored by a local department store on KTKC, Visalia, Cal. Two studios are used. Program is designed to make the youngsters in the studio audience believe they are witnessing a shorthand contact with the North Pole and Santa Claus. From the second hidden studio he answers all questions put to him by the children. His voice is brought to them through the speaker. The series will culminate with a Christmas Party at the store, when Santa Claus greets the children in person.

Double or Nothing
NEW type of quiz program has been originated by WOL, Washington, by Walter Compton. Contests on the weekly show are fed questions, with cash award for each correct answer. The contestant then offers additional prize money for information pertinent to the answer, if supplied within a minute. The additional award varies with the amount of information supplied. The show is "running their bill up" during the one-minute period, Compton dares the contestant to a "double or nothing" question, contestant receiving nothing if he fails, twice as much if he gives the correct answer.

Religious and Civic
TWO PUBLIC service programs are currently being broadcast on WELI, New Haven, to keep local listeners posted on the activities of various organizations in the greater New Haven area. One, Church Bulletin, is devoted to news and notices of religious organizations and their affiliated societies, and is heard thrice-weekly at 8 a.m., while the other, titled The Club Forum, and sponsored twice-weekly by Ogden and Schlick, local jewelry firm, features news of all other clubs and associations. Programs are produced by Robert Howell of WELI.

Youthful Quizzers
KELLOGG Co. of Canada, London, Ont. (cereal) on Dec. 2 started a boys and girls interview half-hour program Saturday mornings on CFRB, Toronto. A number of different people are brought to the studio for the boys and girls to interview. Typical was one Saturday morning trio of interviewees, an organ grinder, a model airplane maker, and a leading rugby player. J. Walter Thompson Co., Toronto, placed the account.

People’s Choice
LISTENERS vote on some question of current interest each week to supply the framework for the Poll of the People feature heard five days weekly on the Early Bird program sponsored by Pool’s Foods on WFAA, Dallas. Listeners are given a question each day, vote by postcard, and hear the results of their voting on the program.

Biblical Quiz
WITH a handsome New Testament Bible as prize, church members compete in answering questions based on Biblical excerpts on Bible Question Box, sponsored on WIRE, Indianapolis, by Regent Publishing Co., publishers of religious music and other church supplies.

Live Auction
ACTION at an auction reached an all-time peak during a recent remote carried by KGHL, Billings, Mont., featuring a jeweler’s close-out. So well did the auctioneer sell his merchandise that a listener called long distance to say he wanted to watch a watch. As the live bidders in the store sought a watch, the long distance bidder of his offers relayed by a KGHL announcer who happened to answer the phone. After three watches, the telephone bidder won out. The sponsor, the Gansle Jewelry Co., has quadrupled its radio advertising.

Orchids For Ladies
LUXURY of an orchid is afforded some feminine listener each week through a stunt engineered by Jean Fay in connection with her thrice-weekly program on KYA, San Francisco. Each week Miss Fay awards a big orchid to the woman submitting the best suggestion for a radio idea.

Name the Killer
BOWER Co., Phoenix (printers and stationers), sponsoring the thrice-weekly quarter-hour transmitted dramatic program, We the Jury on KOY, that city, offers prizes from its stock to the first persons who phone in the correct answer to the question, “Who Did It?” after each broadcast.

Holiday Song Gifts
DAILY until Christmas, Arizona Network listeners are invited to phone in “song gifts” to friends. Al Becker, KOK, Phoenix, staff organist, who is featuring yuletide songs and Christmas carols on special daily broadcast, fulfills all requests, announcing who the gift song is from and to whom dedicated.

“Uncle Don” Nationwide
CHILDREN’S program on WOR, Newark, conducted by “Uncle Don”, on Dec. 5 started on a coast-to-coast MBS network, Tuesdays, Thursdays and Saturdays, 5:30-5:45 p.m. The program is also heard cooperatively sponsored on WOR Monday through Saturday, 6-6:30 p.m., and is broadcast on five MBS stations by Maltex Co., on the same schedule.

Lang-Worth planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

IT'S NO MYSTERY!
“The Case of Greater Advertising Results” clears up all the clues to the Greater Cleveland Market. It’s the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan
Send for your copy Supply is limited

WHK & WCLE
THE UNITED BROADCASTING COMPANY

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Equipment

RCA Mfg. Co., Camden, has announced the following sales of RCA transmitter equipment: WBIL, New York, and WMCA, New York, 5 DX 5,000-watt transmitter; WGBR, Pontiac, Mich., 1 G 1,000-watt transmitter; WMOG, Brunswick, Ga., WARM, Senatobia, Pa., and WLBV, Beverly Green, Ky., 250-K 250-watt transmitters, and KXCV, Redding, Cal., 100-kilowatt modulator unit.

HARRY L. SOMMERER, associated with RCA-Victor for 30 years in various positions and recently assistant to Robert Shannon, executive vice-president of RCA Mfg. Co., has been appointed manager of manufacturing for the company's plants located at Harrison, N. J., Hollywood, Indianapolis and Camden, where he will make his headquarters.

H. P. Litchfield, branch manager of Greybar Electric Co., Newark, N. J., has been named general commercial sales manager in the general executive office, effective Dec. 18. Mr. Litchfield joined the agency department of Western Electric Co. (now Greybar) in 1915, and was named Newark branch manager in 1923.

DR. CLINE M. KOON has joined Universal Microphone Co., Inglewood, Calif., to undertake a survey of recorders and play-back equipment in schools and colleges and is now on a tour of the 11 Western States. Dr. Koon for several years was assistant director of the Ohio School of the Air and later senior specialist in radio and visual education with the U. S. Office of Education.

WLS, Chicago, has installed Zenon fluorescent tubing in its studio D, replacing the former flush type lighting fixtures with high wattage consumption. The functional lighting installation is claimed to eliminate shadows from scenes while they are being read.

Three RCA-Victor instantaneous disc recording units, installed in a specially equipped truck, will be used on a two-year expedition to Africa sponsored by the World Travel Club of Rochester, N. Y., for the recording of African music, folk lore and customs. David Griffin, president of the Club and head of the expedition, plans to synchronize sound recordings of African life with the photographs with motion picture cameras for later use in American schools and on lecture platforms.

Three RCA-Victor disc recorders were acquired by the Madison, Wis., Mid-West Dairy for the recording of store announcements. The unit is expected to cut the cost of store announcements by 75%.

With the granting of 6 kw. night to KMBC, Kansas City, making that station 5 kw. fulltime, Arthur B. Church, manager, announced that construction of a 540-foot Blaw-Knox uniform cross-section antenna will begin as soon as delivery can be made, and that the station hopes to be operating with the new power about Feb. 1. More land east of the present transmitter site has been acquired to extend the ground system. Contracts totaling $30,000 for the improvements have been let.

RCA transmitter and studio equipment and a 150-foot Winchfield tower have been ordered for the new WHUB, Cookeville, Tenn., 250 watts on 1571 kc., which M. L. Medley, licensee, reports will start operating about Feb. 15, 1940. James Turner has been chosen manager and Charles R. Duke, chief engineer, but the rest of the staff has not yet been selected.

Backed by BUILD UP
375 solid hours of play-by-play SPORTS
on KMBC within the past year!

All miked by
WALT LOCHMAN
The Middle West's biggest radio draw!

It's a HOT BUY—this tremendous tailor-made audience for the two five-minute KMBC Sportscasts with Walt Lochman now available 6:10 pm and 9:40 pm.

Ask Free & Peters

KMBC
OF KANSAS CITY
The Program Building and Testing Station

Covers 90% of the population of the PROVINCE OF QUEBEC
CANADA'S BUSIEST STATION IN CANADA'S MOST UNIQUE MARKET
THE COLUMBIA STATION IN MONTREAL
U. S. & TORONTO, CANADA, JOE H. McGILLVRAY—MONTREAL, PHIL LALONDE

Page 74 • December 15, 1939
BROADCASTING • Broadcast Advertising.
Racing Programs Probed in Chicago

Track Results Considered in Same Status as All Sports

HORSE racing broadcasts on Chicago stations are being investigated by U. S. District Attorney William J. Cambell over the alleged removal of telephones from local bookies. Whether or not radio programs are being used to supplement the telephone service is the issue.

The office of the WIND, Chicago, has issued new rules and regulations for all its horse racing programs, including a new series of handicapping programs. The new regulations are designed to improve the quality of the program and to prevent the use of telephones to communicate information to bookmakers.

Handicap Programs

Two handicapper programs are aired each morning on Chicago stations, "Sport of Kings on WAAF" and "Willie's Wonders" on WCFL. The 6 o'clock program of racing results is also aired on WCFL under the sponsorship of the Winning Horse Publication. WIND broadcasts a racing and general sport program from 1:45 through 5:30 p.m. daily.

Cuban Wave Shifts

(Continued from page 16)

Cuban Wave interference was caused to other stations on the frequency in the United States, as well as to CMQ.

During the height of the interference caused by CMQ's operation on 280 kc, the FCC authorized the U. S. stations to use 5,000 watts power to override the interference. While the increased power helped, it did not entirely alleviate the difficulty.

In addition to the CMQ and CMBC frequency shifts, nine proposed stations, of 1,000 watts each, were allocated by the decree, along with frequency shifts for five existing stations. The nine new assignments are: 570 kc for a station in Pinar del Rio; 740 in Javalona; 570 in Santa Clara; 610 in Camaguey; 670 in Holguin; 640 in Santiago de Cuba; 770 in Victoria de las Tunas; and 760 in Guantanamo.

The additional shifts, which became effective on Jan. 1, were allocated along with frequency shifts for five existing stations. The nine new assignments are: 570 kc for a station in Pinar del Rio; 740 in Javalona; 610 in Camaguey; 670 in Holguin; 640 in Santiago de Cuba; 770 in Victoria de las Tunas; and 760 in Guantanamo.

The decree stated that all of the changes, reservations and assignments have a provisional character and can be modified as many times as the Secretary of Communications deems advisable to maintain a better service.

Moore Paint Returns

BENJAMIN MOORE & Co., New York (paints and varnishes), on Feb. 24 will start its annual campaign of quarter-hour programs featuring talks on interior decorating by Betty Moore on WCFC and WAAAT.

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CUBAN, Oct. 15, 1938.

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SECOND annual clinic of Central States Broadcasting System (KFAB-KOIL-KFOR) was held Dec. 3 in the studios of KFAB. The half-day session was started last year by Don Searle, CSBS general manager. Jud Woods, Lincoln manager, and his staff were hosts. Procedure included a general meeting of all station members in which the year's activities were reviewed and members praised for their cooperation.

Departmental sessions went into various phases of CSBS activity, with Hugh Hughes, KOIL program director in charge of announcements producers and talent; Jud Woods, Lincoln manager, in charge of continuity; Frank Pellegrin in charge of sales, and Mark Bullock, chief technical supervisor, in charge of engineers. Mr. Searle will study secretarial reports of the group sessions and discuss them with department heads.

Joe W. Searcest, vice-president, thanked staffmen for giving up their Sunday for the clinic. In photo are (l to r) Mr. Bullock; Mr. Hughes; Paul Dobb, auditor; Mr. Searle; Mr. Pellegrin; Mr. Woods.

Decline Seen in Drama Strips

(Continued from page 16)

of KIRO, Seattle, pointed out that the problem of a predominance of serials on the network has bothered the station considerably. About a year ago, he said, the station inaugurated a rather elaborate plan to publicize programs and hardly a station break goes by without some mention of subsequent programs. "We find there isn't much we can say about most strip shows, consequently such programs as 'Singing Sam' etc. are mentioned far more often in these announcements than strip shows," he said.

Plez S. Clark, businessman of KFH, Wichita, said: "We detest this deplorable condition and we are doing everything possible to create more musical programs for daytime broadcasting." While several musical programs are used, he added the stations did not feel this offset the super-abundant number of dramatic serials. Since KFH is affiliated with the Wichita Eagle, the station uses the newspaper to call attention to musical programs along with the publicity.

Philip G. Lasky, general manager of KSFO, San Francisco, said that while it is true the thought has been that strip dramas substantially produce results and that few advertisers have felt the need of a different type of program, he favored all possible promotion to programs of accounts who have the spirit to break away from tradition and sponsor a musical feature. "Appraising the Patt effort, he declared it is to the station's advantage to produce results for them and consequently assure more even daytime program balance."

Lincoln Dellar, general manager of WBT, Charlotte, said the station has urged local advertisers to use more musicals as an inculcule between serials and he heartily agreed with the wider use of musical programs during the daytime would work toward much better program balance for all stations who have an overload of dramatic serials.

Gardner Cowles Jr., president of Iowa Broadcasting System, advised Mr. Patt he thought the suggestion was "eminently sound" and declared he was taking it up at once with his station executives.

Earle J. Glade, executive vice-president of KSL, Salt Lake City, paid tribute to Mr. Patt for his "splendid leadership" and suggested it might be wise to encourage such programs which have brief continuity of dramatic interest running through them but more musical. He said he could understand that there is a continuity of interest in dramatic strips that tie the listener to them, but that musical programs could be equally effective in point of return if the matter is given proper consideration.

Gunnar O. Wig, general manager of WHEC, Rochester, said he considered the "talk problem" so acutely that some months ago he presented a complete analysis of WHEC's schedule on the basis of talk vs. music. The report covered not only drama episodes but talk vs. music on comedy and so-called variety programs presented daily. "The woeful lack of music is very evident at the time of the submitting of this report," Mr. Wig said.

Franklin J. Doolittle, general manager of WDRC, Hartford, commended the Patt suggestion. He expressed some doubt, however, whether the effort would accomplish the desired result as the advertising agencies all seem to want the type of program which is the "talk at the moment and sooner or later they give way to the latest fad. I think we will all be glad when the present tendency gives way to something else."

Earl H. Gammons, general manager of WCCO, Minneapolis, said the problem was one all broadcasters have to face. He asserted he was anxious to watch the outcome of such programs as "Singing Sam" and "Singing Advertiser," and that the day-time program on CBS, "If these clients find the trend toward musical shows, the situation probably will take care of itself," he said.

Hopes for New Trend

George D. Coleman, general manager of WGBI, Scranton, expressed wholehearted agreement with the suggestion. He said his station hoped the campaign would bring about "a new trend."

Earl G. Thomas, commercial manager of WBAM, Indianapolis, said a great opportunity exists for some advertiser to do an outstanding daytime musical job on either of the networks. He added, however, that "just so long as the 'soap operas' continue to ring the bell in the grocery cash register, we're going to have daytime serials." Explaning that WMZ has used opening daytime periods for local musical programs, he said that if the mail report is any barometer, the effort is "well under way."

Harold E. Smith, general manager of WOKO, Albany, deprecated the preponderance of strip shows, especially the "job sister type." He said he favored the idea of more frequent spot announcements calling attention to other types of programs to "overide the monotony of the other programs."
HOUSE QUESTIONS

FAST WSB ACTION

QUESTIONING of FCC members as to why the Commission had so expeditiously handled the renewal of WSB, Atlanta, by the Atlanta Journal to James M. Cox, publisher and station owner [see page 13], highlighted the hearing of the House Appropriations subcommittee Dec. 13, in connection with the FCC appropriation for the 1940 fiscal year which begins next June.

Rep. Wigglesworth (R-Mass.), frequent critic of the FCC, popped that question at Chairman Fly and other FCC witnesses along with inquiries about the purported failure of the Commission to inquire into the fiscal responsibility of a station applicant in North Carolina and the purported undisclosed ownership interest of Arde Bulova, New York, watch manufacturer, in WCOP, Boston. He followed with customary questioning regarding transfers and purported network domination in the industry. Rep. Dirkson (R-Ill.) pursued a similar line of questioning.

Generally speaking, the subcommittee apparently handled less antagonically than in the past, particularly after FCC officials outlined the manner in which the reorganized FCC was seeking to clarify regulatory practices. Chairman Fly, Chief Engineer E. K. Jett and General Counsel William J. Dempsey carried the weight of the FCC testimony in support of an appropriation of $2,100,000 for the new year recommended by the Budget Bureau. This was about a million short of what the FCC sought, however.

Expect ASCAP Report

RADIO committee of the American Society of Composers, Authors and Publishers, appointed to study the problem of ASCAP-broadcasting relationship and to make recommendations to ASCAP regarding future policies, is expected to make a preliminary report at the December meeting of the board of directors, according to E. C. Mills, chairman of the Society's administrative committee. Because of the holidays, he said, the date of the meeting will be moved up from the usual last Thursday of the month, probably to the 20th or 21st, although the exact date has not been set.

International Fan Mail

TOTAL of 4,051 letters for November was received by the NBC International Division of the Audience Mail Department, setting a new record. Until August, 1938, the Division mail has never totaled more than 650 letters for any month, nor had the mail from Latin America ever passed 45 letters a month. Audience interest all over the world increased at that time to such an extent that August, 1938, brought in 1,547 letters, of which 700 were from Latin America. Division activity is expected to increase further, as the November totals were: Spanish 1,222, Portuguese 332, French 789, German 476, Italian 519, English 379, broadcast on a European beam, and American 341 (The American Hour broadcast on a Latin-American beam).

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MONEY TALKS!

You pay for “talk” when you buy time! WAIR listeners pay to listen, by buying your product in such volume as to return you a handsome profit.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Power Jump, Net Tieup, Are Observed by WROK TO CELEBRATE its affiliation with MBS on Dec. 1, WROK, Rockford, Ill., operating with 1,000 watts day and 500 night on 1410 kc., broadcast a series of special programs, including both local dedicatory ceremonies and salutes via the network. The station’s inaugural connection with the network at 8:30 p.m. brought an MBS salute to Rockford and WROK during the Benay Venuta program, which was followed on the evening schedule with regular network band pickups and the regular transatlantic broadcast by John Steele, MBS commentator in London.

America's Most Popular Hero! The Man of a Thousand Adventures!

POPEYE

Now Available as a Live Show or for a National Spot Advertiser!

POPEYE the Great—in a sensational, new series of adventures! A program that will be hailed by every youngster in America. Millions of children now follow Popeye, Olive Oyl and Wimpy in more than 600 newspapers. Other millions rock movie theatres with applause whenever Popeye has been announced in over 100 animated cartoons.

Now this new POPEYE series, either as a live show—3 times a week, or as a transcription program for a national spot advertiser is ready for sponsors who want to “cash in” on the sales value of the most popular comic character in America!

Under the supervision of King Features Syndicate and the William Morris Agency.

for all information and rates write

Gellatly Inc.

30 Rockefeller Plaza
New York, N. Y.
NAB Music Project Supported

(Continued from page 18)

of the broadcasters present, some 30 stations pledged their support. The district, however, included some 90 stations. Mr. Miller joined Directors John E. Fetzer and William H. West in explaining the project.

At the Dec. 5 meeting in Dayton of District 7, comprising stations in Kentucky and Ohio, representatives of seven stations indicated full support of the program. Because of the registration laws in the State, actual subscriptions could not be taken, except—a condition which prevailed in several other districts. J. H. Ryan, District presi- dented, with Mr. Miller delivering the keynote speech.

The meeting Dec. 8 at Omaha, for District 10, comprising Iowa, Missouri and Nebraska, proved to be spirited, but 13 stations of the 28 represented pledged their subscriptions. All told, there are 81 stations in the district, four of which have not yet been con- structed. President Miller an- nounced following the session that more than 35% of the stations in the district subscribed or promised to subscribe to the project.

John J. Gillin, Jr., district di- rector and general manager of WOW, Omaha, who presided, explained that WOW did not join the project at this time since it is owned by the Woodman of the World Life Insurance Society which is forbidden under State insurance laws to invest funds in such an activity. J. O. Maland, of WHO, Des Moines, however, launched the subscription drive with a commitment from his station. It was reported the meeting had a pre-arranged air of oppo- sition and there was spirited discus- sion. Ed Craney, manager of KGIB, Butte, attended the session and took issue with certain phases of the project.

Rev. W. A. Burk, of WEW, St. Louis, raised the code issue and after a discussion in which Don Searle, of Central States Broadcast- ing Co., member of the Code Compliance Committee, partici- pated, the district group voted in favor of a "liberal interpretation of the code." There was considerable discussion also on the AFM contract, with the district voting as opposed to any increase in allot- ments.

The District 14 meeting, com- prising broadcasters from Colorado, Kansas, Missouri and Oklahoma, held in Tulsa Dec. 11, 27 representatives from 21 stations attended the ses- sion. Eighteen of the stations signed up for the Broadcast Music Project. A dozen were repre- sented. Herb Hollister, director of District 12, presided at the meeting, which also was addressed by President Miller.

At the District 12 meeting, comprising Kansas and Oklahoma, held in Tulsa Dec. 11, 27 representatives from 21 stations attended the ses- sion. Eighteen of the stations signed up for the Broadcast Music Project. A dozen were repre- sented. Herb Hollister, director of District 12, presided at the meeting, which also was addressed by President Miller.

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Demand for Scripts

MOST radio listeners have never seen a radio script, but they want to. The other morning, on its early show called Morning Minstrels, WLS, Chicago, made one of a kind of script to any listener writing in. In three days 2,672 requests were received.

At South Bend Meeting

J. H. Keene, WTRC
B. R. Baker, WBD
Martin Leech, WQB
W. C. H. Williams, WDC
Ford Billings, WOWO
C. J. Landgraf, WBO
E. R. Bausman, WIRE
C. W. Johnson, WAE
J. P. Hingham, WBRK
G. O. Ufford, WDJ
Howard Lewis, WDF
John E. Fetzer, WKO
Grant A. Ackerman, WBZ
Angus D. Paff, WHLS
Ken Rice, WSDW
W. E. Hutchinson, WAAF
Max Cole, WWA
William H. West, WTMV
Edgar L. Bill, WWBB
Walter Koester, WROK
Charles Calvert, WAZ
J. J. Tyler, WCOL
H. E. Leek, WBJN
J. Brown, WRLB
Joseph A. McDaniell, NBC
Donald Marquette, NBC
Maurice Kosters, Standard Radio
Milton Blink, Standard Radio

At Omaha Meeting

S. D. Quainton, WMT
Ben Holer, WOC
O. H. Press, KOGA
C. W. McCorkill, KRSC
R. L. H. Brock, WBO
Karl Koepker, KMBC
Don Davis, WHB
John T. Schilling, WHR
Barton Pitts, KFAQ
Neil Morgan, KNEP
Father W. A. Bark, WSW
C. W. Benison, WIL
E. Shute, WIL
Jack Tollefson, OM
Clark Standish, KORN
B. L. Beacham, KGFW-KHAS
R. C. Montgomery, KQSL
D. S. Bower, KOIL
Art Thomas, WIL
W. L. LeBarron, KGNF
F. W. Barlow, KFAQ
J. J. Gillin, Jr., WOW
Wm. R. Quanton, WW
Rainer T. Wells, WOW
Wm. Ross, WOC
R. C. Wentworth, Lang-Worth
H. M. Smith, KDK<br>Paul F. Peter, NAB
Herb Hollister, KANS
Maurice Kosters, NBC

At Denver Meeting

Frank Bishop, KFEL
Mike Hourihan, Standard Radio
Frank C. Carman, KUDA
R. H. Simmons, KGIN
E. R. Craney, KQIR-KPPA
Jerry Fried, WOC
S. S. Holm, KDYL
Earl J. Glade, KB
Don Harmon, KDPN
Paul Helmeyer, KLO
Charles Howell, KXJ
Rex Herrell, KFXD
Don McCaig, KFEL
Frank Walton, KFXD
Holly Moyer, KFEL
K. E. Byrd, KLM
Gene O’Fallon, KFEL
R. E. Walden, KFEL
W. D. Parks, KYO
C. P. Ritchie, KFEL
Poor Sharp, KFEL
Hugh R. Terry, KYO
W. E. Wagstyl, WOC
Wm. S. Wales, KFKA
R. W. Anderson, KGTO
Edw. M. Youum, KGHL
Lloyd Yoder, KB
L. L. Jett, KGKY
Paul Peter, NAB

Toscanini’s Holiday

FOLLOWING the Dec. 2 broadcast of the New York Philharmonic Orchestra, Arturo Toscanini started a holi- day tour of the West, through California and Oregon, en route to attend concerts by his noted son-in- law, Vladimir Horowitz. Returning to his home at Riverdale, N. Y., for Christmas, Toscanini will prepare for his second series of concerts, which start March 10, 1940.
TELECASTING the first Television Ball from the grand ballroom of the Waldorf-Astoria Hotel, New York, the night of Dec. 15, will put the severest strain on both their experience of seven months of regular television operation and on their mobile equipment, NBC video engineers state.

In televising the ball, a charity function for the Goodard Neighborhood Center was conducted by a committee with which NBC has closely cooperated, the field crew under the supervision of Harold See will attempt to duplicate studio practice and image quality without the help of studio illumination and other permanently installed facilities.

To Use Two Cameras

Two cameras will cover the fashion revue presented on the stage of the ballroom, one camera following the models as they come from the wings and another giving close-ups as they reach the center of the stage. The following floor show will be picked up from a small square in the center of the ballroom. Augmenting the regular illumination, two incandescent globes, totaling 150 kw., will be mounted in five second-tier boxes. During the fashion review, all units will be played on the stage. Then both cameras and lights will be focussed on the center of the ballroom as the pick-up is started. It is hoped that the concentration of light in this area will approximate studio conditions.

The cameras, located on the fourth floor of the Waldorf-Astoria, will be connected with the units of NBC's television field stations, to be stationed in 49th St., by more than 250 feet of camera cable. Burke Crotty, in charge of NBC's outside telcasters, will direct the program from the interior of the pickup unit. Relay to the Empire State tower will be effected from the transmitter unit over an antenna perched on the roof of the Waldorf-Astoria's seventeenth floor.

An additional installation of about a dozen standard receivers will be made in the foyer, directly off the grand ballroom, so that persons attending the Television Ball will have the opportunity of witnessing the images on the air. Before and after the telecast, scheduled from 11 to midnight over W2XBS, a "jeep" unit will be operated to televise guests.

Supreme Court Review Granted

(Continued from Page 18)

They were the causes involved in these and other cases has been consistently advanced by FCC General Counsel William J. Derensky and Assistant General Counsel William C. Koplovitz. It is expected that the FCC will seek certiorari on the Jackson-son decisions, the same as the Dobbs case, also, consistent with its past policy.

With the acceptance of the Sanders appeal, three cases now are pending before the Supreme Court involving the FCC—all on petition of the regulatory body. The other two are the so-called Pottsälle and Heimtey cases, involving new station grants in Pottsälle, Pa., and Chayenne, Wyo., and go only to the question of power of the court to take jurisdiction over matters which the FCC claims is exclusively its administrative province under the statute. These latter cases are slated for argument before the court early in January. It is presumed that the Sanders case will be argued in February.

Opposes Review

WKBW, Dubuque, opposed the FCC petition for review in a brief filed with the Supreme Court Dec. 1. It pointed out that the questions presented were whether the license of an existing station should be sur-"seriously and irreparable eco-" nomic injury" as the result of the construction and operation of the proposed new station, and whether the failure of the Commission to make a finding concerning the economic effect which the construction and operation of the new station will have upon an existing station in the same community is "reversibel erroor."

The lower appellate court, in its opinion Dec. 11 in the Troy cases, referred to its recent decisions in the Sanders and Yankee Network cases, that only destructive competition was involved. The court held that the Supreme Court's decision in the Dobbs case should control.

Public Interest

The court said that even though in a particular case the FCC may cause injury to an existing licen-see, as long as its decision is supported by the substantial evi-\sion, there is no ground or reason for judicial interference. A person who challenges a decision of the FCC must show that the Commis-sion's action of which he complains is contrary to the public interest, convenience and necessity, the court said.

"This being true, it follows that no showing of injury, suffered or threatened, would be sufficient un-less it appeared that, as a result of such injury, the public interest, convenience or necessity would suf-fer. The case may seem a harsh rule and a difficult burden, but it is the rule which governs one who enters this field of enterprise and it is a burden which he must bear."

The court concluded that no statement of reasons is sufficient to support an appeal under Section 409 (c) (2) unless it speaks in terms of public interest, or in equivalent terms. It held the rea-sons assigned by the Albany stations were not sufficient and that the most that could be read into them was a contention that the Commission's decision will result in "deterioration" of their service. It added it is quite possible that the public interest may be better served by the coming of a new broadcast station into the community "even though the results may be some reduction in income and some deterioration in the service of the appellants' stations."

"Unless an appellant assigns a reason which alleges abuse of the Commission's discretionary power, there is no reason to assume that he is able to prove an abuse of that power, which militates against the public interest."

In the Jacksonville case, Asso-ciate Justice Miller, in an opinion concurred in by Chief Justice Groo-ner and Justice Edgerton, held that the reasons assigned by the existing Jacksonville stations clearly indicated the ground upon which the Commission's decision was chal-lenged. It held that their statement of reasons was sufficient to fit the requirement of the statute and therefore denied the FCC's motions to dismiss.

Coty One-Timer


www.americanradiohistory.com
Radio Dominates Leisure of Children

St. Louis Study Shows
14 Hours a Week
Listening

Radio listening is one of the major, if not the major, leisure
time activity of children, since they
spend an average of 14 hours a week
at the loudspeaker, according to a survey
conducted by Dr. John P. McKay, principal of the West
Richmond Heights School, St.
Louis. Dr. McKay carried on the
survey for two weeks last February
in 40 St. Louis and 17 St. Louis
County schools, with the coopera-
tion of Superintendent of Instruc-
tion Henry J. Gerling and 11
county superintendents.

Results of the survey were com-
piled from record books kept by
1909 sixth-grade pupils. Ninety-
one programs scheduled on local
stations were listed in the book,
with space for the addition of
others, and the children kept a rec-
cord of broadcasts heard over a two-
week period.

Preferred Days

The days of the week ranked with
respect to the length of time the
children listened were Thursday,
Monday, Tuesday, Wednesday, Sun-
day, Friday and Saturday. Dr. Mc-
Kay found. On Saturday of the two-
week period, the children listened
less than half the median daily
time. The children listened more
than twice as much the first four
weeks days as they listened the last
three days, namely, Friday, Sat-
urday and Sunday. They listened ap-
proximately the same amount of
time they attended school.

Monday ranked first and Thurs-
day second in listening time with
the boys, while with girls the posi-
tions of the two days were re-
versed, it was shown. The other
eight days ranked the same, with
respect to time listened, for boys
and for girls.

The median daily length of time the
children spent listening to the
radio at home was 16 of an hour or
9.6 minutes more than that of the
boys. The median weekly listening
time of the girls was slightly over
an hour more than that of the boys.
In fact, the girls listened more than
the boys every day with the excep-
tion of Wednesday, when the boys
listened 3.6 minutes more than did
the girls, according to Dr. McKay.

Since 56 programs, or 61.5% of
the 91 studied, came on the air on
or after 6:30 p.m. (CST), it is
evident that attending the picture
shows had had some effect on the
amount of time the children lis-
tened to the radio. In this connec-
tion it is significant that 99.5% of
the boys, and 98.3% of the girls,
averaged attending the picture
show once a week. Furthermore,
the average weekly time the boys
spent at the picture show was approxi-
mately 55 minutes more than the
girls, while the average weekly
time spent listening to the radio was
one hour and eight minutes less.

Serials Secondary

Dr. McKay found the children
listened to children's serials 17.5% of
their total listening time. Seven
children's serials were found with
in the first 25 show that respect to the total number of hours
listened, and one when ranked by
the "percentage of time" method.
Thus it is seen that the children
spent a considerable amount of time
listening to children's serials, even
though these programs were not
the most popular with the group
studied. The children's serials
ranked higher than the boys with
the girls.

The types of programs most pop-
ular with the group studied were

- FORMERLY STATION WJBL
- POWER INCREASED TO 250 W.

QUICK MARKET FACTS: Cash crop of soybeans brings us $32,-
000,000. Retail business up 12 to 17%. Population of area served
by WSOY—750,000 people—95% native white. Farm business ex-
cellent. 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)
former WJBL. 250 watt. 1310 on your dial. On air 18 hours daily.

For A Big Chunk of Illinois . . . WSOY, Decatur, Ill.
Hiatus Declared In AFM Rule on Library Numbers

AMERICAN Federation of Musicians has given the producers of transcription libraries a breathing spell until Jan. 14, next scheduled meeting of the union’s executive board, before putting into effect its new rule on the making of library recordings, which would raise the cost to almost fantastic proportions. Transcription producers will be permitted to submit briefs.

Transcriptions are made under an agreement reached with the union in September, 1938, calling for a scale of $18 per man per 10-minute program. At that time Joseph N. Weber, AFM president, agreed with transcription manufacturers that as a “rule” all transcriptions would be lumped as a single 10-minute recording. A letter written by Mr. Weber Nov. 9 set forth these rates and added “that when the electrical transcriptions are made for scripts or some of the dramatic, it is probable that the union will pay all of them.”

Purpose of Rule

As a concession to the transcription makers, the union proposed a new rule for half-hour programs of $24 per man with the understanding that two quarter-hour programs could not be lumped as a single half-hour program. A letter written by Mr. Weber Nov. 9 set forth these rates and a “rule” that the electrical transcriptions be lumped as a single half-hour recording. At that time Mr. Weber said that the rule was intended to prevent recording in a single period a large number of musical themes and interludes to be dubbed into dramatic transcriptions.

About three weeks ago, NBC Theatres engaged Al Donahue and his orchestra to make a half-hour recording, consisting of six or seven musical selections with the customary spoken insertions, enabling the subscribing station to insert local announcements between selections or to use individual selections on the disc as part of a program composed of numbers from a group of recordings in the Theatres Library.

The recording was done at the new rate of $24 per man for the session, with no complaints from either the NAB, AFM or Local 802 in New York. Last week an identical contract was submitted by NBC for Reggie Childs, but this time Local 802 attempted to cancel the recording date, finally permitting the record to be made with the understanding that the rate of payment would be settled later.

On Dec. 6, AFM sent a letter to transcribers advising them that the new rate of $24 per man for the session, with no complaints from either the NAB, AFM or Local 802 in New York. Last week an identical contract was submitted by NBC for Reggie Childs, but this time Local 802 attempted to cancel the recording date, finally permitting the record to be made with the understanding that the rate of payment would be settled later.

New Porto Rico Outlet

A NEW regional station in Ponce, Porto Rico, was authorized for construction by the FCC in a decision Dec. 13 granting authority without a hearing to Porto Rican American Broadcasting Co. Inc., to use 1,000 watts fulltime on 1340 kc. The stockholders are a group of Porto Rico business men, with Juan Luis Boscio, president, 97 shares; Felipe Segura, vice-president, 97 shares; Miguel Soltero Palermo, treasurer, 96 shares; Francisco Reboll, secretary, 10 shares. Senor Palermo will be manager.

must be individually recorded on one and the same disc.

“Our local union,” it was stated “has been so advised and furthermore a rule now applies that every member of our organization has to submit each week to the local union reports of all recordings made by him whether for a whole program or not and the time consumed so as to avoid erroneous interpreta-

tions of the rule of the Federation concerning the services of its members in making recordings.” Union contention is that under this rule each selection on a library record should be considered as a single program, an interpretation which would raise the cost of the child record from $600 to $5,420, an increase of 600%.

Mark Woods and John McDonald of NBC and Charles Gaines of World Broadcasting System con- ferred with G. B. Henderson and Thomas Gamble of Weber’s staff on Dec. 9. It was evident that there was a complete misunderstanding by the union of what a library service is or what it does and that the recorders on their part had evidently misunderstood the union rules regarding recordings.

Transcription men also pointed out that when a union musician makes a transcription he pays a fee covering its use on the air, but that radio stations deprived of transcriptions can purchase phonograph records and play them without any payment to the musicians for use. Furthermore they stated that they cannot afford to use any big name talent on their library records but must hire lesser known musicians for whose employ- ment the union has been fighting. When stations buy phonograph records, however, they naturally use name talent almost exclusively.

KEY-STATION REPRODUCTION

IN THIS

Studio by

Johns-Manville

High fidelity assured in WFMJ’s new studios with J-M Sound-Control Materials and Methods

JO KEY STATION offers better program reproduction than does WFMJ, Youngstown, Ohio. One good reason is that acoustics in studios and control rooms are correct for any type of program. Here, J-M Acoustical Engineers have prevented reverberation, distortion and feedback with J-M Sound-Control Materials and Methods. Programs go on the air exactly as they are heard in the studio... broadcast quality is effectively safeguarded.

Hundreds of stations from coast to coast have protected high fidelity with the help of the J-M Acoustical-Engineering Service. If you are planning to modernize existing studios or build new ones, send for Brochure AC-21A on J-M Sound-Control Methods for Broadcast Studios. Write Johns-Manville, 22 East 40th Street, New York, N. Y.
Radio Literary Influence On Children Is Discussed

EFFECT of radio upon the literary interest of children was the subject of a joint conference held Dec. 8-9 by the Association for the Study of Arts In Childhood, New York, and the elementary education department of New York U. Murray Dyer, scriptwriter of CBS, spoke on "Adapting Children's Stories for Radio Presentation," bringing out that radio and literature complement each other, Alton Steen, research associate at Ohio State U., discussed the influence of Radio to Children's Reading Interests." The increased use of radio in rural schools was the theme of the address by Anna G. Kennedy, senior superintendent of school libraries of the New York State Department of Education.

Boyer Returns

CHARLES BOYER, film actor, will return to the NBC Woodbury Hollywood Playhouse series, sponsored by John H. Woodbury Co., Cincinnati (soap), with broadcast of Jan. 6. He will replace Jim Ameche on the weekly dramatic program, Wednesday, 8-8:30 p.m. (EST), New York. Jim Ameche will replace Boyer in the dramatic program, Thursday, 8:30-9:30 p.m. (EST) in France. He has been relieved from duty. Herbert Marshall, film actor, took over Boyer's assignment on the show for nine weeks, and then gave way to Jim Ameche and Gale Page, who are currently heading the series. Lenrett & Mitchell, New York, has the account.

Fertilizer Drive

SMITH-DOUGLASS Co., Norfolk (fertilizer), on Dec. 11 started a new program, "Smith-Douglas Family Party," on a spot-check of stations in North Carolina. WPTF, Raleigh, is the originating station, feeding the program to WHAL, Washington; WGRB, Goldsboro; WEED, Rocky Mount; WFTC, Kinston. WAIR, Weinstein-Salem, will take the network Jan. 8. Program is broadcast six days weekly on WPTF, 12-15-12:30 p.m., and fed to the network three times a week, on Mondays, Wednesdays and Fridays. Business was placed through Lawrence G. Fertig & Co., New York.

Too Much Luck

JIM BELONIUS, chief engineer of WBT, was ordered arrested in connection with an illegal transmission on Dec. 3. N. C., while hunting in Pisgah National Forest recently.

Prune Discs on 10

PRUNE GROWERS OF CALIFORNIA, San Francisco, seasonal users of radio, through Lord & Thomas, that city, on Jan. 9 will start for 13 weeks using a twice-weekly quarter-hour prerecorded program on 10 eastern and midwestern stations. List is now being made of broadcast outlets, with all programming will be William Farnum. Ken Carpenter is to announce. James Fonda, Leona White and William Winters, producer, will directly produce. An extensive merchandising and promotional campaign will be launched.

Eastern Wine Adds

EASTERN WINE Corp., New York, recently added four stations to the list carrying spot announcements for Chateau Martin wines, varying between 11 and 75 spots weekly. New stations are WBMB, Richmond; WHSC, Columbus, O.; WELI, New Haven; WEBR, Buffalo. Until the present expansion, the company has been sponsoring nine quarter-hours and 54 spots weekly on WHN, New York; four hours of 50 spots on WPTF, Raleigh; WNEW, New York; one hour and 45 spots on WAAT, Jersey City, and 15 spots on WOYW, Bil, New York. According to H. C. Morris & Co., New York, the agency handling following stations may be added to the campaign before Christmas: WSYR and WFB, Syracuse; WSAY, Rochester; WABY, Albany.

Gov. Cox Buys WSB

(Continued from page 18)


Officers of the Journal were as follows: James R. Gray, president; James R. Gray, vice-president and editor; John A. Brice, vice-president and general manager, and J. L. Willford, secretary and treasurer. The 4,058 shares of common stock were acquired as follows: From James R. Gray, 629; Inman Grays Investment Co., 35; Frances Gray Yankey, 454; John Morton Smith, 541; Mrs. James R. Gray, 334; Mary Inman Pearse, 302; J. L. Willford, 302; John A. Brice, 229; J. L. Willford, 31. Fractional shares were also included.

The financial statement covering WSB listed the transmitter, other equipment and real estate as having an investment value of $362,549.91, a replacement value of $286,507.90 and a depreciated value of $207,746.07. The Western Electric 50,000-watt transmitter, installed in February, 1933, had an actual cost of $140,936. The Gray family, it is reported, has been interested in disposing of the property since the death several years ago of Maj. John S. Cohen, who had been publisher and general manager of the newspaper and the directing head of the station. The newspaper, it is understood, has been losing money—practically since that time.

Since WAGA's participation did not involve actual transfer of the control, N.C. court approval was not necessary under the rules. However, ultimate disposition of the control must receive Commission approval.

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA

PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Federal Trial Ordered

For J. W. Williams on Impersonation Charge

JOSEPH WILLIAM WILLIAMS, 47, charged with impersonating an officer of the FCC in connection with efforts to gain employment from various chains of Dallas, applied for a new local station there, on Dec. 5 was bound over to the winter term of Federal court to stand trial on bond of $2,500 by U. S. Commissioner John Davis. He failed to make bond and will be tried some time in January.

Williams, known as J. Bill Williams in broadcasting circles, admitted to being in prison in 1931 in a charge of swindling. He also admitted deserting from the Army and as well as serving two years in Leavenworth and several months in a prison camp in California in connection with a bank transaction.

Among witnesses at the hearing in Dallas were T. J. Slowe, FCC secretary, who said none of the FCC commissioners knew Williams and that the Commission had had complaints from activities from stations in Houston, Little Rock, Hot Springs, Phoenix and Dallas. A recent vacating of KXYZ, Houston, applicant for a new local there, who said Williams co-operated in the fused employment. Howard Shuman, holder of a CP for a new local in Hot Springs, who verified Mr. Stamps' assertion that Williams had said he lived with one of the commissioners who had "sent Stamps to help Williams," and various others who testified of Williams impersonations.

Asst. Dist. Attorney Clyde Hoom amended the two complaints to read: "knowingly and fraudulently falsely pretending to be an agent, representative or employee of the United States of America, to wit, an agent representative and employee of the FCC to defraud."

New Sterling Series

STERLING PRODUCTS, New York, has recently acquired the Ironized Yeast account from J. G. Dodson Proprietaries, Atlanta, is planning the new program titled Port of Missing Heirs on Dec. 19 on 61 CBS stations. Thursday at 8-8:45 p.m., the spot, recently vacated by the Lifeboy phone Tuesday Night Party, sponsored by Lever Bros. Although Blackett-Ballantine-Hammar, New York, has been the exclusive agency for all Sterling Products accounts, Ruth Chaykin, New York, will continue to handle the Ironized Yeast account.

New Artists Pacts

CBS through Columbia Artists and Columbia Concerts Corp. and NIC through Atlanta Artists Service, on Dec. 9, signed contracts with the Screen Actors' Guild and the American Guild of Musical Artists whereby the networks have the right to act as agent for actors and artists in the making of programs and concert: F. J. Clausen providing the artists proper representation and minimum commissions are included in the contracts.

AMERICAN GUILD OF MUSICIANS ARTISTS AND ACTORS is an affiliate union of the Associated Actors and Artists of America, New York, and has branches in their New York offices along with Theatre Authority, New York, to 540 Fifth Ave, after Jan. 1.
MEMBERS of the Chicago and New York staffs of Transamerician Broad-casting & Television Corp. met in Cincinnati Dec. 8-10 for a get-together with WLW officials and department heads. After business sessions Friday and Saturday the entire group went on a hunting excursion into Kentucky as guests of Robert E. Dunville, general sales manager of WLW, and James D. Shouse, vice-president of Crosley Corp., in charge of broadcasting. Here are (front row, l to r) Walter A. Callahan (standing), manager of the Transamerician Chicago office; Miss Buz Bingham, merchandise manager of WLW; Mr. Dunville, and William Oldham (standing), sales promotion manager of WLW; (back row) George Biggar, program director of WLW; Eldon Park, of the WLW sales service department; E. R. Bauer, WLW business manager; Murray Grabhorn, of the Transamerician New York office; Richard W. Garner, sales service manager of WLW; John Hartfield, of the Chicago office; C. F. Jaeger, of the New York office, and Warren Jennings, of Chicago office.

Mu$ico Prize Contest To Become Nationwide MUSICAL prize contest called Mu$ico now sponsored by National Tea Co. on WGN, Chicago, and the Kroger Grocery Co. on WMBD, Peoria, will be expanded on a national basis soon after Jan. 1, according to officials of H. W. Kastor & Sons Adv. Co., Chicago. It is understood performances will be used nationally with various grocery chains sponsoring the program in varying markets. The half-hour Friday evening show has aroused considerable interest in Chicago. Fashioned after Bingo, Mu$ico is based on the identification of musical numbers played by a studio orchestra and checked on cards distributed by the sponsors. During the 10 weeks the show has been broadcast on WGN, more than a million cards have been called for each week by listeners who get the cards free of charge at their neighborhood National Tea stores. It is said that more than 60 letters are received by WGN weekly as a result of Mu$ico and in addition each week 25,000 shopping bags full of groceries have been distributed to winners since the program began.

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Woods Tells Labor Body Of Television Problems MARK WOODS, vice-president of NBC, met Dec. 1 with the joint television committee of Actors Equity Asan, Screen Actors Guild and American Federation of Radio Artists, which is attempting to formulate standards of wages, hours and conditions for actors employed before the camera by radio stations. Mr. Wood gave the committee a picture of the costs the broadcast industry has in maintaining regular television programs on the air with no return on his expenditures possible at the present. As is the case with newspapers, the committee is considering the group in drafting its demands. While varying reports have emanated from the various factions of the committee regarding results achieved during the past month's meetings, it is generally agreed that progress has been made and that a report will be ready for presentation to the unions for approval in the near future.

MOHAWK PETROLEUM Corp., Los Angeles, on Dec. 6 amended a weekly half-hour CBS studio audience participation quiz program, Mohawk Pow-Wow, featuring Tom Hanlon as m.c. If accepted, it likely will be released to CBS Pacific Network shortly after Dec. 1. Russ Johnston, CBS Pacific Coast program director, produced the show. Charles Morin, San Francisco manager of Radio Sales, participated.

Stock Lingo LISTENERS of Jim Poole, livestock reporter of WLS, Chicago, have sent him so many requests for explanations of his chatter that he has had to devise a dictionary of stockyard definitions. Among the definitions recently published in the Pacific Farmer are: Crows, lambs that don't respond to food; Sunfish, narrow, thin-headed cattle; Mice, undersized lambs; Gamblers, steers of uncertain quality.

Illinois Meat Series ILLINOIS MEAT Co., Chicago (Ready Meat), soon after Jan. 1 will start an half-hour Wednesday evening show titled Broadcast on an undetermined number of MBS stations. Format of the show is similar to Mu$ico and it is owned by the owners of Mu$ico, Chiefert Peoria, Chicago. It is understood that cards will be distributed through grocery stores and that the game will be based around the selection and identification of famous names in the news and sporting pages. The sponsor is introducing a new line of ready-prepared meats produced under its brand name of Broadcast. Neisser-Meyerhoff, Chicago, handles the account.

AFRA NEGOTIATES KYW, WGY PACTS AMERICAN Federation of Radio Artists and NBC have completed contracts covering staff announcers employed at the network's programmed stations KYW, Philadelphia, and WGY, Schenectady. Pacts are for three years, with provisions for revision during that period. The contract calls for 40-hour, five-day weeks, and both provide for immediate 10% increases for announce- ers. Negotiations were begun nearly a year ago, but were interrupted and only resumed recently.

AFRA negotiations with WXYZ, Detroit, are nearing completion, it was reported Dec. 12, although no contract had been signed. Major James P. Holmes, union's national field representative, has been in Detroit for some time, conferring with George Trendle and Allen Campbell, station president and general manager.

Union's committee on transcriptions is nearing the end of its work on a code covering artists employed in making recorded programs, after running into unforeseen difficulties that have prolonged the task far past the time originally scheduled for submission of the code to AFRA members for approval.

ACA and WBNX Sign; WQXR Vote Is Ordered AMERICAN Communications Assn., CIO union, reports that an agreement has been signed with WBNX, New York, covering all English announcers. Contract, signed Dec. 5 retroactive to Dec. 1, provides for a 40-hour, five-day week, two weeks vacation and sick leave with pay, salaries to start at $37.50 per week, $7.50 more than the previous minimum, and a general increase of $2.50 weekly for announcers.

Sidney Adler, ACA organizer, is in Baltimore negotiating a new contract with WCAO, covering all regular employees, announcers, news editors, etc., as well as technicians. Negotiations have also been started with WCBM, Baltimore, where six technicians have recently joined ACA.

The battle of technicians at WQXR, New York, where right to represent the engineers is claimed by both ACA and the AFL technical union, IBEW, should soon be concluded. The National Labor Relations Board, after a hearingDec. 11, said an election will be held within 30 days.

The only full time station in Ohio's 3rd largest market* WFMJ (250 watts) Youngstown Ohio

*Printers' Ink Market Exploration Bulletin, Sept. 25, 1939

"What makes a market good--PEOPLE or MONEY?"

The answer is "BOTH." Baltimore is a BIG market.

English

1938 Retail Sales: $372,770,000

Index of buying power (according to "Sales Management" survey, April 10, 1939)—117 (national index, 100)

Bank deposits total $669,976,836

—ONE THIRD of which are in mutual savings banks.

* ON THE NBC RED NETWORK *

December 15, 1939 • Page 83
Sick of Judging

ALL BUT ill, Rex Davis, chief announcer of the station WCKY, Cincinnati, returned from Brookeville, Ky., recently after judging a cake-baking contest held under WCKY auspices — during which Davis personally tasted portions of 63 chocolate cakes. Chronickling his adventure upon his return he was informed bluntly by France Raine, Cincinnati Times-Star radio editor and a culinary expert, the best and proper manner of judging cakes is not to taste them, but to examine their texture and general appearance.

Reargument Is Sought In Decision on KSFO

REARGUMENT before the U.S. Court of Appeals for the District of Columbia of the court’s decision in the case involving lease of KSFO, San Francisco, the CBS was sought in a pleading filed Dec. 14 by the FCC, in which it questions the court’s procedure in recent decisions. While the court has six members, only three have been parties in FCC appeals, with the result, the Commission alleges, that confusion and conflict exist.

The FCC also is expected to ask the court to hear oral argument in connection with the appeal of WAPI, Birmingham, from the FCC decision denying a lease arrangement, in which CBS also would have participated. The lease issues in the two cases are viewed as identical.

Television ‘Gone With Wind’

NBC will televise the New York premiere of the motion picture “Gone With the Wind” Dec. 15, picking up celebrities as they cross the sidewalk and also presenting interviews before the camera in the lobby of the Capitol Theatre. Pickups will be fed to the studio unit, parked across the street from the theatre entrance and then to the W2XBS transmitter in the Empire State Bldg. Television’s pact in tying in with movie exploitation is seen as a playing move toward the movie companies, who have been reluctant to supply television with films for use on the air.

AP Takes No Action

BROADCASTING of news, both national and commercial, was the subject of much panel discussion by the members of the Associated Press executive committee, during the two-day meeting in New York, Dec. 5, but no official action was taken on any change in the policy. Each group made sure that the broadcasting of its news.

QUAKER OATS Co., Chicago (cereal), has added an extra four weeks, as of Aug. 26, 1939, to its contract with NBC for the Quaker Period to parallel its recent renewal with Tommy Riggs and Betty Lou. the two stars of the program, through Sept. 23, 1940. The program is heard on 69 NBC Red stations, 5:30 to 5:45 p.m. Agency is Ruthrauff & Ryan, Chicago.

DODGE DEALERS of Chicago on Dec. 17 starts a half-hour Sunday noontime show called Meet the Band on WBBM, Chicago. The program will feature a name band each week. Engraved gold bagonas will be presented orchestras leaders selected to appear on the program. Ruthrauff & Ryan, Chicago, handles the account.

Make Believe Ballroom

On WNEW, New York: Acquires New Account

TOTAL of three hours and 45 minutes was added Dec. 8 to Martin Block’s Make Believe Ballroom program on WNEW, New York, the station announcing that all time on the program is sold with the start of two new accounts — Crosley Distributing Corp., New York, on Dec. 11 promoting three quarter-hour programs daily for Crosley radios; and K. Arakelian, on Dec. 8 sponsoring six quarter-hourly weekly Mission Bell wine.

During the first week in December the Broadway production “Swinging’ the Dream” started three quarter-hourly weekly of the Ballroom program, through Chasman & Co., New York, to make a special ticket offer to listeners. The offer to match each ticket reservation made by a man with a ticket for a girl resulted in 1,120 advance reservations for the show following one two-minute plug by Martin Block on the program Dec. 5.

Following the recent signing by Block of a new five-year contract with the WNEW Artist’s Bureau, the radio feature story of the week in Time Magazine, Dec. 8 was built around the history of the Make Believe Ballroom program and how Martin Block started on the road to his present success. On Dec. 12, Pie Magazine ran a two-page spread featuring Block’s semi-annual orchestra popularity poll.

Hays’ Hamless Hammond

Every afternoon, five days a week, thousands of radio listeners in the nation’s 75th market tune in to St. Louis KWK for 15 minutes of sizzling, scintillating swing supplied by Rich Hays, the boy who keeps the “Ham” out of the Hammond. Side remarks and Oral footnotes delivered with abandon by Allen C. Anthony* round out a swift-space quarter-hour.

It’s called the “Swing Clinic” and we KNOW it’s got the listeners. Proof: Over 90 “Swing Clinic” Classes have been organized in St. Louis and other cities in the KWK listening area.

The “Swing Clinic” may furnish the diagnosis for your St. Louis sales problem. Call the Paul Raymer office.

*Yes, one that “Dr. I. Q.” borrowed from us on Mondays.
Late Personal Notes

DAVID SARNOFF, president of RCA and chairman of the board of NBC, paid a five-minute call on President Roosevelt at the White House Dec. 11. He said afterward that international broadcasts and television had been discussed.

J. M. HAYES, former manager of the Chicago office of Radio Transcription Co. of America, has joined the sales staff of NBC Electrical Transcription Service in New York, to conduct station and on behalf of RCA Transcriptions and NBC's syndicated recorded programs. G. C. Gertland, former sales manager of Star Radio Programs, New York, also has joined the sales staff of NBC Transcription Service.

G. B. STEWART, formerly account executive of John H. Dunham Co., resigned recently to become advertising manager of Brunswick-Balke-Collender Co., Chicago, where he will have charge of the advertising of the company's three divisions.

WILLIAM R. HEMRICH, formerly advertising manager of Armour Co., Chicago, and more recently account executive with Stack-Gable Adv. Agency, Chicago, has been named advertising manager of Winking Corp., Chicago (synthetic rubber casings).

EMERSON WALDMAN, formerly with Steve Hannigan, New York publicity agent, and previously in the special events department in Washington, has been appointed to handle radio publicity for the Greater New York Committee for the Celebration of the President's Birthday Ball, assisting Ed O'Brien, director of public relations, Henry Doberty, formerly of NBC, handles newspaper publicity.

SYLVIA PRESS, formerly director of publicity of WE, Chicago, has joined CBS as assistant to Herbert Spore, trade news editor in New York.

WILEY MIDDLETON, football commentator heard regularly on the last six minutes on WHB, Greensboro, N. C., has been named to the Rose Bowl Game in Pasadena.

MAJ. EDNOR RITCHIE, director of WBIG, Greensboro, N. C., again has been designated by the Kate Smith All-Collegiate Football Committee to present Bulova watches awarded to the State's All-America players.

RAY REEVES, sports announcer of WRAL, Raleigh, N. C., has resigned to return to his home in New York for an indefinite period due to illness.

FRED RINGHARDT has resigned from the sales staff of WHBF, Rock Island, Ill, to return the announcing and continuity staff of WCHL, Galveston, Ill.

HERMAN S. HERMANSON, new to radio, has joined the sales staff of KOIL, Omaha. Bill Baldwin, after several months in San Francisco radio, has returned to the KOIL announcing staff.

STEVE MORRIS, of the CBS Hollywood sales promotion department, is the father of a girl born Dec. 10 in Pasadena, Calif.

GEORGE MENARD, announcer of WLS, Chicago, is the father of a baby girl born Dec. 9.

EDGAR SNOW, new to radio, has joined ROY, Phoenix, as junior announcer.

To Honor Shouse

A TESTIMONIAL dinner will be tendered Dec. 19 in Cincinnati to James D. Shouse, vice-president of the Croley Radio Corp., in charge of broadcasting, with such figures as Gov. John W. Bricker of Ohio and Senator Robert A. Taft heading the list of notables. Toastmaster will be Albert H. Morrill, president of the Kroger Grocery & Baking Co. Addresses will be delivered by Senator Taft, Mayor James G. Stewart and Col. C. O. Sherrill, city manager of Cincinnati.

AMONG radio notables attending the winter Gridiron dinner of Washington correspondents Dec. 9 were Gardner and John Cowles, the Cowles brothers; Niles Trammell, CBC executive vice-pres; Edward Klauber, CBS exec vice-president; Paul Sarnoff, RCA president and NBC chairman; James E. Trumeter, CBS Washington vice-president.

Effective December 16

Full Speed Ahead with 1,000 Streamlined Watts (day) on 1100 Kilocycles

WCAR

PONTIAC, MICHIGAN*
WRIGLEY AUDITIONS

WILLIAM WRIGLEY JR., Co., Chicago (Doublemint gum), soon after noon, I will start a new half-hour Sunday afternoon show to replace the Gateway to Hollywood series, according to officials of CBS-Chicago. The Gateway program was directed by Jesse Lasky and was tied-in with RKO pictures. It is understood that Neisser-Meyerhoff, Chicago, is the agency handling auditions for the new winter show.

JOINS MBS WAR STAFF

PAUL SCHUBERT, naval and gunnery expert, author and commentator, has joined MBS" staff of war observers and is giving quarter-hour broadcasts discussing the naval problems of the warring nations at frequent intervals. His first broadcast on MBS was Dec. 6.

RADIO CONSTRUCTION

Mr. Schubert, a graduate of Annapolis, resigned from the Navy to start his writing career, and has done foreign correspondence for the Saturday Evening Post and BBC.

IN APPRECIATION of the cooking school staged in conjunction with the Northern Kentucky Independent Food Journalists' Assn. Food show, held recently at Covington, Ky., the Association presented marsha Wheeber, home economist of WSAI, Cincinnati, with a portable radio. The cooking school, broadcast by WSAI, was credited with drawing large crowds to the Food show. At presentation time, shown to Ben Kees, Association director; Dewey Long, WSAI general manager; Larry Haunbaum, Association secretary, and marsha Wheeber.

TBS Plans Debut

(Continued from page 17)

ORD AIR PROGRAMS for delayed broadcast

A newspaper that disagreement between the New York and Chicago and what Producers of Blackett-Sample-Hummers over the placement of business with 120 new set to a breach that might cumulate in a disruption in a company and the formation of two new agencies, one in Uncas, headed by tina Blackett and tina Sample, and another in New York headed by E. F. Hummer and luanne Jones, vice-president, general manager or the New York once, were soon-pouched by executives of the agency, who characterized them as "just some more wind rumors".

Mr. Hummer of the 20 hours weekly on TBS was said to be "good business for our clients because it gives them a network at a price." even if the coverage afforded by TBS proves to be only supplementary to that of CBS and NBC it still will be worth while, the agency said, pointing to its continued use of WJIN, New York, to re-broadcast in the evenings two hours or script shows heard in the daytime on NBC and CBS outlets in that city as evidence supplementary coverage pays.

While this sentiment eliminates Mutual's chances of getting the business from the agency's New York once, aBS is still negotiating with the nrm's Chicago executives for business placed there. However, Blackett-Sample-Hummer has no immediate intention of canceling its programs on NBC or CBS, it was stated, but will continue, at least for the present, along with its use of TBS facilities.

UBS on Dec. 16 has arranged the first of its special programs to be scheduled by networks and stations throughout the country to further the drive for funds to aid infantile paralysis, which closes with the President's Birthday Hall on Jan. 30. Special arrangements for the Committee for the Cerebration of the President's Birthday will be made by the committee in Real chairman; Kate Smith, CBS singer, who will serve as program hostess; Bill Corbin, sports columnist; Bob Trout, CBS commentator.

WHAT is said to be a unique centre for a radio artist in the one setting is being played by Whitey Ford, m.c., and c. c. of Plantation Party, for 11 appearances or three of e. g. and computers without any connection classes. The series is sponsored by Grumman & Williams Tobacco Co. for its Bugler tobacco.

J. LESLIE DOSS, manager WJIN, Tuscaloosa, Ala., owned 1 R. R. Doss Jr., has applied to TBS for a new 250-watt station c. 1500 kc. in Bessemer, Ala.

CLASSIFIED ADVERTISEMENTS

Help Wanted

ASSOCIATES needed for radio station. Excellent monthly salaries. Reply Box 1194, Broadcasting.

Station Manager.- wanted at an all-pace of broadcasting and construction, an opportunity with new or progressive station. Box 1303, Broadcasting.

Newspaper-Announcer Writer.- 25, first-year work through School of Journalism. Well traveled, good training, radio experience. Good references. Box 388, Broadcasting.

BROADCASTING.

Production Man, ten years experience, production, programing, promotion, writing, employed, or who wants to make change. Will accept small salary. Box 1580, Broadcasting.

For Sale - Equipment

Fred intybe's mower- RCA 76 R, late model, Excellent condition, sectional $1 cash. Box 1129, Broadcasting.

Wanted to Buy

WANTED, used 6 a.m. RUA, Western Electric Type 500, 30 compound winder 36 amperes, 24 volts, speed 1100 r.p.m. 2. Used with most obsolete western electric transmitters. State condition and price. Station WJW Columbus, S. C.

Wanted to Lease

Would like to lease a conditioned 3,000 W, for research work. Box 693, Broadcasting.

For Rent - Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurement; oscillographs, distortion measuring equipment. RUA 735 field intensity meter available at reasonable rates. Accessories include Research Laboratories, 250 E. 16th St., New York City.

PROFESSIONAL DIRECTORY

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

There is no substitute for experience

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982 National Press Bldg.
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Specializing in Broadcast and Allocation Engineering
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
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HERBERT LEE BYLE
Radio Construction Engineer
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

Mcnary and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D.C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair [N. J.] 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Main Bldg., District 8456
Washington, D.C.

A. E. EARL CULLUM, JR.
Consulting Radio Engineer
2355 North Henderson Avenue
Telephones 3429 and 3-3466
DALLAS, TEXAS

McDulty Radio

They Never Miss...

Station owners, managers, sales managers and chief engineers comb every issue of Broadcasting.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service a great value for routine measurement 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.

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NAME JETT, GROSS TO CHILE SESSION

CHIEF ENGINEER E. K. Jett and Gerald C. Gross, chief of the International Section, were named Dec. 5 by the FCC to represent it on the U. S. Delegation to attend the Inter-American Radio Conference in San Diego, Chile, which begins Jan. 17. State, Army, Navy and Civil Aeronautics Authority will each have one representative on the Delegation, preliminary conferences for which were begun Dec. 1 by the State Department. Dealing with allocation and use of short wave frequencies for all modes of service, standard broadcasting per se will not come into the deliberations.

At the preliminary conferences under State Department auspices, Chief Engineer Jett delivered a preliminary report on high-frequency broadcasting and allocation of the radio spectrum. At subsequent meetings prior to departure of the delegation, the preparatory Committee will adopt final instruction reports for the Conference.

Among the engineers attending the preliminary conferences, aside from representatives of the various Government agencies, were E. K. Cohan, CRS technical director; Dr. C. B. Jolliffe, RCA engineering head, and his assistant C. E. Pfauts; Harold R. Rotherock, representing the Clear Channel Group, Lloyd E. Eshomach, Bell Telephone Laboratories; Francis M. Ryan, AT&T, K. B. Warner, American Radio Relay League, and Paul Gohnen and F. L. Moeser of the nautical Radio Inc. Francis C. DeWolfe, assistant chief of the Division of International Communications of the State Department, is presiding at the preliminary conferences.

BOMBARDED

EDWARD RECTOR, chief engineer, and Eugene Stephens, of the transmitter staff of WKZU, Kalamazoo, Mich., are getting used to narrow squeaks. During a Thanksgiving Day transmitter trick for the pair a bullet shattered a window in the transmitter house, spattering glass all over desks and chairs. Sheriff's officers upon investigation found two adolescents practicing marksmanship with a rifle some distance away, shooting at a target directly in line with the transmitter. Last year Stephens had climbed two-thirds of the way up the 325-foot antenna when lightning struck the tower. He calmly fastened himself to the tower with his belt, while Rector climbed to his rescue. "Our experience in the Thanksgiving Day bombardment was not nearly as close an escape," commented Rector. "That bullet missed my head by all of six inches!"

IBEW Local Formed

FORMATION of Local Union No. 13 of the International Brotherhood of Electrical Workers in ontario, Ala., was announced Dec. 4 by John A. Thomson, chief engineer of WCOV, Montgomery.

Washington. Calif., has presented an for reorganization to station management, with conferences expected to get under way shortly.

MERICAN Radio Relay League, 300 Hartford, Conn., has published a 1940 edition of The Radio Amo's Handbook 181 pages, $2.50 per bound. This bound a bound volume, completely revised, includes topical index and 156-page catalog of amateur radio equipment, along with numerous illustrations, charts and tables.

OCCY Society of Motion Picture Engineers has announced its 40th annual convention will be held April 2-25, at the O'hool-Madison Hall Hotel, Atlantic City.

The FCC on Dec. 9 issued a new list of radio stations in emergency services, including municipal police, state police, interzone police, marine fire, social emergency and forestry stations.

PROGRESS

- In a very short span of years, radio has progressed from the simple carbon mike to the sensitive cardioid mike... from the single experimental stations to broad networks and sponsored programs.

Today special telephone circuits link the country in extensive networks for program transmission. Special telephone facilities are constantly in use in radio. In Bell Telephone laboratories, day-in and day-out, trained men are seeking and finding improved methods and equipment to benefit the radio industry.

ERMAN FLOREZ, chief engineer Paramount Broadcasting Corp., erating WWFW, Brooklyn, returned to fiance Tuesday, from Bogota, Columbia, in American Airways, after having installed a point-to-point radiotelegraph system for the Colombian family of Communications.

SS THOMPSON, engineer of RRM, Chicago, has returned to the office following his recovery from a surgery leg.

ICHARD T. SAMPSON, chief engineer of KPXM, San Bernardino, Calif., has applied to the FCC for a a 5-watt radio in Riverside, Calif., to carry on 250 watts on 1420 kc.

IMAN W. CRAIN, formerly of WNOR, New Britain, Conn., is the chief engineer of the WRC, succeeding Dick Hammond, to whose is chief of the WDD. Salem, Mass.

PID DOUD, assistant sound engineer, KME, Los Angeles, is in a hospital recovering from serious injuries received in a recent auto accident.

H. SPECK has joined the technical staff of WFPW, Dallas, and has been assigned to operation of WNTX, the FPA ultrashort frequency station, at WXYZ, Facemall transmitter.

ANK LOUaGEY of the engineering staff of KSLL, Des Moines, recently married Elizabeth Acri.

AY BRITLAND has joined Mission all Radio Co., Los Angeles, as assistant chief engineer.

N. SORONI, formerly of KWL, in Lake City, has joined the engineering staff of KUTA there.

ERY MELSHEM, formerly of KHJ, Watertown, Calif., has joined the engineering staff of KVCV, Redding, Calif.

USPEL SHETTER has been appointed chief engineer of WKJZ, Chicago, succeeding S. L. Gladfield.

RTHUR G. CALABRESE, KJL, Los Angeles, technician, is the father of a girl born late in November.

IR POTTERMAN, engineer of WRJ, Glenville, Pa., is the father of a baby girl born Dec. 7.
November 30 to December 13, Inclusive

Decisions

November 30

WSCC, Charlotte, N. C.—Temporary renewal pending applic. of.

December 1

KSD, St. Louis, General motion accepted to apply to 5 w directional. Watertown Bessie, Corp., Watertown, N. Y. Granted amendment effective to 1200 kc.

December 4

MISCELLANEOUS—WRL, New York City. Granted .amendment to 250 w directional N. to 250 w D.

December 5

KWNO, Norfolk, Va.—Granted motion increase to 750 w directional.

December 6

KBBC, Dallas, Tx.—Grant motion to increase to 20 kw trans. and simul.

December 7

KROQ, Los Angeles—Grant motion to increase to 250 w directional.

December 8

MISCELLANEOUS—WPL, New York City. Granted motion to move band.

December 9

KTVG, Tucson, Ariz.—Grant motion to increase to 1500 w directional N.

December 10

KDKA, KDKB, KDKC, KDKD, KDK E.—Grant motion to increase to 1500 w directional N.

December 11

KJIM, KJINE, KJIN—Grant motion to increase to 250 w directional N & D.

December 12

WJWL, Cape Girardeau, Mo.—Grant motion to increase to 50 kw directional N & D.

December 13

KXSW, KXSWX, KXST, KXSTX, KXSTB, KXSTC, KXSTD, KXSTE—Grant motion to increase to 50 kw directional N & D.

December 14

KGO, KGOX, KGBC, KGBB, KGBC—Grant motion to increase to 250 kw directional N & D.

December 15

KBAT, Batavia, Ill.—Grant motion to increase to 250 kw directional N & D.

December 16

KXU, KXHS, KXHSX, KXHSX, KXHSB, KXHSC, KXHSX—Grant motion to increase to 250 kw directional N & D.

December 17

KXJ, KXJX, KXJX, KXJX, KXJX—Grant motion to increase to 250 kw directional N & D.

December 18

KXIC, KXICX, KXICX, KXICX, KXICX—Grant motion to increase to 250 kw directional N & D.

December 19

KXSD, KXSDX, KXSDX, KXSDX, KXSDX—Grant motion to increase to 250 kw directional N & D.

December 20

KXJF, KXJFX, KXJFX, KXJFX, KXJFX—Grant motion to increase to 250 kw directional N & D.

December 21

KXK, KXKX, KXKX, KXKX, KXKX—Grant motion to increase to 250 kw directional N & D.

December 22

KXLC, KXLCX, KXLCX, KXLCX, KXLCX—Grant motion to increase to 250 kw directional N & D.

December 23

KXLD, KXLDX, KXLDX, KXLDX, KXLDX—Grant motion to increase to 250 kw directional N & D.

December 24

KXLF, KXLFX, KXLFX, KXLFX, KXLFX—Grant motion to increase to 250 kw directional N & D.

December 25

KXMG, KXMGX, KXMGX, KXMGX, KXMGX—Grant motion to increase to 250 kw directional N & D.

December 26

KXMI, KXMIX, KXMIX, KXMIX, KXMIX—Grant motion to increase to 250 kw directional N & D.

December 27

KXMM, KXMMX, KXMMX, KXMMX, KXMMX—Grant motion to increase to 250 kw directional N & D.

December 28

KXNP, KXNPX, KXNPX, KXNPX, KXNPX—Grant motion to increase to 250 kw directional N & D.

December 29

KXON, KXONX, KXONX, KXONX, KXONX—Grant motion to increase to 250 kw directional N & D.

December 30

KXOP, KXOPX, KXOPX, KXOPX, KXOPX—Grant motion to increase to 250 kw directional N & D.

December 31

KXQ, KXQX, KXQX, KXQX, KXQX—Grant motion to increase to 250 kw directional N & D.

January 1

KXQK, KXQKX, KXQKX, KXQKX, KXQKX—Grant motion to increase to 250 kw directional N & D.

January 2

KXQF, KXQFX, KXQFX, KXQFX, KXQFX—Grant motion to increase to 250 kw directional N & D.

January 3

KXQH, KXQHX, KXQHX, KXQHX, KXQHX—Grant motion to increase to 250 kw directional N & D.

January 4

KXQI, KXQIX, KXQIX, KXQIX, KXQIX—Grant motion to increase to 250 kw directional N & D.

January 5

KXQJ, KXQJX, KXQJX, KXQJX, KXQJX—Grant motion to increase to 250 kw directional N & D.
Network Accounts
all time EST unless otherwise indicated.

New Business


ALBERS BROS. MILLING Co., Seattle (Friskey Dog Food), on Jan. 4 starts for 29 weeks Adventures of Dr. Doolittle on 9 CBS Pacific Coast stations, Sun., 2:30-5:45 p.m. (PST), Agency: Erwin, Wasey & Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King Soap), on Jan. 5 starts for 52 weeks Dealer in Drama on 7 CBS Pacific Coast stations, Mon., thru Fri., 1:15-3:30 p.m. (PST), Agency: Raymond R. Morton Co., Hollywood.

THOMAS J. Lipton Ltd., Toronto (tea), on Dec. 31 starts Lipton's Tea on 31 Canadian Broadcasting Corp. network stations, Sunday, 1:30-6:30 p.m., Agency: Vickers & Benua, Toronto.

Renewal Accounts
JARNATION Co., Milwaukee (milk), Jan. 1 renewal for 52 weeks Daren Hour on 64 NBC-Red stations, Mon., 10-10:30 p.m., Agency: Erwin, Wasey & Co., N.Y.

RALSTON PURINA Co., St. Louis (Ralston cereal), has extended Tom Maus Mon. thru Fri., 4:45-5 p.m. (CST), on 51 NBC-blue stations, through April 27, 1940, Agency: Jardner Adv. Co., St. Louis.

WANDER Co., Chicago (Ovaline), Jan. 1 renewal for 52 weeks Little Orphans Annie, Mon., thru Fri., 4-4:45 p.m. (CST), on 16 NBC-red stations, Carter of Elm Street, Mon., thru Fri., 11-11:15 a.m. (CST), on 7 NBC-red stations, Agency: Blackett-Sample-Hummon, Chicago.

JOSEVILES BISCUIT Co., Long Island City, N.Y., Jan. 2 renewal Women's Magazine on the Air on 6 NBC Pacific Red stations, Tues. and Thurs., 6-6:30-6:45 p.m. (EST), Agency: Newell-Emmett Co., N.Y.

Favor Vertical Cut
RESULTS OF a survey independently conducted by Reuben S. Donnelly Co., indicating that station managers favor a "4-1" preference for vertical cut transcriptions, were announced Dec. 12 by World Broadcasting System. The survey also showed, according to the WBS announcement, that station engineers expressed a 12-1 preference for vertical cuts. The inquiry sent to leading independent stations affiliated with the major networks. The announcement said that 132 managers having vertical and lateral equipment, 119 voted for vertical, while the remaining 13 favored horizontal recording for faithful reproduction of music. It added that a 7-2 preference was shown for WBS recording, a 12-1 preference for WBS pressings and a 4-1 preference on shipping and delivery service.

STANDARD BRANDS, New York (Frisken's Foal Yeast), on Jan. 1 for 9 weeks renewal I Love a Mystery on 32 NBC-Red stations, Mon., thru Fri., 7:30-8:30 p.m. (repeats 11:15-11:30 p.m.), Agency: J. Walter Thompson Co., N.Y.

P. MUELLER Co., Jersey City, N.J. (measorg), on Jan. 1 renewed Thunder Over Paradise on 5 NBC-blue stations, Mon. thru Fri., 10-10:30 p.m., Agency: Knayon & Eckhardt, Los Angeles.

AMERICAN TOBACCO Co., New York (Half and Half tobac), on Jan. 1 renewed Ben Bernie on 53 CBS stations, Tues. thru Sun., 6:30-6:45 p.m., Agency: Young & Rubicam, N.Y.

COLUMBIA RECORDING CORP., Bridgeport, Conn., has renewed Young With a Horn on 31 CBS stations, Fri., 10-10:15 p.m. Placed direct.

GULF OIL Corp., Pittsburgh, on Nov. 30 renewed Screen Guild Theatre on 64 CBS stations, Sun., 7:30-8:30 p.m., Agency: Young & Rubicam, N.Y.


ORPHEL BROADCASTING Assn., Los Angeles, on Dec. 31 renewal for 52 weeks The Old Fashioned Revival on 68 MBS stations, Sun., 9-9:30 p.m., Agency: R. H. Alber Co., Los Angeles.

J. B. WILLIAMS Co., Glenshaw, Pa., has renewed Young with It on 58 NBC stations, Mon., 8-8:30 p.m., Agency: J. Walter Thompson Co., N.Y.

GENERAL ELECTRIC Co., Cleveland (Lamp Division), on Dec. 18 renewal Jacke Of Charm on 58 NBC Red stations, Mon. 10-10:30 p.m., Agencies: BBDO, N.Y., and Foster & Davies, Cleveland.

Network Changes
P. LORILLARD Co., New York (Seaboard cigarettes), on Jan. 1 displacement War Bond Drive on WMAR, Baltimore, (milk), on Dec. 16 discontinues Uncle Jim's Question Box on 7 NBC-blue stations, Sat., 7-7:30 p.m., returning in January Agency: Cecil & Presley, N.Y.

VICK CHEMICAL Co., Greensboro, N.C., (mace drops, cough drops), on Jan. 2 shifts Beyond Reasonable Doubt on 11 NBC Pacific Blue stations, from Tues., 7-7:30 p.m. (PST) to Tues., Wed. Thurs., 7-7:15 p.m. (PST), Agency: Merle International, N.Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Jan. 7 shifts Chase & Sanborn Hour on 62 NBC-Red stations Sun., from 8-8:9 p.m., to 8-8:30 p.m., Agency: J. Walter Thompson Co., N.Y.

Bounty on Spot
P. LORILLARD Co., New York, on Dec. 12 started its first program series for Bounty cigarette tobacco on WNEW, New York, following an announcement made on WWJ, New Orleans, last July. Program, titled Bound-T Ranch, features Arizona Red and Western music, Tuesday and Thursday and Saturday, 7-7:45 p.m. Agency is Lennen & Mitchell, New York.

Tales of the Famous
PHILIP MORRIS & Co., New York (cigarettes) has replaced the tall story dramas heard as part of the weekly Breezing Along program on NBC Blue with Dreamies, a feature dealing with success stories of famous persons, as narrated by David Ross.

• Does C. R. E. I. Training Pay Dividends?

The success of a school is not indicated by its number of graduates but by the number of graduates employed! A survey made of our recent school graduates of 1934 through 1937 disclosed that 95% were employed in the radio and communication industry within an average elapsed time of one month after graduation. Such a record is proof that C.R.E.I.'s technical training PAYS because it is practical. May we send you details?

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-12 3224-16th St. N.W., Wash., D.C.
HOLIDAY spirit prevails at the new transmitter house of WBIG, Greensboro, N. C., with Santa and reindeer cavorting above the modernistic doorway built by Manager Edney Ridge.

**DuMont's Television System Is Shown In Demonstration to Radio Engineers**

**By BRUCE ROBERTSON**

**THE DU-MONT system of television transmission and reception, which differs in several particulars from the system approved by the Radio Manufacturers Association, and now used by NBC and CBS, was demonstrated Dec. 8 to three members of the FCC staff and a group of some 50 television engineers.**

The FCC representatives were E. J. Jeit, chief engineer; Andrew D. King, assistant chief engineer; and William H. Bauer, FCC senior attorney.**

The test was conducted by Allen B. DuMont, consistent of two sessions, one in the Allen B. DuMont Laboratories at Passaic, N. J., and the other in Mr. DuMont's residence, about seven miles distant.

**Flicker Problem**

At the danger of over-simplifying a highly technical subject, the essence of the DuMont system may be termed an attempt to reduce the standard RCA television formula of 30 frames per second, with 60 interlaced fields per second, and 30 interlaced fields.

Result would be either an increase in definition (number of dots displayed on the image), producing pictures with more detail on the receivers if the present 6-megacycle television broadcasting band for each station is maintained, or keeping the same definition of 441 lines which the RCA has accepted as satisfactory, but reducing the width of the band to 3 megacycles. This reduction would permit a doubling in the number of bands available, and consequently in the number of television transmitters that could be operated in any locality, and would also tend to decrease the cost of receivers to the public.

**Difficulty in achieving acceptable images by the DuMont system is that the less frequent images tend to produce a disturbing flicker on the receiver screen, necessitating a different white image or an image that is less subject to the screen on the screen that will hold over the image for 1/15 seconds or more, while a flicker and produce a steady picture. Several tubes were demonstrated, of which the most successful in reducing the flicker and producing a sustained image colored the picture a vivid golden yellow, which to this observer, at least, was less pleasant than the black and white images of the RCA standard sets, despite the fact that the DuMont pictures were of 625-line definition in contrast to the 441 lines of the others. Mr. DuMont stated, however, that progress to date had convinced him that achieving a black and white image tube for reception in this system is a problem that will easily yield to further research.**

Mr. DuMont's contention is that instead of setting any standard definition or set number of scanning lines, the FCC should allow experimentation to continue on various standards, and protect the public from purchasing receivers that they could tune in some stations but not others by requiring all transmitters to broadcast a sweep signal which a universal television receiver can pick up and reproduce electronically, and inspecting the number of the number of scanning lines used at the studio.

Among those attending the demonstration were O. B. Hanson, vice-president and chief engineer of NBC; Peter C. Goldmark, chief television engineer of CBS; and R. Poppels, chief engineer of WOR, New York.
A STATEMENT OF POLICY

We have now completed our first urban analysis.

We believe that the industry will agree that the sample of 25 separate coincidental surveys made in cities with an aggregate trading zone population of 6,765,079* is adequate.

We expect to continue at regular intervals a re-auditing of listening habits in WLW-land using these same cities as a base.

We feel that the degree to which we can improve our service increases with the exactness of the knowledge we are accumulating through these studies.

We do not think of WLW only in terms of its huge number of strictly-urban listeners, but, in these test cities alone, we definitely know what we are doing among 6,765,079* people.

*ABC Trading Zone Areas as listed in Standard Rate and Data.
They let their CONFIDENCE be their Guide
Sight Unseen . . . Sound Unheard . . . Broadcasters buy entire factory order of New RCA 250 watt transmitter

In this troubled world where treaties are scraps of paper . . . where discord, distrust, and discontent are everyday headlines . . . we believe you will find this report of good-will and confidence as refreshing as we did.

No broadcaster ever saw an RCA 250-K Transmitter. No broadcaster ever heard an RCA 250-K. Nevertheless, broadcasters had such confidence in RCA engineering that they purchased the entire factory order of this new 250 watt transmitter . . . sight unseen, sound unheard.

RCA tries to merit confidence of this nature through the application of sound fundamentals of good engineering practice. Ours is a constant and studied effort to design and build the best possible equipment at the right price . . . We would welcome an opportunity to be of service to your station. We are confident that the engineering resources of RCA will find the correct solution to any problem you may have.

Specifications of the RCA 250-K
Frequency Response: Flat within ±1.5 DB from 30 to 10,000 cycles at any percentage of modulation from 0 to 95.
Operation: Three power outputs, 100, 250, 100/250 Watts.
Frequency Range: 550-1600 KC.
Fidelity: Stabilized feedback reduces distortion to less than 3% RMS between 50-7500 cycles up to and including 95% modulation.
Carrier Noise Level: At least 60 DB below the level for 100% modulation—unweighted.
Utilizes power change switch and equipment where required.
High level class B modulation.
Uses RCA "V"-Cut Crystals.
All meters at eye level for convenience in reading.
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